

Fundamentals of Extension Education

By Khan PM & Somani LL

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FUNDAMENTALS
[INCORPORATING ICAR RECOMMENDED SYLLABUS]
OF
EXTENSION EDUCATION

P.M. Khan
L. L. Somani



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About the book

This book has been specifically written to serve as a text book of extension education for undergraduate and post graduate students in Agriculture, Home Science, Veterinary and Animal Science, Fisheries, Forestry, Food technology, Dairy Science, Horticulture, Sericulture, *etc.*; It shall also serve as a handbook in the relevant Government Departments, Banks, Cooperatives, Voluntary and NGOs, KVKs, *etc.* in respect of their extension works.

Persons engaged in Rural Management, Transfer of Technology, Journalism & Media Management, Human Resource Development, Distance Education, Non-formal Education, Rural Development Studies, Youth Works, Social Works, *etc.* shall find the book useful. In fact the book shall be extremely useful wherever there is need for changing the behaviour of the people by educating and motivating them.

The book shall help the students, teachers, research workers, extension agents, planners and administrators to remain better informed.

About the Authors

Dr. P.M. Khan obtained his bachelors degree in Agriculture in 1975 from university of Udaipur and Masters degree (Agricultural Extension Education) in 1978 from Allahabad Agricultural Institute, Allahabad. He obtained his Ph. D in 1985 from Sukhadia University, Udaipur.

Dr. Khan has a brilliant academic career. Currently he is working as Associate Professor and Officer in Charge of Krishi Vigyan Kendra. He is the author of well known books Textbook of Extension Education and Terminology of Extension Education. Dr. Khan possess good background of long and varied practical experience as a farmer, extension education worker, teacher and administrator.

Prof (Dr.) Laxmi Lal Somani (b. 1945) took his Ph. D. degree in 1974 from Sukhadia University, Udaipur. All through he holds a brilliant academic record securing distinction/honours. He went to waite Agricultural Research Institute, Adelaide, Australia for undertaking post doctoral work (1975-77). He has served the prestigious IFFCO chair (1990-2005). Dr. Somani superannuated from the position of Director of Resident Instructions in the Maharana Pratap University of Agriculture & Technology in October, 2005.

He has published 70 books and over 270 research / review / technical articles in national and international Journals of repute. He has been honoured by university Merit Award, Dhiru Morarji Memorial Prize and Vijay Shree. The world development parliament also honoured him with honorary award *DOCTOR OF SCIENCE*.

Preface

India is a land of villagers and village communities. The rural character of India's economy is highlighted in 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.

All nations, whether developed or developing, want to achieve progress and prosperity. Progress, however, presupposes change in a desired or chosen direction. And change, in its turn, presupposes the creation or development of new knowledge and better technology on the one hand, and its practical application on the other. In other words, Research and Extension are the *sine qua non* of change and progress in any field of national development. To prepare personnel of the required caliber for undertaking research and extension activities we need teaching institutions. Thus arose the concept of the investigation of these three inter related programmes.

Agriculture is the backbone of Indian economy. Even after five decades of planning, agriculture continues to remain the most dominant sector of the economy. From chronic food scarcity at the advent of planned development, India has moved to food surplus, due to the cutting edge of science coupled with fast adoption of new technologies by the farmers; and the Government policies accorded high priority to agriculture with remarkable investments in agricultural infrastructure. Yet, in strengthening this backbone of the society much has to be done.

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 textbook on "Fundamentals of Agricultural Extension" is prepared to suit their requirement.

Agricultural extension is the key mechanism in the agricultural development process, both in terms of technology transfer and human resource development. Newer technologies for increasing agricultural production are now becoming available at a much faster rate. The new technologies should reach the right people in the right and opportune time. A well developed extension network is the prime necessity to meet the above need.

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 minimized. 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 analyzing their own problems and in developing their own leadership, while enabling the researchers to get closely acquainted with the people's problems.

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.

The successful implementation of the erstwhile extension programmes in our country has helped us to reach self sufficiency in the area of food grain production. However, the continued advancements have not equally benefited all sections of the agricultural sector. This is mainly because of the deficiency in the reach of technologies, that is, the communication gap that has not been remedied by our extension network. In developed countries 80-85 percent of agricultural findings reach farmers in the required time, but in our country, it is only 15-20 percent.

Of the three branches, Extension which originated as an informal, out of school education for farm adults and youth, has now attained the status of a distinct discipline with its own teaching and research activities. This development has occurred as a sequel to the recognition of the fact that, to be a successful extension workers, one needs to know not only 'what' to extend but also how to extend. It is the latter aspect that this book on extension education is concerned with.

