

# DOWNLOAD PDF ROLE OF AGRICULTURAL EXTENSION IN RURAL DEVELOPMENT

## Chapter 1 : Agricultural Extension, Rural Development and the Food Security Challenge

*Pakistan is an agricultural based economy and about two-third population lives in the rural areas. The role of agricultural extension in the sustainable development of rural areas has not been.*

The term was later adopted in the United States of America, while in Britain it was replaced with "advisory service" in the 20th century. A number of other terms are used in different parts of the world to describe the same or similar concept: Another program area provided by extension agents is 4-H and youth activities. Many extension agents work for cooperative extension service programs at land-grant universities. They are sometimes referred to as county agents, or extension educators. Often confused with Extension agents, Extension specialists are subject matter experts usually employed as scientists and university professors in various departments in the land-grant university system. Subjects range from agriculture, life sciences, economics, engineering, food safety, pest management, veterinary medicine, and various other allied disciplines. These subject matter specialists work with agents usually in a statewide or regional team environment to support programs within the cooperative extension system. Definitions of extension[ edit ] There is no widely accepted definition of agricultural extension. The examples given below are taken from a number of books on extension published over a period of more than 50 years: The central task of extension is to help rural families help themselves by applying science, whether physical or social, to the daily routines of farming, homemaking, and family and community living. Agricultural extension has been described as a system of out-of-school education for rural people. Extension personnel have the task of bringing scientific knowledge to farm families in the farms and homes. The object of the task is to improve the efficiency of agriculture. Extension is a service or system which assists farm people, through educational procedures, in improving farming methods and techniques, increasing production efficiency and income, bettering their standard of living and lifting social and educational standards. Extension involves the conscious use of communication of information to help people form sound opinions and make good decisions. Assistance to farmers to help them identify and analyze their production problems and become aware of the opportunities for improvement. Extension is a professional communication intervention deployed by an institution to induce change in voluntary behaviors with a presumed public or collective utility. Extension is the organized exchange of information and the deliberate transfer of skills. The essence of agricultural extension is to facilitate interplay and nurture synergies within a total information system involving agricultural research, agricultural education and a vast complex of information-providing businesses. Extension is the process of enabling change in individuals, communities and industries involved in the primary industry sector and in natural resource management. It is known, however, that Chinese officials were creating agricultural policies, documenting practical knowledge, and disseminating advice to farmers at least 2, years ago. For example, in approximately BC, the minister responsible for agriculture under one of the Zhou dynasty emperors organized the teaching of crop rotation and drainage to farmers. The minister also leased equipment to farmers, built grain stores and supplied free food during times of famine. The British Government arranged for "practical instructors" to travel to rural areas and teach small farmers how to cultivate alternative crops. This scheme attracted the attention of government officials in Germany, who organized their own system of traveling instructors. By the end of the 19th century, the idea had spread to Denmark, Netherlands, Italy, and France. The term "university extension" was first used by the Universities of Cambridge and Oxford in to describe teaching activities that extended the work of the institution beyond the campus. Most of these early activities were not, however, related to agriculture. Four generations of extension in Asia[ edit ] Agricultural extension meeting in Nepal , Agricultural extension meeting in Laos , The development of extension services in modern Asia has differed from country to country. Despite the variations, it is possible to identify a general sequence of four periods or "generations": Experimental stations were established in many Asian countries by the colonial powers. The focus of attention was usually on export crops such as rubber , tea, cotton, and sugar.

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Technical advice was provided to plantation managers and large landowners. Assistance to small farmers who grew subsistence crops was rare, except in times of crisis. After independence, commodity-based extension services emerged from the remnants of the colonial system, with production targets established as part of five-year development plans. In addition, various schemes were initiated to meet the needs of small farmers, with support from foreign donors. Existing organizations were merged into a single national service. Regular messages were delivered to groups of farmers, promoting the adoption of " Green Revolution " technologies. The decline of central planning, combined with a growing concern for sustainability and equity, has resulted in participatory methods gradually replacing top-down approaches. The fourth generation is well established in some countries, while it has only just begun in other places. While it seems likely that participatory approaches will continue to spread in the next few years, it is impossible to predict the long-term future of extension. Compared to 20 years ago[ timeframe? Among academics working in this field, some have recently argued that agricultural extension needs to be reinvented as a professional practice. Evolution of extension system and operationalisation of approaches Future extension education initiatives.

