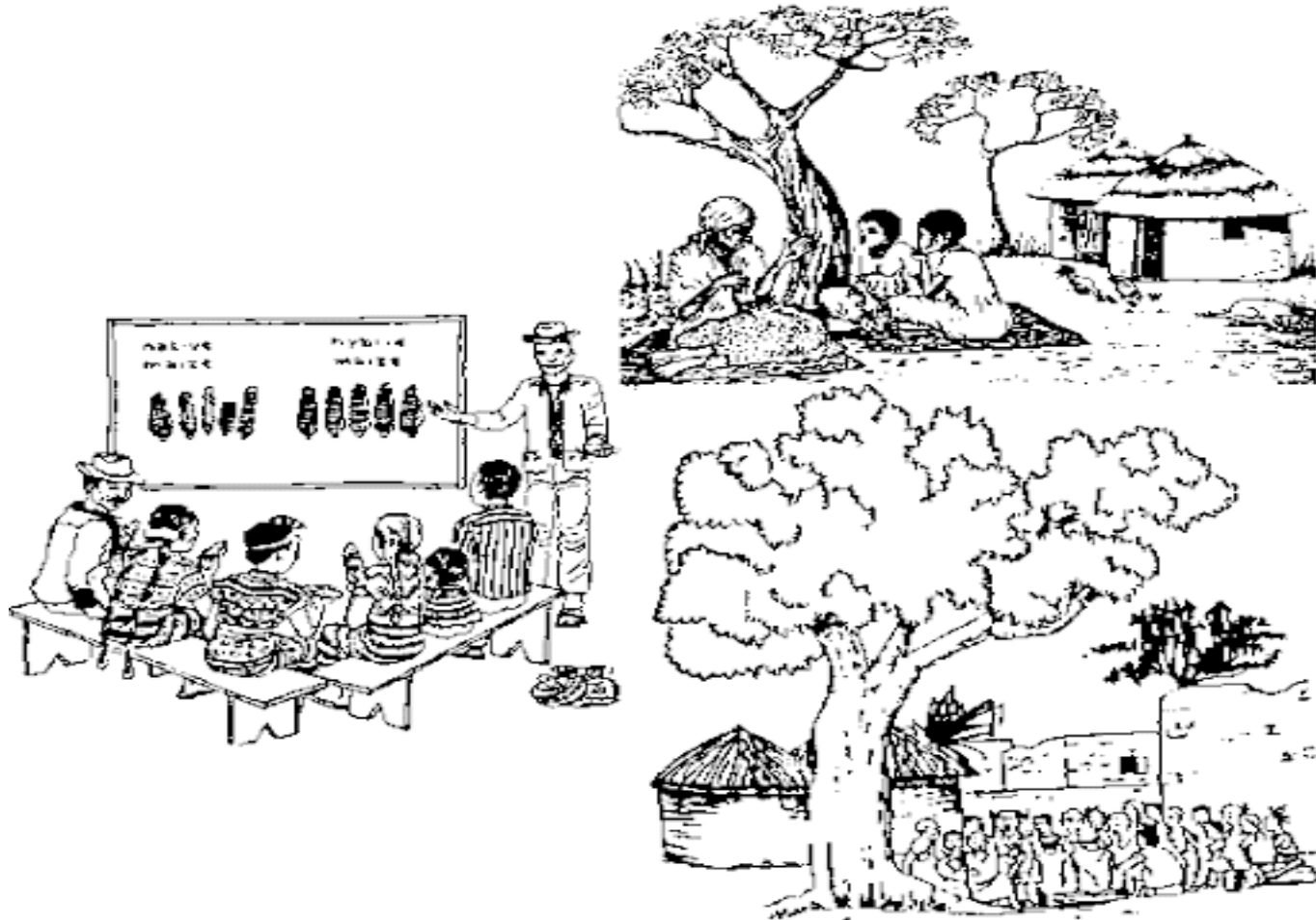


EXTENSION TEACHING METHODS

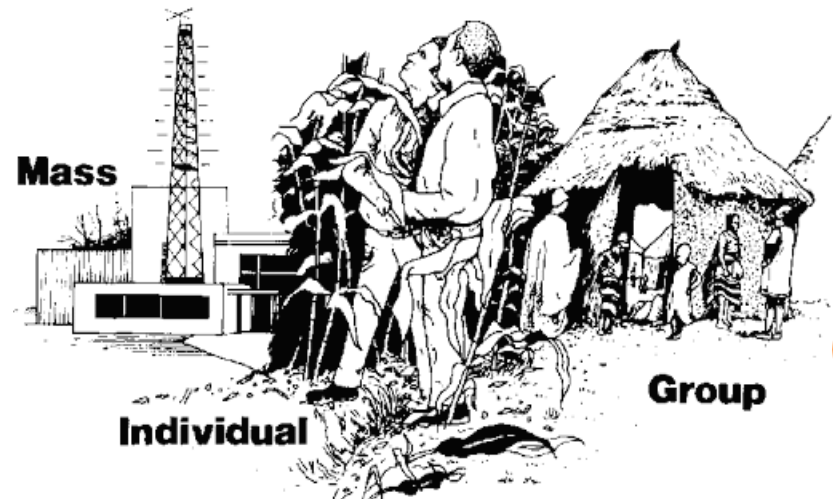


EXTENSION TEACHING METHODS

- ✧ Extension methods comprise the communication techniques between extension agent and target group (farmer/s).
- ✧ To facilitate farmers decisions to adopt farming practices.

Methods by Nature of Contact

- ① Individual Contact Methods
- ② Group Contact Methods
- ③ Mass Contact Methods



OBJECTIVES OF EXTENSION TEACHING METHODS

1. Approaching village peoples/farmers.
2. Working with village peoples/farmers
3. Encouraging village peoples/farmers
4. Influencing village peoples/farmers.
5. Attracting their attention toward modern practices.
6. Arousing and developing their interest.
7. Convincing the farmers to use modern technology.
8. To involve farmers to make farmers organizations
9. Spread of information about new innovations.



EXTENSION METHODS BY NATURE OF CONTACT

o Individual Contact Methods

- Farm and home visit
- Office Visit
- Office calls
- Telephone calls
- Personal Letter/ Correspondence
- E Mail
- Video Calling



FARM & HOME VISIT:-

Face to face individual contact by the extension worker with the farmer.

Objectives of this method:-

- Good relation and confidence.
- Firsthand information.
- Discuss individual problem.
- Identify local leader and demonstrator.
- Not reachable farmers can be met .



OFFICE CALLS:-

KVK →



It is a call made by a farmer or a group on the extension worker at his office for obtaining information or other farm-helps needed.

The number of office calls is related to the degree of public interest in the programme of extension service.

Relationship depends on the accessibility of office to rural area.

ATIC →



PHONE CALL:-

It is the contact between Extension worker and farmer over the telephone for one or more specific purpose connected with extension.

ADVANTAGE:-

For fast dissemination of the information like First aid treatment during emergencies.