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 mobilization, organization 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.

Our extension system has to be made free of the maladies that are ailing it, the framework be strengthened and an absolutely effective extension network has to be built in India. For this, the work of extension functionaries is of high importance in the process of transfer of technology. Successful planning and diffusion of new technologies not only requires concerted efforts, but also requires a combination of administrative, managerial and communication skills.

No one appears to deny that there is a growing body of knowledge in the social sciences that should have application in the real world in which we live

and interact. No one can deny that many research workers, professional extension workers and village leaders are concerned about making the greatest possible application of knowledge so that planned change may be as rational and efficient as possible. The extension services are concerned with how to better apply our present knowledge of human and group behaviour in developing extension programmes that would better serve the needs of the people.

It is true that from the days of inception of green revolution we have come a long way, but still Indian agriculture has not reached the bloom it actually should have. Towards this, it is imperative that proper manpower is geared up in our society to continue this march towards excellence of our agrarian industry.

Evolution of knowledge, developing the technology, building attitudinal change to face the challenges of the day and successful adoption of improved methods of agriculture would pave the way for creating a place for Indian agricultural sector in the global economy.

One of these basic ideas is that there is not one optimal approach to extension, but that the approach depends on the goals of the extension organization and the situation in which it operates. Hence, we do not give recipes which have worked well in one situation and might not work at all in a different situation. We try instead to present basic principles which can help readers to analyse their situation and to find an approach which works well in his situation.

In this massive endeavour, one important segment is the shaping up of the budding agricultural professionals of our future India. Developing the conceptual competence of this segment of our human capital is a basic necessity. In fulfilling this basic necessity, this present book on '**Fundamentals of Agricultural Extension**' is a commendable contribution.

Agricultural extension is one of the policy instruments which supports agricultural development. Thinking about agricultural development has changed considerably as the role of Government decreases in many societies and the role of private enterprises and of non Governmental organizations increase. Economic liberalization also has created new opportunization of 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 what is the best path for them to follow.

Towards understanding the gamut of the practice of extension in agricultural development, this present book provides a clear view of the various aspects of extension efforts. This academic understanding is a basic necessity to steer the thinking process of concerned people towards, forward planning and successful implementation, in the sphere of reaching out to the end users.

P. M. KHAN
L. L. SOMANI

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EXTENSION EDUCATION

India is the largest democracy in the world. The main source of income for its millions of families is basically agriculture and allied small scale industries. Today agriculture provides 45% of national income and about 70% people work on farms and live in about 5,82,00 villages. The country is vast both geographically 328.73 million hectares and human population wise over 100 million people. The average size of farm holding is about 2 hectares. Literacy among males is about 47 percent and females 25 percent. There are fourteen recognized languages of the nation in addition to many dialects that are spoken in different parts of the country.

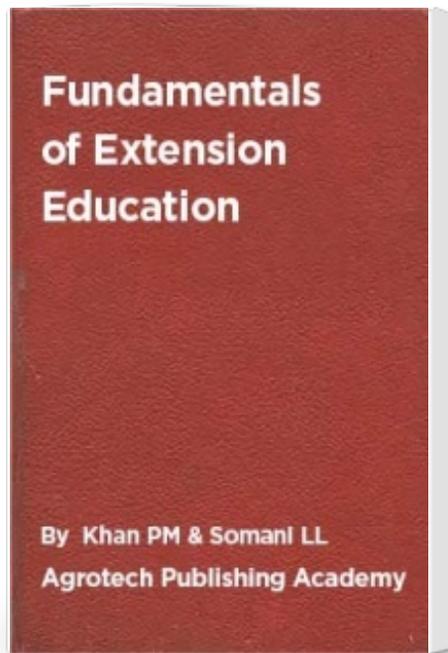
After independence our country wanted to progress with rapid strides, which was possible only through planned development. As such, our great leaders like Jawahar Lal Nehru, Mahatma Gandhi chose the path of self reliance through self help. They provided technical know how to the entrepreneurs through its various national programmes like community developments and national extension services.

There were only few alternatives left with the national planners and policy makers to persuade the masses for education and motivation to the farmers in order to improve their ways of farming. By order or by force no one could inspire the farming community to take up improved practices. Hence the slow but continuous process of educating to large number of masses in the field of agriculture was taken up.

Now-a-days, extension education is the largest problem solving system in the world. Extension Education is nucleus of rural and Agricultural development in the developing countries.

Defined simply education in any form is the production of desirable change in human behaviour. Changes through education occur mainly in the

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Author : Khan PM & Somani
LL

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