

Different extension approaches used in agriculture and its impact on farmers development

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Introduction

The public agricultural extension system is one of the greatest knowledge and information distribution institutions. Agricultural productivity has stagnated over the last 15 years, necessitating a system-based, inter-disciplinary approach to developing and implementing ecologically sound technology at the grassroots level. The extension strategy informs, inspires and guides several components of the system including structure, leadership, program, resources and relationships. Several extension initiatives have successfully improved farmers' knowledge of new agricultural technologies. Different extension approaches used in agriculture impact farmers development with specific knowledge, skills, and opportunities to address their unique needs and improve their agricultural practices, ultimately leading to increased productivity and income.

Objectives:

Key Extension Approaches and Their Impacts

Technology Transfer-based Extension:

This approach involves directly transferring new technologies created by research institutions to farmers, aiming for speedy adoption of improved crop varieties, fertilizers, or farming techniques to increase yields.

Commodity Approach:

This technique, which focuses on a specific agricultural commodity, provides targeted information and support to farmers who produce that product, allowing them to specialize and potentially gain access to better markets.

Participatory Extension:

This strategy actively includes farmers in decision-making by allowing group conversations and knowledge sharing to identify local problems and develop solutions tailored to their individual needs, resulting in increased ownership and sustainability of new practices.

The Training and Visit System:

Involves regular visits by extension agents to farmer groups to provide standardized information and demonstrations. This ensures uniform knowledge distribution throughout a greater area.

The Farming Systems Development Approach:

Studies all areas of a farmer's operation, including social and economic background, to provide holistic answers to many difficulties.

Educational institution-based extension:

Offers farmers research-based knowledge and training through workshops, field demonstrations and advisory services.

In the present time the extension is done mainly by public sector, private sector and public private partnership



Public extension:

State development departments, ICAR, State agricultural universities other cooperative agencies.

Private extension:

Farmers are expected to pay for the service fee (e.g. Private Agricultural consultancies), or extension services provided for product promotion (e.g. Agri-business firms-seed companies), or for the procurement of farm produce (e.g. contract farming or free of cost extension (e.g. NGOs).

Private agricultural consultancies

Agricultural consultants provide clients with advice, support and solutions to optimize their company operations. Singh et al. (2006) report that their clients may include farmers, landowners, and agricultural firms in manufacturing and services.

Agri-business firms

Agro-input companies dealing with seeds, fertilizers, pesticides and agro-machinery perform extension as one of their functions for marketing.

Contract farming

Contract farming involves a forward contract where growers pledge to give a certain agricultural commodity with specific type at a specific time and price in a specified quantity to a known buyer like an agricultural business company.

Non-Governmental Organizations

A non-profit, voluntary citizen group that is not affiliated with a government or a traditional for-profit enterprise. Non-governmental organizations (NGOs) can be funded by government, foundations, industry or private individuals.

Public-Private Partnership extension:

Public-Private Partnership (PPP) describes a government service or private business venture which is funded and operated through a partnership of government and one or more private sector companies (Agarwal, 2011).

Reasons for this change is budget deficits make it difficult for the government to pay for such a service.

Agriclinics and Agribusiness Centers (ACABC)

Agriclinics and agribusiness centers (ACABC) offer agricultural advice services to farmers through technically educated agricultural graduates in villages. MANAGE is also very active in this line.

The cost-sharing strategy

This strategy implies that cost-sharing with locals, who may not have the means to pay the full cost, promotes a program that better meets local needs and holds extension workers accountable to local interests

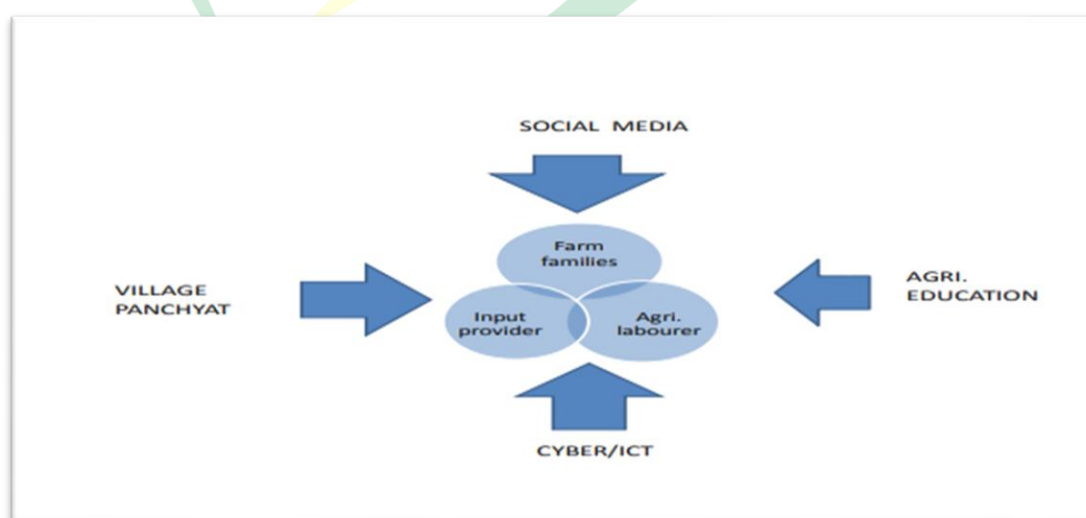


Fig:1. Agricultural extension model

Summary and conclusion

Extension is currently undergoing significant transformations for both domestic and global reasons. Extension approaches are a philosophy that guides several parts of an extension system, including organization, leadership, program, methods, techniques, resources and links. Extensions in India are the result of many reforms aimed at improving rural life throughout time. The extension system has undergone numerous modifications and developments by government initiatives and the growing engagement of the corporate sector and non-governmental organizations. To ensure a brighter future, the public extension system requires structural reforms and community ownership to improve services and functions. When building a system, it's important to consider the farmer as a player, generator, and user of knowledge. The cost recovery and sharing cropping approaches should be used at a broad scale. Social media, agricultural education, rural panchayats, and offline adoption of ICT are helpful for effective extension.