

Preface

Veterinary extension, an applied science, aims to better the income of the livestock farmers through scientific approach. Extension has the crux of knowledge sharing for its practical utility to push, sustain and progress livestock farming and even beyond that. The importance of Veterinary and Animal Husbandry Extension Education in understanding rurality and effective communication in bringing about desired changes in the stakeholders' knowledge, attitude and practices cannot be overlooked. Extension supplied the critical link between research and end users, ensuring technology transfer from lab to land. A regular farmer-scientist connect envisioned the dissemination of appropriate knowledge to the right person at the right time in the right way. The extension education provides the necessary foundation for this connect. This book was an attempt to capture their diverse efforts in a black-and-white manner.

It consists of nine units viz; livestock based livelihood, extension education, rural society, transfer of technology, communication, livestock economics & entrepreneurship and ICT etc. under 24 chapters written by extension experts, who were selected to present the topic in a basic and understandable manner. This book covers the whole syllabus required by the Minimum Standard of Veterinary Education (MSVE 2016). Certainly, the themes covered in this book will provide the reader with an explicit introduction to the subject.

The authors with vast experience of practical extension, teaching and research in the veterinary institutions have edited the textbook contributed by different teachers from across the country. We acknowledge the support of various contributing authors without whom this book will not get to its present shape. We are also thankful to various sources and reference works whose help were sought by authors in their respective chapters.

All efforts have been made to make this book error free, but 'to err is human'; we will accept summative feedback with open hearts as there is always a scope to improve. Finally, we are extremely grateful to the Almighty for granting us the ability to execute such a task.

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— *Editors*

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