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# **AGRICULTURE EXTENSION APPROACHES**

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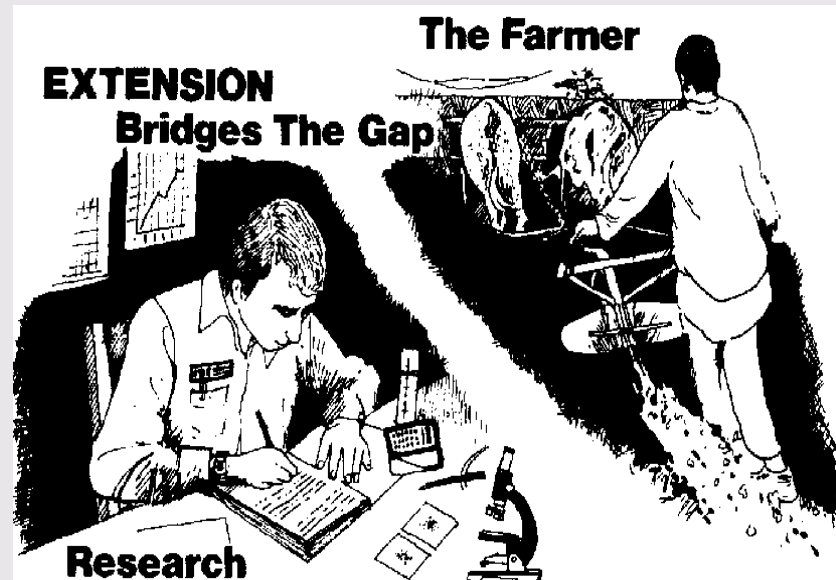
- What is extension approach
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# WHAT IS EXTENSION APPROACH

- Agriculture extension approaches are methods or strategies used to deliver information, training, and support to farmers and other members of the agriculture industry.
- The goal of these approaches is to improve farming practices, increase crop yields, and enhance the sustainability of agriculture.





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- **EVOLUTION:** The gradual process of change and development of something is called evolution.
- **EXTENSION:** Extension is the process of working with rural people in order to improve their livelihood .
- **EVOLUTION OF AGRICULTURAL EXTENSION APPROACH :**The evolution of agriculture extension approach has seen significant changes over the years as new technologies and methodologies have become available and as the needs and demands of farmers have changed.



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- **HISTORY**-One of the key milestones in the evolution of agriculture extension in India was the establishment of the Indian council of Agricultural Research [ICAR] in 1929, which played a crucial role in promoting agricultural research and extension in the country.
- In the 1960s and 1970s the govt introduced several extension programs , including the Agriculture Extension Project [AEP] and the Training and visit [T&V] System , which aimed to provide technical assistance and training to farmers.



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# TEACHING METHODS IN EXTENSION APPROACH

- According to Wilson and Gallup classified various methods according to use and forms.
- TYPES ARE-
- INDIVIDUAL APPROACH
- GROUP APPROACH
- MASS APPROACH
- MASS MEDIA APPROACH.



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## **INDIVIDUAL APPROACH:**

- Direct contact of the extension workers with an individual person or farmer or farm women or youth for specific purpose.

## **ADVANTAGES:**

- Individual farmers problem can be Solved
- Extension worker will get first hand information about rural problem.
- Best method to reach the farmers

## **DISADVANTAGES:**

- Limited contact with farmers.







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## B.GROUP APPROACH

Extension workers can reach more people at a time, aimed at a particular reference group, involve face to face contact.

### ❖ ADVANTAGES

- More people can be served at a time
- Cost effective than individual approach

### ❖ DISADVANTAGES

- Less effective than individual approach.





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## C.MASS APPROACH

- Same message given to many people, large audience can be served at a time, no personal contact.

### ❖ ADVANTAGES

- Message reaches to public quickly ,cost effective , no Individual contact.

### ❖ DISADVANTAGE

- Individual need and interest is not important in mass approach.





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## D.MASS MEDIA EXTENSION

This approach involves using media such as radio, television, or print materials to reach large numbers of farmers with extension messages.

### ❖ ADVANTAGES

- Reach , cost effectiveness, timelines , accessibility , repeatability





## DISADVANTAGES

- They may not be effective at addressing the specific needs or challenges of individual farmers, and they may not be as effective at building relationships and trust between extension workers and farmers.
- Additionally, not all farmers may have access to the necessary technology (e.g., a radio or television) to take advantage of mass media extension programs.





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## **EXTENSION APPROACHES**

1. Transfer of technology approach
2. Educational approach
3. Farmer participatory extension approach
4. Demand –driven extension
5. Market led extension[value chain extension]
6. Extension for climate smart agriculture
7. Gender sensitive extension
8. Extension for entrepreneurship.





