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*Shaping Lives...
Empowering Communities...*

Lecture 3

Extension Programme Planning



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- The NDP was implemented at district level by a team of 4 subject matter specialists. Who were entrusted with the responsibilities to conduct the demonstration on farmers field. They also organise field days at the time when important field operations were performed. Thus a large number of farmers got educated about new technology demonstrated on farmers field.



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Extension Job: The job of extension in agriculture and home economics is to assist people engaged in farming and home making to utilise more fully their own resources and those available to them, in solving current problems and in meeting changing economic and social conditions.



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- In other words, through the educational and services approach rural people are stimulated to make changes that result in more efficient production and marketing of farm products, conservation of natural resources, more comfortable homes, improved health, and more satisfying family and community life.



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The modern concept of Extension education is the means for achieving community development, includes several facets and subject- matter fields, of which agriculture is more important than the others. Hence “Agricultural extension” may be defined as special branch of Extension Education which deals with the economic and social aspects of people engaged in or associated with agriculture.



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STEPS IN EXTENSION PROGRAMME PLANNING

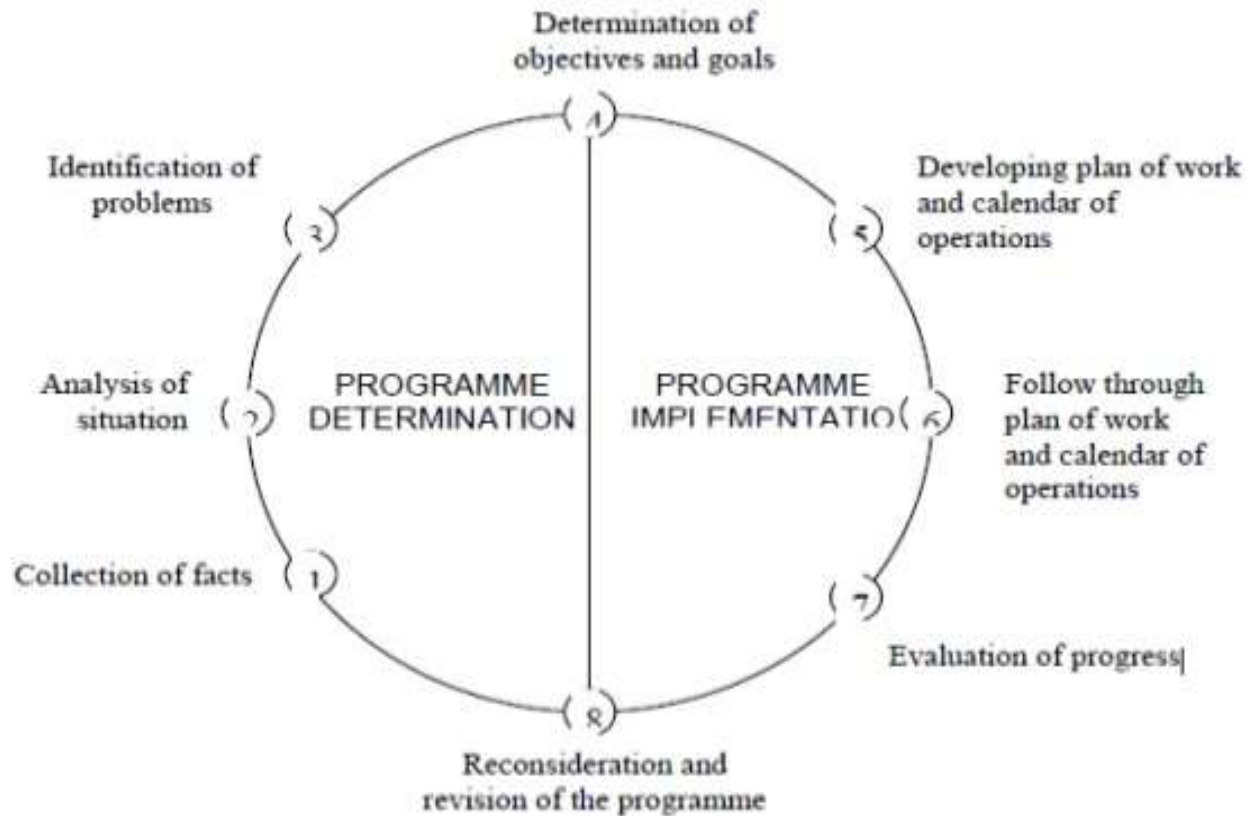


Fig. Steps in Extension Programme Planning



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