



**UNIVERSITY OF AGRICULTURAL SCIENCES, BANGALORE**  
**DEPARTMENT OF AGRICULTURAL EXTENSION**  
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**Class:** III Ph.D.

**Date:** 18-12-2020

**Time:** 2.00 PM

**Venue:** Dwarakinath hall

**Seminar III**

**Relook on Extension Approaches and Models - Need for New**

***Synopsis***

Agricultural extension services are prevalent around the world and they primarily aimed at empowering the rural community through education and communication. These services were provided by public sector for a long time. Over the past decades, extension systems have become more pluralistic, relying on multiple delivery mechanisms and alternative funding sources, public and private. The change in modes of delivery and content reflect the fact that extension is undergoing a scientific revolution. Extension professionals as a service providers need to carry out their work with certain skills and expertise by adjusting and modifying to the changing scenario. Relook and reflection helps everyone to draw lessons and use them for continuous improvement. Continued focus on research and quest for advancements were necessary for mainstreaming the good practices in the field of agriculture. With this background the present seminar has been conceptualized with the following objectives:

1. To review various extension approaches and models
2. To understand the need for newer models and theories for changing scenario
3. To review related research studies

**Extension approach**

Extension approach is defined as a style of action, embodying the philosophy of an extension system which, by and large determines the direction and nature/style of the various aspects of that system, such as its structure, leadership, program, methods and techniques, resources, and linkages (Axinn, 1988).

Some of the extension approaches are: General extension approach, Commodity specialised approach, Training and Visit approach, Participatory approach, Project approach, Farming system and Research extension approach, Cost sharing approach and Education institution approach.

**Extension models**

Extension models show "how the program is structured and organised". They can be classified into various models based on source of funding, target audience, mode of delivery and by approach it adopted. There are different extension models viz., Extension Education models that help in creating an environment conducive for learning, Extension Program

Planning models produces more efficient return on investment of public funds for accountability, Transfer of Technology (ToT) models encourage farmers to adopt new technologies and others.

### **Need for newer models and theories for changing scenario**

The existing extension systems is unequal to the enormous development challenges in agriculture. Practice and usefulness of extension education is doubted by end users, support for public extension and accountability is declining, inefficiency in managerial dimension is often attributed to poor governance and changing scenario of development for sustainability calls for newer theories and framework for extension to remain relevant.

### **Research studies**

Kamalpreet and Prabhjot (2018) suggested an extension model with farm family, agricultural labourer and input suppliers being as heart of this model. Ultimate aim of this extension model is to disseminate the new technologies using social media, agricultural education, village panchayats and cyber extension as components.

Chand and Kumar (2019) had reported that traditional model of extension had been replacing with the emerging agricultural extension model where government and NGO's working with both individual farmers and farmer organisations to provide extension services to farmers. Apart from them increase in private agribusiness firms also seen as an effective means of delivering extension services.

### **Conclusion**

Farming has become highly externalized and practitioners had found new and dynamic ways of dealing with their practical challenges. So convergence among various agencies are necessary for creating change in livelihood of farmers along with giving importance to sustainability. In this changing scenario extension needs newer models and theories by looking into the previous models which present us new ways and extension need to be constantly being change for it, to remain relevant.

### **References**

- AXINN, G. H., 1988, Guide on alternative extension approaches. Food and Agriculture Organization of United Nations, Rome.
- CHAND, A. AND KUMAR, S., 2019, Changing agriculture extension models in pacific island countries, *Journal of Agricultural Extension*, **23** (4): 30-38.
- KAMALPREET, K. AND PRABHJOT, K., 2018, Agricultural extension approaches to enhance the knowledge of farmers, *Int. J. Curr. Microbiol. App. Sci.*, **7**(2): 2367-2376.