

PLANNING AN EXTENSION PROGRAMME

Extension programme is based on need. There are two basic types of need:

- (1) felt need
- (2) unfelt need

Felt need is visibly seen, observed needs, absolute necessity

- Unfelt need is needs the community does not regard as needs.
- To identify a felt need extension agent get a list and the community get a list and comparison is made. Need identification is important so as help in stating the objectives of any extension programme.

Programme planning in extension is a conscious effort to use resources and organization abilities to achieve the best possible result in helping to improve agriculture, animal health and husbandry and its farmers.

Extension programme is a written statement which contain four major elements:

- (i) Objectives
- (ii) Means of achieving
- (iii) Resource needed to fulfill the programme
- (iv) a work plan indicating the schedule of extension activities

The importance of understanding Rural Sociology for Veterinary Extension Service are as follows:

- Anyone that come into the rural settlement will be viewed as an (stranger, but by demonstrating respect for the local culture, one will easily accept by the people, win their confidence and co-operation.
- Understanding the social environment of the clientele will make an extension worker more sensitive to the needs of and aspiration of the targeted beneficiaries as and diligently work to meet their specific needs
- It is through understanding of local ways and conditions that development workers can come up will programme that are locally acceptable and sustainable

- Programmes can be implemented in a flexible and more effective manner with an understanding of local conditions and a sensitivity to changes in those conditions that may lead to the fulfillment of the programme statement.

Advantages of Extension Programme Planning are as follows:

1. it makes the farmer to know what to expect when, how and why
2. it forms the basis for planning for the extension agent.
3. it reveals the resource needed
4. it an instrument to use in justifying requests for resources.
5. it will enhance continuity.
6. it form the basis for evaluation.
7. it serves as a link for early co-ordination.

Stages in programme planning:

(1) Identification of problem. (situation analysis)

(2) state programme objective:-

-The objectives should be SMART-

(3) Programme execution (method)

- Setup a plan of work

- calendar of activities (time)

- schedule of activities (who)

- division of responsibility

- select teaching methods

- plan assistance needed from people extension agent, researches,

Collaboration agents etc.

4 Evaluation – this is a continuous process of assessing the extension programme.

5 Reconsideration – this is to help to make necessary adjustment in the programme for best result. – it may lead to establishment of new direction or re-plan of extension and research.

Involvement of farmers in planning extension programme

This means making beneficiaries of programme part and parcel of it from the programme identification stages to evaluation involvement is very important because

- (1) It will ensure sustainability of the programme
- (2) It determines workability of the programme
- (3) It helps in felt need identification.
- (4) It will ensure logical progression of the programme.
 - Types of participation/ involvement by farmers
 - Passive participation
 - Participation in information

Evaluation and Monitoring process in Extension

Evaluation means finding or judging value of an object, event or activity; therefore in extension evaluation means determining of value of teaching or activity. It also denotes determining the strength and weakness or value of programme and their outcomes.

Evaluation in extension is the process of determining the extent to which educational objectives of a programme have been reached at the end of a particular educational activity.

Monitoring is the timely gathering of information of project inputs, impact and effort and complimentary activities that are effort and complimentary activities that are critical to the achievement of the objectives of the project (Assessment of ongoing project)

Appraisal – this is pre-implementation project analysis

Why Evaluate?

- (1) it helps to identify the effectiveness of educational programmes and extension teaching by finding out their weak areas
- (2) it helps to determine progress of an extension programme or lack of it
- (3) it affords extension agent an opportunity to make a report to the public about his activities or the value of programme
- (4) evaluation assesses the effectiveness of the administrative, organizational and supervisory procedures used
- (5) it provides a feeling of satisfaction in extension work, especially of programmes more in the desired direction
- (6) it provides a basis for adjusting and improving the extension programme

Types of Evaluation

1. concept evaluation
 2. impact evaluation
 3. adaptation rate evaluation
- Concept evaluation – this is an assessment of objective based on social- culture setting and national interest
 - Impact evaluation – here you talk of production target. Is it having a desired impact on production or not. If this is not accomplished it may be due to inadequate input and un-conducive weather.

Adoption rate evaluation: here expected adoption rate is compared with actual adoption rate.

$$\text{Adoption rate} = \frac{\text{No of adopter}}{\text{Target population}} \times 100$$

- Adoption process – this describes the decision making stages a farmer goes through from awareness of an innovation through its adoption and use.

Stage of Adoption:

1. Awareness – getting to know about the innovation
2. Interest stage – showing intent to seek more information
3. Evaluation – considers the advantages
4. Trial stage - adoption of innovation on small scale
5. Adoption – adoption of innovation in full scale and incorporate it into existing farm system

Types of adopter

1. Innovators- these are usually the first few to accept one innovation in traditional societies. They are highly inquisitive adventures with large holdings than average holdings, greater wealth and better education.

- They are able to take risk

2. Early adopters- these are quick to see value of an innovation and will try it, if there is likelihood of succeeding. Young adults with higher education fall into this category

3. Early majority- these adopt innovation after the early adopters have accepted it

4. Late majority- these are more conservative, less wealthy and adopt innovation only when it is generally accepted by other farmers in the community

5. Late adopters/ laggards- the aged who are conservative fall into this category. They have low or no education.

Factor influencing adoption rate of innovation process:

- 1) farm size
- 2) personal characteristics
- 3) sociology
- 4) personal values

- 5) contact with extension service/ personnel
- 6) cost of economic feasibility of practice
- 7) leadership structure in the community
- 8) complexity of innovation

Diffusion of innovation is the flow of innovation message among member of a given community
attribute of innovation that facilitate or impede adoption/ diffusion process

- cost
- complexity
- visibility
- divisibility
- compatibility
- utility

Monitoring can be achieved by:

- 1) use of case study approach
- 2) Empirical survey of extension activities
- 3) routine or day today monitoring by the use of extension plan and calendar of work
- 4) use of quarterly monitoring tables

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