

## Chapter - I

### **Extension – Meaning**

The word 'extension' is derived from the Latin roots, 'ex' – meaning 'out' and 'tensio' meaning 'stretching'. Stretching out is the meaning of extension. The word 'extension' came to be used originally in USA during 1914 which means "a branch of a university for students who cannot attend the university proper. In other words, the word "extension" signifies an out-of-school system of education.

Education is an integral part of extension. The basic concept of extension is that it is education. Extension means that type of education, which is stretched out, to the people in rural areas, beyond the limits of the educational institutions to which the formal type of education is normally confined.

**Education:** It is the production of desirable changes in knowledge (things known), attitude (things felt) and skills (things done), either in all (or) one or more of human behaviour.

### **Basic definitions related to extension**

**Extension education** is an applied social science consisting of relevant content derived from physical, biological and social sciences and in its own process synthesised into a body of knowledge, concepts, principles and procedures oriented to provide non-credit out of school education largely for adults. - Paul Leagans (1971).

**Extension service** refers to a program for agricultural development and rural welfare which (usually) employs the extension process as a means of program implementation.

**Extension process** is that of working with rural people through out of school education along those lines of their current interest and need which are closely related to gaining a livelihood improving the physical level of living of rural families and fostering rural community welfare.

### **Scope of Extension Education**

Extension appears to have unlimited scope in situations where there is need for creating awareness amongst the people and changing their behaviour by informing and educating them.

Kelsey and Hearne (1967) identified nine areas of programme emphasis, which indicate the scope of agricultural extension.

1. Efficiency in agricultural production.
2. Efficiency in marketing, distribution and utilisation.
3. Conservation, development and use of natural resources.
4. Management on the farm and in the home.
5. Family living.
6. Youth development.

7. Leadership development.
8. Community development and rural area development.
9. Public affairs

Extension is an integral part of agricultural and rural development programmes in India. The progress in production which has been achieved in agriculture, horticulture, animal husbandry, veterinary, fishery, social forestry, sericulture etc., may be thought of as proportional to the strength of extension service of the relevant government departments.

The following statements will further amplify the scope of extension.

1. Extension is fundamentally a system of out-of-school education for adults and youths alike. It is a system where people are *motivated* through a proper approach to help themselves by *applying science* in their daily lives, in farming, home making and community living.
2. Extension is education for *all* village people.
3. Extension is bringing about *desirable changes* in the knowledge, attitudes and skills of people.
4. Extension is *helping people to help themselves*.

### **Philosophy of Extension**

Philosophy is the pursuit of wisdom, a body of general principles or laws of a field of knowledge. Philosophy of a particular discipline would furnish the principles or guidelines with which to shape or mould the programmes or activities relating to that discipline. The philosophy of extension work is based on the importance of an individual in the promotion of progress for rural people and for the nation. Extension Educators should work with people to help them, develop themselves and achieve superior well-being.

The basic philosophy of extension work that is directed at conversion of the whole man determines the approach that must be adopted for its implementation. Compulsion or even a beneficent act does not necessarily improve the man. The only way to secure cooperation of a person for betterment is to educate him. Therefore the primary aim is to transform the people by bringing about desired changes in their knowledge, attitude and skills.

According to Kelsey and Hearne (1967) the basic philosophy of extension education is to teach people how to think, not what to think. Extension's specific job is furnishing the inspiration, supplying specific advice the technical help and counselling to see that the people as individuals, families, groups and communities work together as a unit in "blueprinting" their own problems, charting their own courses, and that they launch forth to achieve their objectives. Sound extension philosophy is always looking ahead.

**Objectives of Extension:** Objectives are expression of the ends towards which our efforts are directed.

**Fundamental objective:** The fundamental objective of extension is the development of the people or the "Destination man". In other words, it is to develop the rural people economically, socially and culturally by means of education.

Eg.: To increase socio-economic status and standard of living of Indian farming Community.

**General objectives (Function):** The general objectives of the extension are-

1. To assist people to discover and analyse their problems, their felt and unfelt needs.
2. To develop leadership among people and help them in organising groups to solve their problems.
3. To disseminate information based on research and /or practical experience, in such a manner that the people would accept it and put it into actual practice.
4. To keep the research workers informed of the peoples' problems from time to time, so that they may offer solutions based on necessary research.
5. To assist people in mobilising and utilizing the resources which they have and which they need from outside.

Eg: To increase the production and productivity of Paddy in India.

**Working objectives:** Is one which focuses on specific activity of a specific group in a selected geographic area.

Eg: To increase the yield of PKM-1 of the tomato among the tomato growers of Madhukkarai block in Coimbatore District.

The major objectives of Extension may also be categorized as follows:

- i) Material - increase production, income.
- ii) Educational - change the outlook of people or develop the individuals.
- iii) Social and cultural - development of the community.