



FACULTY OF AGRICULTURAL SCIENCES & ALLIED INDUSTRIES

Fundamentals of Agriculture Extension Education (AEX-121)

Lecture-4

Extension Programme Planning

The first step in any systematic attempt to promote rural development is to prepare useful programmes based on people needs. The development of such programmes, require planning which harmonize with the local needs as the people see them and with the national interests with which the country as a whole is concerned, is an important responsibility of extension personnel at all levels- national, state, district, block & village.

Programme planning is the process of making decisions about the direction & intensity of extension-education efforts of extension-service to bring about social, economic & technological changes.

Program planning is a process which involves multiple steps including the identification of a problem, selection of desired outcomes, assessment of available resources, implementation and evaluation of the program. In other words it is a procedure of working with the people to recognize unsatisfactory situations or problems and to determine possible solutions.

According to Kelsey and Hearne (1967) An Extension Programme is a statement of situation, objective, problems and solutions. It is relatively permanent but requires constant revision.

Leagans (1961) says that an "extension programme" is a set of clearly defined, consciously conceived objectives or ends, derived from an adequate analysis of the situation, which are to be achieved through extension teaching activity'.

Lawrence (1962) says that an "extension programme" is the sum total of all the activities and undertakings of a county extension services. It includes: (i) programme planning process (ii) written programme statement (iii) plan of work (iv) programme execution (v) results and (vi) evaluation.

Programme planning: Programme planning is a decision making process which involves critical analysis of the existing problems and evaluation of available best alternatives to solve these problems by cooperative efforts of the people for community growth and development.

Some relevant terms required to understand in programme planning given below:

Programme: Programme is a written statement which describes proposed developmental activities, the problems they address, the actions, and resources required.

Planning: it is a process which involves studying the past and present in order to forecast the future and in the light of that forecast determining the goal to be achieved.

Plan: Plan is schedule of development work outlining different activities in a specific period. It answers the

questions like what, why, how, and when as well as by whom and where the work is to be done.

Aims: Aims are generalized and broad statement of directions with respect to given activities. eg. The improvement of farmers' economic condition.

Objectives: Objectives are expression of ends towards which our efforts are directed. The dictionary meaning of objective is 'something that one's efforts or actions are intended to attain or accomplish' e.g. To increase the yield of rice by 30 percent.

Goal: Goal is the distance in any given direction one expects to go during a given period of time e.g. to increase yield of rice by 10 quintals per hectare in the current year.

Problem: It refers to a situation, condition, or issue that is yet unresolved and after study people decided need to change it.

Solution: Solution is a course of proposed action to change an unsatisfactory condition to one that is more satisfying.

Project: it is a specification of work to be done or procedures to be followed in order to accomplish a particular objective.

Plan: It is a predetermined course of action.

Plan of work: it is an outline of activities so arranged as to enable efficient execution of the programme. The plan of work indicates what, who, how and when the activities will be carried out.

Calendar of Work: Calendar of work is a plan of activities to be undertaken in a particular time sequence.

Objectives of Programme

The general objective of an extension programme is to influence people to transform their life in a better way. The assumption is that there is a need for change and make people aware of this, if they are not and to develop their needs. Important objectives of having a programme planning as per Kelsey and Hearne (1966) are as follows:

1. To ensure careful consideration of what is to be done and why.
2. To furnish a guide against which to judge all new proposals.
3. To establish objectives toward which progress can be measured and evaluated.
4. To have a means of choosing the important (deep rooted) from incidental (less important) problems; and the permanent from the temporary changes.
5. To develop a common understanding about the means and ends between functionaries and organizations.
6. To ensure continuity during changes of personnel.
7. To help develop leadership.
8. To avoid wastage of time & money and promote efficiency.

9. To justify expenditure and to ensure flow of funds.
10. To have a statement in written form for public use.

Principles of Extension Programme Planning

Extension programmes have the definite purpose of improving rural life through individual, group and community action. Extension programme planning has certain principles, which holds good irrespective of the nature of the clientele, and the enterprises they may be pursuing, viz.:

1. *Extension programmes should be based on an analysis of the past experiences, present situation and future needs.*

For programme determination adequate information about the people and their situation have to be collected. The present information is to be analysed and interpreted on the basis of past experiences, by taking local people into confidence. This shall help in arriving at the future needs.

2. *Extension programmes should have clear and significant objectives, which could satisfy important needs of the people.*

The main objective of programme development is to satisfy the need of people. For this purpose significant objectives pertaining to important needs of the people should be selected and clearly stated. The emphasis will be on what is attainable rather than on what is ideal although one should not lose sight of the ideal.

3. *Extension programmes should fix up priority on the basis of available resources and time.*

Generally in developed countries rural people have multiple problems but at the same time all problems cannot be taken up for solution because of limitation of the available resources. Therefore considering this fact priority should be decided in the programme.

4. *Extension programmes should clearly indicate the availability and utilization of resources.*

To make programme practical and workable it is important to clearly indicate the availability of funds, facilities, supplies and the needed personnel and how these resources will be utilized.

5. *Extension programmes should have a general agreement at various levels.*

Programme prepared at various levels such as village, district, state and national levels. The extension programme of any department or level should not be conflict or contradict with the extension programme of the any other department or level.

6. *Extension programmes should involve people at the local level.*

Extension programmes are implemented at local level. Therefore, local people should be involved in all stages starting from programme formulation to programme implementation.

7. *Extension programmes should involve relevant institutions and organization.*

Extension programme cannot be implemented in isolation. It requires the support of many institution and organizations. The programme should broadly indicate the institutions and organizations to be involved and how they shall contribute in attaining the programme objectives.

8. *Extension programme should have definite plan of work.*

The plan of work may be separately drawn up or incorporated in the programme. The programme should at least broadly indicate how it will be executed.

- 9. Extension programme should provide for evaluation of results and reconsideration of the programme.*

The programme should make provision for periodical monitoring and evaluation of results to judge its progress. On the basis of the findings of evaluation the programme should be suitably modified for attainment of objectives within the stipulated time.

- 10. Extension programmes should provide for equitable distribution of benefits amongst the members of the community.*

In community generally resource full persons benefited more compared to resource poor in any programme. As this creates social disparity and social tension the planning of extension programmes should give adequate emphasis on the weaker section of the community.