

Farm Publications

- Class of publication prepared by the extension agency in **printed form**, containing information about improvement of **farm and home**
 - Leaflet
 - Folder
 - Bulletin
 - Newsletter
 - Magazine / Journal

Leaflet

- **Single printed sheet (single or both sides)**
- **Small size**
- **Preliminary information**
- **As and when needed**
- **Free of cost**

Folder

- **Single printed sheet**
- **Big size**
- **Folded once or twice**
- **Essential information**
- **As and when**
- **Free of cost**

Bulletins

- Printed, **bounded** booklet
- **Number** of pages
- **Comprehensive** information
- As and when necessary
- **Small Price**

Newsletter

- **Miniature newspaper**
- **Good quality paper**
- **Activities and achievements of an organization**
- **Fixed periodicity**
- **Free of cost**

Journal / Magazine

- Information on **various topics**
- **Farmers & extension** functionaries
- Fixed **periodicity**
- Supplied against **subscription**

Objectives of FP

- Reach **large** number of people **quickly** & simultaneously at **low** cost
- **Accurate**, **motivating**, **credible** and **distortion free** info.
- **Support other extension methods**
- Use at **convenience** & **serve** as future **reference**

Planning and preparation

- **Topic- economic & practical information**
 - **Estimate the time required**
 - **Availability of budget**
 - **No. of copies & Cost**
 - **Implementation**
 - **Rel. info. & specialist**
 - **Draft – simple, clear & Direct**
 - **Short paragraphs, logical sequence**
 - **Title & subheads**
 - **Weights and measures**
 - **Revise draft – 3**
- **Pretest**
 - **Photographs / diagrams – placement**
 - **Name of dept. Authority – acknowledgements**
 - **Printing press, year of pub. No. of copies printed**
 - **Manuscript – lay out, size, colour, paper, date of delivery**
 - **Correct proof- 3 –**
 - **Close Contact & print**

Follow up

- **Timely Dispatch**
- **Dispatch to media**
 - Mailing list
- **Attend request**
- **Get Feedback**
- **Store & Check periodically**
- **Record maintenance**

Practical Work

- **Type of Publication**
- **Type of Information**
- **Source of Information**
- **Importance of the Topic**
- **Intended readers**
- **Readability Level**
- **Name of the Publisher**
- **Choose a topic, decide the types of publications and Plan for publications for a budget of Rs. 50,000 in an RSK**