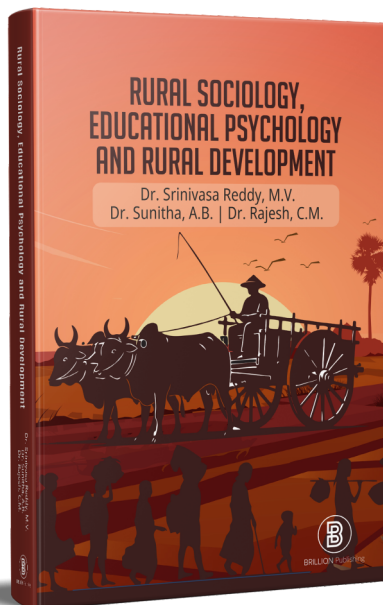




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RURAL SOCIOLOGY, EDUCATIONAL PSYCHOLOGY AND RURAL DEVELOPMENT

Introduction

Rural Sociology, Educational Psychology and Rural Development is a valuable textbook for students, teachers, researchers, and extension professionals. It integrates the concepts of rural sociology, educational psychology, and rural development to provide a comprehensive understanding of rural society, human behavior, learning processes, and extension education.

Importance of Rural Sociology

- Explains the social, cultural, and economic characteristics of rural communities.
- Helps understand rural institutions, leadership, social change, and adoption of agricultural innovations.
- Supports effective planning and implementation of rural development programmes.

Importance of Educational Psychology

- Explains how farmers and rural youth learn and respond to extension education.
- Improves communication, motivation, training methods, and technology transfer.
- Enhances the effectiveness of extension personnel in promoting behavioural change.

Importance of Rural Development

- Provides knowledge of rural development concepts, policies, programmes, and institutions as recommended by the Sixth Dean's Committee.
- Develops competencies in community organization, participatory approaches, Panchayat Raj Institutions, and rural governance.
- Strengthens the ability of agricultural graduates to contribute to sustainable rural and agricultural development.

Dr. Srinivasa Reddy, M.V. | Dr. Sunitha, A.B. | Dr. Rajesh, C.M.

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