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Welcome...





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Centurion University of Technology and Management

M.S. Swaminathan School of Agriculture

**Topic:- Pluralism: Managing Pluralism and
Co-ordination of Pluralistic Extension
Provision.**



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Meaning of Pluralism

- The act of holding two or more offices or posts (such as benefices) at the same time is referred to as pluralism.

Or

- Two or more states, groups, principles, sources of power, etc. coexisting in a situation or system.





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Pluralism In Agriculture

- ❖ **Pluralistic Extension** - An appropriate mix of public and private funding and delivery mechanism.
- ❖ Modal of using both public and non-public institutions for delivering extension services to the farming communities.
- ❖ Many organizations are brought together at one platform in the effort of delivering extension services to promote production and productivity.





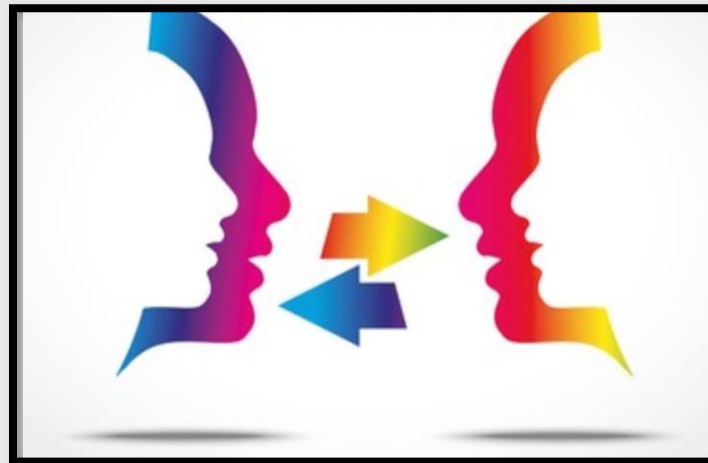
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Skills Required For Effective Management And Collaboration

1. Communication

- Use clear communication in both individual and group settings.
- Listen actively.
- Use appropriate interpersonal style to steer team members toward goals.
- Delegate decision-making and other responsibilities to appropriate individuals.





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2. Interpersonal skills

- Build appropriate relationships and help the team network with peers and associates.
- Create a culture of cooperation by facilitating interaction, open communication and participatory decision-making.

3. Recognition

- Praise contributions from participants.
- Establish fair and inclusive norms for authorship in scientific publications.





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4. Project management

- Set a course, monitor, and adapt it (using team decisions), and deal effectively with external forces that influence the team's goals
- Establish conventions for productive meetings and record-keeping, e.g., meeting goals, and agendas and documenting meetings through notes and action steps
- Be financially responsible and resourceful, and ensure that funds are distributed fairly.





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Why do we need a Pluralistic system?

