



FACULTY OF AGRICULTURAL SCIENCES & ALLIED INDUSTRIES

Fundamentals of Agriculture Extension Education (AEX-121)

Lecture 6

Extension System in India

Rural development is an obligation of the Government to raise the standard of living of the rural people. World Bank defined rural development in terms of an improvement of the economic and social life of the rural poor. Rural development encompasses all sectors of rural life. In its widest sense, it implies development of every aspect of rural life. There are number of rural development programs were started by the Nationalists and Social reformers. Some of these programs gradually disappeared or some were merged with Government sponsored schemes later. This is because of various reasons like lack of encouragement of the Government, lack of financial support, inadequate, in experienced and untrained staff. For the clarity, we can divide these Development Programmes in two parts: Pre-Independence Programmes, and Post-Independence Programmes.

Pre-independence era Programmes:-

1. Sriniketan Project

In 1920, Rabindra Nath Tagore laid the foundation of the Sriniketan Institute for Rural Reconstruction with the help of sociologist Shri L.M. Hurst. and formulated a programme for the all- round improvement in the Village of his Zamindari with the objective of studying rural problems and of helping the Villagers to develop agriculture, improving the livestock, formation of co-operatives. He believed in self help and mutual help and wanted the village workers to be involved in the life of rural people and work for their welfare. He started this programme in the cluster of **8 Villages** but were not very successful and can only be described as rural welfare works.

The absence of market facilities, professional guidance, lack of co-ordination between the implementing authority and improper incentives for workers made the task more difficult and desired results could not be achieved

2. Gurgaon experiment

In 1920, Mr. Brayne had been appointed on the post of Deputy Commissioner in Gurgaon district and he began this project of rural upliftment in his district, which became famous as “Gurgaon Project.” The programme aimed at improving agriculture, education, health and sanitation facilities, co-operation, and social development with greater vigor. He stressed on the dignity of labour, selfhelp and conducted propaganda through films, songs, skits and plays with a view to increase farm yields and improving health standards. Although this project got some success yet this scheme also could not survive more because this project was also based upon the sentiment of F.L. Brayne and when he was transferred, gradually this programme also stopped.

2. Marthandam Project

Dr. Spencer Hatch of the **Young Men's Christian Association (YMCA)** set up a Project in 1921 at Martandam, 25 miles south of Thiruvananthapuram. The purpose of this experiment was to bring about a complete upward development towards a more complete and meaningful life for rural people three folded development -**spirit, mind and body**. To achieve this they launched five sided programme-spiritual, mental, physical, economic and social development were also included. The main stress in programme was on the principle that people should not depend on Government for support because when concessions and help in any field are not given, the people develop in them a feeling of self-help and self- reliance.

The objectives of this programme was the YMCA should work in the Villages to eliminate poverty. For the Rural Demonstration Centre at Martandam had a demonstration farm, prized animals, equipment for the honey industry and other cottage vocations.

3. Firka Developmentscheme

The Firka Development scheme of Madras was a Government sponsored Scheme in 1946 this programme aimed at organizing the villagers for a happier, more prosperous and fuller life in which the individual villagers had the opportunity to develop both as an individual and as a unit of a well- integrated society. Among Pre-Independence project, this was the biggest project. Selection of Firkas- based on general backwardness of the area and where there is possibility of initiating cottage

industries. The priority areas of work for each Firka included Rural reconstruction facility, Drinking water facility, Sanitation Khadi and other village industries.

For the overall development of the area planning was framed in two categories

- ✓ Short term plans (development of infrastructure,communications)
- ✓ Long term plans (knowledge inputs, attainment of Gandhian ideal)

Post- Independence Era Programme

1. Etawah Pilot Project:-

In 1947, after Independence, the Government of India prioritised on rural development and how this work should be managed. For this the guidance of an experienced person was needed. The Government of India urged the U.S. government to send Mr. Albert Mayor to India because he had enough experience of rural development programme and was a Rural Sociologist.

Under the leadership of **Lt.Col.Albert Mayor of USA** , the office of **Etawah Pilot Project** was established by the U.P Govt. in October 1948 at Mahewa in the Etawah District. Initially 64 villages were selected around Mahewa District for the development. It was also called **Average District Plan** because the project was initiated in the normal enviroinment. This programme named as pilot project means the work is for specific location and further it shows the path.Thisprograme was the **forerunner** of CDP . (**Community Development Programme**)

2. Nilokheri Project

Nilokheri Project was started by **S.K. Dey** design to rehabilitate about 7000 displaced person (immigrants) from Pakistan after partition . He began this project using 100 acre of swampy land spreading in the midst of Karnal and Kurukshetra. The colony had its own dairy, poultry, piggery, printing press, engineering workshop ,bone meal factory all run on cooperative lines. The Scheme was called “**Mazdoor Manzil**” because it was based on the principle of ‘he who would not work neither shall he eat.

S.No.	Name of Programme	Year	Started by	Place	Objectives
Pre-Independence Programme					
1.	Sriniketan	1920	Rabindra Nath Tagore	Sriniketan(C alcutta) West Bengal	<ul style="list-style-type: none"> ✓ To help the rural people in establishing cottage industry. ✓ To inspire the people to follow new technology. ✓ Development of dairy farming. ✓ To create the feeling of co-operation
2.	Gurgaon Project	1920	F.L Bryne	Gurgaon	<ul style="list-style-type: none"> ✓ To increase crop production ✓ To control extra expenditure ✓ To improve the health. ✓ To develop the feeling of women education,
3.	Marthandam Project	1921	Dr. Spence	Marthandam	<ul style="list-style-type: none"> ✓ To develop the

			Hatch	(Tamil Nadu)	<p>feeling of self reliance amongst the rural people.</p> <p>✓ To improve the spirit of cooperation and self-respect.</p> <p>✓ To bring the desirable change in the attitude of rural people.</p>
4.	Firka Development	1946	Madras Government	Madras (Tamil Nadu)	<p>✓ All-round development of rural people.</p> <p>✓ To develop the means of drinking water and communication.</p> <p>✓ To develop the committees of panchayat and co-operatives</p>
Post-Independence Programme					
1.	Etawah Pilot Project	September, 1948	Lt.Col. Albert Mayor	Mahewa District-Etawah (U.P)	<p>✓ To see what degree of production and social improvement can be obtain.</p>

					<ul style="list-style-type: none"> ✓ To find out the feeling of cooperation and initiative amongst the rural people of an average area.
2.	Nilokheri Experiment	July, 1948	S.K.Dey	Kurukshetra (Haryana)	<ul style="list-style-type: none"> ✓ Self-dependence in all the fields of life. ✓ To arrange for professional training and provide occupation for the people on the basis of their experience. ✓ To eliminate the middle-man system