

**FIS 511: Administrative and Programme
Planning in Extension (2 units)**

**Prepared by
Dr. A. A. IDOWU
AQFM (UNAAB)**

- The agricultural extension system is one of the primary vehicles for diffusing technologies
- and therefore clearly has an important role to play in the development process.
- One of the new challenges for extension organizations is to become learning organization.

Extension Education

- Extension education involves the conscious use of communication of information to help people form sound opinions and make sound decisions.
- Usually this has an educational objective which is,
- To learn to form opinion

Extension Education contd

- Extension education is an applied behavioural science, the knowledge of which is applied to bring about desirable changes in the behavioural complex of human beings usually through various strategies & programmes of change & by applying the latest scientific & technological innovations.

Extension Education contd

- Based upon its application & use, various nomenclatures have been given to it, such as *agricultural extension, veterinary & animal husbandry extension, dairy extension, home science extension, public health extension, & family planning extension.*

Extension Education contd

- It is important to disseminate information about new technologies so that the farmer is able to make use of the latest agricultural developments. There also exists a gap between research findings and the needs of farmers.
- For technology to be successful, it is important that it should serve a useful purpose to the end user.

Extension Education contd

- The institution that bridges the gap between farmers and agricultural research scientists is the Agricultural Extension Service.
- The main objective of Agriculture Extension Services or AES's is to transmit latest technical know-how to farmers
- Besides this, the AESs also focuses on enhancing farmers' knowledge about crop techniques and helping them to increase productivity.

Extension Education contd

- For strengthening agricultural extension and transfer of technology to farmers, farmers clubs are being formed in every village. These clubs consist of innovative farmers, progressive farmers and farmers' interest groups. One innovative farmer of each club acts as the convenor or contact person.

DIFFERENCES BETWEEN FORMAL EDUCATION & EXTENSION EDUCATION

- It may, however, be mentioned here that when extension education is put into action for educating the rural people, it does not remain formal education. In that sense, there are several differences between the two. Some of these differences are:

DIFFERENCES BETWEEN FORMAL EDUCATION & EXTENSION EDUCATION

- **Formal education**
- 1. The teacher starts with theory & works up to practicals.
- 2. Students study subjects.
- 3. Students must adapt themselves to the fixed curriculum offered.
- 4. Authority rests with the teacher.
- 5. Class attendance is compulsory.

- **Extension education**
- 1. The teacher (extension worker) starts with practicals & may take up theory later on.
- 2. Farmers study problems.
- 3. It has no fixed curriculum or course of study & the farmers help to formulate the curriculum.
- 4. Authority rests with the farmers.
- 5. Participation is voluntary.

DIFFERENCES BETWEEN FORMAL EDUCATION & EXTENSION EDUCATION

- 6. Teacher instructs the students.
- 7. Teaching is only through instructors.
- 8. Teaching is mainly vertical.
- 9. The teacher has more or less homogeneous audience.
- 10. It is rigid.
- 11. It has all pre-planned & pre-decided programmes.
- 12. It is more theoretical.

- 6. Teacher teaches & also learns from the farmers.
- 7. Teaching is also through local leaders.
- 8. Teaching is mainly horizontal.
- 9. The teacher has a large & heterogeneous audience.
- 10. It is flexible.
- 11. It has freedom to develop programmes locally & they are based on the needs & expressed desires of the people.
- 12. It is more practical & intended for immediate application in the solution of problems.

Principles of extension education.

- The extension work is based upon some working principles and the knowledge of these principles is necessary for an extension worker. Some of these principles, as related to agricultural extension, are mentioned below.
- 1. *Principle of interest & need.* Extension work must be based on the needs and interests of the people. These needs and interests differ from individual to individual, from village to village, from block to block, and from state to state and, therefore, there cannot be one programme for all people.
- 2. *Principle of cultural difference.* Extension work is based on the cultural background of the people with whom the work is done. Improvement can only begin from the level of the people where they are. This means that the extension worker has to know the level of the knowledge, & the skills of the people, methods and tools used by them, their customs, traditions, beliefs, values, etc. before starting the extension programme.

Principles of extension education contd.

- 3. *Principle of participation.* Extension helps people to help themselves. Good extension work is directed towards assisting rural families to work out their own problems rather than giving them ready-made solutions. Actual participation and experience of people in these programmes creates self-confidence in them and also they learn more by doing.
- 4. *Principle of adaptability.* People differ from each other, one group differs from another group and conditions also differ from place to place. An extension programme should be flexible, so that necessary changes can be made whenever needed, to meet the varying conditions.

Principles of extension education

contd

- 5. *The grass roots principle of organisation.* A group of rural people in local community should sponsor extension work. The programme should fit in with the local conditions. The aim of organising the local group is to demonstrate the value of the new practices or programmes so that more & more people would participate.
- 6. *The leadership principle.* Extension work is based on the full utilisation of local leadership. The selection and training of local leaders to enable them to help to carry out extension work is essential to the success of the programme. People have more faith in local leaders and they should be used to put across a new idea so that it is accepted with the least resistance.

Principles of extension education

contd

- *7. The whole-family principle.* Extension work will have a better chance of success if the extension workers have a whole-family approach instead of piecemeal approach or separate & unintegrated approach. Extension work is, therefore, for the whole family, i.e. for male, female and the youth.
- *8. Principle of co-operation.* Extension is a co-operative venture. It is a joint democratic enterprise in which rural people co-operate with their village, block and state officials to pursue a common cause.
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Principles of extension education contd

- 9. *Principle of satisfaction.* The end-product of the effort of extension teaching is the satisfaction that comes to the farmer, his wife or youngsters as the result of solving a problem, meeting a need, acquiring a new skill or some other changes in behaviour. Satisfaction is the key to success in extension work. "A satisfied customer is the best advertisement."
- 10. *The evaluation principle.* Extension is based upon the methods of science, & it needs constant evaluation. The effectiveness of the work is measured in terms of the changes brought about in the knowledge, skill, and attitude and adoption behaviour of the people but not merely in terms of achievement of physical targets.

