

NATIONAL INSTITUTE OF AGRICULTURE EXTENSION MANAGEMENT (MANAGE)
Rajendranagar, Hyderabad - 500 030

ASSIGNMENT TOPICS FOR PGDAEM COURSE

Title of the Course - 101 : Introduction to Agricultural Extension Management

1. Extension practices transfer of technology to the farmers in Agriculture and allied enterprises where majority of the farmers are not well educated, dissimilarity in understanding because of different in age groups and so on. How Extension Education deviates from formal system? Analyse with examples why informal education system like Extension is best suitable to our Farmers?
2. Public Extension is the major agency in India to cater to the farm related needs of the farmers. But, public Extension is criticized for not doing enough or for frequently changing approaches/models. Discuss major Extension approaches being followed in India since 1970 their merits and demerits along with your preferred approach on your field experience?
3. The Govt. of India during 10th and 11th five year plans initiated many flagship programmes to achieve 4% growth rate in Agriculture. Analyse those flagship programmes whether they could facilitate in achieving the desired growth rate in Agriculture and allied sectors?
4. The Extension prime concern is to bring in the desired production behaviour of farmers. Taking advantage of the adopter categories and stages of farmers in a less progressive villages, develop an Extension strategy employing different extension methods to achieve the desired production behaviour ?
5. Kerala Horticultural Development programme (KHDP) is the manifestation of public extension to help small fruit and vegetable farmers. Based on your understanding of Commodity Interest Groups(CIGs) analyse KHDP and suggest one CIG suitable to your state/district with process?
6. Technology generation and dissemination is not often location specific leading to wastage of public money and effort. Since you are exposed to Strategic Research and Extension Plans (SREP), critically analyse how SREP can facilitate in the generation and dissemination of relevant technologies involving all the stakeholders dovetailing your field experiences?
7. Krishi Vigyan Kendras (KVKs), the knowledge hub centres for farmers. Critically analyse the role of KVKs in meeting the mandated objectives based on your understanding and interactions with the farmers, KVK scientists and extension functionaries of development departments.
8. Public Extension alone cannot meet the growing demands of the farmers at this present juncture. Hence, it is necessary to bring in private players or agencies for the purpose. Being an Extension professional, develop a PPP model taking a village/taluk considering the public & private extension agencies operating in that jurisdiction/area?

Title of the Course - 102 : Communication of Agricultural Innovations

1. Communication is the lifeline for any organisation. Discuss in detail the different communication patterns for an organisation and its role in making the organisation functional with examples?
2. One can't apply yesterdays' methods today and be in business tomorrow. Based on the said premise, innovations transfer has become vital in Agriculture and Allied sectors. How innovations can be spread faster into social system without lapse of time employing innovation diffusion process?
3. Capacity building through training is one of the important dimensions of an extension functionary. Outline in detail, the effectiveness of listening and reading skills in capacity building of Extension functionaries?
4. Develop a 'Story board Script' for farm telecast (TV) on any technology of your choice for 10mts.duration taking various steps involved in writing a farm telecast?
5. Opinion- Key leader in the village can make non-adopters to adopt an innovation without much lapse of time. Defend the statement with appropriate examples.
6. Traditional Folk Media is as important as that of conventional and modern media in transfer of technology. Select 3 folk forms of your choice and develop scripts taking relevant technologies for broadcasting through community radio centers.
7. As an extension professional, if you are invited to deliver a talk on the relevant subject, how effectively could you deliver talk to the clients considering the various facets of presentation skills with examples?
8. Communication barriers at various levels in wandering the transfer of technology process. Marinate in detail the various personnel, organizational, psychological and other barriers and to overcome the same in our extension work?
9. Verbal and non-verbal communications in the organizational development.
10. Communication distortion - its consequences on the organisation and extension functionaries with examples.