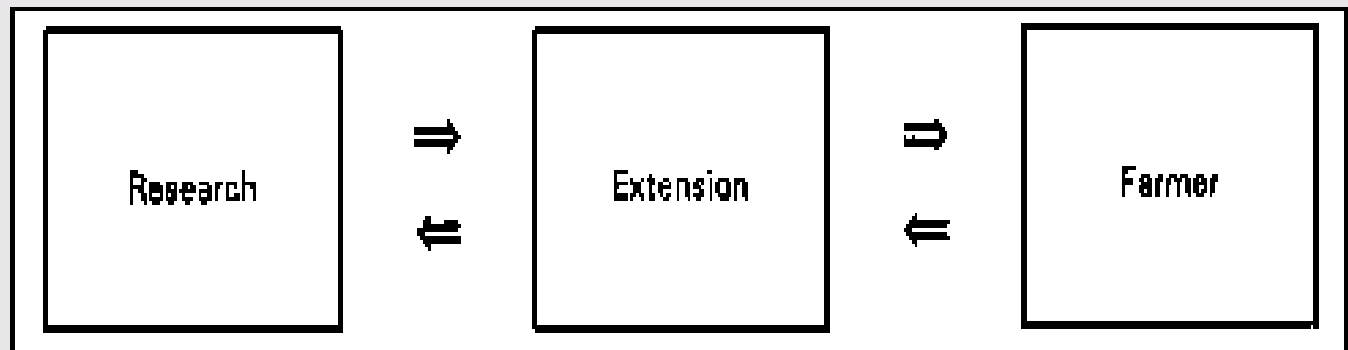
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# TRANSFER OF TECHNOLOGY APPROACH:

**DEFINITION**-Transfer of technology is defined as the movement of relevant agriculture information from a researcher or an innovation system through extension system to the client.

**MEANING**-The traditional approach of agricultural research and extension follows a linear approach where experts produce new knowledge and technology and transfer it to the end .





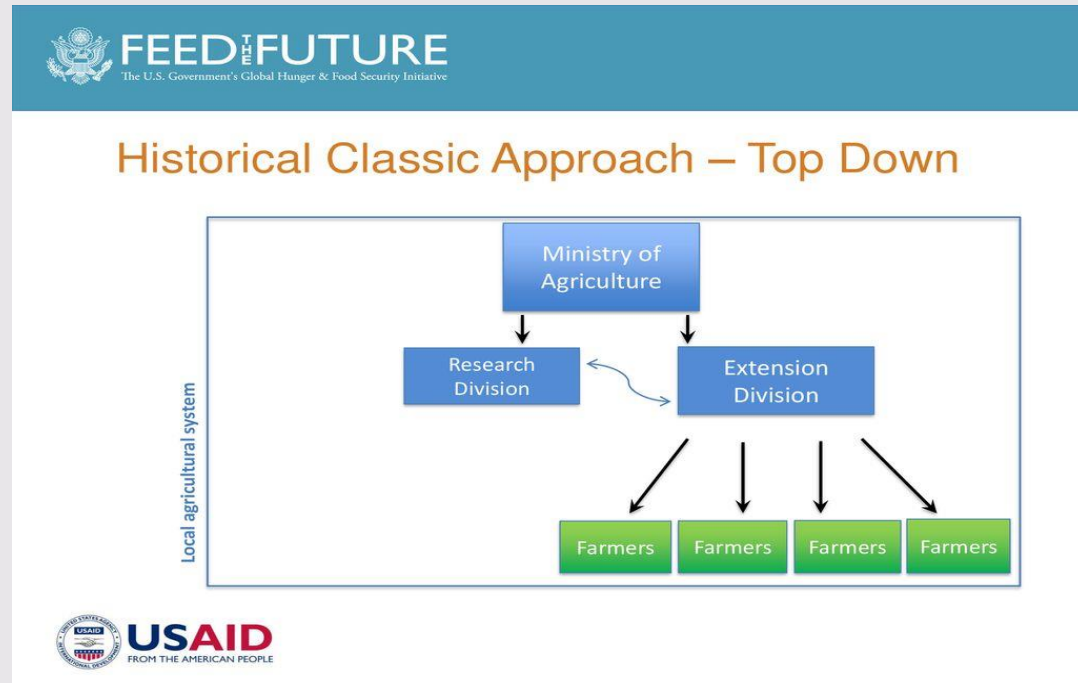


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# TYPES OF TRANSFER OF TECHNOLOGY APPROACH

## TOP-DOWN APPROACH

- This involves TOT from centralized source ,such as govt agency or research institute , to the community or organisation.