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## Chapter 2 : Does extension have a role to play in rural development?

*THE ROLE OF EXTENSION IN AGRICULTURAL DEVELOPMENT* by *Ifeoma Irohibe* Department of Agricultural Extension, University of Nigeria, Nsukka Agriculture is the science of cultivating crops and rearing animals for the benefit of man and also includes other processes such as processing, storage and marketing of agricultural produce.

It was justified in the following terms: To maintain viable rural communities, for whom farming is an important economic activity creating local employment; this delivers multiple economic, social, environmental and territorial benefits. Agriculture is an integral part of the European economy and society. In terms of indirect effects, any significant cut back in European farming activity would in turn generate losses in GDP and jobs in linked economic sectors – notably within the agri-food supply chain, which relies on the EU primary agricultural sector for high quality, competitive and reliable raw material inputs, as well as in non-food sectors. Rural activities, from tourism, transport, to local and public services would also be affected. Depopulation in rural areas would probably accelerate. There would therefore be important environmental and social consequences. This claim raises at least three important research questions. Does agricultural support actually promote agricultural employment? Does increased agricultural output and employment actually contribute to increases in non-agricultural output and employment? And might emphasising non-agricultural development be a more effective way of stabilising and enhancing the viability of rural areas? At first sight, assessing the relationship between changes in agricultural and non-agricultural activity seems rather straightforward. Why not simply examine the relationship between the two variables and draw the appropriate conclusion? If we do this, as shown in the Margarian paper, it turns out there is no obvious, linear relationship between the general development of total employment or GVA and the development of agricultural employment or GVA across regions. Positive correlations dominate the observed gross relationship between agricultural and non-agricultural changes in GVA and negative correlations dominate the relationship in the developments of employment. However, such crude comparisons are flawed for a number of reasons: The problem of spurious correlation. Common trends may be due to the simultaneous influence of a third factor rather than demonstrating causality. For example, the positive estimated coefficient of the GVA relationship mainly reflects the existing coincidence between a generally positive development of agricultural GVA on the one hand and of non-agricultural GVA on the other hand. This coincidence is not due to a causal relationship but rather to the generally rising technical efficiency of production. A similar non-causal coincidence underlies the negative estimated coefficients in the employment model, as in structural change agricultural employment generally declines, while non-agricultural employment more often grows. A more sophisticated analysis needs to be undertaken to uncover the causal relationships. The gross effect is made up of more complex dynamic effects which may cancel each other out. Detailed analysis needs to differentiate different effects in order to interpret the observed gross relation between agricultural development and the development of other sectors. On the one hand, changes in agricultural employment or GVA may influence non-agriculture employment or GVA; but there may also be reverse influences from non-agriculture employment or GVA to agricultural employment or GVA. On the other hand, while the Commission quotation above emphasises the complementary relationship between developments in agriculture and non-agriculture in any given region, the two activities can also be competitive. There is thus an ambiguous relationship between agricultural development and non-agricultural development due to the parallel existence of multiplier and income effects on the one hand and competition effects for scarce resources, i. Margarian describes how this gives rise to a 2 x 2 matrix of possible effects: The induction effect is where growth in agriculture positively affects non-agriculture largely through the respending of additional income within the region. Where the same complementary relationship exists when agriculture is contracting and thus pulling down activity in the non-agriculture sector, it is referred to as a dependence effect. If agriculture relies on part-time farms, for example, a positive development of incomes in the non-agricultural sector could stabilise these farms.

