

TA for Enablers of Change is designed as an easy to understand hand book of behaviour management for 'Change Agents' at all levels in extension practice and rural development work including i) those who occupy leadership and managerial positions, extension teachers, trainers, professionals, field level extension functionaries and stake holders involved in the development process and as a text book for ii) undergraduates in agriculture and allied fields like animal husbandry, dairy, forestry, fisheries, home science etc., and iii) postgraduates in extension science, rural development and social work. The content of the book organised in 11 chapters based on Transactional Analysis (TA) would enable you to enhance your effectiveness and productivity as an enabler of change. It will enable you to understand your own behaviour and the behaviour of others with whom you interact particularly in your career life. Once you have read the book through completing the exercises you will certainly gain more insight and learn more about yourself and others than you did earlier. The knowledge gained would help you to make necessary changes in your life and enormously improve your interpersonal relationship especially with your clients and colleagues.

About the author



Abdul Kareem is an Agricultural Extensionist of India. He has pioneered several innovations in agricultural extension including those for promoting farmers/rural innovations, value addition and product diversification in agriculture and models for combating farm labour shortage. He received his Master's degree in Agricultural Extension from Kerala Agricultural University and earned his PhD in Agricultural Extension with gold medals from the

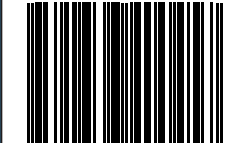
University of Agricultural Sciences, Bangalore. He started his career as an Agricultural Extension Officer in the State Department of Agriculture in Kerala and subsequently joined Kerala Agricultural University, where he served as teacher of extension for undergraduates and postgraduates and headed the department of extension of College of Agriculture at Nilaswar, headed the extension centres such as Farm Science Centre (Krishi Vigyan Kendra) and Extension Training Centre and also headed a Regional Agricultural Research Station. After his retirement as Professor and Associate Director of Extension from the University service he has plunged into writing and publishing books. Besides agriculture and behavioural sciences he loves philosophy and religion.

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MANAGEMENT

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Behaviour Management
in Extension

K Abdul Kareem PhD

