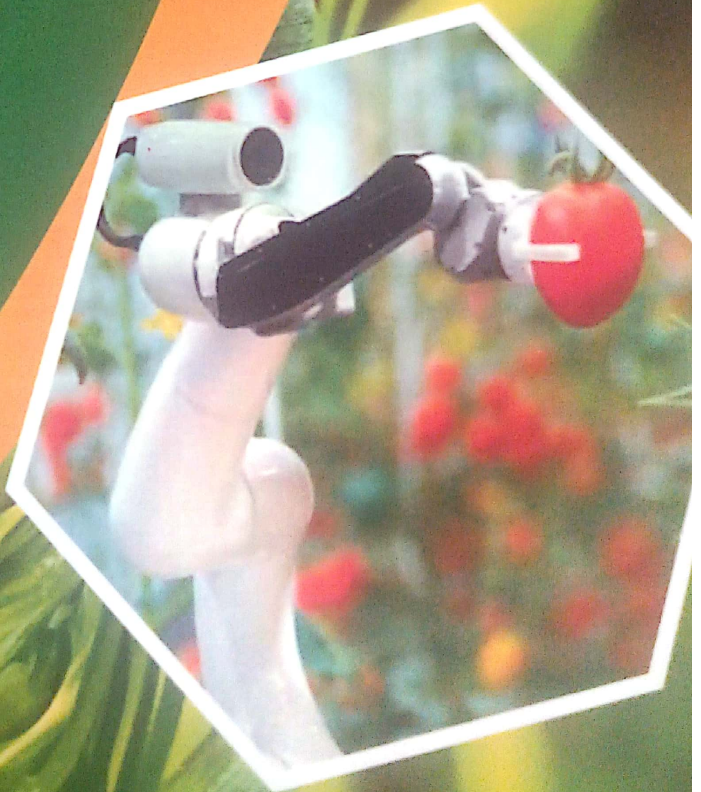


TEXTBOOK ON DIMENSIONS OF AGRICULTURAL EXTENSION

Sunil Kumar
Mustfa Hussain
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Textbook on Dimensions of Agricultural Extension

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First Edition: 2024

ISBN: 978-81-963250-7-7

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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.



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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.



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ROLE OF MASS MEDIA IN AGRICULTURAL EXTENSION

– Sunil Kumar, Akanksha Singh, Ashish Singh

ABSTRACT

Agriculture is becoming increasingly information sensitive; hence, access to information has become a pre-requisite and a valuable resource for agricultural development (Rodman, 2006). Success in enhancing agricultural production, providing income and job opportunities and ensuring that the agricultural sub-sector perform its manifest function in furtherance of rural and overall national development, depend largely on the communication system adopted to implement various agricultural programs. The mass media are very important communication outlets and has been found to play a greater role in the process of positive change than earlier envisaged. Mass media communication involves messages sent from mass sources in mass ways to mass audience to make mass meaning. (Rogers, 2003). Mass media are those channels of communication which can expose large numbers of people to the same information at the same time. They include media which convey information by sound (radio, audio cassettes); moving pictures (television, film, video); and print (posters, newspapers, leaflets). Mass media are essential ingredients needed for effective transfer of technologies that are designed to boost agricultural production (Okwu and Daudu, 2011). The attraction of mass media to extension services is the high speed and low cost with which information can be communicated to people over a wide area. The success of agricultural development programmes largely depends on the nature and extent of utilization of mass media for development. In this regard, Radio and Television have been acclaimed to be the most effective media in diffusing the scientific knowledge to the farmers. Information transmitted through print media can be retained for longer time. However the use of print in information dissemination in agriculture could not be suitable for teaching farmers with limited education; furthermore, information prepared for general circulation may not be useful to all individuals and localities. Although rural farmers have challenges in the use of mobile phones such as inability to