## Contents

**Foreword** vi  
**Preface** vii  
**Introduction** xv  
**List of Contributors** xxi  

### Section I: Policy Initiative in Extension Education

1. Major Reforms Needed for a Dynamic Agricultural Extension System  
   C. Prasad  
   3  

2. The Needed Shift in Agricultural Development Domains and the Commensurate Extension Strategy for Ushering into the Era of Ever-Green Revolution and Commercial Agriculture  
   P.N. Jha  
   13  

3. An Innovative Approach to Field-Extension—Paliganj Experience  
   B.P. Sinha  
   17  

4. Preparing Extension for Emerging Opportunities and Challenges in Agriculture  
   Baldeo Singh  
   24  

5. Staratiform Information and Participatory Extension Management: A Paradigm for In-Tension of Ex-Tension  
   Dipak De and Basavaprabhu Jirli  
   36
6. Transgenic Crops, Biosafety and Sustainable Development: Policy Reflection
   R.N. Padaria, Baldeo Singh, Leela Ram, Surya and Pankaj Kumar

7. Conceptualizing Agricultural Extension Management for Rural Development
   A.K. Singh, Shantanu Kumar, Uma Sah and S.K. Singh

8. Indian Agriculture: At the Crossroads
   D.K. Sujan, K. Ghadei and S. Panigrahi

9. Strengthening Research and Extension Linkages in Agriculture
   P. Adhiguru

Section II: Market Led Extension and Commercial Farming

10. Issues and Emerging Challenges of Agricultural Marketing: Extension and Export Policy
    Ram Pratap Singh

11. Demand-Driven Extension Services for Farmers
    C.S. Arneja and Shabana Yasmin

12. Market-led Agricultural Extension
    Virendra Kumar Yadav and C.Y. Manikanhaiya

13. e-Choupal and Agricultural Marketing
    Samir Rajan Dash

    C. Satapathy and Sabita Mishra

15. Farmers’ Driven Participatory Pulses Seed Production (FDPSP) for Ensuring Seed-Sufficiency at the Village Level
    S.K. Singh, Shantanu Kumar, S.N. Nigam and A.K. Singh

    P.G Khalache, H.P. Sonawane and J.H. Gaikwad

Section III: ICT Application and Methodological Advances in Agriculture

17. A Web Based Soil Health Card Application: Decision Support System for Agriculture Development
    M.C. Varshneya, R.S. Parmar, Arun Patel, Kalpesh Patel and Hiren
18. Community Radio: Looking Forward at Sustainable Development
   Suchi Gaur and Sarita Anand

19. Importance of Information Communication Technology in
    Rural Development
   Prabhjot Kaur and Sahil Garg

20. Mobile Agricultural School and Services (MASS): The Latest
    Technology of Extension System in Agriculture Sector
   Vijay Bharat

21. Role of Farm Literature as a Source of Latest Agricultural Information
    for Agricultural Development Officers of Punjab
   Dharminder Singh and D.S. Dhillon

22. Utilization Pattern of Communication Sources Channels Among
    the Rural Women
   Sonika Gupta, J.P. Singh and R.P. Singh

23. CCS H.A.U. Farmers Fair: An Evaluation
   Pardeep Kumar, A.K. Godara, Reena, Nasib Singh and S.K. Mehta

24. Impact of Krishi Mahotsav-2007 in TOT at Village Level in
    Gujarat State
   Nikulsinh M. Chauhan

25. Quantification of Indigenous Knowledge on Dairying
   A. Saha, Swapan B. Mukhopadhya and D. Das Gupta

26. Construction and Standardization of Management Ability Scale
    for Mango Orchard Enterprise
   N.B. Jadav, P.R. Kanani and P.S. Gorfad

27. A Scale to Measure Attitude Towards Increased Retirement
    Age of College Teachers
   G.L. Bagdi and Anupama Shah

28. Assessment of Adoption Gap of Potato Production Technology of
    Potato Growers and their Adoption Level
   R.P. Singh, Shiv Kumar, Shakuntala Gupta, Virendra Kumar
    and Amit Kumar

29. Evaluation of Watershed Management Programme in
    Bundelkhand Region: A Case Study
   Om Prakash and V.S. Katiyar
30. Impact of IPM Team Work on Diffusion and Adoption of IPM Practices in Pigeonpea Crop for Sustainable Yield in North Karnataka
   S.K. Meti

31. Impact Study of Sulphur Nutrition on Productivity of Soybean in Vertisols of M.P
   A.K. Dixit, D.S. Tomar and Arvind Saxena

