

**Department of Veterinary and Animal Husbandry Extension Education
Shourabh College of Veterinary Science, Kheda, Hindaun City, Karauli**

LECTURE SCHEDULE – THEORY

B.V. Sc . & A.H. – 3rd Year

Credit Hrs. (3+1) w.e.f. 02/12/2024

Lecture Duration: One hour

Third Professional B.V.Sc. & A.H.

**Name of teachers : Dr. Abhishek Meena. Dr. Sunny Pankaj,
Dr. Abhijeet Purohit**

S. No.	Date	Topics
	Unit -1	Livestock Based Livelihoods and Their Evolution
1.	05-12-2024	History of domestication and their social dimension, Evolution and relationship between agriculture and animal husbandry
2.	06-12-2024	Farming and characteristics of farming in India, classification of farming types and system.
3.	07-12-2024	Peasant farming, cooperative farming, collective farming
4.	12-12-2024	Contract farming, estate farming
5.	13-12-2024	Organic farming, capitalistic farming, small scale farming
6.	19-12-2024	Large scale, intensive, extensive farming, specialized, diversified, mixed, integrated and land dry farming
7.	20-12-2024	Role of animals in the contemporary society
	Unit-2	Extension Education and Development
8.	21-12-2024	Early extension efforts in India.
9.	26-12-2024	Types of: Education formal, non-formal informal education and its types
10.	27-12-2024	Extension education, concept, level, and objectives
11.	28-12-2024	Philosophy, dimensions, function and principles
12.	02-01-2025	Teaching learning process and steps
13.	03-01-2025	Concept of need and its types
14.	04-01-2025	Rural development concept, significance and importance
15.	09-01-2025	Programme for poverty alleviation
16.	10-01-2025	Animal husbandry development programmes
17.	11-01-2025	Problems and issues in development
18.	16-01-2025	Democratic Decentralization
19.	17-01-2025	Panchayati Raj System
	Unit-3	Rural Sociology in Veterinary Extension
20.	18-01-2025	Concept of sociology and rural sociology in animal husbandry extension
21.	23-01-2025	Culture: definition, elements, change, impact on production systems
22.	24-01-2025	Basic sociological concepts society, community and association.
23.	25-01-2025	Rural society characteristics and differences among tribal, rural

		and urban communities
24.	30-01-2025	Social control: concept and means of social control
25.	31-01-2025	Techniques, folkways, taboos, mores and laws
26.	01-02-2025	Social stratification, definition, forms and characteristics (caste system and class system)
27.	6&7-2-2025	Social institutions in rural society: Social, economic, political, religious and educational (definition, composition and function)
28.	08-02-2025	Social change: concept, importance and factors and social groups: different groups, classification of social groups and their characteristics
29.	13-02-2025	Leadership: definition, functions of leader and types of rural leaders
30.	14-02-2025	Key communicators and their role in the animal husbandry extension
	Unit-4	Transfer of Technology for Livestock Development
31.	15-02-2025	2WTechnology- Concept, generation process
32.	20-02-2025	Application, merits and de-merits.
33.	21-02-2025	Adoption and diffusion of innovations
34.	22-02-2025	Stages of adoption, Adopter categories
35.	27-02-2025	Innovation decision process
36.	28-02-2025	Attributes of innovations
37.	01-03-2025	Diffusion process
38.	06-03-2025	Factors affecting adoption and diffusion processes
39.	07-03-2025	Programme planning, principles, objectives and steps
40.	08-03-2025	Evaluation of extension programme
41.	15-03-2025	Constraints in the adoption of scientific animal husbandry practices, role of extension agents in diffusion of livestock innovations, Cattle and buffalo improvement programmes
42.	20-3-2025	Key Village Scheme, Intensive Cattle Development Project, Gosadan and Gaushala.
43.	21-3-2025	Dairy development programmes
44.	22-3-2025	Concept of cooperation, Rochdale principles of cooperation, objectives of cooperative
45.	27-3-2025	Amul pattern of dairy cooperative system and Operation Flood
46.	28-03-2025	Transfer of technology projects of ICAR: KVK, ATIC, ATMA,
47.	29-03-2025	National Agricultural Innovation Project (NAIP), Rashtriya Krishi Vikas Yojana (RKVY)
48.	03-04-2025	Different ongoing central and state government AH development programmes being run related to sheep, goat, poultry, piggery, fodder production etc
	Unit-5	Communication and Extension Teaching Methods
49.	04-04-2025	Communication and its functions
50.	05-04-2025	Basic concepts: communication fidelity, communication gap, time lag in communication
51.	17-04-2025	Empathy, homophily and heterophily, propaganda, publicity, persuasion and development communication.

