



Dr. Akanksha Singh is currently working as an Assistant Professor (Agriculture Extension) in Department of Agriculture, IAST, Integral University, Lucknow. She has received her B.Sc. (Ag) from IAS, BHU, M.Sc. (Ag.) Extension Education from Department of Extension Education, IAS, B.H.U and Ph.D. (Agricultural Extension and Communication) from Sardar Vallabh Bhai Patel University of Agriculture and Technology, Meerut. She has been awarded with B.H.U Gold Medal for securing First Position in M.Sc. (Ag) Extension Education. She Qualified ASRB-ICAR NET EXAM Twice in Agriculture Extension subject. She has published 7 research papers, 9 research abstracts in national and international conferences, 21 popular articles and 5 book chapters. She was awarded with Best Oral Presentation during the International conference



Dr. Alam Prashanthi Currently working as a Teaching Associate at the College of Community Science, PJTSAU, Hyderabad. She completed her Ph.D. with an OGPA of 8.38 and qualified for the UGC NET in 2018. She has published 6 research articles, 5 popular articles, 3 book chapters, 9 conferences and attended many seminars, workshops and trainings. She delivered a guest lecture to the officials of the Department of Agriculture at the Extension Education Institute in Hyderabad as part of a training program. She got "Best Oral Presentation" award for presenting her thesis work in international conference.



Dr. Uttej Dubany currently working as Senior Research Fellow at ICAR-Indian Institute of Millets Research (IIMR). He has received his B.Sc. (Ag) from Professor Jayashankar Telangana State Agricultural University (2017), M.Sc. (Ag.) in Agricultural Extension (2019) and Ph.D. (Agricultural Extension) from PJTSAU (2023). Dr. Uttej has Qualified for ASRB-ICAR NET in Agriculture Extension subject. He has Published 9 research papers, 11 research abstracts in national and international conferences, 2 popular articles, 4 book chapters.



Dr. M. Deepika currently working as Guest Faculty in Gandhigram Rural Institute- Deemed to be University, Dindigul, Tamil Nadu. She completed B.Sc., (Agriculture) from Thanthai Roever Institute of Agriculture and Rural Development (Affiliated to Tamil Nadu Agricultural University). She has completed her M.Sc (Ag..) in Extension Education from TNAU, Coimbatore and Ph.D. in agricultural Extension and Communication from Agricultural College and Research Institute, Madurai. She has published nearly 15 articles, 10 popular articles, 10 book chapters and 3 books.



Dinesh Brijalal Suryawanshi is working as Assistant Professor in Agricultural Extension and Communication at Government College of Agriculture, Nandurbar, MPKV, Rahuri (MH). He has completed B.Sc. (Agri.) from the College of Agriculture, Dhule, and M.Sc. (Agri.) from the College of Agriculture, Pune, MPKV, Rahuri. He has cleared ASRB-ICAR-NET and is pursuing a Ph.D. (Agri.) from N.M. College of Agriculture, NAU, Navsari, Gujarat. He has 14 years of experience in teaching, research, and extension in the field of agriculture. He has Published 14 research papers, 05 research abstracts in national and international conferences, 4 popular articles and 2 books.



Stella International Publication

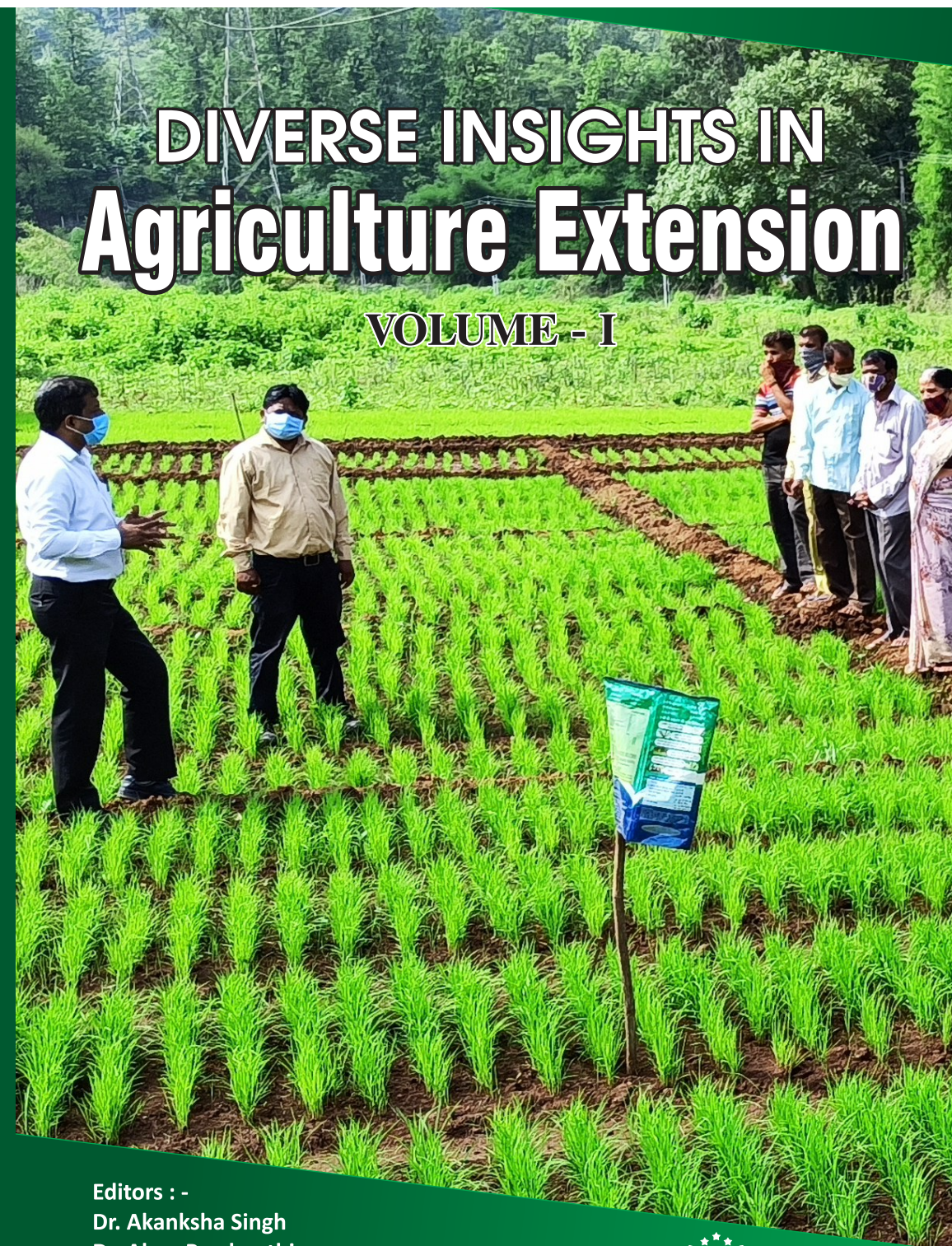
1781/3, Urban Estate,
Kurukshetra-136118 (Haryana)
E-mail: stellapublication07@gmail.com