Title of the Course - 103 : Principles and Practices of Extension Management

1. Training is fourth important dimension in the process of Agriculture development to build the capacities of the Extension functionaries. Develop a training module for a topic of your choice considering all the aspects of training process?
2. In a given organization, to effectively utilize the human resource, not only production point's view but also individual/group attitudes and behaviors have significant influence. Justify this with a detailed analysis of behavioral processes juxtaposing behavioral approaches.
3. Organizations' must focus on favorable input-output- ratio to achieve productivity with in a specific time frame. As the Manager of an Extension organization, how would you achieve the said target applying all the management principles with examples wherever necessary?
4. Problems do crop up in any organization leading to conflicts and lower productivity. Describe in detail how the organization can be put on track utilizing the conflict and problem solving approaches?
5. Analyze in detail how a desired organizational comate can be created taking advantage of motivation and personality development concepts.
6. Extension is central to transfer of technology carried through in field level extension functionaries.i.e human resource. Explain in detail how with examples the importance and significance of Human Resource Management(HRM) and Human Resource Planning (HRP) in Extension organizations?
7. With your personal experiences and the understanding gained in the course, could you elaborate how the training helps in building capacities and confidence levels in the extension personnel to effectively disseminate agricultural innovations to the farmers?
8. Commodity /crop specific leadership development is the key to enhance productivity, value addition and market intelligence for improved livelihoods of the community. Analyze how leadership traits could be inculcated among the extension functionaries/farmers to influence positively their followers with appropriate field level cases.
9. The organizations and employers become complacent if new challenges/targets are not set. To meet the new challengers, one needs to understand the abilities/competencies of the human resource and organization. Analyze in detail how the organizational effectiveness could be improved through performance appraisal approaches?
10. Training methods are integral part of training which helps in changing the internal dynamics of an individual to cope up such challenges. Based on your experience, explain in detail the merits and demerits of conventional and modern training methods to build competency of Extension Personnel?

Title of the Course - 104 : Participatory Approaches in Agricultural Extension

1. Watershed programme would only sustain with the participation of the farmers and villagers. Describe in detail the participatory process followed in watershed management with few case studies of your area.
2. Space related PRA techniques - indicate demographic features and resources of two different villages applying space related PRA techniques.
3. People participation would lead to effective implementation of any programme. Why would you think participation is essential and what steps would you initiate for community participation?
4. PRA Vs conventional approaches - analyse in detail the merits and demerit of PRA approaches with examples?
5. The scientists and Extensionists have realized the advantage of making the farmer as a stakeholder in generating and dissemination of technologies. What do you understand by participatory technology development and participatory technology dissemination its process and advantages for faster diffusion?
6. Indigenous Technical Knowledge (ITK) - its relevance in the present day farming with cases of your choice.
7. Opinion leaders significantly influence rural communities - Analyse different leadership styles and their influence on the farmers.
8. Group farming - different approaches - their merits / advantages with examples.
9. Conflict management - How and why are conflicts managed and describe with examples to achieve group's success with contribution from all its members?
10. Participatory approaches and group dynamics - How the group dynamics operate in participatory approaches and its influence on community?

Title of the Course - 105 : Research Methods in Agricultural Extension

1. Research in Extension Education is necessary to build up theories and theoretical concepts. Analyse different types of Research Designs used in Extension Research and their field of application with illustrations?
2. Review of literature is an important phase of Extension Research. How does review of literature facilitate in identification of the research problems and setting of general and specific objectives for the study? and develop general and specific objectives on the role performance of women sarpanches in the Panchayat Raj system.
3. Questionnaire and interview schedule, are the two important instruments used in the data collection of social science research. Considering the procedure involved while constructing the said instruments, develop a questionnaire and an interview schedule taking hypothetical examples?
4. Sampling is the key to social science research to draw implications and generalisation of findings. Analyse critically the different sampling procedures with field examples to defend that sampling is the key to social science research?
5. Extension research aims to explain social phenomena to solve the problems related to developmental issues. How would you explain the utility of Extension/Social Science research in our developmental departments with field examples?
6. Review the sampling methods in Extension research and describe the new methods in detail in improving the quality of research.
7. Review and identify researchable areas in extension under the broad categories like basic areas; frontier areas; strategic and policy areas; applied areas; action areas; adoptive areas etc.

Course: AEM –201 : Market - led Extension

1. Write a brief history of Paradigm shift from supply driven to demand driven agricultural marketing.
2. What significant adjustment you suggest to provide maximum benefits to both producers and consumers in market led agricultural Extension?
3. What kinds of market development structures and/or systems are essential for marketing of organic Products?
4. In the changing scenario of agricultural marketing in India what new roles the extension personnel have to play?
5. How market intelligence and/or market information services helps Producers, extension service Providers, retailers and consumers in maximizing their profits/satisfaction?
6. Elaborate with justification how contract farming enhances the Profits and benefits to both Producers and agri-business houses?
7. State briefly the different and essential features of Model Act on Agricultural Marketing.
8. How WTO impacted Indian Agricultural Scenario and What lessons to be learnt by Extension Service Providers?