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Conversely, a crisis outside of agriculture could also threaten the viability of agriculture. Due to the competition for scarce resources, a positive [negative] development in agriculture, that implies immobility [mobility] of agricultural factors, induces a negative [positive] development of non-agricultural sectors, which otherwise benefit from freed factors from agriculture. Taking account of regional heterogeneity. These dynamic relationships are likely to be different and to be weighted differently in different types of regions. A statistical analysis needs to take account of the way these relationships change with respect to different regional characteristics. Combining these five x five classes created a finer classification of 25 classes. For example, of the total of 1, NUTS3 regions, Romania has 41 regions with both very high shares of agricultural employment but very low productivity, and 1 region with a very low share of agricultural employment and very low productivity. These regional classes were used to help unravel the relationships in the employment model; in the GVA model it was possible to introduce the underlying characteristics share of agricultural employment and agricultural productivity directly. Finally, unravelling the underlying relationships is made particularly difficult in an EU context because of the inadequacy of data. Socio-economic data availability distinguishing between agriculture and non-agriculture across the NUTS3 regions is essentially limited to employment and GVA data, and only for a limited time period

**Methodology** These characteristics of the agriculture “non-agriculture relationship pose evident challenges for empirical research. The Margarian paper addresses these challenges in a particularly innovative way. Two separate models are estimated, one for the employment relationship and one for the GVA relationship. The variables employed in the two models are constructed from just four indicators: The variables are introduced in different ways and with varying interactions. In the agricultural employment model, for example, the dependent variable to be explained is the scaled change in non-agricultural employment. The explanatory variable is the change in agricultural employment, and this variable is introduced three times as a lagged, contemporaneous and leading variable. Quadratic terms are also introduced to capture non-linear relationships, and each of the three forms of the agricultural employment variable is interacted with the regional classification to capture the expected regional heterogeneity in the relationship between changes in agricultural and non-agricultural employment. The introduction of agricultural employment as a lagged, contemporaneous and leading variable both controls for spurious correlation and allows for the identification of the different kinds of relationship between changes in agriculture and in other sectors. The effect of the lagged variable is interpreted as the effect of agricultural development on non-agricultural development, and the effect of the leading variable after appropriate transformation is interpreted as the effect of changes in the non-agricultural sector on agricultural development. The current or contemporaneous effect is more difficult to interpret because it incorporates all of the identified effects and additionally the spurious relation between agricultural and non-agricultural developments within a region, i.

**Findings** Findings from the employment model can be used to illustrate some outcomes from the analysis. The author argues this result supports the interpretation of the lead effect as a pull effect that captures the attraction of agricultural factors by positive developments outside of agriculture. The effect of the lagged change in agricultural employment upon non-agricultural employment lag effect is, in contrast, rather positive in many classes. This supports the existence of induction or dependence effects. A positive lag effect is mainly observed where agricultural productivity is low or the share of agricultural employment is high. A negative lag effect is of high relevance for regions with a very low share of agricultural employment and a very high agricultural productivity. Here the competition for scarce resources leads to the effect that restricted mobility of agricultural factors restricts non-agricultural development. Significant negative contemporaneous relations between the agricultural and non-agricultural development current effect imply that the competition effects dominate the short-term relation between agriculture and other sectors in many regions. The author sees this as confirmation of the domination of the competition effect. However, including the current effect leaves this conclusion open to the objection that it merely reflects the likelihood of third factor effects and thus is a spurious causation. The independent evidence from the lag and lead variables probably deserves more weight. Even here, however, competition effects seem more important than

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transmission effects for many EU regions. Different development regimes The regionally differing relative strength of the competition effect as compared to the transmission effect is used to identify different regimes of developments of agriculture in specific regional environments. Regions in France, Scandinavia and northern Italy are characterised by positive transmission effects in employment and negative competition effects in GVA. Regions in Germany and Ireland, for example, are characterised by negative competition effects in employment and a positive induction effect in GVA. Many eastern European regions are ascribed a negative attraction and a positive induction effect in employment and positive transmission effects in GVA. These are highly simplified findings from a very complex analysis, and it is hard to know what policy conclusions to draw. Even in those regions where increased agricultural employment and GVA supports increases in non-agricultural activity, mainly in eastern Europe, it does not follow that rural development should be focused on the agricultural sector. These are also the regions where there is the most urgent need for structural change in agriculture, and this is best supported by the creation of outside employment options for agricultural labour. Broad-based rural policies which reduce access costs, improve human capital and support innovation are more likely to be relevant in all regions rather than sector policies which are likely to be neither efficient nor effective.

