

Extension Approach

¹ Vishal Yadav and ² Preeti Yadav

¹Ph D Scholar, Department of Extension Education ANDUA &T Kumarganj Ayodhya

²PG Scholar, Kulbhaskar Ashram PG College Prayagraj

ARTICLE ID: 18

What is an extension approach?

Extension approaches defined as a style of action, embodying the philosophy of an extension system which, by and large determines the direction and nature/style of the various aspects of that system, such as its structure, leadership, program, methods and techniques, resources, and linkages.

What is agricultural extension approach?

Agricultural extension participatory approach. This approach often focuses on the expressed needs of farmers' groups and its goal is increased production and an improved quality of rural life. Implementation is often decentralized and flexible. Success is measured by the numbers of farmers actively participating and the sustainability.

Definition of several extension approaches

Extension comes in many sizes and shapes. Although the following classification, made primarily for agriculture, is not complete and the distinctions between the types are not absolute, it gives an idea of the possibilities and opportunities that exist for the extension planner and for the policy-and decision-maker at the national level.

The general extension approach

In contrast to several other approaches, this approach assumes that technology and knowledge that are appropriate for local people exist but are not being used by them. The approach is usually fairly centralized and government-controlled. Success is measured in the adoption rate of recommendations and increases in national production.

The commodity specialized approach.

The key characteristic of this approach groups all the functions for increased production – extension, research, input supply, marketing and prices under one administration. Extension is fairly centralized and is oriented towards one commodity or crop and the agent has many functions.

The training and visit approach.

This fairly centralized approach is based on a rigorously planned schedule of visits to farmers and training of agents and subject matter specialists. Close links are maintained between research and extension. Agents are only involved in technology transfer. Success is related to increases in the production of particular crops

The agricultural extension participatory approach

This approach often focuses on the expressed needs of farmers' groups and its goal is increased production and an improved quality of rural life. Implementation is often centralized and flexible. Success is measured by the numbers of farmers actively participating and the sustainability of local extension organizations.

Project approach

This approach concentrates efforts on a particular location, for a specific time period, often with outside resources. Part of its purpose is often to demonstrate techniques and methods that could be extended and sustained after the project period. Change in the short term is often a measure of success.

The farming systems development approach

A key characteristic of this type of extension is its systems or holistic approach at the local level. Close ties with research are required and technology for local needs is developed locally through an iterative process involving local people. Success is measured by the extent to which local people adopt and continue to use technologies developed by the programme.

The cost-sharing approach

This approach assumes that cost-sharing with local people (who do not have the means to pay the full cost) will promote a programme that is more likely to meet local situations and where extension agents are more accountable to local interests. Its purpose is to provide advice and information to facilitate farmers' self-improvement. Success is often measured by the willingness to pay.

The educational institution approach.

This approach uses educational institutions which have technical knowledge and some research ability to provide extension services for rural people. Implementation and



planning are often controlled by those who determine school curricula. The emphasis is often on the transfer of technical knowledge.

General agriculture extension approach Characteristics

Generally founded by Govt. ministry / Department of Agriculture and also implemented by Govt. ministry/ Department of Agriculture. Approach assumes that technology and knowledge that are appropriate for local people exist but are not being used by them. If the technology is communicated to the farmer farm practices would be improved. Purpose: Help farmers increase their production /Income through the use of technology.

Program planning and implementation:

- ❖ The approach is usually fairly centralized and government-controlled. This approach is considered as a top to bottom. Government, Priorities are determined at national level
- ❖ Farmers are generally not consulted
- ❖ Resources requirements:
- ❖ Field personnel tend to be large in number and high in cost, with the central government bearing most of the cost.

Implementation Strategy:

- ❖ Field staff are assigned all over the country by political subdivision.
- ❖ Methods and techniques are generally standardized consisting of a combination of extension and communication techniques. Measure of success:

The rate of adoption of important recommendations and increases in national production are the measures of success. The purpose is to help farmers increase their production.