52.	19-04-2025	Types of communication: Intrapersonal, interpersonal, verbal, non- verbal, vertical, horizontal,
53.	24-04-2025	Organizational communication, elements of communication: Communicator, message, channel, treatment of message, audience, and audience response
54.	26-04-2025	Barriers of communication
55.	01-05-2025	Individual contact methods: Farm and home visit, farmer's call, personal letter, adaptive or minikit trial, farm clinic etc.
56.	02-05-2025	Group contact methods: Result demonstration, method demonstration, group meeting, training, field day or farmers' day, study tour etc.
57.	03-05-2025	Mass contact methods: Farm publications (leaflet, folder, pamphlet, booklet, bulletin, farm magazine, newsletter etc.),
58.	08-05-2025	Mass meeting, campaign, exhibition, newspaper, radio, television, mobile short message service.
59.	09-05-2025	Selection and use of extension teaching methods.
	Unit-6	Livestock Economics and Marketing
60.	10-05-2025	Introduction to Economics and Livestock Economics: definition and scope (production, consumption, exchange and distribution).
61.	15-05-2025	Basic concepts- wants, goods, wealth, utility, price, value, assets, capital, money, income etc.
62.	16-05-2025	Important features of land, labour, capital and organization.
63.	17-05-2025	Theories of demand, supply and cost.
64.	22-05-2025	Theories of production (law of diminishing return, increasing return, constant return and return to scale).
65.	23-05-2025	Concept of market: market, market structure and classification of markets.
66.	24-05-2025	Market price and normal price
67.	30-05-2025	Price determination under and perfect competition in short and long run
68.	31-05-2025	Marketing functions: meaning and their classification (packaging, transportation, grading, standardization, storage and warehousing, processing and value addition)
69.	05-06-2025	Buying and selling, market information, financing, risk bearing, minimization of risks (speculation and hedging).
70.	06-06-2025	Marketing agencies, institutions and channels for livestock and livestock products
71.	07-06-2025	Government interventions and role in marketing of livestock and livestock products
72.	12-06-2025	External trade in livestock products, recent policies on trade and