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## Chapter 3 : Agricultural Extension | IFPRI

*Place of Extension in Rural Development In this background, it is of utmost importance to play an active role by various extension agencies operating in the rural sector for development of.*

Private Bag X 28, Chuenespoort, The author has adopted a desktop study in which literature was reviewed and synthesized in order to establish facts about rural development and extension. The author discusses the meanings of agricultural extension and rural development. He locates the place of extension in rural development where it can make its contribution. Furthermore he identifies five specific factors that are central to extension in rural development. Some of the factors include: The paper concludes by suggesting some recommendations on how extension can better be utilized in order to achieve sustained results in rural development. The recommended factors include: INTRODUCTION Studies have shown that throughout human history, civilizations have depended on agriculture for their survival, however as soon as they neglected their land resources -agriculture, industries collapsed and the civilizations also collapsed Nortjie, The ancient civilizations often cited as the best example include Mesopotamia, Mayan and the Roman Empire. In Africa, the classical examples include Zimbabwe and Guinea. Both countries were exporter of food to other countries in Africa, but when they neglected their agriculture at some point, they were no longer able to produce sufficient food for export. The United States of America USA is one of the best known examples of a nation that has in recent times become a world super power on the basis of a strong agriculture, and as a result has developed its strong industrial economic and political development Nortjie, Experience in other countries for example some policy makers tend to lose sight and treat extension officers and the community development workers on the same basis in terms of performance of certain tasks such as the distribution of credit and production inputs Swanson, In Limpopo they report such an officer to the Member of the Executive Council MEC and some political councillors do the same where they tend to expect extension officers to perform odd jobs such as delivering fertilizers and taking part in meetings reflecting towards political tendency. It can be seen from the cited experiences that unless the tasks are clearly defined, extension officers will not know exactly what to expect in order to achieve. It is argued that since agriculture is one of the "movers" of development, Bembridge, , agricultural extension is considered as a special branch of rural extension dealing with several economic and social aspects of farming. The expected objectives of the study are discussed in the next section. To make a clear distinction between Extension and Rural development. To identify the place of extension within rural development framework. To identify critical area of intervention by extension in rural development To recommend approaches of joint intervention in rural development. Based on these developments the author has adopted a desktop study in order to establish the facts about rural development. These facts would be synthesized to make broad recommendations that could be followed by a further research to narrow those broad recommendations. FINDINGS Agriculture is one of the interventions which have a potential in improving the standard of living of people, for example, Governments use extension programmes to reach out to farmers Van den Ban and Hawkins, Is extension synonymous with rural development? What follows is an attempt to explain the meaning of these two concepts. Definition of the concepts 5. There are three dimensions of extension which the researcher presents. The first dimension considers extension in terms of agricultural performance. Extension is viewed only in terms of improving production and profitability of farmers. The second dimension equates extension to rural community development. Under this dimension extension is viewed as serving to advance rural communities including the improvement of their agricultural development tasks. The third dimension equates extension to comprehensive non-formal community education. Extension is viewed as a provider of non-formal agriculturally related continued education for multiple audiences such as farmers, spouses, youth rural community and urban horticulturists Rivera, One definition of agricultural extension widely used in the FAO publications sees extension as a service or system which assists farm people, through educational procedures, in improving

