

TEXTBOOK ON DIMENSIONS OF AGRICULTURAL EXTENSION

Sunil Kumar
Mustfa Hussain
Akanksha Singh
Jagatpal
Ashish Singh



Textbook on Dimensions of Agricultural Extension

© Authors 2024

First Edition: 2024

ISBN: 978-81-963250-7-7

No part of this publication should be reproduced, stored in retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording and/or otherwise, without the prior written permission of the editors and the publisher. All disputes are subject to Delhi jurisdiction only.

Information contained i.e., articles printed, in this book, have been received from respective research scholar(s)/academician(s)/author(s) who are solely responsible for the details and statements made in their articles. For any plagiarism issue and for any type of damage arising out of use of this published information work, the Editors, the Publisher and the Printer shall not be held responsible in any way. All disputes are subject to Delhi jurisdiction only.

Published by :

DOORS PUBLICATION

RZ-90, Street Number 1, Main Sagarpur,
New Delhi-110046

Ph.: 9654165993, WhatsApp No.: 9821852706

E-mail: publicationdoors@gmail.com

Printed at : India.



About the Authors

Dr. Sunil Kumar serves as Associate Professor in the Department of Agriculture, Integral Institute of Agricultural Science and Technology (IIAST), Integral University, Lucknow. He earned his B.Sc. (Hons.) Agriculture and M.Sc. degree in 2010 & 2012 from C.S.A. University of Agriculture & Technology, Kanpur, specializing in Agricultural Extension, and later received his Ph.D. Agricultural Extension and Communication from Sardar Vallabhbhai Patel University of Agriculture and Technology Meerut in 2017 with Senior Research Fellowship (SRF).



Dr. Kumar is actively engaged in teaching and guiding undergraduate, postgraduate, and Ph.D. students in Agriculture. His impressive academic record includes publishing 30 research papers, 24 research abstracts, two newsletters, 15 popular extension articles and brochures, five book chapters, and three books. Additionally, he has participated in three ICAR trainings, seven Faculty Development Programmes (FDP), and four professional development courses.

Dr. Kumar's outstanding contributions to education, research, and extension work in agriculture have earned him several prestigious awards, including the Best Thesis Award, Young Scientist Awar, Best Oral Presentation Awardee, and Young Extension Worker Award. Under his supervision, eight students have completed their research at the postgraduate level, and four students are currently pursuing their Ph.D. His work in villages around Lucknow is truly inspiring! By teaching and conducting extension activities, he's making a significant impact on the community. His initiatives include health campaigns, awareness rallies, and community engagement programs such as Kisan Chaupal, Kisan Pathshalas, and Kisan Goshthis.

Dr. Mustfa Hussain is an expert in the field of Marketing Management, Supply Chain and Agribusiness etc. He has total 9 years of experience in academics at various levels. Dr. Hussain has done MBA in HR and Marketing from Uttar Pradesh Technical University in 2008 and Ph.D. in Management and Agribusiness Management from College of Agribusiness Management, G. B. Pant University of Ag. and Tech., Pantnagar in 2013. He has total 20 publication as research papers and book chapters. Currently he is serving Integral University as Associate Professor. More than 30 students have been guided under his supervision for their research at PG level while 2 students are being supervised at Ph.D. level.



Dr. Akanksha Singh is currently working as an Assistant Professor (Agriculture Extension) in Department of Agriculture, IIAST, Integral University, Lucknow. She has received her B.Sc. Agriculture from Institute of Agricultural Sciences, Banaras Hindu University (B.H.U) (2017) with an OGPA of 8.72, M.Sc. (Ag.) Extension Education from Department of Extension Education, Institute of Agricultural Sciences, Banaras Hindu University (B.H.U) (2019) with an OGPA of 9.11 and Ph.D. (Agricultural Extension and Communication) from Sardar Vallabh Bhai Patel University of Agriculture and Technology, Meerut (2022) with an OGPA



Contents

S. No.	CHAPTERS	Page No
1.	Agricultural Journalism — <i>Sunil Kumar</i>	1
2.	Cyber Extension / e-Extension — <i>Sunil Kumar, Mustafa Hussain</i>	16
3.	Expert System, e-Agriculture and m-Agriculture — <i>Sunil Kumar</i>	29
4.	Rural Development Schemes in India through years — <i>Sunil Kumar, Mustafa Hussain</i>	42
5.	Market-Led Extension — <i>Sunil Kumar, Mustafa Hussain</i>	60
6.	Role of Mass Media in Agricultural Extension — <i>Sunil Kumar, Akanksha Singh, Ashish Singh</i>	69
7.	Social Media in Agricultural Extension — <i>Sunil Kumar, Mustafa Hussain</i>	85
8.	Major Mobile Apps Useful For Farmers — <i>Akanksha Singh, Ashish Singh, Sunil Kumar</i>	99
9.	Enhancing Rural Development via Digital Advancements: The Role of NGOs — <i>Sunil Kumar, Akanksha Singh, Jagatpal</i>	125
10.	Artificial Intelligence for Extension Advisory Service — <i>Sunil Kumar, Mustafa Hussain</i>	138

MAJOR MOBILE APPS USEFUL FOR FARMERS

— Akanksha Singh, Ashish Singh, Sunil Kumar

ABSTRACT

Mobile phones are the important component of ICT. It is growing manifold when compared to other ICTs in rural areas and are considered to be most penetrated ICT which had its roots even in the remote rural areas. Mobile phones are having greater success story of bridging the rural digital divide, bringing the tangible economic benefits and acting as agents of social mobilization through improved communication and diffusion of innovation. As mobile phones are providing connectivity and every needed information can be accessed by phone. As rural India is moving more towards digitalization and technology countless services are launching apps that offer assistance in figuring out the acreage in a particular area to forage identification and many more. These agriculture apps are extremely beneficial to Indian farmers and the agricultural community in general, as they stay up with the latest agricultural technologies. These apps assist Indian farmers and bridge the information gap between rural residents and the government in terms of rural development. Some of the major mobile apps useful for farmers has been discussed here.

Keywords: ICT, Mobile Phone, Agricultural information, Farmers, Communication.

Introduction

As rural India is moving more towards digitalization and technology countless services are launching apps that offer assistance in figuring out the acreage in a particular area to forage identification and many more. Farming apps can help the farmers by providing guidelines for scientific farming, sowing, or harvesting of any crop or vegetables and pest attacks. A farming app can be the best friend of farmers in farming which can enhance their productivity without any kind of investment as most of these apps are available on the app store for a free download. Here is a list of a major apps useful for farmers. These agriculture apps are extremely beneficial to Indian farmers and the