

ISBN-978-93-5915-683-5

EMERGING TRENDS IN AGRICULTURAL EXTENSION EDUCATION

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ISBN- 978-93-5915-683-5

Emerging Trends in Agricultural Extension Education

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Website: <https://www.sabujeema.com/sppublishing/>

ISBN 978-93-5915-683-5



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First edition: 2023

Volume: First

ISBN: 978-93-5915-683-5

Price: Rs. 750.00/-

Published by: S K Mahapatra for SP Publishing, India

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ICT in Extension Education

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Abstract

The chapter provides a comprehensive examination of the profound impact of Information and Communication Technologies (ICTs) on Extension Education within the context of India. The integration of ICTs has revolutionized Extension Education, facilitating the dissemination of knowledge, skills, and information to empower all stakeholders involved. By transcending geographical barriers, ICTs have established seamless communication and collaboration channels between researchers, extension workers, and farmers, contributing to the advancement of agricultural practices and rural development. Throughout the chapter, various ICT-based initiatives and strategies implemented in Extension Education across India are meticulously explored. These initiatives are supported by successful case studies and pilot projects that demonstrate the effectiveness and potential of integrating digital technologies in extension services. The chapter also thoughtfully addresses the challenges associated with ICT implementation and presents viable solutions to overcome technological barriers and infrastructure constraints, thus ensuring equitable access to extension services for all. Furthermore, the chapter delves into the role of social media and mobile technology as essential tools in agricultural extension work. The utilization of these digital platforms has opened new avenues for engaging with farmers and rural communities, enabling prompt information dissemination and encouraging farmer-to-farmer communication and knowledge-sharing.

INTRODUCTION

In the contemporary era, the Information and Communication Technologies (ICTs) have revolutionized various aspects of society, ushering in a new wave of progress and