

## **Extension: Introduction**

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### **Extension:**

- “Ex” means out; “Tensio” means stretching
- Spreading of knowledge to the rural people
- Extension may be defined as a communication system to overcome the problem of the people
- Extension is the Knowledge disseminating system (KDS) in overall agricultural development process which brings techniques/innovations from the Knowledge generating system (KGS) to the member of Knowledge consuming system (KCS)
- Extension is a service or system to assist farm people in increasing production and income and improving livelihood.

### **Extension characteristics**

- Works with people not for them
- Works with the harmony of the culture of people
- Works for better among the best
- It is a two way link

### **Extension objectives:**

- To assist farm people to identify their problems/needs
- To develop leadership to solve problems
- To disseminate research information
- To mobilize and utilize the resources
- To collect feedback information to solve management problems

### **Outcome of extension objectives**

<b>Economical</b>	<b>Social</b>	<b>Psychological</b>
- Increased income	-Improved health, nutrition and sanitation	Change in attitude
- Increased production	- Adequate housing	- Reducing fatalism
- Increased productivity	- leadership development	- Reducing sceptical
-Reduced loss from disease/insect/parasites	- Cooperation development	-Reducing fear of technology
- Better marketing	- Increased organizational efficiency	

### **Level of extension objectives**

1. Overall/ fundamental
2. General or specific social
3. Functional or day to day working

### **Criteria for setting extension objectives**

1. It should be written
2. It should be specific
3. It should state the followings:
  - What is to be taught
  - Whom is to be taught
  - When is to be taught
  - Where is to be taught
  - How is to be taught
4. It should be such that successful operation is possible
5. It should call for some changes of beneficial nature
6. It should be educational

### **Scope of Fisheries extension in Bangladesh**

- Fish production increase
- Marketing, distribution and utilization of farm products
- Conservation/uses of natural resources
- Farm and home management
- Youth development
- Leadership development
- Population education
- Community improvement

### **Problems of fisheries extension in Bangladesh**

1. Lack of need/region based technology dissemination
2. Lack of participation
3. Lack of coordination

### **Extension Principles**

- These are the basic guidelines if used properly may help to achieve the objectives
1. Principle of cultural differences
  2. Principle of family and family members
  3. Principle of participation
  4. Principle of local situation (tech development regionally)
  5. Principle of local leadership
  6. Principle of interest or need – felt and unfelt
  7. Principle of program building based on specific objectives
  8. Principle of demonstration (learning by doing)
  9. Principle of satisfaction
  10. Principle of accountability
  11. Principle of evaluation
  12. Principle of linkage

### **Extension Philosophy**

- Philosophy of a particular discipline would furnish that principles to shape the activities to that discipline
1. Philosophy of democracy
  2. Philosophy of culture
  3. Philosophy of truth
  4. Philosophy of education
  5. Philosophy of leadership
  6. Philosophy of local responsibility
  7. Philosophy of individual's dignity