

**Extension
Evolving :
The Technology
Socialization
Process**

By Acharya SK

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Extension Evolving:

The Technology Socialization Process



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PREFACE

The beginning of extension education had been through a great effort towards creating an extending education system for catering yeomen technological services way back in 1883. Since then, the concept and approach of extension education and extension services kept on evolving. The benevolent and philanthropic extension services took a unique turn as private extension services, free to thinking and liberal to performing. In India, Community Development Programme got off to a swashbuckling start as mega government initiative in 1952. All comprehensive by nature, the health, agriculture, education and child development, animal care irrigation and what not, the CD Programme had been extensive by nature and volatile in impact. Too little of recourses was distributed among too many of recipients. As an experimental initiative, the positive out come was a kind of resurrection to create a nation of their own through exploring self initiative and self respect for rural life.

The technology and input driven extension services started operating from 1960 and till today it has opened up new vistas of technology transfer and social transformation thereafter. An intended social transformation through technology transfer wanes off because of the fact that it is a difficult proposition for any sensible mind as to decide whether technology itself is transferable or it is socializable in its own dictum? The another area of contradiction is that the transfer of commodity or input has superfluously been conceived as transfer of concept, the basic input of any technology. Besides, the present extension system across the world needs a more flexible, resilient but effective approach to enumerate and elucidate every possible social and ecological response to the movement of technology. The socialization of technology has here been an empirical design to accommodate all possible repulses and impulses of technology transfer *viz.* adoption, rejection, discontinuance, and reinvention. The status of extension functions have essentially not been stable, stagnant or continuously up scaling either; these have got order, disorder or neo-order too. A kind of entropy is supposed to generate, for every social system, when gone 'inflicted'

with innovation, some residual motivations are left aside that may go responsible for adding disorder for any cognate social system. Development is basically a new configuration of social energy for a span of time and is subject to disfiguration for creating a new paradigm. Thus Technology Socialization Process is presenting us with a social metabolism that helps us take account of energy input and energy output from a score of psycho-social phenomena like adoption, rejection, discontinuance etc. The book *Extension Evolving: The Technology Socialization Process* is a land mark creation in ushering a new goner of neo-liboral thinking in the realm of extension science and its empirical studies there with and can be expected to breed a plethora of ideas, mettle and operational devices in the domain of new age extension system across the world.

ABOUT THE BOOK

ICAR has unleashed a series of changes and modification in course and curriculum of Agricultural education across India. The purpose was to open up new vistas for innovative thinking in the education of Agricultural Sciences and newer job opportunity for young and belligerent professionals. For any kind of growth, both in quantum and quality terms, today we need fresh knowledge, fertile idea and unstinting commitment. The book **EXTENSION EVOLVING: THE TECHNOLOGY SOCIALIZATION PROCESS** is going to be, as we hope, a breakthrough work towards crashing some crystal of icy ideas in the discipline of Extension to invite the ripples of free flowing imaginations that would go nurture the green minds of young scholars across the globe. While an alternative extension system has become a need of the time to break the silence of negotiated technology transfer, this creation will trigger a meandering journey through the unknown mind, an unvoiced thought of rural people. The methodologies followed in the study written in this book would be of innovative help to the scholars to elucidate and analyze the reticulate impact of some unique psychics disposing of some 'negative' responses like rejection, discontinuance in the study of technology socialization process, a metamorphosed one to technology transfer process. Technology socialization here has been inscribed as the heterosis vigour of adoption, rejection, discontinuance and reinvention. The changing world of extension better understand the language entrepreneurship rather than the transfer of technology. Today's agripreneurship is basically a clandestine behavioural transformation of a technology recipient into an innovation generation.

This book as we hope will be of great attraction and worth reading for across section of scholar as well as professional of Social Sciences, Extension professional, Agri-business management and personnel of project management and planning. The book comprises of the following chapters : Preface; Prologue; Technology Socialization: Some related studies; Technology Socialization: The concept and approach; Technology Socialization: Methods and Tools; Technology Socialization: The Empirical Studies; The Case studies; The Technology Socialization: The Operation Model and Epilogue.

The cover design has excellently been done by Mr. Sanchar Acharya, an IIT Bombay Scholar from the Discipline of Electronics.

We sincerely hope that this book will find a global response to satiate the inquiries of Social Science researchers and teachers for its unique text and texture.