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## BOTTOM-UP APPROACH-

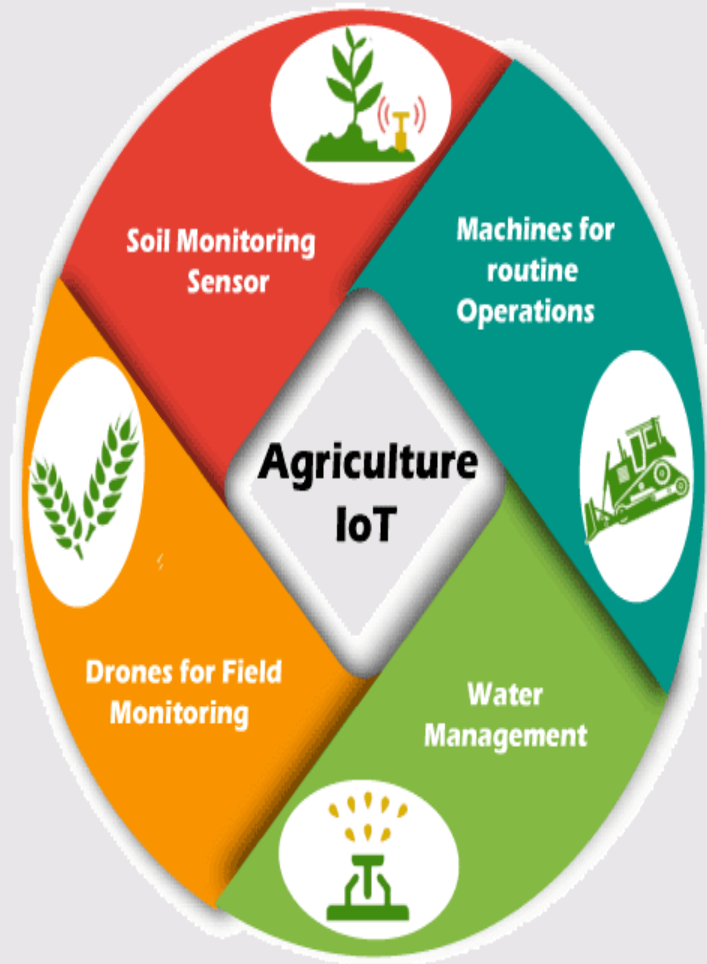
This involves TOT from community or org to a centralized source such a govt agency or research institute.





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## **ADVANTAGES OF TOT**

- Increased productivity, enhanced sustainability , greater access to information , improved quality

## **DISADVANTAGES OF TOT**

- Costs associated with acquiring and implementing new technologies, and the potential difficulty in convincing farmers to adopt new technologies.
- Additionally, not all technologies may be suitable for all farming operations or regions.





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# EDUCATIONAL INSTITUTION APPROACH

- **MEANING-**This approach uses educational institutions which have technical knowledge and some research ability to provide extension services for rural people.
- This may involve extension specialists and educators working directly with farmers and ranchers to provide practical training and technical assistance.





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## **Purpose :**

- Helps farmers to earn scientific agriculture
- Provide opportunity for students and faculty interact with farmer and experience actual agriculture

## **Implementation :**

- It conducted by a college or university with agricultural extension personal of another agency as the main audience .







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## **ADVANTAGES:**

- Personalized learning , Collaborative learning , Real world application of knowledge , skills development.

## **DISADVANTAGES:**

- Limited student interest, Limited access to expert instructions.



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# FARMER PARTICIPATORY EXTENSION APPROACH

## MEANING:

- Is a approach to extension that involves actively engaging farmers in the extension process and empowering them to take an active role in their own learning and development.
- This approach seeks to build the capacity of farmers to identify and solve their own problems, rather than simply providing them with ready-made solutions.





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## **Implementation :**

- Group meetings , demonstrations , and local sharing of appropriate technologies.

## **ADVANTAGES:**

- Empowerment, greater sustainability , knowledge sharing ,build trust improved adapatability .

## **DISADVANTAGES:**

- Limited expertise: Depending on the subject matter, farmers may not have the necessary expertise or knowledge to fully participate in the research process. This can lead to incomplete or inaccurate findings.



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# DEMAND DRIVEN EXTENSION

- This approach recognizes that farmers are the ultimate decision-makers when it comes to what they choose to grow and how they manage their farms, and it seeks to empower them by providing them with relevant and timely information and resources that they can use to make informed decisions.
- This approach ensures relevant and appropriate extension services based on what farmers want and need rather than imposing information or technologies on them.



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## **Advantages :**

- Customized services, responsiveness,
- sustainability

## **Disadvantages :**

- Time consuming , communication challenges , resistance to change .





