

AHE 609 (DEVELOPMENTS IN THE CONCEPT OF EXTENSION)

Date : 03.11.2020



**Department of Veterinary & Animal Husbandry
Extension Education, BVC**

COMMUNITY DEVELOPMENT

- The term community development has been originated from Cambridge in England. In 1948
- The programme was launched in India **on 2nd October, 1952.**
- It was started with 15 pilot projects and with the financial assistance from the **Ford Foundation.**
- There were 55 projects with an operational area of about **400-500 square miles**, comprising **300 villages** and a population of about **2 Lakhs.**
- The project area was divided into **3 development blocks**, each consisting of about **100 villages** and a population of **60-70 thousand.**

- The project was headed by a **Project officer, and a number of Subject Matter Extension Officers** in the discipline of agriculture, animal husbandry, corporation, industries rural engineering, social education etc.
- Each project had **60 multipurpose Village Level Workers (VLW's) one for each group of 5 to 10 Villages.**

DEFENITION OF COMMUNITY DEVELOPMENT

- **The United Nation (1956)**, defined Community Development as *“The process by which the efforts of the people themselves are united with those of the Governmental Authorities to improve the economic, social and cultural conditions of the communities, to integrate, these communities in to life of the nation and to enable them to contribute fully to national process”*.

**REVITALIZATION
OF
AGRICULTURAL EXTENSION
SYSTEM**

MAJOR GUIDING ELEMENTS OF THE POLICY FRAMEWORK

- 1. Reforming public sector extension
- 2. Promoting private sector extension
- 3. Augmenting media and IT support for extension
- 4. Mainstreaming gender concerns in extension
- Capacity building/ Skill up-gradation of farmers and extension functionaries.

T & V System :

- first introduced in 1974- 75 on the pilot basis in Chambal Command area of Rajasthan.
- The Village Extension Worker (VEW) was the most important link at the field level under this system.
- The number of farming households to be covered by one VEW was rationalized to a range of 300 to 1200 families
- The identified number of families was divided into eight groups and 10 per cent of farmers of the group were identified as contact farmers.
- A one-day fortnightly training conducted by the Subject Matter Specialists (SMSs) to expose a group of 30-40 VEWs

Extension reforms

- Extension Reforms were introduced during 2005-06 by the Department of Agriculture & Cooperation(DAC), Ministry of Agriculture, Government of India
- The extension reforms was introduced in the form of ATMA.

**FARMING SITUATION
BASED
EXTENSION**

- A major challenge in Indian agricultural development in the present decade and beyond lies in the effective involvement of farmers in the extension and research programs
- Involving farmers in the process of technology development can develop appropriate recommendations specific to crop situation
- In the past several attempts were made in classifying climates and the agro-climates. Earlier attempts in classifying the agro-climatic regions were centered round the parameters like average rainfall or temperature that influences the crops / vegetation in abundance.
- Planning commission has identified 15 resource development regions in the country

- Under the National Agricultural Research Project (NARP) the country was divided into 126 agro-climatic zones for 17 states and 6 union territories of north eastern hill regions
- The production problem related to that commodity varies from situation to situation.
- likewise extension needs for improving the productivity of that commodity also varies considerably from situation to situation
- There is a need to carry out situation oriented research and extension programs.

IT CAN BE DONE WITH TWO WAYS

- 1. Farming Situation Based Research and Extension
- 2. Crop / Commodity Based Research and Extension

**FARMER'S ORGANIZATIONS
FEDERATIONS AT
DIFFERENT LEVELS**

- Farmers Organizations are seen as a useful organizational mechanism for mobilizing farmer's collective self-help action aimed at improving their own economic and social situation
- Such organizations were perceived to have an ability to generate resources from their members.
- Many governmental and non-governmental organizations have been trying to organize farmers into groups integrate them into the development process by actively involving them in transfer of technology, production and marketing, planning, implementing and monitoring of different projects

