

Brief of Department of Agricultural Extension and Communication

Agricultural extension is one of the driving forces that are responsible for the growth of agricultural productivity by transferring latest scientific based improved agricultural technologies to the farmers and ultimately strengthen the national economy. However, for agricultural development of a country, the presence of strong linkages amongst the three main institutions, human resource development through university education, technology development through research, and technology transfer through extension are unavoidable. The technology transfer, however, does not take place in a vacuum but it is done through a well-organized extension system. The latter is a continuous process of passing on useful and required information to the farmers and then assisting them to utilize effectively new knowledge and skills for increasing their production and income. Keeping in view the importance of agriculture extension and communication for the technology transfer to the farmers, a full-fledged department of Agricultural Extension and Communication was established in 2018 which offers graduate and post graduate courses leading to B. Sc. and M. Sc. degrees.

The courses are designed to increase student's knowledge of fundamental aspects of their programmes in order to develop an aptitude for designing, executing and interpreting research projects relevant to the need of the nation. Research facilities are available in the department and members of staff and students are conducting active research activities. Opportunities for collaborative research with other Universities, at home and abroad or with research institutes are encouraged.

Each student's research programme is designed in consultation with a supervisor or a team of supervisory academic members of staff. Students are encouraged generally to specialize in a particular area of Agricultural Extension and Communication, but depending on professional objectives, may find it desirable to pursue a programme of studies, which combines subject material from different areas of specialization, or interdisciplinary research programme.

Mandate

- To organize teaching in Agricultural Extension and Communication with a view to providing professional competencies for personnel at various levels in Central, State Government, Public sector undertakings and commercial agencies.

- To undertake research in Agricultural Extension and Communication for promoting growth of knowledge in the discipline, contributing to the formulation of social policies and providing guidance to development agencies.
- To develop learning materials for use of academic and extension functionaries.
- To organize events for the benefit of students, academics, extension workers and development administrators.
- To collaborate with the activities of all department faculties for mutually accomplishing the university goals.