73.	13-06-2025	International trade agreements and their implications in livestock sector.
	Unit-7	Livestock Entrepreneurship
74.	19-06-2025	Definition of entrepreneur, entrepreneurship, enterprise and manager.
75.	20-06-2025-	Difference between entrepreneur and entrepreneurship, entrepreneur and enterprise, entrepreneur and manager.
76.	21-06-2025	Types, characteristics and functions of an entrepreneur.
77.	26-06-2025	Theories of entrepreneurship: Sociological theory, economic theory
78.	27-06-2025	Cultural theory, psychological theory.
79.	28-06-2025	Forms of entrepreneurship: (Sole proprietorship, partnership,
80.	3-07-2025	Corporation, cooperative, joint stock company,
81.	4-07-2025	Private and Public Limited Company, resources and procurement of inputs and financial resources etc.
82.	5-07-2025	Introduction to financial management: concept, function,
83.	10-07-2025	Project appraisal- Introduction, importance, techno-economic feasibility,
84.	11-07-2025	Criteria of project evaluation (discounted and non-discounted), capital budgeting, etc.
85.	17-07-2025	Business plan for enterprise.
86.	18-07-2025	Institutions promoting entrepreneurship in India.
87.	19-07-2025	Entrepreneurship development programmes.
88.	24-07-2025	Accounting: objectives, common terms.
89.	25-07-2025	Personnel management-identification of work, job analysis, division of labour etc.
90.	26-07-2025	Resource management- organization aspect of livestock farms, analysis of financial statement
91.	31-07-2025	Sources of capital (banks, venture capitals, etc.), break even analysis
	Unit-8	Information and Communication Technology
92.	01-08-2025	Strengths and limitations of ICTs application in livestock sector and farmers capacity building.
93.	02-08-2025	Information kiosk, Elearning, CAD, virtual class room, virtual reality, multi-media etc.
94.	07-08-2025	Cyber extension- problems and prospects in livestock extension.
95.	08-08-2025	Computer networking: (LAN, MAN, WAN, Internet, tele-conferencing, tele-text, radio-text, video-text, interactive cable distribution system, satellite communication, internet, www, etc.).
96.	09-08-2025	Computer networking: (tele-conferencing, tele-text, radio-text, video-text, interactive cable distribution system, satellite communication, internet, www, etc.).
	Unit-9	Contemporary Issues in Livestock Enterprises
97.	14-08-2025	Gender and animal husbandry- definition, difference between gender and sex, role of women in animal husbandry

98.	21-08-2025	Gender sensitization, importance of gender sensitization in animal husbandry, need for gender analysis, gender budgeting and mainstreaming.
99.	22-08-2025	Salient features of recent livestock census
100.	23-08-2025	livestock insurance scheme, national livestock mission
101.	28-08-2025	Introduction to environmental consequences of livestock rearing.
102.	29-08-2025	Sustainability- concept of sustainability of livestock production system (social, environmental and economic challenges faced).
103.	30-08-2025	Animal welfare: Introduction to animal welfare, ethics and rights.
104.	04-09-2025	Importance of animal welfare in the contemporary society
105.	06-09-2025	Expectations from veterinary professionals.
106.	08-09-2025	Revision class

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III Year B.V.Sc. & A.H.**

**Lecture Schedule for Practical
w.e.f. 02/12/2024**

Duration of lecture class: Two hours

**Name of teachers : Dr. Abhishek Meena, Dr. Sunny Pankaj and
Dr. Abhijeet Purohit**

Credit Hours: 3+1

S. No	Date	Topics
	Unit-1 (Livestock based livelihoods and their evolution)	
1.	Batch A 02-12-2024 Batch B 03-12-2024 Batch C 04-12-2024	Tools of data collection,
2.	Batch A 09-12-2024 Batch B 10-12-2024 Batch C 11-12-2024	Preparation of instrument for conducting social survey
3.	Batch A 16-12-2024 Batch B 17-12-2024 Batch C 18-12-2024	Visit to nearby village
4.	Batch A 23-12-2024 Batch B 24-12-2024 Batch C 01-01-2025	Conducting social survey for assessment of farming system and constraints
5.	Batch A 30-12-2024 Batch B 31-12-2024 Batch C 08-01-2025	Data analysis and reporting, Organizing demonstration for farmers
6.	Batch A 13-01-2025 Batch B 07-01-2025 Batch C 22-01-2025	Identification of key communicators by Socio-metric method
7.	Batch A 20-01-2025 Batch B 14-01-2025 Batch C 29-01-2025	Familiarization with Audio-Visual Aids, principles and use of Projectors
8.	Batch A 27-01-2025 Batch B 21-01-2025 Batch C 05-02-2025	Preparation of Radio Script
9.	Batch A 03-02-2025 Batch B 28-01-2025 Batch C 12-02-2025	Preparation of Television Script
10.	Batch A 10-02-2025 Batch B 11-02-2025	Preparation and use of Charts