- Some of the popular examples are **Farmers Interest Groups (FIGs)** / **Farmers Organisations (FOs)** under National Agricultural Technology Project, **Farmers federation** under UPDASP, **Watershed Associations** under Participatory Watershed Management Programs, **Vanasamrakshana Sameti** under Joint Forest Management Projects, **Farmers Clubs** under NABARD scheme, **Self-Help Groups** of farmers organized by MYRADA and CEAD in Andhra Pradesh and **Rythu Mithra Groups (RMG)** formed by Department of Agriculture in Andhra Pradesh, are some of the initiatives taken to mobilize and organize the farmers

Formation and Management of Federations

- When we use the term “federation”, we mean an organisation of organizations
- A federation can be created for different purposes. It could help to access credit, or help in procurement of inputs, marketing of produce brought in by the members of the FIGs, or, it could engage in policy advocacy.
- It could also engage in a mix of all these or other developmental activities.

**RESEARCH - EXTENSION- FARMER
- MARKET LINKAGE**

- Latest technologies are needed to push out the yield frontier, utilize the inputs more efficiently
- The Knowledge intensive technologies require strong research - extension – farmer and market linkage mechanism to achieve the desired results.

Linkages can be classified into three types:

- 1. Production Linkages
- 2. Technology Generation Linkages
- 3. Post Production Linkages

Approaches in Strengthening Linkages

- In early eighties, the extension and research infrastructure in the country was strengthened under T & V system through National Agricultural Extension Project (NAEP) and National Agricultural Research Project (NARP) with a view to establish better R-E-F linkage.
- Mechanism by which the linkages established was State Level Research and Extension Advisory Committees, Zonal Research and Extension Advisory Committees and Joint Diagnostic Teams, monthly / bi-monthly workshops and fortnightly trainings at district level

- Now the following R-E-F-M linkage mechanism is implemented based on the experiences of Innovations in Technology Dissemination (ITD) component of National Agricultural Technology Project (NATP).
- **1. Institutional mechanism to strengthen the linkage**
- The following R-E-F-M linkage mechanisms have been implemented under extension reforms-----
- I. The State Level Inter-departmental Working Group
- II. Agricultural Technology Management Agency (ATMA)
- III. Farm Information and Advisory Centre (FIAC)
- IV. Commodity Interest Groups (CIGs)

- 2. Linkage through Strategic Research and Extension Plan

Marketing linkages

Types of market linkage

- Farmer to domestic trader
- Farmer to retailer
- Linkages through a leading farmer
- Linkages through cooperatives
- Farmer to agro - processor
- Farmer to exporter
- Linkages through Contract farming

**ROLE OF KVK'S IN AGRICULTURAL
EXTENSION FOR AGRICULTURAL
AND RURAL DEVELOPMENT**

- Krishi Vigyan Kendras (KVKs) or Farm Science Centres as institutes of inducing behavioural change, are being managed by both government and non-government organizations.
- Literally, Krishi Vigyan Kendras have to serve as depository of scientific knowledge that is useful to the entire district.

FIRST-LINE EXTENSION SYSTEM

- There were four main TOT projects of ICAR
- 1. AICPND
- 2. ORP
- 3. KVK
- 4. LLP

THREE FUNDAMENTAL PRINCIPLES OF KVK'S

- 1. Agriculture Production as a prime goal
- 2. Work Experience as a main method of imparting training
- 3. Priority to weaker section to society.

MAJOR MANDATES OF KVK

- 1. Organize trainings to update the extension personnel within the area of operation with emerging advances in agricultural research on regular basis.
- 2. Frontline Demonstration
- 3. On Farm Testing/ Trial
- Organize short term and long term vocational training courses for farmers and rural youths.

PUBLIC PRIVATE PARTNERSHIP

- The public extension system is undergoing a transition due to financial constraints, inadequate manpower availability, inadequate knowledge base and accountability among the public extension system functionaries.
- On the contrary, the private extension system has very limited reach in terms of farmers' and crops, covering limited geography, services provided on payment basis with inadequate network to reach out to all the farmers
- The term public private partnership in the present context is necessarily a collaborative effort between the public and private sectors contributing for one or more functions like planning, resources and activities as required to accomplish a shared goal set out by the partners.

- The public and private partnership may occur at any one or more stages in the process of extension, production, procurement, processing, marketing etc. depending upon the stated objectives of partnership