

Extension Approaches

1) The general agricultural extension approach

- The basic assumption with this approach is that **technology and information are available** which are **not being used by farmers**, and
- if knowledge of these could be **communicated to farmers**, farm practices would be improved.
- The purpose is to help farmers increase their production.
- Programme planning is **controlled by government** and

The general agricultural extension approach

- Field personnel tend to be large in number and high in cost, with density varying from country to country.
- Resources required are also high, with central governments bearing most costs.
- Implementation is through a large field staff assigned according to governmental structure throughout the country, managed by the centre.
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- Success is measured in terms of rate of adoption of important recommendations and increases in national production.

2. The commodity specialized approach

- The assumption here is that:
- the way to increase productivity and production of a particular commodity is
- to group all functions relating to it under one administration,
- including extension along with research, input supply, output marketing, and
- Extension programme planning is controlled by a commodity organization.
- Implementation is through field staff of that organization.
- Resources tend to be provided by the commodity organization
- the measure of Success is usually the total production of the particular crop

3. The training and visit approach

- The basic assumptions of this approach are that,
- under **Ministry of Agriculture extension services**, the extension workers are
- poorly trained,
- lacking supervision and logistic support, and
- they do not visit and have contact with farmers.
- Further, it is assumed that subject matter specialists are poorly trained and
- not providing a link with research and training functions.
- So the purpose is:
- to induce farmers to increase production of specified crops

The training and visit approach

- Programme planning is centrally controlled, and reflects interaction between research and extension personnel.
- Implementation efficiently is sought through:
 - a rigid pattern of visits to farmers and
 - training of field staff, along with
 - strict discipline of daily and fortnightly activities.
 - With funds from international sources,
- Success is measured in terms of production increases of the particular crops covered by the programme.

4. The agricultural extension participatory approach

- Here the assumption is that farming people have much wisdom regarding production of food from their land,
- but their levels of living could be improved by learning more of what is known outside.
- It further assumes that effective extension cannot be achieved with out the active participation of the farmers themselves,
- as well as of research and related services;
- that there is a reinforcing effect in group learning and group action; and that

The agricultural extension participatory approach

- extension efficiency is gained by focusing on important points based on expressed needs of a farmers and by reaching more small farmers through their groups/organizations instead of through individualized approaches.
- The purpose is to increase production and consumption and enhance the quality of life of rural people.
- Programme planning is controlled locally, often by such groups as farmers' associations.
- Where farmers' associations do not exist, the extension staffs assist to form them. Eg. Farmers Research Group

The agricultural extension participatory approach

- **Implementation** is through:
 - group meetings,
 - demonstrations,
 - individual and group travel, and
 - local sharing of appropriate technologies.
- **Success is measured** through the numbers of farmers actively participating and benefiting, as well as continuity of local extension organizations.

5. The project approach

- This approach assumes that:
- a rapid agricultural and rural development is necessary and that
- the large government bureaucracy in the regular Ministry of Agriculture Extension Service is not likely to have a significant impact upon either agricultural production or rural people within an appropriate time frame,
- and that better results can be achieved by taking a project approach in a particular location,
- during a specified time period, with large infusions of outside resources.

5. The project approach

- The purpose is often to demonstrate what can be done in a few years.
- Implementation typically includes project allowances for field staff, better transportation, facilities, equipment, and housing rather than
- Short run change is the measure of success. (eg. a forestation programme)

6. The farming systems development approach

- The assumption with this approach is that:
- technology, which fits the needs of farmers, particularly small farmers, is not available, and needs to be generated locally.
- The purpose is to provide extension personnel (and through them farm people), with research results tailored to meet the needs and interests of local farming system conditions.
- Programme plans evolve slowly during the process, and
- may be different for each agro-climatic farm eco-system type
- since they include a holistic approach to the plants, the animals, and the people in a particular location.

The farming systems development approach

- Field personnel tend to be highly specialized, **relatively expensive**, and from outside the area being served.
- **Implementation** is through:
 - a partnership of research and extension personnel with each other and with local farmers,
- The measure of success is the extent to which farm people adopt the technologies developed by the programme, and continue to use them over time.

7. The cost sharing approach

- The assumption here is that
- the programme is more likely to fit local situations, and personnel are more likely to serve local people's interests
- if part of the cost of agricultural extension is paid locally.
- It also assumes that farm people are too poor to pay the whole cost, so central and regional governments typically provide most of it.
- Helping farm people learn the need to know for self-improvement and increased productivity is the purpose.

The cost sharing approach

- Control of programme planning is shared by the various levels paying the costs.
- Success is measured by farm people's willingness and ability to provide some share of the cost, individually or through their local government units.

8. The educational institution approach

- In this approach, the assumption is that:
- faculties or colleges of agriculture have technical knowledge which is relevant and useful to farm people.
- The purpose is to help those people learn about scientific agriculture.
- Programme planning tends to be controlled by those who determine the curriculum of the education institution.

The educational institution approach

- **Implementation** is through non-formal instruction in groups, with individuals, and with other methods and techniques,
- sometimes conducted by a college or university with agricultural extension personal of another agency as the main audience.
- While considerable resources are required,
- Success is measured by attendance and the extent of participation by farm people in the school's agricultural extension activities