About the Department

The Department of Agricultural Extension was established in TNAU in 1962 and Department was renamed as Department of Agricultural Extension and Rural Sociology in 1971. The Department functions under the Centre for Agricultural and Rural Development Studies (CARDS) from 1978.

Department offers Masters and Doctoral Programmes in Agricultural Extension and Communication, besides Agricultural Extension courses in all the undergraduate programmes

The main thrust of the research programme include rural youth, migration, entrepreneurship, agricultural education, administration, extension teaching methods, leadership, programme evaluation, ICTs in technology transfer, training of farmers and extension workers and input supply agencies, gender mainstreaming, ATMA, e-learning, women empowerment, tribal development, water shed management, climate led Agricultural extension etc.,

Facilities

- Acoustic laboratory
- Twenty four work stations
- Interactive smart board
- Wi-Fi connectivity
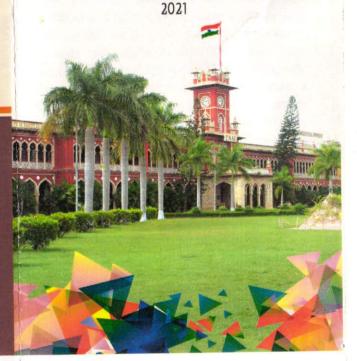- PTZ camera
- Audio - video mixer

Contact

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ICAR

DEIL
DIGITAL EXTENSION INNOVATION LAB

Department of Agricultural Extension & Rural Sociology
Centre for Agricultural & Rural Development Studies
Tamil Nadu Agricultural University
Coimbatore - 641003
2021

Tamil Nadu Agricultural University - Institutional Development Plan

About the DEIL

Digital Extension Innovation Lab (DEIL) was established under the National Agricultural Higher Education Project (NAHEP) - Institutional Development Plan (IDP), in 2020 at the Department of Agricultural Extension & Rural Sociology, Tamil Nadu Agricultural University, Coimbatore.

Effective digital communication is the ability to create persuasive communications using different forms of media. Digital communication is a foundational skill for many careers today since most people will be involved in some form of conceptualizing, producing, delivering and receiving these communications in their jobs and personal lives. Starting in school and extending to higher education, students can learn a variety of digital communication skills across all courses, whether they build multimedia presentations to demonstrate their knowledge of academic subjects, create e-portfolios of coursework, or present ideas in a virtual classroom.

Digital technologies have the potential to revolutionize agriculture by helping farmers work more precisely, efficiently and sustainably. Data-driven insights can improve decision-making and adoption while making the job more attractive to younger generations.

Proposed Activities

1. Skill training on multimedia and educational technology

2. Video capturing of social interaction processes and live streaming of meetings / video conferencing

3. Production of educational video modules and online learning modules

4. Virtual classroom for effective teaching

5. Organizing webinars and e-learning programmes

NAHEP

ICAR

Features of the Lab

Pan Tilt Zoom Camera

1. PTZ can be automated or operated through single operator.
2. HD Video (1080p) at a max 30fps with noise cancellation.
3. Video inputs from smart board and PTZ cameras can be switched through video mixer as picture in picture mode.

Interactive Smart Board

1. Dynamic and engaging content through the interactive board.
2. Integrates the functions of projector, computer and white board.
3. File sharing to other smart devices - through the QR codes.