

Entrepreneurship Development and Communication Skills in Agricultural Extension Education

focuses on understanding the role of agriculture in enterprise evolution to get additional income from subsidiary business. The role of different communication methods for proper conversation in shaping economic behaviour. Extension education emphasizes a broader study of rural area, agriculture, society behaviour and views markets as a result of the complex interaction of these various institutions, for example, individuals, firms, states, and social norms. The earlier tradition continues today as a leading heterodox approach to extension.

The book covers the basic concepts of rural development, Do's and Don'ts in communication and business, its impact and changing scenario in developing economies. The book is broad, relevant and useful to academic, administrative and research-oriented mass. The scope lies in mutual understanding the basic dogmas of institutional systems and its interlinked with allied economic management activities dealing with, management in agricultural production, finance and marketing of agriculture and agricultural allied activities. The institutional extension systems will be the upcoming platform for changing scenario of Indian economy in all phases, economically, globally and environmentally safe.

The book derives the simplicity in understanding the basic concepts in agricultural extension, market works and allied broad sectors and its allied activities. The book will be helpful to UG, PG and PhD students in determining the pros and cons of economic institutional attire in developing agriculture.

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Words are inadequate to thank 'Nirankari Satsang Mandal' for their grace and blessings which enabled me to be happy and successful in every phase of my life.

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Rushikesh Nanasaheb Bhise

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Glossary

- **Advertisement:** Advertisement is the nonpersonal communication of information usually paid for and unusually persuasive in nature about products, services or ideas by identified sponsors through the various media.
- **Aims:** Aims are generalized and broad statement of directions with respect to given activities.
- **Audience:** It is the consumer of messages.
- **Channel:** Channels are the physical bridges between the sender and the receiver of messages and the avenues between a communicator and an audience on which messages travel to and fro.
- **Communication:** Communication is anything that conveys meaning that carries a message from one person to another.
- **Communicator:** This is the person who starts the process of communication in operation.
- **Community:** A community is a group of people, who live in a geographical area and have interests in each other for the purpose of making a living.
- **Dyadic communication:** It is the direct communication between two people or groups of people.
- **Education:** Education as the process of education or teaching to develop the knowledge, skill, or character of the student.
- **Evaluation:** It is a process of delineating. Obtaining and providing useful information for judging decision.
- **Extension education:** Extension education is the dissemination of useful research findings and ideas among rural people to bring out desirable changes in their social and cultural behavior.
- **Extension program:** Extension program is a statement of situation, objectives, problems and solutions.
- **Extension worker:** An extension worker is usually a technically trained person with excellent people skills.
- **External training:** The extension personnel are deputed to other training institutes who have specialized in different subject matter areas.
- **Formal education:** It is highly institutionalized, uniform, full time, chronologically graded, hierarchically structured education system which starts from primary school to university education.
- **Gesture:** It is yet another form of unspoken communication which is watched and interpreted constantly in an interview. Gestures also stand silent signals.
- **Goal:** Goal is the distance in any given direction one expects to go during a given period of time.
- **Human Resource Development:** HRD refers to enhancing capacity and efficiency of human beings for performing any specific work.
- **Induction training:** Given to the new extension personnel after they have been employed and before they are assigned to work in particular area.
- **In-service training:** Includes all forms of training during the period of employment by the extension service.