

Unit-4

SITUATION ANALYSIS

Contents

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4.1	Introduction	70
4.2	Objectives	70
4.3	Definition of Situation Analysis	70
4.4	Need and Importance of Analyzing the Situation	71
4.5	Rationale of Conducting Situation Analysis	71
4.6	Steps Involved in Conducting Situation Analysis	72
4.7	Sources of Data for Situation Analysis	73
4.8	Situation Analysis Worksheet	74
4.9	Activities	75
4.10	Self Assessment Exercises	76

4.1 Introduction

A systematic comprehension of the prevailing conditions in a farming community sets the stage and provides strong justification for developing an extension educational programme. Thus, the first step an extension worker has to take is the thorough understanding of the existing situation in an area where he is working. The process of understanding the farming community is termed as situation analysis. In present scenario, extension worker is supposed to conduct situation analysis with the involvement of farmers by using participatory methods.

This unit begins with clarifying the concept of situation analysis, its need and importance and rationale for conducting situation analysis. It also discusses the steps involved in doing situation analysis. Various source for collecting required information including types of data is also discussed. For the guidance of prospective extension worker, a worksheet prepared for conducting situation analysis. At the end, some activities including self-assessment exercises are also suggested for the students to work and assess themselves.

4.2 Objectives

After studying this unit, students will be able to:

1. identify the source of data for collecting information.
2. decide what information is necessary to collect to understand the target clientele.
3. conduct situation analysis for extension programme development.

4.3 Definition of Situation Analysis

The term situation means 'a state of affairs' or 'a set of circumstances at any particular time'. The word analysis stands for 'detailed examination of the

elements or components of a situation'. Hence, the term situation analysis can be defined as the conscious effort to identify the needs, gap, or condition that exists between what is and what ought to be with respect to certain phenomenon.

4.4 Need and Importance of Analyzing the Situation

An extension workers needs best possible understanding of the situation and prevailing condition in his area for building sound extension programmes. Situation analysis is a pre-requisite for developing sound extension programmes. Because it provides the extension worker with first hand information about the conditions and environment in which farmers are living and making their living. Situation analysis also lets the extension worker know the needs and wants of the people. It helps the extension worker to base the extension programme on the factual and realized needs and problems of the farmers. In extension programming, it serves as the foundation stone upon which the whole citadel of extension programme is based.

4.5 Rationale of Conducting Situation Analysis

It is believed that situation analysis enables the extension worker to gain useful insights concerning the existing state of affairs regarding agriculture and the farming community itself. It helps the extension worker to consider how the prevailing circumstances be changed. Gajanayake (1993, p.20) has recorded the following rationale for conducting initial situation analysis:

- The situation analysis sets the stage for the extension programme development process.,
- It helps to understand the dynamics of farming community.
- It helps to clarify the relevant social, economic, cultural, and political conditions in the farming community.
- It enables the farmers and extension workers to identify and define the problems affecting them.

- It provides an initial opportunity of involving local farmers in defining the problems and issues to be addressed.
- It provides data to determine and formulate the objectives of the extension programme.
- It establishes a bench-mark for evaluation to judge the success or failure of an extension programme.

4.6 Steps Involved in Conducting Situation Analysis

Situation analysis, in itself, is a complete phenomenon, which requires considerable skills on the part of an extension worker. There are several situations, which need to be examined carefully by the extension personnel in consultation with the farmers. The following are the steps involved in situation analysis:

4.6.1 Collection of Facts/Types of Data

Extension workers need to collect the information concerning the following elements:

- Where are the people?
 - Agricultural resources and current farming pattern and practices.
 - Economic levels _____ farm income, credit facilities markets and price structure.
 - Literacy rates.
 - People abilities, their knowledge, skills and attitudes.
- Socio-political system
 - Formal and informal
 - Leadership pattern
 - Reference grouping
- Physical factors.
 - Soil and climatic limitation
 - Marketing information—Roads, Railways transportation, Channels of communication.
- Current national development programmes operating in the area and goals.:

4.6.2 Analysis of Facts/Data

Facts or data do not speak themselves. Therefore, after collecting all the relevant/required information, extension worker needs to analyze the data for pin-pointing the needs / problems of the farmers. For example, if you are going to design a programme for cotton growers, you might have collected comprehensive information about the farmers, cropping pattern, crops grown, etc. But, only analysis let you know the problems and need of the cotton growers and you focus your efforts in tracing out their problems.

4.6.3 Identifying Needs of the Farmers

Analysis of the facts/data should result in the identification of farmers needs/problems. Farmers must be consulted to make sure that you identified their needs/ problems correctly

4.6.4 Prioritizing the Needs of the Farmers

Needs or problems confronted by the farming community are usually numerous. It is almost impossible for the extension worker to deal with all of them simultaneously, nor it should be tried. Therefore, prioritize amongst the problem of the farmers. The problem which is most important and faced by the majority of the community be given top priority. Prioritization should also be done in consultation with the farmers. Because it is their problem and they are the best judge. Prioritizing has another advantage which is that solving one problem successfully will build the confidence of the farmers in the skills possessed by the extension worker. Virtually, the farmers will extend full cooperation to the extension worker for hitting the next problem.

4.7 Sources of Data for Situation Analysis

A number of sources (both primary and secondary) can be consulted and contacted for collecting data to do the situation analysis. Primary sources used for

collecting first hand information from the people concerned. However, secondary sources can be useful for the same and may include the previous reports or documents and allied agencies working in the area for the same cause.

4.8 Situation Analysis Worksheet.

1. Characteristics of farming community
2. Information needed
3. Sources of information
4. Techniques/ methods

4.9 Activities

Suppose you are working as an extension worker in an area. You are required to build an extension programme for the farmers. Perform the following activities.

a. Collect the data from the farmers regarding

i. Crops being grown in the area

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ii. Cropping pattern being followed in the area

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iii. Demographic characteristics of the farmers in the area

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iv. Data concerning the infrastructure facilities available in the area

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v. Farming problems being confronted by them

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4.10 Self Assessment Exercises

- Q. No. 1. What do you understand by the term situation analysis?
- Q. No. 2. Why situation analysis is necessary before designing any extension programme?
- Q. No. 3. Enlist various steps involved in conducting situation analysis

Unit-5

NEEDS ASSESSMENT