Major drawbacks of single agriculture extension services

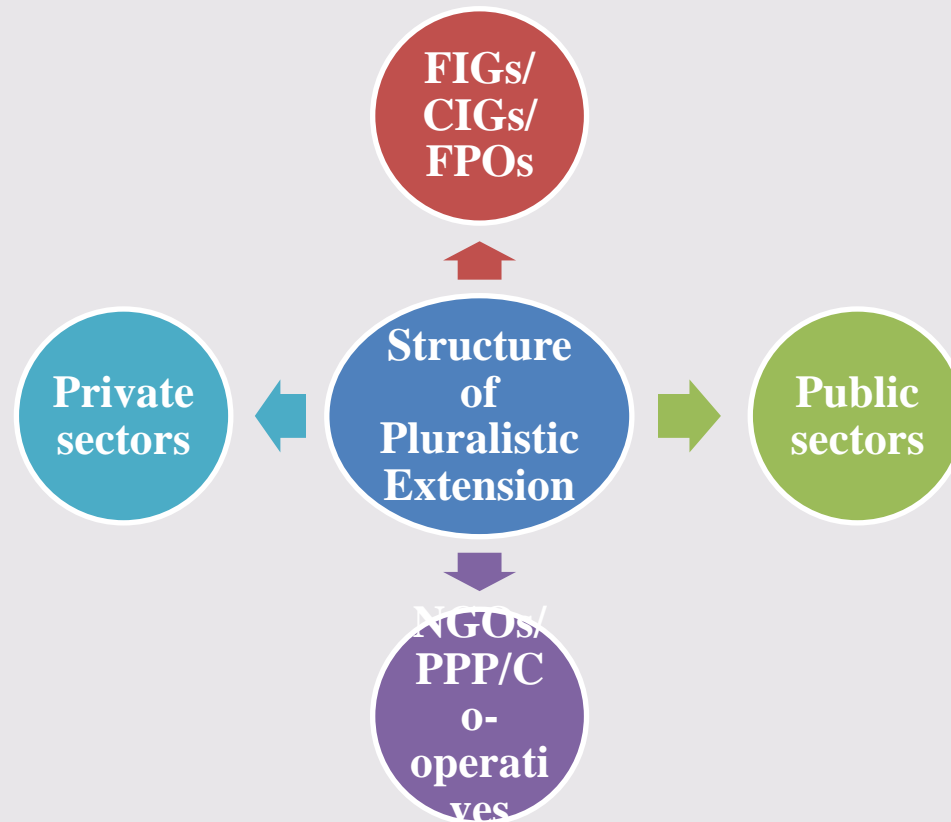
Public extension System	Private extension system
Lack of human resources	Concentration of elite farmers needed because of payment
Low finance and budget	Focus to get profit and skill rather than decrease in cost of production
Corruption and political disturbances	So interesting area in which they got profit
Unable to reach majority of potential clients	Neglecting of small and marginal farmers as they are economically weak
Not able to concentrate on low volume crop	Exploitation of farmers with their monopoly and profit technique



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- So, the new extension regime recognizes the need for multi-agency collaboration to combine strengths.
- Thereby promoting both public and non-public (private sector NGO's/ FIG/CIG/PPP model) actors in extension work to enhance the delivery system in agricultural extension to all types of farmers.





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Pluralistic Agricultural Extension systems in India

Central Level

Department
of
Agriculture
&
Cooperation

Private
Sector ,
NGOs

State Level

State
Agricultural
Universities

Farmers
Org,
Associations
& Societies

District Level

Agricultural
Technology
Management
Agency

Krishi Vigyan
Kendras



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Mass Media in Pluralistic Agricultural Extension systems

Print media

Radio TV and private cable channels

NICNET, Internet and V_SAT

farm information and advisory centers (FIACs)

Private portals

Public and private information shops



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Principles of pluralistic extension

Deconcentration

A system for providing multiple services

Decentralization

Farmer empowerment

Outsourcing services

Partnerships

Extension approaches



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Managing Pluralistic Extension Provision

1. Promote diversity

- Encourage the inclusion (group of people) of multiple perspectives and approaches in extension programs and activities.
- Educate Managers on the Benefits of Diversity in the Workplace.
- Create Mentorship Programs.



2. Foster dialogue

- Encourage open and respectful dialogue between different stakeholders, including farmers, extension workers, and researchers.





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3. Collaborate

- Collaborate with a variety of organizations and individuals to exchange knowledge and expertise.



4. Facilitate learning

- Provide opportunities for extension workers and farmers to learn from one another and from a variety of sources.

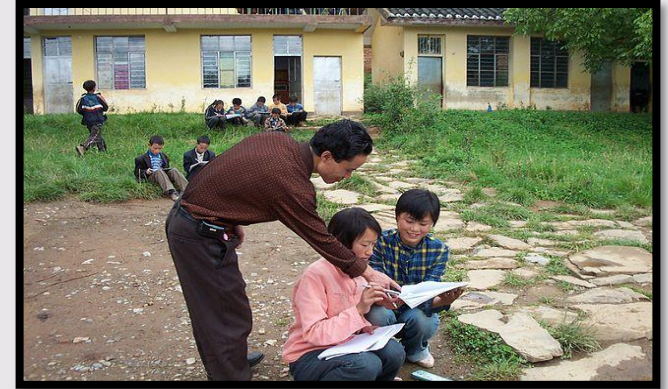


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5. Emphasize local knowledge

- Recognize the value of local knowledge and experience and incorporate it into extension programs.