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farming methods and techniques, increasing production efficiency and income, bettering their levels of living and lifting the social and educational standards of rural life Swanson, From the analysis it is clear that extension is different from rural development. The question is; what is rural development? The concept is discussed as follows: According to Schutjer, Observations about rural development suggest that it is about enabling rural people to take control of their destiny, thereby dealing effectively with rural poverty through the optimal use and management of natural resources. It is a participatory process through which rural people learn over time, through their own experiences and initiatives, how to adapt their indigenous knowledge to their changing world Ministry of Rural Development and Land Reform, Rural development has evolved from being "a statement of framework of development" into becoming "a policy instrument" known as the Reconstruction and Development Programme RDP. From the foregoing discussion it is clear that rural development and extension are two different disciplines, what might be common could be the fact that both may need to be driven by people who understand their missions. Therefore the South African context of rural development presents an opportunity to all extension advisors to implement it effectively. The reasons are discussed in the next section. The place of Extension in Rural Development Transformation processes in South Africa puts extension in a spot light for service delivery. The CRDP has three major components. The first is Agrarian Transformation which consists of the following: Land, Livestock, Cropping and Commodity. Extension has a big role to play within this component. The second component is Land Reform, which has the following sub programmes: Land tenure, Redistribution, Restitution and Strategic Land. Various provincial Departments of Agriculture are currently involved through their collaborative efforts with different stake holders. The third component of CRDP is rural development whose focus includes: Extension will have little direct contribution, but can have an indirect influence for example in economic infrastructure such as markets can serve as a link between the other two components of CRDP when farmers sell their products. Specific areas of intervention by extension are discussed hereunder. Areas of contribution by Extension The perceived major objectives of rural development according to Schutjer, Extensionists can make significant contribution in rural development provided they are guided by specific policy. The study has found five critical areas in which extension can play a role and are discussed next. Food availability is achieved when sufficient quantities of food are consistently available to all individuals within a country. Such food can be supplied through household production, other domestic outputs, commercial imports or food assistance. Food access is ensured when households and all individuals within them have adequate resources to obtain appropriate food for a nutritional diet. Access depends upon income available to the household, on the distribution of income within the household and on the price of food. Food utilization is the proper biological use of food, requiring a diet providing sufficient energy and essential nutrients, potable water, and adequate sanitation. Effective food utilization depends on knowledge within the household of food storage and processing techniques. Successful food security and poverty-oriented programmes do not only assist poor rural populations to produce more and diversified products, but to produce a surplus that can be marketed and thereby generate income for the purposes of improving quality of life through improved diet and nutrition. Extensionists have received training which combines technical knowledge and communication skills. They can apply this knowledge to help in improving farming, farm yields and thereby reduce poverty Neuchatel Group, Farmers and communities have little urge to conserve resources unless they are forced by legislation. The inception of land care programmes are the best examples. In the past rangers were used to enforce compliance, experience shows that as soon as a gap exist in the implementation of law enforcement people and farmers go back to misuse of the natural resources. An extensionist does not use force but known strategies of persuasion to assist farmers and communities to conserve natural resources. There are different institutions that can be accessed to learn more about best practices in natural resource conservation in Africa and in the world, for example, the Forum for Agricultural Research in Africa FARA has developed a website of best practices FAO, Dissemination of useful Information Extensionists usually persuade farmers to adopt new practices mainly because they have access to research and its results. They have received proper training that can be executed to benefit the

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farming communities. Extensionists should access different information needed by farmers in terms of production, cultural practices, markets and marketing. Other priority information may have to be identified for dissemination. It is quite a challenge to see many government projects that are not sustainable as soon as the government withdraws its support. They then become "white elephants". Experience has shown that the problem is linked to ownership and group dynamics. Issues of ownership are best understood once farmer groups are trained. Extensionists are well trained to deal with human behaviour. Once they apply their knowledge, projects will have a better chance of becoming sustainable. Empowerment of the farming groups

The perceived objectives of rural development according to Schutjer, Other proponents of development suggest that the "empowerment" of local citizens is the most appropriate goal for rural development. There is often inexperienced governance and leadership in many of the resource- poor farmer groups William and Qamar, Extensionists can play a role in empowering poor farmers to gain access to capital either through savings or credit. Since they are well trained in terms of local organizational development, they can build farmer institutions, organizing farmers into associations and commodity groups and other forms or co-operative activities. The success of extension in Taiwan and Korea has been equated to farmer associations which extension has played significant role in promoting institutional technology Rivera, Some of the suggested recommendations are discussed hereunder. According to Neuchatel Group, , extension should be able to fulfil this two roles namely, a accessible and useful to the poorest, and b to contribute towards the development of pro poor policies. The study makes recommendations in five areas and is discussed in the next section. If the centres could be equipped with internet capabilities, they can be used by both farmers and the members of the community to access different types of information. These teams should be able to respond to the farmers and community-expressed needs. Leadership involves all different leaders - not only executive leaders, but also networkers frontline workers, in-house consultants, trainers, and professional staff who spread ideas throughout and outside the organization and local line leaders branch managers, project team leaders, and other frontline performers. All have an essential role in bringing about development. Poor leadership is a serious problem which sometimes is manifested within resource-poor farmer groups. They are led by people who perceive the group as an avenue for accessing financial resources from support organizations, while in some cases it is for political ambitions. Weak leadership tends to create dependency.

