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Programme Evaluation

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9.1 Introduction

Evaluation is the final step in extension programme development. In sequential order, its number is at the last but least to none considering the importance in extension programme. By evaluation, extension worker comes to know whether or not the programme was successful.

This unit exclusively focuses on evaluation. The unit sets with clarifying the concept of evaluation. The need and importance of evaluation is highlighted. A comprehensive discussion of various types of evaluation is given. Four paradigms of evaluation are described in detail. Conducting and reporting evaluation is also discussed. At the end, some activities and self-assessment exercises are also given for students to work.

9.2 Objectives

- 1 Describe the concept of programme evaluation.
- 2 Realize the need and importance of conducting evaluation.
- 3 Describe various types of evaluation.
- 4 Elaborate 4 paradigms of evaluation.

9.3 Evaluation Defined

The word "evaluation" is derived from the French word 'EVALUER' which means to give "value".

The evaluation is generally defined as "a process of collecting information, and applying standards or criteria in drawing conclusions, forming judgements or making decisions".

1. Process--dynamic, everchanging, continuous and systematic.

2. Information collection-- concerning the ext. programme or activity being evaluated.

3. **Application of some standards or criteria**-- objectives of the programme.
4. **Conclusions or forming judgments or making decisions** -- passing on judgement

9.4 Evaluation in the Context of Extension.

Extension evaluation can be defined as:

1. A continuous and systematic process of assessing the value or potential value of extension programme¹.
2. Evaluation in extension means a review of results achieved in relation to the extension given, on the basis of certain established criteria" (Van Den Ban & Hawkins, 1996:205).

9.5 Need and Importance of Evaluation

Evaluation is a crucial step in extension programme development. It through this process that various stakeholders determine whether or not the extension education programme achieved its objectives. It helps to know the strengths and it also identifies the weaknesses of the extension programme. It provides information about the short falls, causes of failure and aids in rectifying the situation. Hence, it assists in decision making concerning the continuation, redirection, or re emphasis of the present extension educational programme in a farming community. Thus, evaluation is an integral and essential part of extension programme development and it can not be overlooked. Its importance is well

¹ Un-published paper; A lecture delivered by Dr. Muhammad. F. El-Shazly, on Monitoring and Evaluation of Extension Programmes at a short training course at IATI, Garhi Dopatta, AJK from 27 Nov. to 9 Dec. 1993.

established as is clear from the following points :

- Evaluation provides sound basis for the careful planning of future extension programme.
- It ensures the accountability of all those involved in extension programme.
- It provides for the rational evidence to the public and help them to know whether or not the funds are being used rationally in the best interest of the local people and for their betterment.
- It also gives confidence and assurance to those who are performing their duties effectively and efficiently.
- It also provides justification for the concerted efforts to be made for the uplift of the farming community.

9.6 Types of Programme Evaluation

A brief description of various types of programme evaluation are described below:

i. Adversary –Oriented Evaluation

In this type of evaluation, the evaluator tries to get both sides (positive and negative views) argued, one side by advocates (those in favour) and other by adversaries (those who oppose it).

ii. Autocratic Evaluation

This is the type of evaluation in which the valuator retains ownership of the evaluation study and reports findings to the sponsoring agency and in academic journals.