32. Impact of Watershed Management on Land Use Pattern and Productivity Level of Different Crops of Jamui District (Bihar)
   R.B. Prasad, Dilip Kumar, R.K. Sinha and V.K. Singh

33. Impact Analysis of Apiculture Training Programme: An Evaluatory Study of Samastipur District in Bihar
   Anuradha Ranjan Kumari, Meera Singh and Sudhir Das

34. Impact Assessment of Potato Technologies in Indo-Gangetic Alluvial Plains of Bihar
   Barsati Lal, Anil Kumar, T.K. Sinha and N.K. Pandey

35. Constraints in Adoption of Technologies by Farmers of Watershed Areas in Different Agro-Ecological Regions of India
   Om Prakash and Y.V.R. Reddy

36. Extension Gap and Impact of FLD on Oilseed and Pulses Crops Conducted by KVK Janjgir-Champa: A Case Study
   R.N. Sharma, Manish Kumar, N.K. Toorray, M.K. Chandraker and S. Shantaiya

37. Adoption and Level of Knowledge of Farmers Regarding Biofertilizer in Agra District (U.P.)
   Rajeev Chauhan, J.P. Singh and R.P. Singh

Section IV: Entrepreneurship Development and Innovative Approaches in Extension Education

38. Strategies for Accelerating Technology Adoption to Improve Rural Livelihood: A Prospect of North Bihar
   G. Trivedi and Ashok K. Singh

39. Constraints Faced by the Programme Coordinators and Suggestions Offered by them for Effective Management of KVKs in India
   N.M. Chauhan

40. Improving Livelihood Security through Farmer Participatory Pulses-based Interventions: Experiences from Rainfed Bundelkhand Region of India
   Shantanu Kumar Dubey, S.K. Singh, Uma Sah and A.K. Singh
41. Extent of Adoption of Recommended Production Technology of Pigeonpea by Farmers
   A.P. Dwivedi, B.P. Singh, R.P. Singh and Mamta Singh

42. Entrepreneurship Development: Concept and New Approaches
   B.K. Mandal, Sarvesh Kumar and P. Saroj

43. A Comparative Analysis of Entrepreneurial Behavior of Farmers in Irrigated and Dry Land Areas of Raichur District of Karnataka: An Analytical Study
   S.K. Meti

44. Productivity Enhancement in Soybean-Wheat Cropping Pattern through on Farm Trials in Vertisols of Malwa Plateau
   U.S. Gautam and D.K. Paliwal

45. Constraints with Regard to Improved Vegetable Production Technologies
   R.S. Suman

46. Entrepreneurial Behavior of Mango Orchard Growers in Junagadh District of Gujarat State
   N.B. Jadav, M.N. Popat and D.V. Patel

47. Entrepreneurship in Vegetable Growers
   Rakesh Jain and M.M. Patel

48. Livelihood Security through Adoption of Frontier Technology in Soybean
   Seema Naberia, U.S. Gautam and S.S. Chauhan

49. Participatory Irrigation Management: An Impact Study of Mehsana District of Gujarat State
   R.F. Thakor and P.J. Joshi

50. Innovative Extension Strategies for Farmer’s Adoption Towards Salinity Management Practices in Coastal Area of Western Gujarat

51. To Study the Extent of Knowledge Level and Profile of the Beneficiaries Towards Sampoorna Gramin Rozgar Yojana (SGRY) Programme
   S.M. Kenchanagoudra, S.K. Meti and S.K. Dolli

52. Knowledge and Awareness About Mushroom Cultivation Under Macro-Mode-Management Project
   Dayaram and Ashok K. Singh
Section V: Gender Mainstreaming in Farming System

53. Women Empowerment and Gender Mainstreaming
   395

54. Time Utilization of Women Labour in Dairy Activities
   Sonika Gupta, J.P. Singh and R.P. Singh
   402

55. Nutrition Garden: An Alternate Livelihood for Farm Women
   Kuldeep Singh and Pankaj Kumar
   406

56. Utilization Pattern of Leisure Time Activities of Rural Women
   Anupam Kumari and D.K. Sujan
   412

57. Participation of Farm Women in Agricultural and Allied Activities
   Reeta Singh, Maya Kumari, Shivnath Das and Madan Singh
   416

58. Adoption of Improved Apiculture Practices by the Rural Women
   Anuradha Ranjan Kumari, Meera Singh and Sudhir Das
   427

Author Index
   435