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## Chapter 4 : Agricultural extension - Wikipedia

*Role of Extension in Rural Development 1. Introduction Since the history of mankind agriculture evolved round the basic food needs of man and developed principles and practices in crop production including field management.*

Industrial Extension As Figure 1 illustrates, extension functions in various sectors of society. At the second OECD AKS conference in January , the representatives of agricultural research, education and extension institutions, and government officials with AKS policy responsibilities stressed the opportunities for AKS to address the wider societal issues associated with agriculture. In this scenario, the planning and sequencing of AKS as a single system, as Eicher suggests, becomes even more imperative. Maguire suggests that the concept and practice of agricultural education should be redesigned in the developing countries as education for rural development and food security. Indeed, many needs are rapidly emerging such as trade-related education on agro-health plant and animal health and food safety , value-added agro-processing, and agro-market competitiveness. These needs arise from the obligations that countries take on as members of the World Trade Organization WTO and the increasing urgency to build competitive advantages aimed at global agricultural market niche opportunities. In principle, agricultural extension receives relevant information from the agricultural education system and feeds back field observations to this system. Extension is also professionally linked to the agricultural vocational and higher education systems in the sense that these systems also produce the agents who work in extension. The relationship between agricultural extension and agricultural research is even closer, because the knowledge that agricultural extension transfers is usually generated by agricultural research through applied and adaptive agricultural research development. Within the agricultural sector, however, agricultural extension may be interpreted narrowly or broadly, which complicates the debate Rivera In a strict interpretation, the only purpose of agricultural extension is to disseminate information to raise the production and profitability of the farmers agricultural production performance. In a broader interpretation, the purpose of agricultural extension is to advance not alone production knowledge but the whole range of agricultural development tasks, such as credit, supplies, marketing and markets agricultural process development. In the broadest interpretation, agricultural extension provides nonformal - agriculturally related continuing adult education - for multiple audiences: In some countries all three of the above orientations operate, e. Such extension systems encourage the empowerment of farmers in various ways, including participation in programme planning and decision-making. By contrast, in many countries e. India, Tunisia, Zimbabwe and Zambia agricultural extension is linked to agricultural production services. Non-farm rural microenterprise development. Most rural people depend upon multiple sources of income, such as petty trade, primary production, remittances, and casual employment. In short, rural people are not dependent solely on agriculture or natural resources for their livelihoods. In addition to microenterprise development there is also the option of reaching the poor through rural public employment, i. FAO could promote the development of agriculture- related micro-enterprises in rural areas where such a priority would make sense for extension programmes, and in this regard it might launch a special alliance with relevant organizations such as the Inter-American Development Bank. Agricultural and rural extension is the responsibility of various technical and service units, and serves many purposes. The various technical units within FAO indicate that agricultural extension is a function pursuing many different purposes: Even in programmes designed to foster agricultural crop production, extension may be concerned with providing information on other crucial issues such as food storage development, processing, farm management, and marketing. FAO has advocated and pursued all the above purposes of agricultural and rural extension at some time or another. Other purposes of agricultural and rural extension include marketing extension. Marketing extension Abbott ; FAO , and Narayanan provides information on the post-harvest treatment of speciality crops and provides an important service in countries trading in food crops, including such fragile products such as bananas and cacao. These market information services should not be confused with marketing extension services that aim at improving the preparation and

