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Extension Education
and RURAL
Development



Extension Education and Rural Development

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FOREWORD

Indian Agriculture has taken a big leap in the last 60 years. Agriculture, which had the responsibility to feed 350 million in 1947 has now 1100 million people to feed. India has achieved this feat by multi-pronged strategies and technologies such as green revolution, blue revolution and white revolution and of course the latest yellow revolution and is now poised for rainbow revolution.

Rural India comprises 73 per cent of the country's population, but its share in the total national income is less than 45 per cent. The rural sector is characterized by low income levels, poor quality of life and a weak human capital-base. Although in the post-economic reform period, India has grown economically faster, her performance in the reduction of poverty, employment and economic disparity has remained dismal. For India, rural development has been an integral part of nation's socio-economic-political development. On the basis of his discovery of India, the father of the nation, Mahatma Gandhi found that the real India lives in the villages.

The sustainable development intervention in the rural areas largely depends on the successful and effective implementation of self employment programmes. However, the issues, challenges and concerns relating to the implementation of the self-employment programmes have remained more or less the same. The need of the hour is the convergence of all development interventions at the grass root level so as to enhance necessary infrastructure in the backward region and to ensure capability building and skill up-gradation.

As we celebrate 60 years republic after a long struggle and travel through the path of rural development reconstruction this is the right time to choose the suitable title for bringing out the text book which focus on the thematic areas of extension education, rural development, agricultural extension education system, rural institutions, participatory approaches, programme planning, peoples participation, ICT applications, mass media for rural development, rural women empowerment, new initiatives in agriculture and rural development and sustainable rural development.

I am pleased to note that such an information material has been fabricated by the authors of the book. I am confident that this book would serve to the information needs of all the students of agriculture and rural development and also to those in the related fields who would use it for enriching their theoretical requirements. The extension professionals in the development departments, field workers of NGOs, teachers and researchers in rural

extension / rural development would get the needed replenishment in their area of interest due to the right mix of the contents of this book.

I congratulate the authors Dr. Santha Govind, Dr. G. Tamilselvi and Dr. J. Meenambigai who have performed the excellent task of contributing through this book in the specialized field of rural development and rural community.

A handwritten signature in black ink, consisting of several loops and a trailing flourish, positioned above the printed name.

Dr. M. Ramanathan

Preface

Extension education is being perceived and described as a profession with norms and standards of its own. Literature available on the subject reveals a variety of scattered ideas on its fundamentals. Apparently, there is a need to synthesise such points of view as exist in its literature and to present them in a proper perspective. Moreover, extension education as a subject is being taught in all the agricultural universities and professional colleges. Majority of these institutions offer facilities for master's and doctoral programmes in the subject. It is, therefore, necessary to have a better organized body of information and facts based on research and scientific observations. The subject has passed the days of relative simplicity. We need knowledge and technique based on research in the field in order to provide intelligent guidance to the students, scholars and extension professionals serving in the varied fields of state departments of agriculture, state agricultural universities, non-government organizations, public and private sectors, media and others.

Although a new discipline, extension education as a profession has made significant impact in every sphere, particularly in developing countries, where it is being practised on a large scale, it has become an integral part of the development programmes. India, after independence, emphasized growth, modernization, self-reliance and social equity while planning for accelerating the pace of economy. Rural development has been an integral part of nation's socio-economic-politico development. Several programmes were introduced in successive five year plans for agricultural development, employment generation, promoting rural, cottage and artisan based industries, poverty alleviation, special area development, meeting basic / minimum needs towards rural development. Rural development cannot be accomplished through piecemeal efforts and in isolation of total development of rural areas and building self – sustaining rural economy. Integrated and sustainable rural development calls for satisfying the basic minimum needs of all rural households, such as schools, water supply, drainage and sanitation, health and community centers, transport and communication, energy and fuel. So it is necessary to revise the concept, planning, policy and approach towards rural development programmes.

With these expectations to be fulfilled there has been a growing awareness of the need for a book dealing with the conceptual and practical aspects of extension education and rural development. The present book has been designed to fill the gap and to give the readers a full description of extension education and rural development, to introduce them to all the areas of professional work in its field and to enlighten them about its importance in the transfer of technology for development.

Keeping this in view, the text book covers the contents in twelve chapters.