LIMITATIONS:-

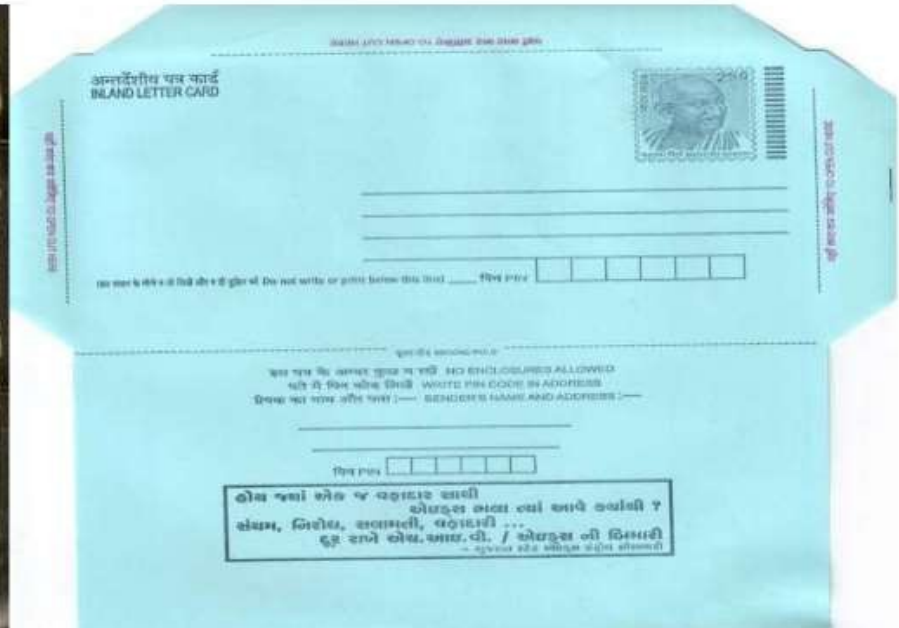
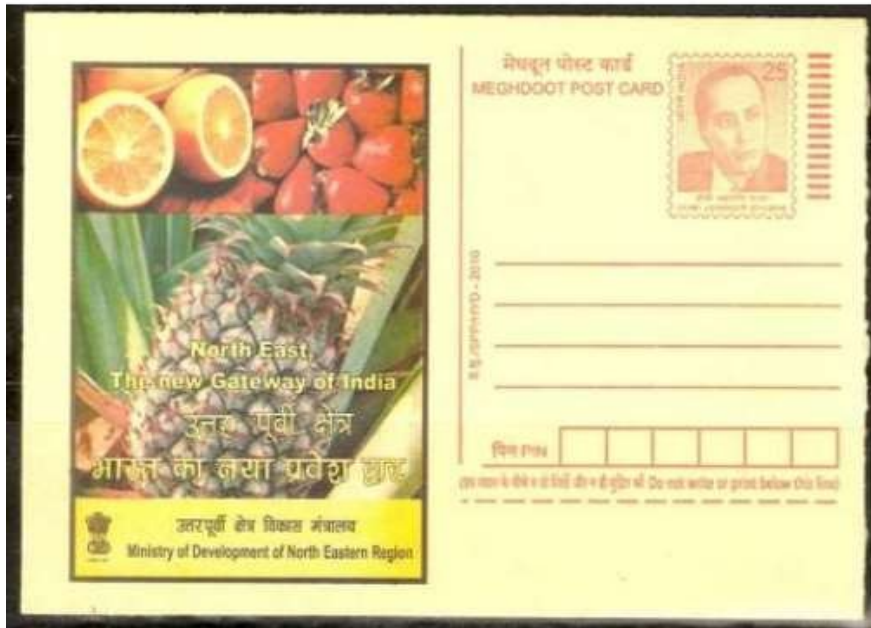
We cannot see the farmer and his farm directly.



Personal letter:-



It is a personal or individual letter written by extension worker to a farmer in connection with extension work. In practice personal letters are used to answer enquired from farmer regarding specific farm problems, supplies and services.



Email:-



Electronic mail, commonly known as email, is a method of exchanging digital messages from an author to one or more recipients. Email operates across the Internet or other computer networks.

An email message consists of three components, the message envelope, the message header, and the message body.



Video calling

- ▶ A visual communication between two people it is also called as Video-telephony comprises the technologies for the reception and transmission of audio-video signals by users at different locations, for communication between people.
- ▶ Skype popularized video calling, which enables any two individuals in the world who have access to computer, internet and web camera .



Advantages of Individual Contacts

- **Individualized instruction**
- **First hand knowledge of local problems**
- **Climate of readiness for learning**
- **May be a quick and easy way to give information**
- **Immediate feedback**
- **Builds confidence in agent as a source of help**
- **Can be used to contact hard to reach**

Disadvantages of Individual Contacts

- **High cost per contact**
- **Limits the total number of contacts**
- **Requires good time management**
- **Time for follow-up**
- **Public perceptions if replies are not timely**
- **May not reach priority audiences**
- **Responses may not be well planned**