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process of moving agricultural goods to market. Agricultural and rural extension services can also help farmers and produce processors to organize themselves to meet their mutual agricultural interests. As populations grow and rural peoples flock to the cities, extension may and already does in some countries have to deal with urban and suburban clients FAO In fact, extension in high-income countries is already providing information and education services in urban areas, extending beyond technical agriculture and rural development alone. Urban extension is a potential growth area for information transfer. This process will involve socio-economic and demographic changes that will affect food and nutrition, as well as epidemiological, institutional and socio-demographic changes. Food security, the employability of youth in the food industry, environmentally sound practices by small urban businesses, and other food and agriculture-related programmes are likely to demand the attention of governments which are currently dismantling extension programmes. Conceiving of extension purely as an agricultural production, rather than an educational service is short-sighted and limited. This overview is still a valid reference work and provides a basic examination of the various extension approaches current at that time. The guide distinguishes between eight different approaches. Most of the approaches to which Axinn refers have been supported by FAO at various times. These eight main approaches are simply listed below, for sake of brevity, together with their respective success criteria. Success is measured in terms of the rate of take-up of the recommendations, and increases in national production. The measure of success is usually the total production of the particular crop. Success is measured in terms of production increases of the particular crops covered by the programme. Success is measured by the numbers of farmers actively participating and benefiting, and the continuity of local extension organizations. Short-run change is the measure of success. Success is measured by the extent to which farming people adopt the technologies developed by the programme and continue using them over time. This is certainly not intended to be an exhaustive type listing. It nevertheless helps to distinguish certain basic approaches. Why is there such a plethora of extension approaches? Some ideas change; paradigms shift; and purposes vary. But lessons are also learned, and then shared. It becomes clearer why one or other approach has succeeded or failed, and which aspects of a particular programme are useful and which are not. Clearly, agricultural extension involves many different approaches and methodologies. It is also directed towards very distinct content areas. And it is managed and delivered through a variety of institutional arrangements. It can therefore reasonably be argued that no single approach best suits extension development in all circumstances, just as there is no one single approach that best suits development. Otherwise the problems of extension and, for that matter, of development, would have been solved long ago. Even when agricultural extension is farmer-led, government - at whatever level - must be concerned with production, the impact of agricultural practices on the environment, regulations governing quality standards, food safety, and in general the well-being of the people. However, it is no myth that government extension has in many cases become irrelevant and has been by-passed by NGOs and private commercial extension. In the final analysis, though, it is government that decides whether or not to become directly involved in agricultural and rural extension. Governments are facing new extension challenges: These critical challenges exist in a rapidly changing world. Globalization, new technologies, the new relationships developing between the public and private sectors, the multi-disciplinary nature of agriculture, heterogeneity between and within countries, the geographic dispersion of rural people - all these realities are putting new pressure on the developing countries in their efforts to develop. This being so, the state must take on a central role in financing advisory services which are important, but not financially rewarding for the private sector. In addition to providing advice on the management of natural resources, integrated pest management and advisory services to the very poor, the state has a critical role to play in establishing markets for commercial and farmer-to-farmer extension services, providing rural communication infrastructure, and developing human resources. The advancement of pluralistic partnerships is crucial, given the multiplicity of tasks confronting developing countries. For those governments that have not yet done so, the advantages and disadvantages of institutional reform deserve consideration. In this regard, governments as well as international organizations need to benchmark the pros

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and cons of newly reformed institutional arrangements for agricultural and rural extension systems, and learn from each other. Institutional reforms appear to have been successfully carried through in various countries and may be of value to governments when considering the possibility of reforming their own agricultural and rural extension. However, no single reform measure can be considered a panacea.

### Chapter 5 : What role for agriculture in rural development? | CAP Reform

*It is recommended that governments develop a new and expanded policy agenda for agricultural extension and communication for rural development focusing national attention on food security and income generation of the rural poor.*

### Chapter 6 : Agricultural and Rural Extension Worldwide

*The recommended factors include: establishment of rural development Centres, developing farmer leadership, establishment of agricultural development teams, collaborating with other role players and developing a new extension agenda.*