THE AUTHORS' PROFILE

Prof. S.K. Acharya, is a man from Extension who is famous for his innovative ideas, thoughts and approaches in the aegis of Agricultural Extension. His constructive thoughts and hard work in academics and good relationship with the students established him as the benevolent and devotee academic member in Bidhan Chandra Krishi Viswavidyalaya, Mohanpur, Nadia, West Bengal, India. His innovative approaches and concepts in the aegis of Extension Education helps him to establish as the experienced experts in different ODI projects in the specialized area of participatory Extension, Technology Socialization, Participatory Project Management, Value Added Agriculture, Natural Resource Management, Micro Planning, Universalization of Primary Education, Joint Forest Management. Throughout his bright academic period he has also associated with Distance Education Delivered by IGNOU. He has so far published 80 research papers in different national and international Journals. He had authored 20 books so far. He is the member of Agriculture Commission, Government of West Bengal in Extension Chapter. He visited Italy, France Germany, China, Bangladesh on academic mission. He is now the Head, Department of Agricultural Extension, Bidhan Chandra Krishi Viswavidyalaya. He has been with teaching, research and extension for last 23 years. He has distinction of membership to different national and international academic bodies.

Dr. Kundan Kumar is now working as a Subject Matter Specialist (Agril. Extension) at KVK, Nagaland University He is an erudite extension scientist and has authored a good number of research papers . He has fabulously specialized in areas of microplanning, transfer of technology, communication, gender studies and research methodology. He has been in service of extension teaching and research for the last three years.

Dr. Amitava Biswas, Associate Professor, Department of Agricultural Extension, Bidhan Chandra Krishi Viswavidyalaya, has been with teaching, research and extension in the discipline of Extension Education for the last fourteen years. He is renowned for his huge experience in field extension activities,

flair in writing extension literature and possesses unique communication capacity both to students and to farmers. He has published so far thirteen numbers of research papers in many journal of repute and authored one book. He also served as the Deputy Director of Extension Education in Bidhan Chandra Krishi Viswavidyalaya. He is now the Working Editor of 'Krishi Bidhan', a quarterly organ of farm literature published by Bidhan Chandra Krishi Viswavidyalaya.

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Prologue

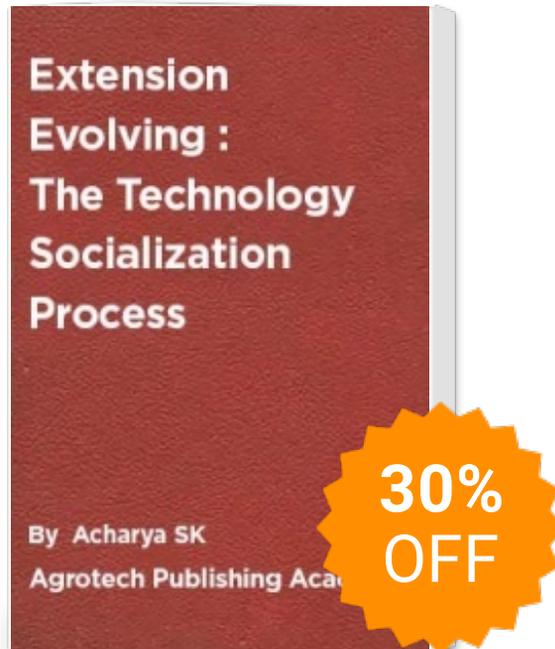
The changing world order is becoming more complex and its impact on agriculture is turning more polymorphic. The basic elements of liberalization, privatization and globalization (LPG) of this change have made rural life more urbanite and more uncertain. The classical paradigms of both unimodal and multimodal developments have started facing inner contradiction, inner entropy with extraneous manifestation. The timid concept that agriculture should continue as a placid supplier of raw material to a “socially elite” industry, is now facing a contra-development consequences.

World is becoming more hungry with teeming hungry bowls, as if the poor human beings across the world are about to lose their social entities and are turning largely biological. However, 1200 million hungry populations, mainly from three continents i.e. Asia, Africa and Latin America, are only adding buoyancy to statistics of hunger and malnutrition.

The Swashbuckling impacts of green revolution have started dimming out, and all the skeletons of depleted green fiesta are fingering out. The unhappy result like contamination of ground water with heavy toxic metal, compaction of soft soil surfaces to invite problem of water stagnation, narrowing down of crop bio-diversity and a renewed migration of peripheral people towards the core urbanite resources centre, have started mushrooming.

So, this is the high time to ask ourselves, policy maker, the political leader, scientist and decision maker as to where we went wrong and where we should have reached right now. This

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