

Extension Methodologies for Transfer of Agricultural Technology

By Somani LL

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EXTENSION METHODOLOGIES

For Transfer of Agricultural Technology

(Incorporates ICAR recommended contents)

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PREFACE

India is a land of villages and village communities. The rural character, of India's economy is highlighted by the proportion of people living in rural areas, depending on economic activities based on rural **sector** for their livelihood. Rural development is an absolute and urgent necessity for the overall development of the country.

Our rural India being predominantly an agrarian economy, the development of our country depends upon its development in agriculture. Adoption of modern technology is one of the methods of increasing agricultural production. Everyday new technologies are being generated, one superseding the other. A well developed communication and extension network, one which can contribute to the timely transfer of these improved new techniques to the right people at the right time, is of high priority. The role of extension workers is of great importance in this process of transfer of technology.

By extension approach, education is stretched out beyond the four walls of the institution into the community. Therefore, if education were not to remain the exclusive privilege for the elite, if it were to be made accessible to many, then the need for extension education can scarcely be minimised. It can serve the varied complementary needs of the local community along with education. By breaking the barriers between institutions and community, it makes life-long learning a reality. Extension education assists people in analysing their own problems and in developing their own leadership, while enabling the researchers to get closely acquainted with the people's problems.

The primary focus of concern for extension education is the community and its problems. A difficult task like this can be accomplished only by greater mobilisation, organisation and planning at the community in which it is located or initiated. For generating desirable changes in human behaviour in a community, extension education adopts both informal and nonformal methods. Extension work is voluntary, flexible, undertaken in actual life situations, involves teaching-learning process and it is a service.

Towards creating a better India through rural upliftment and agricultural development, the extension base in the country should be fortified. For strengthening the existing extension base, a thorough knowledge of the past and present programmes and also planning principles are needed for the agricultural graduates both at under-graduate and post-graduate levels, as these graduates are tomorrow's agricultural policy makers, extension workers and pillars of rural development. Considering the above urge this book on **“Extension Methodologies for Transfer of Agricultural Technology”** is prepared to suit their requirement.

Extension teaching methods are basically the educational or instructional methods. These are the teaching methods used in non-formal education. Non-formal education is imparted outside the four walls of school system. Here an extension worker is a teacher. He must anticipate the different learning situations in which he has to perform his role. He must plan his teaching activities accordingly. His teaching tools must be most appropriate to the learning situations. Success in bringing about desired changes in the behaviour of learners depends on the teacher's skill in arranging appropriate learning situations and in using the effective methods of teaching in the situation.

A method is a series of acts followed in a definite sequence to attain some purpose. A method is a way of doing something, an orderly arrangement of a set of procedures. Thus it involves a sequence of progressive steps in an orderly and logical regularity in order to accomplish some task or purpose. A method is a procedure or process for attaining an objective. The choice of an extension teaching method generally depends on the nature and capabilities of learners and the purpose of teaching,

An extension teaching method may be defined as a sequence of progressive steps, undertaken to create situations that are conducive to effective learning. The purpose of using an extension teaching method is to create opportunities to establish rapport over a subject matter between the teacher (communicator) and learners, awaken interest, achieve comprehension and/or skills, provide persuasion, and even repetition, to motivate action on the part of the learners, in line with the objectives of the communicator.

Extension teaching methods are the devices used to create situations in which communication can take place between an instructor and the learner. The basic objective of extension teaching is to create opportunity for effective learning in order to secure changes in the minds and actions of the learners. For this, extension teaching has evolved, through experience, certain basic and proven methods to encourage farm people to accept and adopt improved practices.

The prime function of any extension teaching method is to establish connectivity between teacher and learner to share ideas or chosen subject matter. This book is expected to equip and arm the students and extension workers in using tools of information and communication technology and promote virtual education in agriculture and rural development. The virtual education would proceed from class room education to mass education and would cover distance learners from unreached communities including farmers and farm women.

ABOUT THE BOOK

Agricultural Extension is one of the largest non formal problem-solving educational systems in the world. It is generally concerned with transferring knowledge and research to farmers but may also include services to other target agencies such as farm families and rural youth, as well as serve for developing rural community resources.

Adoption of modern technology is one of the methods of increasing agricultural production. Everyday new technologies are being generated, one superseding the other. A well developed communication and extension network, one which can contribute to the timely transfer of these improved new techniques to the right people at the right time, is of high priority. The role of extension workers is of great importance in this process of transfer of technology.

