



FACULTY OF AGRICULTURAL SCIENCES & ALLIED INDUSTRIES

Fundamentals of Agriculture Extension Education (AEX-121)

Lecture-2

Scope of Extension Education

Extension appears to have unlimited scope in situations where there is need for creating awareness amongst the people and changing their behavior by informing and educating them. Kelsey and Hearne (1967) identified nine areas of programme emphasis, which indicate the scope of agricultural extension.

1. Efficiency in agricultural production.
2. Efficiency in marketing, distribution and utilization.
3. Conservation, development and use of natural resources.
4. Management on the farm and in the home.
5. Family living.
6. Youth development.
7. Leadership development.
8. Community development and rural area development.
9. Public affairs.

The following statements will further amplify the scope of extension.

1. Extension is fundamentally a system of out-of-school education for adults and youths alike. It is a system where people are motivated through a proper approach to help themselves by applying science in their daily lives, in farming, home making and community living.
2. Extension is education for all village people.
3. Extension is bringing about desirable changes in the knowledge, attitudes and skills of people.
4. Extension is helping people to help themselves.
5. Extension is working with men and women, boys and girls, to answer their felt needs and wants.
6. Extension is teaching through "learning by doing" and "seeing is believing".
7. Extension is working in harmony with the culture of the people.
8. Extension is a two-way channel; it brings scientific information to village people and it also takes the problems of the village people to the scientific institutes for solution.
9. Extension is working together (in groups) to expand the welfare and happiness of the people with their own families, their own villages, their own country and the world.

10. Extension is development of individuals in their day-to-day living, development of their leaders, their society and their world as a whole.

Principal of Extension Education

1. Principle of peoples need and interest

Extension work must be based on the needs & interests of the people. Always programme must be develop according needs & interests these need differ from individual to individual, from village to village, from block to block, from state to state; therefore, there cannot be one programme for all people.

2. *Principle of grass root level organisation*

A group of rural people in local community should sponsor extension work. They work with local community so that 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.

3. *Principle of cultural difference*

Extension work is based on the cultural background of the people with whom the work is done. Differences in the culture are always being there between extension worker and rural people, success is when extension professionals has to know the level of the knowledge, & the skills of the people, methods & tools used by them, their customs, traditions, beliefs, values, etc. before starting the extension programme.

4. *Principle of cooperation and peoples participation*

Extension is a co-operative venture. It is a joint democratic enterprise in which rural people co-operate with their village, block & state officials to pursue a common cause. Ultimately without the cooperation of people the work cannot be successful and desired result cannot be achieved. The first task of extension education is the cooperation of people and their participation in work. 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 & experience of people in these programmes creates self-confidence in them and also they learn more by doing. People should realise that the task of extension education is their own task. Participation in extension work generates confidence among people for the work. It is not essential that all the members of the society should participate but Extension professionals should try for maximum participation of people.

5. *Principle of cultural change*

Extension education starts with what the learner knows, has and thinks. With this in mind and

with an attitude of respect towards clients, the extension professionals must seek to discover and understand the limitations, taboo and the cultural values related to each phase of programme so that an acceptable approach could be selected in the locality.

6. *Principle of learning by doing*

According to this principle, farmers are encouraged to learn by doing the work themselves and by participating in it. When a person does a work, he gains practical knowledge and experiences the difficulties. Extension professionals are able to understand the problems and provide proper guidance to the farmers and thus, they are able to receive proper information/feedback.

7. *Principle of trained specialists*

It is very difficult that extension personnel should be knowledgeable about all problems. Therefore, it is necessary that specialists should impart training to the farmers from time to time.

8. *Principle of adaptability in use of extension teaching methods*

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. Extension professionals should have knowledge of extension methods so that they can select proper method according to the condition. Teaching methods should be flexible so that they can be properly applied on people according to their age groups, educational background, economic standard and gender. In extension education, two or more methods should be applied according to the principle of adaptability.

9. *Principle of leadership*

Extension work is based on the full utilisation of local leadership. The selection & training of local leaders to enable them to help in carrying out extension work is essential to the success of the programme. People have more faith in local leaders & they should be used to put across a new idea so that it is accepted with the least resistance.

10. *Principle of whole family*

Extension work will have a better chance of success if the extension professionals have a whole-family approach instead of piecemeal approach or separate & uninterested approach. Extension work is, therefore, for the whole family, i.e. for male, female and children.

11. Principle of evaluation

Extension is based upon the methods of science, and it needs constant evaluation. The effectiveness of the work is measured in terms of the changes brought about in the knowledge, skill,

attitude, and adoption behaviour of the people, not merely in terms of achievement of physical targets.

12. Principle of satisfaction

The end-product of the effort of extension teaching is the satisfaction that comes to the farmer and his family members 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 stakeholder is the best advertisement.

13. Principal of Indigenous Knowledge

People everywhere have indigenous knowledge system which they have develop through generation of work experience and problem solving in their own specific situation. The indigenous knowledge systems encompass all aspect of life and people considered it essential for their survival.