



BRIEF HISTORY OF AGRICULTURAL EXTENSION



CONCEPT OF EXTENSION

- ▶ Derived from Latin words “**ex**” means **out** and “**tensio**” means **Stretching**
 - ▶ Agriculture Extension is that type of education which is **stretched out** to people in the rural areas far and near, beyond the limits of the educational institutions to which the formal type of education is usually **confined**.
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- ▶ The birth of the modern extension service has been attributed to events that took place in Ireland in the middle of the 19th century.
 - ▶ Between 1845–51 the Irish potato crop was destroyed by fungal diseases and a severe famine occurred.
 - ▶ The British Government arranged for "practical instructors" to travel to rural areas and teach small farmers how to cultivate alternative crops.
 - ▶ This scheme attracted the attention of government officials in Germany, who organized their own system of traveling instructors.
 - ▶ By the end of the 19th century, the idea had spread to Denmark, Netherlands, Italy, and France.
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- **Extension” originated in England in 1866 with a system of University Extension which was taken up first by Cambridge and Oxford Universities.**
- **1873- The term “Extension Education” was used by Cambridge University.**

In the United States, the Hatch Act of 1887 established a system of agricultural experiment stations in conjunction with each state's land-grant university, and the Smith-Lever Act of 1914 created a system of cooperative extension to be operated by the universities in order to inform people about current developments in agriculture, home economics, and related subjects.

- ▶ Since independence in 1947 to 1962 in Pakistan there was no separate wing to carry out extension and outreach activities.
- ▶ During this period the teaching staff of Agricultural College, Lyallpur was responsible to carry out agricultural extension activities besides research and teaching activities at college.
- ▶ In 1962 West Pakistan Agriculture University Lyallpur (presently UAF) was established
- ▶ Agricultural education wing was separated from agricultural extension and research wing.
- ▶ At the same time agricultural extension wing was established under the administrative control of each provincial government in Pakistan.
- ▶ Secretary Agriculture, is primarily act as a head of all wings of Agricultural Department including Agricultural Extension & Adaptive Research.


FOUR GENERATIONS OF EXTENSION IN ASIA

The development of extension services in modern Asia has differed from country to country. Despite the variations, it is possible to identify a general sequence of four periods or "generations"

1- Colonial agriculture:

- ▶ Experimental stations were established in many Asian countries by the colonial powers.
- ▶ The focus of attention was usually on export crops such as rubber, tea, cotton, and sugar.
- ▶ Technical advice was provided to plantation managers and large landowners.
- ▶ Assistance to small farmers who grew subsistence crops was rare, except in times of crisis

2- DIVERSE TOP-DOWN EXTENSION:

- ▶ After independence, commodity-based extension services emerged from the leftovers of the colonial system,
 - ▶ With production targets established as part of five- year development plans.
 - ▶ In addition, various schemes were initiated to meet the needs of small farmers, with support from foreign donors.
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3. UNIFIED TOP-DOWN EXTENSION:

- ▶ During the 1970s and 1980s, the Training and Visit system (T&V) was introduced by the World Bank.
- ▶ Existing organizations were merged into a single national service.
- ▶ Regular messages were delivered to groups of farmers, promoting the adoption of "Green Revolution" technologies.

4. DIVERSE BOTTOM-UP EXTENSION:

- ▶ When World Bank funding came to an end, the T&V system collapsed in many countries
- ▶ Leaving behind a patchwork (mixed) of programs and projects funded from various other sources.
- ▶ The decline of central planning, combined with a growing concern for sustainability and equity, has resulted in participatory methods gradually replacing top-down approaches.

SCOPE & OBJECTIVES OF AGRI. EXTENSION

- ⊙ Extension education is for the betterment of people and for changing their behavior i.e. knowledge, skill and attitude.
 - ⊙ Extension education is the dissemination of useful research findings and ideas among rural people to bring out desirable changes in their social and cultural behavior.
 - ⊙ Extension education is an applied science consisting of research findings, field experiences and relevant principles from the behavioral sciences, and methods focused on the problems of out of school education for adults and youths
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- To raise the standard of living of the rural people.
- The basic objectives of the extension education are ensure the overall development of the rural people.
- To bring about desirable changes in the human behaviour, which includes change in knowledge, skill and attitude.
- information relating to agriculture, including improved seeds, fertilizers, implements, pesticides, improved cultural practices, dairy farming, poultry nutrition etc.
- To make the people aware that agriculture is a profit table profession.
- To create an environment for rural people so that they can show their talent, leadership and efficiency.
- To provide appropriate solution of the farmer's problems.
- To bring the scientist closer to the farmers.