	Batch C 19-02-2025	
11.	Batch A 17-02-2025 Batch B 18-02-2025 Batch C 05-03-2025	Preparation and Use of Poster
12.	Batch A- 24-02-2025 Batch B- 25-02-2025 Batch C- 12-03-2025	Preparation and Use of Flash Cards
13.	Batch A 03-03-2025 Batch B 04-03-2025 Batch C 19-03-2025	Preparation and use of farm publications for extension work
14.	Batch A 10-03-2025 Batch B 11-03-2025 Batch C 26-03-2025	Planning and organizing an awareness campaign (Health and Production)
15.	Batch A 17-03-2025 Batch B 18-03-2025 Batch C 02-04-2025	Planning and Organization of Animal Health Camp
16.	Batch A 24-03-2025 Batch B 25-03-2025 Batch C 09-04-2025	Participatory rural Appraisal (PRA)Rapid Rural Appraisal (RRA)
17.	Batch A 07-04-2025 Batch B 01-04-2025 Batch C 23-04-2025	Planning and organization of Group Discussion
	Unit-2 -FINANCIAL AND ECONOMICAL ANALYSIS OF LIVESTOCK PRODUCTION SYSTEM	
19	Batch A 21-04-2025 Batch B 08-04-2025 Batch C 30-04-2025	Rules of debit and credit in livestock business transactions.
20.	Batch A 28-04-2025 Batch B 15-04-2025 Batch C 07-05-2025	Journal Entry
21.	Batch A 05-05-2025 Batch B 22-04-2025 Batch C 14-05-2025	Ledger Posting
22.	Batch A 12-05-2025 Batch B 06-05-2025 Batch C 21-05-2025	Writing of Cash Book
23.	Batch A 19-05-2025 Batch B 13-05-2025 Batch C 28-05-2025	Balancing and preparation of final accounts
24.	Batch A 26-05-2025 Batch B 20-05-2025 Batch C 04-06-2025	Exercise on calculation of depreciation
25.	Batch A 02-06-2025 Batch B 27-05-2025 Batch C 11-06-2025	Visit to commercial enterprises of livestock production
26	Batch A 09-06-2025 Batch B 03-06-2025 Batch C 18-06-2025	Preparation of dairy entrepreneurial project report
27.	Batch A 16-06-2025	Preparation of sheep and goat entrepreneurial

	Batch B 10-06-2025 Batch C 25-06-2025	project report
28.	Batch A 23-06-2025 Batch B 17-06-2025 Batch C 02-07-2025	Preparation of poultry entrepreneurial project report
29.	Batch A 30-06-2025 Batch B 24-06-2025 Batch C 09-07-2025	Preparation of piggery or rabbit entrepreneurial project report

30.	Batch A 07-07-2025 Batch B 01-07-2025 Batch C 16-07-2025	Techno-economic feasibility report
31.	Batch A 14-07-2025 Batch B 08-07-2025 Batch C 23-07-2025	Exercise on Break-even analysis
32.	Batch A 21-07-2025 Batch B 15-07-2025 Batch C 30-07-2025	Exercise on BCR, IRR and NPW
33.	Batch A 28-07-2025 Batch B 22-07-2025 Batch C 06-08-2025	Case study of successful entrepreneurial project
34.	Batch A 04-08-2025 Batch B 29-07-2025 Batch C 13-08-2025	Visit to livestock market, livestock fair
35.	Batch A 11-08-2025 Batch B 05-08-2025 Batch C 20-08-2025	Exercise on economics of diseases
36.	Batch A 18-08-2025 Batch B 12-08-2025 Batch C 27-08-2025	Revision class
37.	Batch A 25-08-2025 Batch B 19-08-2025 Batch C 03-09-2025	Revision class
38	Batch A 01-09-2025 Batch B 26-08-2025	Revision class
39	Batch A 8-09-2025	Revision class