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

Lecture 6

Extension efforts in Post-independence era



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Year

Programme/scheme

Person/agency/ approach

1952

Key village Scheme

Government of India

1960

IADP

Intensive Agricultural District Programme

1964

IAAP

Intensive Agricultural Area Programme

1963-64

ICDP

Intensive Cattle Development Project

1966

HYVP

High Yielding Variety Programme



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1974

T&V

Training & Visit System

1979

LLP

Lab to Land Programme

1983

NAEP

National Agricultural Extension Project

1986

TMO

Technology Mission on Oilseeds


1998

NATP

National Agricultural Technology Project

1999

TAR-IVLP

Technology Assessment and Refinement  Institute Village Linkage
Programme

2000

ATIC

Agricultural Technology Information Centre



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Nilokheri experiment (1948)

Shree S. K. Dey, was the founder of the Nilokheri Experiment, when nearly 7000 displaced persons from Pakistan and later integrated with the 100 surrounding villages in to what came to be rural-cum-urban township. It was built round the vocational training centre Nilokheri, in July 1948. Shree Dey began this project using 1100 acre of swampy land spreading in the midst of Karnal and Kurukshetra. Shree Dey went on to become the Union Minister of Community Development in 1965. The scheme was also known as "Mazdoor Manzil" because of its principle 'he who will not work, neither shall he eat'.



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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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Community development project (1952)

As a result of the Grow-More-Food Enquiry Committee Report and the successful experience of the Etawah Project, 15 Pilot Projects were started in 1952 in selected states with the financial assistance received from the Ford Foundation. Besides helping to increase agriculture production and bettering the overall economic condition of the farmers, these projects were meant to serve as a training ground for the extension personnel.



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Key village scheme (1952)

Key Village Scheme launched in August 1952 was the first systematic attempt to improve the quality and productivity of cattle and buffaloes in the country. It was proposed with a view to promote intensive cattle development in compact areas by utilising the limited quantity of high quality breeding stock.



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Integrated rural development programme (1978)

The Integrated Rural Development Programme (IRDP) is a rural development program of the Government of India launched in Financial Year 1978 and extended throughout India by 1980. It is a self-employment program intended to raise the income-generation capacity of target groups among the poor. The target group consists largely of small and marginal farmers, agricultural labourers and rural artisans living below the poverty line. The pattern of subsidy is 25 per cent for small farmers, 33 per cent for marginal farmers



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