

UNIT 2: Role and Responsibilities of Different Stakeholders in Extension Activities

(A) Role of Higher Educational Institutions in Extension Activities

Higher educational institutions (HEIs) play a crucial role in societal development beyond their core functions of teaching and research. Through extension activities, they bridge the gap between academic knowledge and real-world applications, contributing to community service and nation-building.

1. Concept of Extension Activities in HEIs

Extension activities refer to the outreach programs initiated by HEIs to address societal needs. These activities aim to apply academic knowledge to solve practical problems, improve community life, and promote social responsibility among students and faculty members.

2. Objectives of Extension Activities in HEIs

- To promote community engagement and social responsibility.
- To transfer academic knowledge for societal benefit.
- To develop leadership and service-oriented skills in students.
- To foster collaboration between institutions and local communities.
- To support sustainable development initiatives.

3. Key Roles of HEIs in Extension Activities

- **Knowledge Dissemination:** Conducting awareness programs, workshops, and training sessions on health, education, environment, and technology.
- **Skill Development:** Organizing vocational training and capacity-building programs for underprivileged communities.
- **Research for Community Development:** Encouraging faculty and students to undertake research addressing local and national issues.
- **Social Service and Volunteering:** Engaging students in literacy programs, health camps, and social welfare activities.
- **Collaboration with NGOs and Government Agencies:** Partnering with various organizations to enhance the effectiveness of outreach initiatives.

- **Environmental Sustainability Initiatives:** Conducting tree plantation drives, waste management projects, and awareness campaigns on climate change.

4. Examples of HEIs' Extension Activities

- **National Service Scheme (NSS):** Student participation in community service projects like blood donation, disaster relief, and rural development programs.
- **Unnat Bharat Abhiyan (UBA):** Government initiative encouraging HEIs to adopt villages for holistic development.
- **Community Radio Stations:** Some universities run community radios to spread awareness on social issues.

(B) Role of Mass Media in Extension Activities

Mass media is a powerful tool for disseminating knowledge, influencing public opinion, and mobilizing people for social change. It plays a vital role in extension activities by reaching a large audience effectively.

1. Concept of Mass Media in Extension

Mass media includes various channels such as print, radio, television, and digital platforms used to inform, educate, and create awareness among the masses.

2. Objectives of Mass Media in Extension Activities

- To spread awareness on key social, economic, and environmental issues.
- To provide accurate information to the public.
- To encourage active participation in developmental programs.
- To foster a culture of informed decision-making.

3. Key Roles of Mass Media in Extension Activities

- **Information Dissemination:** Broadcasting news, expert opinions, and research findings on health, agriculture, and social development.
- **Educational Broadcasting:** Conducting online courses, webinars, and radio/TV programs for skill development and literacy improvement.

- **Social Campaigns:** Running campaigns on issues like sanitation, gender equality, and digital literacy.
- **Advocacy and Public Policy Influence:** Raising awareness about government schemes and policies.
- **Community Mobilization:** Encouraging collective action for social causes such as environmental conservation and health awareness.
- **Crisis Communication:** Providing timely information during disasters, pandemics, or emergencies.

4. Examples of Mass Media in Extension Activities

- **Agricultural Extension via Radio and TV:** Programs like 'Krishi Darshan' educate farmers on modern farming techniques.
- **Health Awareness Campaigns:** Public health messages through advertisements and social media.
- **Digital Literacy Initiatives:** Government and NGOs using online platforms to spread digital education.

Conclusion

Both higher educational institutions and mass media serve as essential stakeholders in extension activities. HEIs contribute by engaging in direct community service and skill-building programs, while mass media ensures the wide dissemination of critical information to drive societal progress. A collaborative effort between these stakeholders can lead to a more informed, empowered, and developed society.