Course: AEM – 202 : Agri-Business and Entrepreneurship Development

1. What are the steps and essential components needed to build capacity for agri-business entrepreneurship?
2. Indian Rural Market – What are its fundamental features and how rural marketing strategies to be evolved for success?
3. What entrepreneurial traits required to become successful agripreneurs?
4. Cash is most important current asset in business. To manage cash effectively what entrepreneur skills needed and how to handle those?
5. Farmers Market – An innovative farmers' friendly approach for market driven agricultural development. But recent survey in different states show various constraints experienced by farmer producers, market operators and consumers. What measures you suggest to overcome those to bring success in the system?
6. What are the essential features in forward and backward linkages in markets? How these could be purposefully managed to accrue benefits to all its stakeholders?
7. Elaborate the distinguished components of commodity markets and what are the successful examples of commodity markets in India till to-date?
8. Warehouses are essential in agribusiness enterprises and agripreneurs must have in-depth understanding and knowledge of the same. Hence, enlist the details of warehousing, warehouse receipts, its functions and collateral management.

Course: AEM – 203: Project Management in Agricultural Extension

1. How Project Characteristics determine the success of the Project – Justify with specific examples.
2. What are the Processes to be systematically followed for ensuring the success of the Project.
3. Enlist the Critical Steps involved in managing the risk with suitable examples.
4. Why human factors are significant in Project Management in agriculture?
5. What are the benefits of controlling projects through Net Works?
6. Describe the social costs and benefits involved in agricultural Project Management?
7. What are the most important traits of a Project Manager and how these traits help him to reach out to Project target?
8. Financial Analysis—the factor which determine the success or failure of the Projects – Justify.

**Course: AEM – 204: Information and Communication Technologies for
Agricultural Development**

1. What is GIS – What are its functions and elements and how it solves agricultural problems?
2. Can ICT and its uses revolutionise Technology transfer system in agriculture?
3. Whether ICT can replace extension personnel's direct and face to face contact with farmers in agricultural extension process? Opine with suitable justifications.
4. Whether time is ripe in introducing expert systems for technology transfer in cereal crops cultivation with large majority of small and marginal farmers in India? Elaborate with logical justifications.
5. Explore the global changing scenario with GIS application and its positive implications in agricultural development process.
6. How application of remote sensing data in agricultural operations enhances the possibility of innovative agriculture with profit maximization?
7. How e-extension facilitates effective and meaningful technology dissemination process in agricultural development programmes?
8. What are the benefits by introducing extension in agricultural extension service and delivery systems?

Course: AEM – 205: Sustainable Livelihood in Agriculture

1. What are the basic principles, that guides the agriculture to become sustainable? And what are the elements of sustainable agriculture?
2. How sustainable agriculture helps in maintaining the biodiversity and agro-eco-system? Elaborate your answer with suitable field examples.
3. How Sustainable Livestock Production Process helps in maintaining rural livelihood security?
4. How Crop-Livestock mixed farming system facilitates maximum use of land and animals resulting more profits to farmers?
5. What importance post harvest technologies and value additions have in Marine Fisheries in India?
6. Describe the future strategies for Indian Marine Fisheries development and how it would help fish farmers and fisheries industries alike?
7. Enlist the factors responsible for breeding of carps. And how Induced breeding techniques helped in maximizing Production of Carps in India?
8. Give an outline how livestock can bring overall sustainable Rural Livelihood Security?

