



Book Review

Agricultural Extension

Sagar Mondal (2015)

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Agricultural Extension got its impetus furthermore for its major role in managing sustainable livelihood and agriculture with the context of burgeoning population and dwindling natural resources in 21st century. Under this backdrop considering the needs of students, teachers, extension practitioners, donor agencies, development practitioners and others, Mondal had wrote this book. The author has wrote seven text books in Agricultural Extension, Rural Development, and Research Methodology *etc.* Co-Author with G.L. Ray, the renowned expert in agricultural extension. The author had remarked on his book- "This is a comprehensive Text Book on Agricultural Extension primarily for the under graduate students of the Faculties of Agriculture, Horticulture, Forestry, Fishery and Home Science".

This review is essentially interesting to the students of extension who desires to get broad areas of extension in inclusive form. Let's not, however, deem it limit to students. It should also equally appealing to those in extension as their major areas of interest. It's also of concern to those involved in any facet of agriculture because it's written in simple and lucid language and relates to needs of the addressee of extension programmes.

There were sixteen chapters in this book starting from Fundamental of Extension Education and History of Agricultural Extension to Technical Writing and Communication Skills. The first two chapters elaborate the basic concept of general education and extension education along with its philosophies, functions, principles, extension education process and trajectory of Agricultural extension. The author had aptly included the Qualities of Extension Personnel and Bringing Green Revolution to Eastern India. In *Communication Process* Chapter, Mondal had nicely synchronised the different models of communication, however, the concept of Frame of Reference, Communication Fidelity, Communication gap, Homophily and Heterophily may be further elaborate in future edition.

The Information and Communication Technology (ICT) part of the fifth chapter is timely inclusion with revolutionary scientific research in Information Technology and Communication Technology domains. Overcoming the digital divide, and geographical isolation and reaching the unreached, the notion of Virtually reality, Social network, conferencing, Kisan Call Centre within the book will surely guide the extension practitioners.

The sixth chapter, Adoption and Diffusion of Innovation remains equally important till today in the process of Transfer of Technology (ToT). The attributes of innovation – Relative advantages, Compatibility, Complexity, Trialability, Observability were explained very lucidly with example and also the adopters categories. The highlights of role of extension agents in Adoption and Diffusion of Innovations very much relevant in present context. The Measurement of Adoption will be helpful for any researcher doing research in adoption-diffusion process, especially the Adoption Quotient Equation.

Elaboration of Agricultural Extension in Asia, America and Europe in ninth chapter give the comparative status of extension in Japan, Philippines, Korea, China, Israel, Sri Lanka, Nepal, Bangladesh, U.S.A., U.K. and Germany. The common thread observed to these nations is that after 2000 A.D. there was major reform in extension with the entry of private players for extension service for farmers. Agricultural Cooperative in Japan, e-Extension in Philippines and USA, Grass Root Extension in Korea, Producers' Organisation Extension in China, Cell Phone based advise in Israel, Farmers' Organisation in Sri Lanka, Commercial Agriculture in UK and Group Extension in German will helpful for developing fundamental knowledge of extension system in worldwide to the students, teachers and practitioners. This chapter may the foundation of writing of another book on Comparative study on extension and extension reform in these three continents.

The chapters from tenth to thirteenth will give the brief accounts of different developmental programme carried out by governments for rural development including Panchayat Raj System and also the Transfer of Technology Programme of ICAR. The very essence of this part is the developmental special programme for North-East India, viz. River Basin Scheme, Watershed Management for Shifting Cultivation, Hill Area Development Programme, North-East Rural Livelihood Project *etc.* The Entrepreneurship Development Chapter(Fifteenth Chapter) is very much encouraging to the students, educated youths and entrepreneur consultants. The Government Schemes and Policy for Entrepreneurship Development and Government Programmes for Agribusiness are very much pertinent in present context. The two example of SWOT Analysis will helpful for beginners.

The Agricultural Journalism Chapter(Chapter-14) is the brief account of basic concept of Farm Journalism including news, feature and success story writing, headline writing, the Lead *etc.* This chapter is quite helpful for the students of Under Graduate (UG). The last Chapter, Technical Writing and Communication Skills are well timed for UG and PG Students. This chapter will accelerate the students' research paper writing skill and communication skill for appearing interview and public communication.

This book not only helpful for the students of both UG and PG in agriculture and allied subjects, equally important for the aspirants preparing for UPSC, Banks Examination and State Public Service Commission.

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