978-81-966924-0-7

MRP: ₹ 990.00

DIVERSE INSIGHTS IN AGRICULTURE EXTENSION VOLUME - I



Editors :-
Dr. Akanksha Singh
Dr. Alam Prashanthi
Uttej Dubany
Dr. M Deepika
Dinesh Suryawanshi



Stella International Publication
Kurukshetra

**Diverse Insights in
Agriculture
Extension: A
Collaborative
Compilation**
(Volume-1)

Editor

**Dr. Akanksha Singh
Dr. Alam Prashanthi
Dr. Uttej Dubany
Dr. M. Deepika
Dinesh Brijalal Suryawanshi**

**Stella International™
Publication**

Copyright © 2023, *Stella International Publication™*

All rights reserved. Neither this book nor any part may be reproduced or used in any form or by any means, electronic or mechanical, including photocopying, microfilming, recording or information storage and retrieval system, without the written permission of the publisher and author.

Edition: 1st

Publication Year: 2023

ISBN: 978-81-96692-40-7

Price: ₹ 990/-

Published by:

Stella International Publication

1781-3, U.E., Kurukshetra

Haryana 136118 (India)

Email: stellapublication07@gmail.com

Website: www.stellainternationalpublication.com

Contents

<i>Preface</i>	<i>iv</i>
1. Role of Agriculture Extension in Sustainable Rural Development	1
<i>Ms. Surkanti Prathibha, Dr. Alam Prashanthi, Ms. Khushboo Yadav and Dr. R. Geetha Reddy</i>	
2. Understanding the Socioeconomic Context of Extension Services	21
<i>Monika. A and C. Dhivya</i>	
3. Bridging Gender Gaps: Woman - Centric Extension Strategies	38
<i>Meenu, Payal Choudhary, Vikash Kumar Meena and Devendra Singh Gurjar</i>	
4. Knowledge Co-Creation: Farmer Field School Experience	57
<i>Dr. M. Deepika and A. Jeevapriya</i>	
5. Communicating Science: Making Agricultural Information Accessible	68
<i>Jeevapriya A, Rajasekaran. R, Gongalla Sreeja Reddy and Boggavarapu Gurusri</i>	
6. Social Media for Agricultural Extension: Reaching the Connected Farmer	78
<i>S. B. Patel and Umang. B. Patel</i>	

7. Entrepreneurship in Agriculture: Extending Agribusiness Skills	94
<i>Nikhitha A, Dr. P. Ganesh Kumar</i>	
8. Strengthening Value Chains: Market-Centric Extension Approaches	110
<i>Th Onchoila Maring and Pankaj Kumar</i>	
9. Overcoming Barriers: Extension in Remote and Marginalized Regions	149
<i>Ms. Khushboo Yadav, Dr. Preethi Manukonda, Ms. Surkanti Prathibha and Dr. Prashanthi Alam</i>	
10. Assessing Impact: Monitoring and Evaluating Extension Programs	165
<i>Pankaj Kumar, Th Onchoila Maring, Shubham Gaurav, Azad Ahamed</i>	
11. The Next Frontier: Future Trends and Emerging Technologies in Extension	190
<i>Abhilasha Gehlot</i>	
12. Building Capacity Training and Development for Extension	220
<i>Meenu, Vikash Kumar Meena, Payal Choudhary and Jitendra Kumar Meena</i>	
13. Farmer to Farmer Exchange: Learning from Global Agricultural Practices	238
<i>Dhivya. C and A. Monika</i>	

14. The Role of Policy and Governance in Strengthening Extension Services	256
<i>Ashwini T</i>	
15. Leveraging Technology-Digital Tools and Platform for Extension Education	275
<i>Bidyapati Thangjam and K.K. Jha</i>	