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.

- 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 without 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 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