

2.6 Approaches in Extension Programme Planning.

There are a number of approaches such as autocratic, interactive and collaborative planning which are used for building extension programmes. A brief description of these three approaches is given below:

2.6.1 Autocratic Approach

This approach is also known as the top-down approach. In this approach, the 'boss' or 'powers that be' or 'expert' decides on what the problem is and the situation is. This means that programme is developed at some central level, which is implemented as such at lower level. Neither Sub-ordinates nor local people/intended audience are consulted. Extension personnel and the local people are expected to go along with the solution and carry it out. They are supposed to do whatever their officer desire. Here, the entire activities are controlled by a person or a small group in accordance of his/their own choice.

The proponents of this approach argue that experts are wise. They are in a better position and know better what to do. People do not have ideas to be incorporated in. The results of this approach are often discouraging because:

- Human beings have ideas, feelings; they like to be consulted.
- Authoritarian dictation creates frustration among the sub-ordinates.
- Employees work under the pressure but the people for whom the programme is being designed are neither consulted nor taken into confidence, they are not asked about their problems which they want to solve. Ultimately the people do not cooperate and employees may also feel insecure.

2.6.2. Interactive approach

It is that approach in which stakeholders—farmers and front line extension workers—are invited to contribute and advise the person in authority for extension programme development. The person doing planning may consult many peoples, but ultimately, the planner decides on what the problem is and formulates the solutions. Again, the extension workers, local farmers are expected to go along with the solutions. They may had a chance to interact with the boss and make some suggestions but, the person in authority can take it or leave it.

2. 6.3. Collaborative approach

Planning in which all concerned are consulted, ideas of subordinates/ lay people are collected and incorporated in the programme. It is tried to build the programme in accordance with the needs and interests of the people for whom programme is being designed. The boss is truly a partner with the stakeholders and together they define the problem and come up with the solution. Ultimately, the programme which emerges with the participation of local leaders, is considered as their own. They will try to extend full cooperation to make it success, because they own it.

In our country, autocratic or classic and interactive approach is in practice for designing extension programme. A clear example to this end is that production plans are fixed at higher level and extension personnel are simply told and expected to comply with. But we need to change this approach to collaborative approach but only if we are sincere to empower our farmers.

2.7 Activities

1. Visit the office of Deputy District Officer of Agriculture (Ext.) in your Tehsil. Discuss with him the production targets of major field crops being grown in

the Tehsil. Then do the following:

- a. Describe the procedure of determining and fixing production plans in our country

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- b. Identify at least four strengths of the procedure discussed above as 1.a

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- c. Identify at least four weaknesses of the procedure discussed above as 1.a

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2.8 Self Assessment Exercises

Q. No. 1. What are different assumptions underlying extension programme development? Discuss in detail.

Q. No. 2. Elaborate various characteristics of a sound extension programme.

Q. No. 3. Being an extension worker which key principles you will observe while designing an extension programme for improving the state of agriculture in your area.