Chapter I deals with the concepts of extension education, scope and importance, process, principles, philosophy, continuing and distance education and history of extension education are also covered.

Chapter II covers the various dimensions and components of rural development, objectives, issues, pre and post independence efforts and vast coverage of various rural development programmes.

Chapter III emphasizes on agricultural extension education systems viz., training and visit, broad based extension system and ICAR projects and their role in agriculture and rural development.

Chapter IV has full coverage on rural institutions and their activities towards eradicating poverty in the rural areas. This chapter also deals with the role and functions of basic rural institutions like schools, co-operatives, NGOs, voluntary organizations banks, DRDA, CAPART, NRHM, NHM and various state institutes of rural development.

Chapter V adequately covers the various participatory approaches in rural development viz., RRA, PRA, PLA, PALM and PTD. It also deals with the various participatory approaches in programme planning like PERT, CPM and SWOT analysis.

Chapter VI covers the concepts, objectives, nature planning principles and steps in extension programme planning and the elements, steps, keys, degrees, methods and tools of evaluation in extension education.

Chapter VII deals with people's participation in rural development. This chapter covers the concept, objectives, need for people's participation, types of participation, constraints and strategies of peoples' participation.

The ICT application for rural development is covered in **Chapter VIII** in which every effort has been taken to encompass the areas such as advanced information and communication technologies like multimedia, ICVT, IVD, video text, teletext, Interactive video text, teleconferencing, video conferencing, satellite communication and their applicability for rural sector. It also deals with warana wired village project, Gyandoot project, information village project, rural knowledge centre, e-governance and IT intervention.

The role of media in rural development is discussed in **Chapter IX**. It covers the role of radio, television, video, cable television, films rural newspaper and traditional folk media in rural development. It also discuss about the role of satellites in rural development.

Chapter X explains in detail about the concept of rural women empowerment, approaches, strategies for empowerment of rural women, political empowerment of women, women entrepreneurship, ICT for empowering women, microfinance and economic empowerment.

Chapter XI deals with the recent developments in the field of extension, agriculture and rural development viz., privatization of agricultural extension, cyber extension, ATIC, ATMA, PURA, NREGS, RKVY, contract farming, e-panchayat and many more.

The **last chapter** highlights about the concept, strategy, and indicators of sustainable rural development like rural-urban migration, rural infrastructure and bio-villages.

The concepts were depicted through adequate number of tables and figures which would give a structured reading and effect a functional understanding by the learners.

We hope that the contents of this book would provide the needed enlightenment to all those ranging from students to policy makers who would be the stakeholders in any form of the change process.

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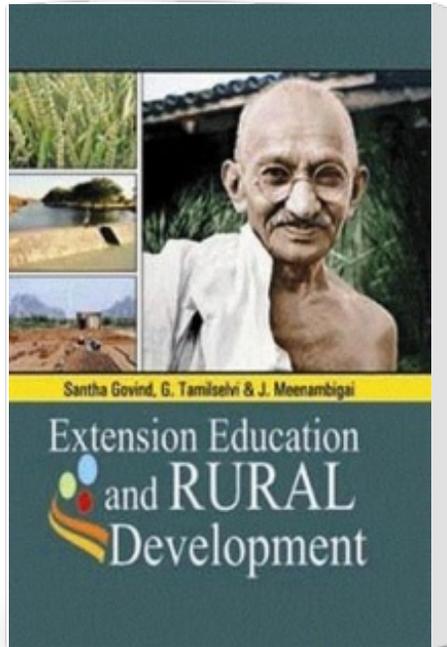
We gratefully acknowledge the university authorities for permitting us to write the textbook on “Extension Education and Rural Development”. We sincerely thank our **Vice-Chancellor, Dr. M. Ramanathan** for the illustrious ‘Foreword’ which adorn this book. We are thankful to the Dean, Faculty of Agriculture for his constant encouragement and motivation. To clarify several concepts and components of the book, materials and photographs from the Kurukshetra have been used. So, we record our gratitude to Kurukshetra. We extend our thanks to Thillai Computers, Annamalai Nagar for their neat typing. The efforts and the responsibilities to satisfy the requirements of the venture of bringing out this book so neatly with commitment by the publishers **Agrobios (India), Jodhpur** are sincerely acknowledged.

Dr. Santha Govind
Dr. G. Tamilselvi
Dr. J. Meenambiga

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