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## MARKET LED-EXTENSION

- Basically market led extension - consider farmers as an agripreneur and enables farmers to get high returns ( money to money) out of entire farming enterprise
- What to produce ? When to produce ? How much to produce ? When & where to sell ? At what price ? And what form to sell his produce ?



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## CONCEPTS OF MARKET-LED EXTENSION

- Educating the farmers to bring about desirable changes in their knowledge, Skills, Attitudes in relation to Marketing activities (Market Intelligence, Value Addition, Grading , Standardization, Processing] is called “Agricultural Market –Led Extension”
- Problems in Agriculture Markets
- No market intelligence , no price discovery , export is a problem , no grading.



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## Ayakudi Guava Growers Association:

- 250 marginal Farmers with 150 acres Established during 2009
- Export to Gulf thru Pollachi exporter
- Own whole sale and retail to markets
- Supply to Kannan Department stores Price hike from Rs.10 to Rs30







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# WHY e-MARKETING

- To eliminate middlemen fee.–More profit for farmers.
- Low price for consumers.
- Trust building between farmers and consumers
- Farmer's more responsibility on the quality of his products.
- Fresh and safe food for consumers .







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Uttam Fasal Uttam Enaam

**NATIONAL AGRICULTURE MARKET**

**48** MONTHS OF  
TRANSFORMING  
INDIA

**Saaf Niyat Sahi Vikas**

## Helping Farmers get the Right Price

Electronic National  
Agriculture Market e-NAM



e- Trading platforms,  
**585 regulated markets**  
to fetch best prices for  
farmers



More than **87.5 Lakh**  
**farmers and sellers**  
are registered



164.53 lakh Tonnes of farm  
commodities worth ₹ **41591K Cr**  
transacted on e-NAM\*



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## **Objectives of market led extension :**

- To identify and communicate innovation for value addition practices and post harvest technologies
- To build up and use effective extension methodologies for providing need based support to farming community in marketing of their produce



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## **ADVANTAGES OF MARKET LED EXTENSION:**

- Market led extension establishes its position by helping the farmers realize high returns for the produce ,minimize the production costs , and improve the product value and marketability.





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## **Climate smart agriculture ( CSA ) :**

- Climate smart agriculture is an integrated approach to managing landscapes – cropland , livestock , forests and fisheries – that address the interlinked challenges of food security and climate change .





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## Climate-Smart Agriculture



Helps farmers  
build resilience  
to adapt to  
climate change



Sustainably  
increases  
agricultural  
production  
and incomes



Reduces  
greenhouse  
gases, where  
possible

To achieve all this, Climate-Smart  
Agriculture advocates for the use of farmers'  
local knowledge to ensure easy adoption.



Food and Agriculture  
Organization of the  
United Nations

Working for #ZeroHunger





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# Gender sensitive agricultural extension

- Providing education and training to both men and women on equal terms.
- Ensuring that extension resources and materials are tailored to the needs and interests of both men and women.
- Providing support and resources to help women overcome any barriers or challenges they may face in accessing extension services, such as transportation or childcare.
- Encouraging the participation of both men and women in extension programs and activities.





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## A SUCCESSFUL WOMEN IN FARMING

- A global icon for women farming  
***KAMALA PUJHARI***
- This agricultural activist helped preserve over 100 traditional varieties of paddy and other endangered breeds of black cumin, sesame, turmeric by promoting the use of bio-fertilizers and other sustainable farming techniques.
- She first received global renown for attending an organic farming workshop in johannsburg in 2002





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## **Advantages:**

- Increased participation , improved outcomes , enhanced sustainability, greater equality

## **Disadvantages :**

- Additional time and resources may be required to properly implement a gender-sensitive approach
- Some people may resist a gender-sensitive approach, as it may challenge traditional gender roles and power dynamics.



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# EXTENSION FOR ENTREPRENEURSHIP

- Agriculture extension for entrepreneurship refers to the use of extension services to support small-scale farmers and other rural entrepreneurs .
- This can include providing information and resources on topics such as business planning, marketing, financial management, and product development.



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## ADVANTAGES

- Extension services can help farmers and entrepreneurs identify and pursue new business opportunities, such as new markets or products.
- Improve their financial management and profitability

## DISADVANTAGES

- **Accessibility:** Extension services may not be readily available or accessible to all small-scale farmers and rural entrepreneurs, particularly those in remote or hard-to-reach areas.
- **Cost:** Extension services for entrepreneurship may require financial resources to participate, which can be a barrier for some small-scale farmers and rural entrepreneurs.





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# BUSSINESS IDEAS FOR FARMERS