PROJECT REPORT TOPICS, PGDAEM

1. Role of public- Private - Panchayat Raj bodies to arrest migration and Sustainable Agriculture
2. Diffusion and adoption of farm innovation an analytical study.
3. Audience response pattern through Farm Field Schools approach in terms of change in Knowledge, Skills and Attitudes (KSA).
4. Social Costs and benefit analysis of two selected flagship programmes initiated by Govt.of India.
5. Critical evaluation of new extension approaches i.e. ATMA and KVKs
6. A Study on the role and impact Agricultural Producer companies in augmenting farmers incomes.
7. Research - Extension - Farmer linkage - its weaknesses and need for strengthening the linkages.
8. Role of Information Communication Technology (ICT) in Agricultural Innovations.
9. Communication or transfer of Indigenous Technical Knowledge (ITKs) in the rural communities and its effect in reducing the cost of cultivation?
10. Develop a communication strategy using traditional, conventional and modern media for diffusion of innovations?
11. Women are forced to take to Agriculture and Allied sectors for livelihoods which is termed as feminisation in agriculture. But apprehension is, their access to farm innovations. Analyse and suggest a communication strategy to women in Agriculture?
12. Drudgery inhibiting the spread of innovations in farm and home activities. Make detailed study on drudgery aspects as perceived by farm women.
13. Interpersonal and group communication behaviour of farmers under irrigated or command areas.
14. Study in detail the conflict of interests and its management of various stakeholders in convergence programmes like ATMA
15. Performance assessment and implications of Extension system (s) operating in your state.

16. Capacity building of different stakeholders - farmers, extension functionaries, agro processors, marketers and other players.
17. Organisational climate and job performance of middle level extension functionaries in the implementation of a development programme by your organisation.
18. A study on the time utilisation and decision making patterns of farm women in farm and home activities.
19. Organisational role, stress and job performance of Extension functionaries.
20. Study on the Entrepreneurial Behaviour of Rural Women.
21. Develop a Micro plan of a selected village applying PRA techniques you have studied.
22. How do you conduct participatory planning and monitoring of a project implemented in your workplace?
23. Identify the technological needs of a given village using PRA techniques to develop people oriented programme?
24. Market led extension through group approaches would the farmers - Analyse its implications on empowerment.
25. Time related PRA Methods - its application and implication in the process agricultural development.
26. Capacity building - its role in empowering the given clientele i.e. farmers and extension functionaries.
27. Develop a knowledge test (instrument to measure knowledge) taking hypothetical example of your field and activity with procedure?
28. As an Extension professional where you have been exposed to case study method, using in detail their success cases.. Public - private partnerships in Agriculture and Allied Enterprises?
29. Develop an hypothetical model on "Rural Entrepreneurs in value addition" taking advantage of the Research Methods in Agricultural Extension.
30. Develop a report on Mahatma Gandhi National Rural Employment Guarantee Programme (MGNREGA) on any rural development activity of your choice considering the different facets of report writing?
31. Develop an instrument to measure farm literacy levels.

32. Identify a research problem of a village of your choice - develop the objectives, hypothesis and variables for the study?
33. Agricultural Market Intelligence System in India – Problems and Prospects.
34. Supply chain Management of Agricultural Produce – Opportunities and Possibilities.
35. National Agricultural Policy – Opportunities and Limitations.
36. Future Trading and Commodity Marketing – New Vista in Agricultural Marketing in India.
37. Business to Entrepreneurship – most desired change in agri-business management to help farm producers and consumers.
38. Agri-clinics and Agri-business Centres – A mega support providers to farmers.
39. Farm Enterprises – Strategic Guide lines to start with – A must for every agripreneurs.
40. Rural Marketing – A new horizon in agribusiness venture.
41. Why and how to manage Project? Extension Professionals' Guide to Project Management in Agricultural Extension.
42. Human Aspects – the most important factor in Project Management in Agricultural Extension – An Unique Analysis.
43. The Successful Projects are controlled through Net Works – An elaborate description.
44. Commercial and Financial Feasibility of an Agricultural Project – the most important determinant of its success.
45. Information and communication Technology (ICT) – A New Vista in Agricultural Extension Services in India.
46. Changing Scenario of Indian Agriculture through Introduction of ICT in its technology dissemination process.
47. Remote sensing – its applications and implications in agriculture.
48. E-extension – Paradigm shift in agricultural extension services reaching millions of farmers with ease and efficiency.

49. Integrated Farming System – Key to sustainable Livelihood in Agriculture.
50. Best Management Practices for Livestock Production and Development in India.
51. Integrated Pest Management (IPM) – A new dimension in sustainable agricultural development process.
52. Management and Development of Marine Fisheries in India – an in-depth analysis of its economic Implications.