6. Evaluate and adapt

- Regularly evaluate and adapt extension programs to ensure that they are effective and responsive to the needs of farmers.



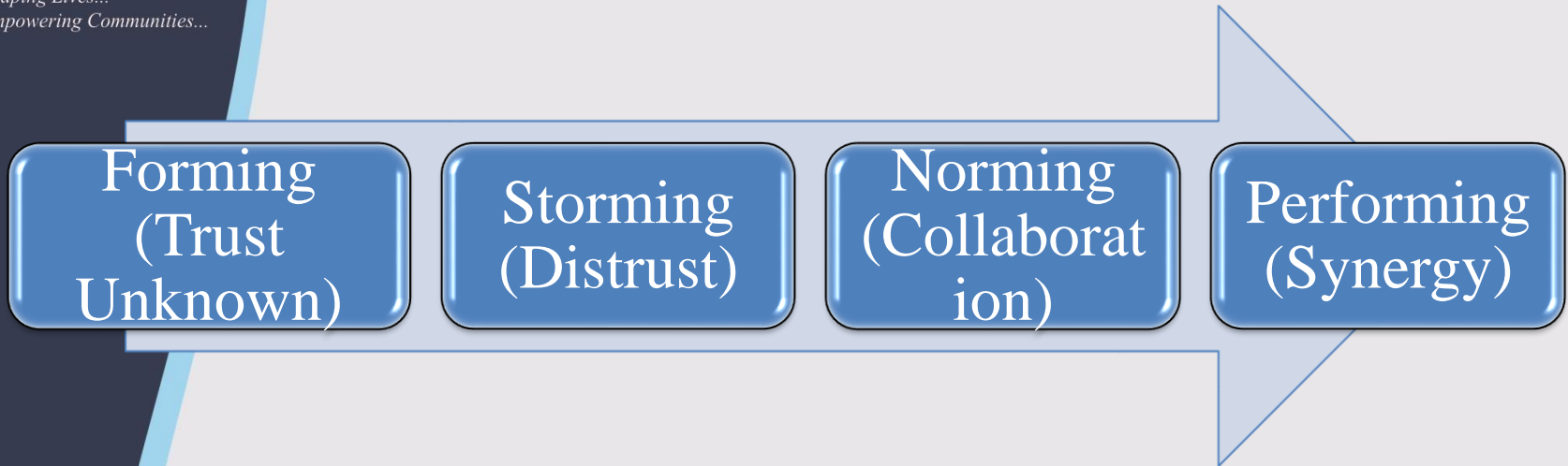


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Stages in the Formation of a Collaborative Team

It was proposed by Tuckman(1965) and modified from Clark(1997)



Forming: The group comes together for a purpose.

Storming: The group struggles to establish a productive working relationship and to agree on priorities.

Norming: The group establishes standards for accomplishing its goals.

Performing: The group begins to function well as a whole.



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Methods of Co-ordination

1. Collaborative planning

- This involves bringing together different stakeholders, such as extension agents, farmers, researchers, and policy makers, to jointly identify problems and develop solutions.
- This can help to ensure that extension efforts are relevant and responsive to the needs of the community.



2. Networks and partnerships

- Extension efforts can be coordinated through networks and partnerships between different organizations and individuals.
- For example, extension agents may work with local NGOs, universities, or other institutions to share knowledge and resources.





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3. Information and communication technologies (ICTs)

- ICTs, such as mobile phones, social media, and the internet, can be used to facilitate communication and collaboration between extension agents and farmers, as well as to disseminate information and resources.



4. Training and capacity building

- Extension agents and other extension workers can be trained in coordination skills, such as how to build partnerships and networks, and how to use ICTs to facilitate communication and collaboration.
- This can help to improve the effectiveness of extension efforts.





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6. Establish and strengthen

Establish new or strengthened existing mechanisms and platforms for coordination with a clear mandate (e.g. joint planning, information sharing).

Replicate coordination mechanisms at various levels: national, regional, district and local.

