**AEE-302 Introduction to Agricultural Extension Education 2(2-0)**

**THEORY**

* Agricultural Extension:
* Its definition, importance and role in increasing agricultural productivity;
* its history
* Philosophy
* Objectives
* Organizational set up in Pakistan.
* Roles and duties of extension workers at various organizational levels.
* Principles of effective extension work. Program planning-importance, principles and procedures.
* The adoption and diffusion of agricultural innovations.
* Role of extension worker in adoption process.
* Classification and characteristics of adopters.
* Factors affecting the adoption of agricultural innovations.
* The process, domains and laws of adult learning.
* Creating learning environment for farmers.
* Methods and steps in evaluating agricultural extension program and activities.

**Extension teaching methods**;

1. Individual
2. Group
3. And mass contact methods.

**BOOKS RECOMMENDED**

1. Adams, M.E. 1988. Agricultural extension in developing countries. Longman, Burnt Mill, Harlow, Essex, UK.
2. Blackburn, D.J. 1989. Foundations and changing practices in extension. University of Guelph, Guelph, Ontario, Canada.
3. Memon, R.A. and E. Bashir, (eds.). 1993. Extension methods. NBF. Islamabad, Pakistan.
4. Van den Ban, A.W. and H.S. Hawkins, 1988. Agricultural extension. Longman Scientific & Technical, Co published in United Sates with John Wiley & Sons, Inc. New York, USA.