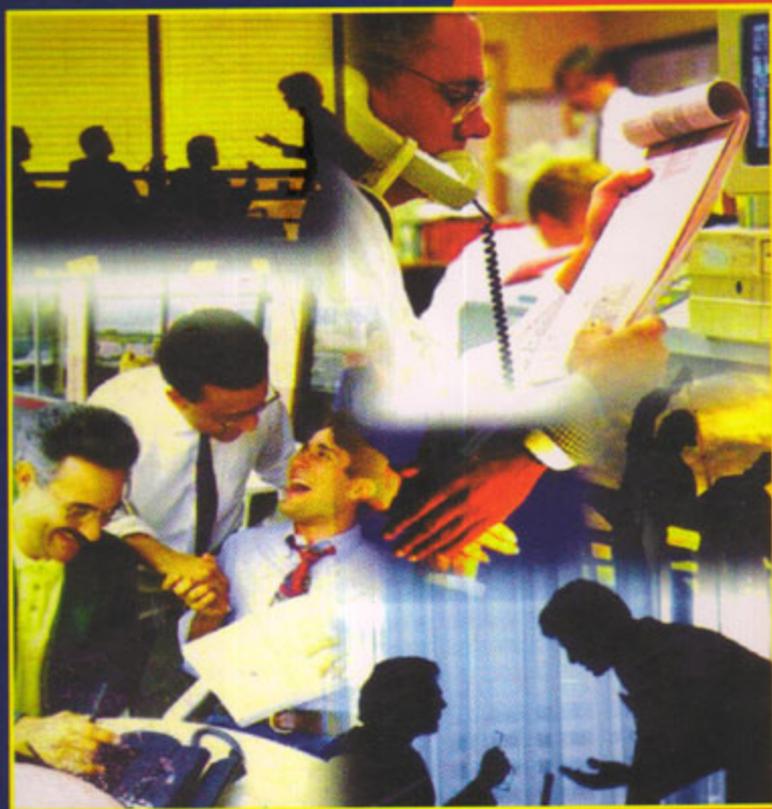


# *Extension Strategies for Human Resource Development*



## *Editors*

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J. G. Angadi

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D. M. Chandargi

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# PREFACE

Globalisation of the Indian economy will have a very pronounced impact on the agricultural sector. The new market pulls will bring into existence an elite category of Indian farmers interested in and capable of entering into commercial farming, often to the international markets. They will be the high tech farmers of this country. The national policy on agricultural development should consider the possibility of emergence of different kinds of farming systems. Based on this, the systems of extension service should be promoted as strategically important support facilities. India has adopted, along with GATT, the new economic policy. The process of this globalization and liberalization, the agricultural sector, which was just beginning to respond to the domestic market forces, in recent times, will come under the strong and direct influence of the international market, as well.

In this context, particularly from the view-point of agricultural extension, it is possible to identify some of the specific features of the emerging agricultural situation.

Human resource is essential for undertaking any kind of development activities, which needs to be strengthened from time to time to accelerate the growth and development of the society. HRD assumes greater importance in view of the on going trade liberalization and globalization process, specially for developing countries like ours. Therefore, concerted efforts are essential from all the concerned to formulate the development programmes and come out with suitable strategies for empowerment of scientific man power to meet the requirement of development process. This book is the out come of the winter school which was planned and conducted with an aim to update the knowledge and capabilities of Scientists of SAUs and ICAR Institutes in various extension strategies for HRD in the context of globalization.

Date : 1.1.2005  
Place : Dharwad

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# ABOUT THE BOOK

Agriculture is the most crucial sector of the economy, for providing food security, generates employment, helps to alleviate poverty and contribute significantly to the country's exports. The role of agriculture has become even more important in the context of current global negotiations on bringing the farm sector into multilateral trading system, which will open up tremendous opportunities for exports and imports at competitive prices for food surplus and deficit countries.

The importance of agriculture is evident from the fact that about 30 per cent of the country's GDP is contributed by this sector. In addition, about 20 per cent of total exports earning of the country are also accounted for agricultural commodities. Two thirds of our workforce is employed in agriculture and 70 per cent of the population is dependent on agriculture.

In the context of globalization, liberalization and privatization it is imperative to have structural changes relevant to agriculture and rural development, such as liberalization of market, export orientation, encouragement of foreign and private sector investments and the constitutional amendments to reorganize and strengthen panchayat system. All these warrant proper planning and management of human resources in agriculture sector to increase the capacities, motivation and overall effectiveness of the system. In view of the changed scenario, there is need to gear up 6,00,000 extension staff engaged worldwide in serving farming community.

In the present scenario, the role of agriculture extension is to teach farmers how to make decisions not to choose decisions. Thus, extension plays important role in HRD. There is need to develop human resources, indeed the potential for development of human resource is unlimited. It is indicated that most intelligent individual use only 10 per cent of his capacity and an average employee's application of his mental power on his job is just about 15-20 per cent of his capacity. The economic development cannot

be accomplished in developing countries unless they have well trained, highly achievement motivated and properly developed human resources. In India, only 8 per cent of its working force is in organised sector and remaining 92 per cent is still in unorganised sector. Thus, the role of agriculture extension is to build properly motivated human resource to apply maximum capacity whether in organised or unorganised sector.

This book covers important topics on present scenario of Indian agriculture, globalization and its impact on Indian agriculture, entrepreneurial competencies, transactional analysis, rapport building, assertive behaviour, HRD techniques, Extension through export system etc.

We are sure the book will be useful to planners, administrators, extension workers and all those striving for agricultural development through proper human resource development.

## ABOUT THE EDITORS

Dr. L. V. Hirevenkanagoudar, Professor and Head, Department of Agricultural Extension Education, University of Agricultural Sciences, Dharwad, Karnataka has wide range of contacts and exposures due to his visits to several foreign countries *viz.*, USA, Mexico, France, South Africa and United Kingdom. He has participated in several national and international seminars, workshops and conferences. He has guided 15 M.Sc. and 10 Ph.D. students.

He has successfully organised a national level seminar on Contemporary Challenges for Indian Agriculture and Rural Development and a winter school on Strategies for Human Resource Development in the Context of Globalization – Role of Extension Education.

He is the recipient of *Best Extension Worker Award* of UAS, Dharwad and *Indira Priyadarshini Award*. He has published over 125 research papers and 250 popular articles and eight books which include "Extension Teaching Methods and Communication Technology" and "Extension Approaches for Agriculture and Rural Development". He is Life Member of several scientific journals, statutory bodies and closely associated with many voluntary organizations for the cause of rural development. He is specialized in Human Resource Development, Administration, Management and Livelihood Strategies.

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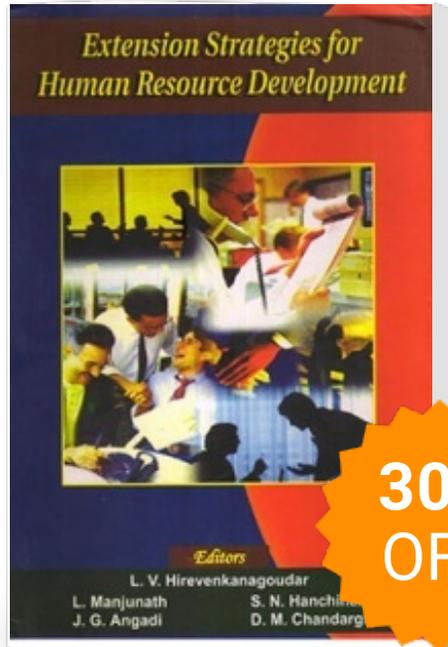
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