Agricultural Extension is one of the policy instruments which supports the agricultural development. Thinking about the agricultural development has changed considerably as the role of government decreases in many societies, and the roles of private enterprise and non-governmental organisations increase. Economic liberalization also has created new opportunities for farmers, while at the same time exposing them to more competition. This has made it more difficult to predict the future and to advise farmers as to what is best path for them to follow.

Extension education assists people in analysing their own problems and in developing their own leadership, while enabling the researchers to get closely acquainted with the people's problems.

Solving the problems of agricultural and rural development in developing countries requires sufficient number of well trained and skilled professionals. Unless the extension workers and agricultural graduates have the wide knowledge of the extension methodologies for transfer of farm technology, they cannot be effective in solving the problems of farmers. In this context, this book brings together highly rich information on extension methodologies and communication technology.

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towards creating a better India through rural upliftment and agricultural development, the extension base in the country should be fortified. For strengthening the existing extension base, a thorough knowledge of the past and present programmes and also planning principles are needed for the agricultural graduates both at under-graduate and post-graduate levels, as these graduates are tomorrow's agricultural policy makers, extension workers and pillars of rural development. Considering the above urge this book on Extension Technologies for Transfer of Agricultural Technology is prepared to suit their requirement.

We are sure that this book would prove helpful to the extension workers in planning and manipulating communication strategies. This book will also be useful to the undergraduate and post-graduate students in the fields of extension methodologies for transfer of technologies. Keeping in view the fast developing nature of communication technologies, the recent development in the field of communication technology have also been included.

ABOUT THE AUTHOR

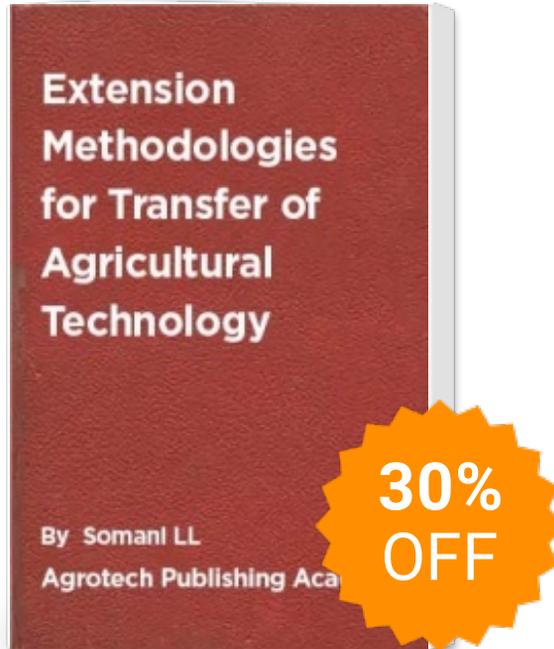
Dr. L.L. Somani (b. 1945) did his graduation and also obtained Ph.D. from the University of Udaipur. He also holds Post-Graduate Diploma in Journalism. He had all through a brilliant academic career. He was awarded Post-Doctoral Commonwealth Fellowship (1975-77) to undertake research at Waite Agricultural Research Institute, Adelaide (Australia).

Formerly, Chief Scientist at Agricultural Research Sub-station, RAU, Beechwal, Bikaner (Rajasthan), Dr. Somani has chaired the prestigious IFFCO professor's chair for over 15 years at Maharana Pratap University of Agriculture and Technology, Udaipur. He retired from the post of Director Resident Instruction, MPUAT, Udaipur in October 2005. He has published 400 research papers and articles in national and international journals of repute. He is author of Dictionary of Extension Education, Fundamentals of Extension Education, Extension Educations & Communication, Extension Education at a Glance, HB on Programme Planning, Implementation & Evaluation, Extension Methodologies for Transfer of Agricultural Technology, HB on Instructional Technology, Fundamentals of Rural Sociology and Educational Psychology, Extension Education & Rural Development, Dimensions of Agricultural Extension, *etc.* He has been instrumental in teaching and training of farm families by laying out field demonstrations, field days, Radiobroadcasts and TV Telecasts and Print Media. The field experience gained on the farmer's field has helped to improve technology to suit for adoption by the farmers. Dr. Somani has been honoured with several awards *viz.* University Merit Award, Dhuru Morarji Memorial Prize (FAI), Vijay Shree and Skiksha Ratan awards by India International Friendship Society, World Development Parliament Honoured him by DOCTOR OF SCIENCE (*Honoris causa*) for invaluable distinguished services rendered by him.

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