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New Trends in the Development of Private Extension

- ❖ Extension has been, and still is, under attack from a wide spectrum of politician and economists over its cost and financing.
- ❖ As a result, Extension Systems have had to make changes, by restating the system's mission, developing a new vision for the future and formulating plans for the necessary transition to achieve the desired change.



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1. Privatization of Agricultural Extension Service
2. Cyber Extension or e-extension
3. Market-Led-Extension
4. Farmer-Led-Extension
5. Expert System



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Privatization of Agricultural Extension Service

- ❖ Process of funding and delivering the extension services by private individual or organization is called Private Extension.
- ❖ Privatization of extension refers to services rendered in rural area and allied aspects of extension personnel working in private agencies for which farmers are expected to pay a fee and it can be viewed as supplementary or alternative to public extension services.



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Approaches:-

- ❖ Share cropping system
- ❖ Village extension contract system
- ❖ Public extension through private delivery
- ❖ Service for vouchers

Advantages:-

- ❖ Changing economic and social conditions.
- ❖ More prominent effectiveness.
- ❖ Lower charges for inhabitants.
- ❖ Decreased freedoms for political impact to drive administrations.



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Cyber Extension (or) e-extension

- ❖ Cyber extension means using the power of online networks, computer communications and digital interactive multimedia to facilitate dissemination of agriculture technology.
- ❖ It can be defined as the extension over cyber space. Important tools of cyber extension are; e-mail , telnet, file transfer protocol, world wide web.



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Market-Led-Extension(MLE):-

❖ Market – led - extension means agriculture & economics coupled with extension is the perfect blend for reaching at the door steps of common man with the help of technology.





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Government Initiatives:-

- ❖ Central warehousing corporation-1965
- ❖ MSP by Commission for Agricultural Cost and Price (CACP)
- ❖ Food Corporation of India
- ❖ Then some others as: Cotton Corporation of India(CCI),Jute Corporation of India (JCI)
- ❖ National Dairy Development Board (NDDB),Agriculture and processed food expert development authority (APEDA)



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Farmer-Led-Extension(FLE)

❖ FLE is defined as the provision of training by farmers to farmers, often through the creation of a structure of farmer promoters and farmer trainers’.





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Advantages:-

- ❖ All learning is field based & it is primary venue for learning.
- ❖ Farmer conduct their own field studies with comparisons or treatment.
- ❖ It is an effective platform for sharing of experiences and collectively solving agriculture related problems.

Disadvantages:-

- ❖ Uses a lot of time and budget per participating farmer.
- ❖ Transfer of knowledge to other farmers in the village is not so good.
- ❖ Village representative are mostly selected by the village committees.

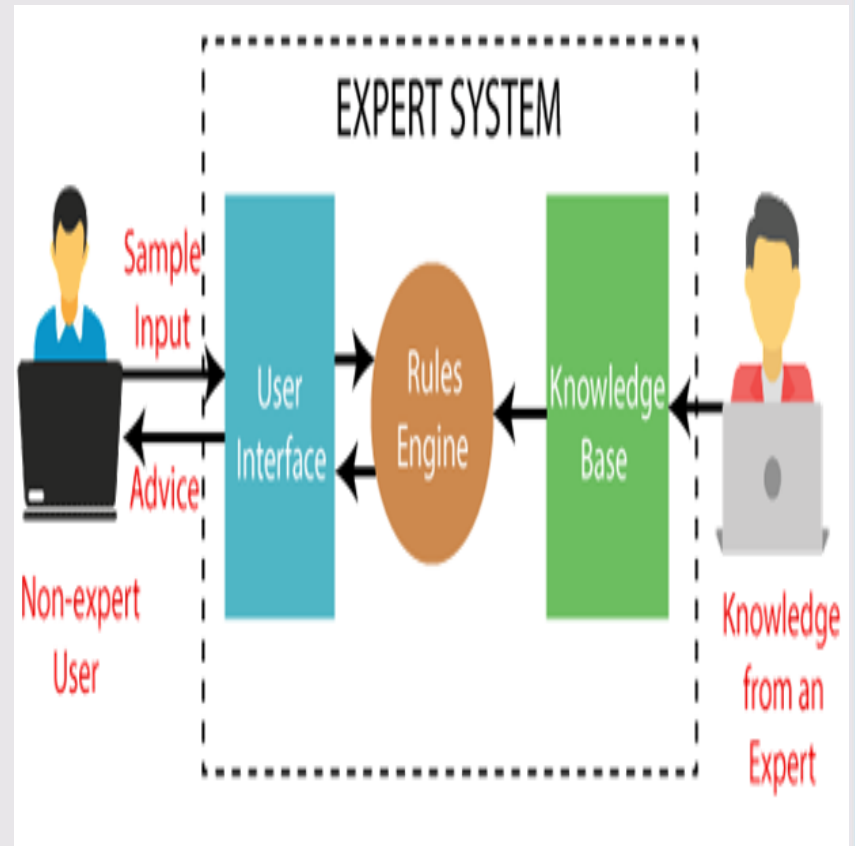


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Expert System

❖ Expert system is an intelligent computer programme that uses knowledge and inferences procedures to solve problems.





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Advantages:-

- ❖ Solves critical problems by making logical deductions without taking much time.
- ❖ It combines experimental and conventional knowledge with the reasoning skills of specialists.
- ❖ To enhance the performance of average worker to the level of an expert.

Disadvantages:-

- ❖ Expensive computer programme.
- ❖ Mostly developed not in regional language.
- ❖ Complex software requires computer skilled personnel.



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CHALLENGES FACED BY PRIVATE EXTENSION PROVIDERS

- ❖ Stressful environment
- ❖ Fear of job cuts
- ❖ Problem related to finance and credit
- ❖ Low consumer purchasing power
- ❖ Inadequate infrastructure support