

Affiliation of Extension Work and Rural Development

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Abstract: Extension work is a set of academic activities performed by the students for welfare of the society. The experts and teachers create these activities which are implemented by the students by visiting various places and performed with the help of street play, rallies, exhibition, discussion and other programs at college and community. These vocational career, community and job oriented and field based activities are conducted with the aim to reach unreached sections of the society. Especially these activities are needed for rural development as availability of sources for advanced education is less as compared to city areas. This document is an attempt to display strong relationship between extension work and rural document.

Keywords: Extension work, community work, social work, rural development, extension education,

I. INTRODUCTION

Rural Development is the development of rural community in terms of controlling illiteracy, poverty ratio and unemployment and to support the community to fulfil their basic requirements to enhance their social status. Rural Development is a process of educational, social and economical development. Rural Development is a mode of social development through skilfully and efficiently planned activity by students, teachers, and government and ordinary citizens of the nation. The main objective of rural development is to effectively establish competent mechanism to eradicate social backwardness, extreme poverty, unemployment and illiteracy. The developing country like India has maximum villages where more than 70% of the population is residing. So, rural development is considered as the development of the country. That means the development of the country is totally depended on the development of rural areas and villages. So the development measures are being carried out within and at national and international level to strengthen the economy, it is necessary for rural citizens to support these developmental measures. Our country is sufficiently capable of raising crops production that can be utilised for the benefit of the rural community. Hence, it is the duty of every citizen to get involved in the process of making people self reliant and rural development with available tools. Rural Development is a component of change process for welfare purpose. It is essential to reach development to the extreme end and the remotest part of the country.

It is crucial to disseminate and propagate educational opportunities to eradicate total illiteracy from the rural areas. Rural Development is focussing on its aims and objectives for inculcating social values and distributing social facilities for the welfare of rural people related social process for development. One can say, rural development is occurred only when rural agriculture, health, education, small scale industries, advanced communication is developed. For the purpose, when efforts are being done at the educational level, it is necessary for the rural citizens to act positively for overall development. By keeping social development measures in mind and well prepared and designed act, rural development can be planned well. For overall development of the community, the educational development is necessary.

II. RURAL DEVELOPMENT

- Rural Development is a science that studies living customs and traditions of rural community for problem solving and nurturing rural people.
- Rural Development is an effective medium of positive actions for welfare of rural community for fulfillment of their regular needs.
- Rural Development is a fruitful program to maintain rural culture and to search and preservation of natural resources.
- By performing social and educational changes in rural community and bringing weaker sections in main stream for their overall development is termed as Rural Development.
- By developing agriculture and related professions, creating small scale industries and job opportunities, to maintain healthy and self-sufficient life style of rural people is rural development.

III. EXTENSION WORK

The term extension education was first used by Cambridge University in 1873, with an objective to take educational advantages of the university to ordinary people. The word extension is derived from the Latin roots 'ex' meaning 'out' and 'tensio' meaning 'stretching'. Extension education is stretching out to the people who are beyond the limits of educational institutions. Most definitions refer to extension education as an out of school education. It involves the conscious use of communication of information to help people from sound opinions and make good decisions. The objective of extension is to help people to identify and analyze their production problems and become aware of the opportunities for improvement. Several authors defined extension in various ways emphasizing the importance of one or the other aspect of extension. Let's see some of them.

Leagans (1961) defined extension as "an applied science consisting of content derived from research, accumulated field experiences and relevant principles drawn from the behavioral sciences, synthesized with useful technology in a body of philosophy, principles, content and methods focused on the problems of out of school education for adults and youths". According to Leagans, the sequence of steps involved in the process are (i) situation analysis (ii) formulation of objectives (iii) deciding the content and teaching methods (iv) outcome evaluation and impact analysis and (v) feedback and formulation of corrective action. In this way the continuous process of extension education goes on resulting in progress of the farmers from a given situation to a desirable situation.

Li, Z., & Li, D. (2011, May) described extension as "a system of out of school education for rural people".

Sinha (1968) stated that "extension education as an applied behavioural science the knowledge of which is to be applied for desirable change in the behavioural complex of the people".

As mentioned by VK Dubey (2008) "extension education is an applied behavioural science, the knowledge of which is applied to bring about desirable changes in the behavioural complex of human beings usually through various strategies and programs of change and by applying the latest scientific and technological innovations".

Ponnuswami, I., & Francis, A. P. (2012), defined that "extension is a professional communication intervention deployed by an institution to induce change in voluntary behaviours with a presumed public or collective utility".

As mentioned by Rangnekar, D. V. (2006) extension is the organized exchange of information and the purposive transfer of skills.

Van Niekerk(2011) defined that "extension is a series of embedded communicative interventions that are meant among others to develop and /or induce innovations which supposedly help to resolve problematic situations.

By above definitions, it can be concluded that the extension education derives its contents from several behavioural sciences and applies them in the development of human beings. Simple to define, it is the extension of knowledge and material resources of the college to the community and vice-versa to gain insights into the socio-cultural realities with a view to reflecting these in the curriculum of higher education.

Extension Work is the model of community based activities designed and implemented by University of Mumbai with the help of teachers and students for the welfare of community. It involves vocational career oriented & community oriented projects based on field outreach within a discipline at the undergraduate or postgraduate level in relation to subject of study for enhancing employability and technology skills. To state it simply it is the application of classroom knowledge in the community for its benefit by the students through a participatory approach. To initiate the dimension of extension education, the Department of Lifelong Learning and Extension, University of Mumbai has converted the mere execution of UGC sanctioned field programs into the execution of extension work projects by students thus ensuring the extension of knowledge, man-power and material resources of an institution to the community and the learning of socio-cultural realities by the students. Extension Work projects give opportunities to the students to gain knowledge and apply it for the welfare of the society with various college and community level activities such as seminar, symposia, workshop, discussion, quiz, exhibition, elocution, essay writing, street play, rallies etc. It aims to provide career orientation and job orientation to the college students and enhance employability skills of the students. It guides the students to apply classroom knowledge for the benefit of the community and make the society aware of social problems in the community.

The Department's broad vision in this direction, as per the UGC guidelines, is to choose projects related to extension / field outreach within the discipline of work of study areas of students. As per the these guidelines, one of its goal is to transform the University system into an active instrument for social change through the institutionalization of Extension as the third dimension through its affiliated college, teachers and students by ensuring that the University system is adult learner friendly and pro-lifelong learning and promoting a meaningful and sustained rapport between Universities and the community.

This Extension work has the characteristics of interaction with the community. It involves the topic being relevant to uplift the community with regard to social problems creating awareness for bringing about empowerment of the people, etc. or improving the quality of life. It gives opportunities to the students to involve in social development activities by the use of participatory approach. Extension work concentrate on the utilization of the manpower, material and knowledge resource of the educational institution for the benefit of the community and vice-versa by generating insight from the community for reforming the higher education curriculum.

The Department of Lifelong Learning and Extension, University of Mumbai has worked with its full strength and increase the participation of students and colleges in ExtensionWork. The involved activities related to Adult Education, Extension and Field Outreach work and Continuing Education which are within a discipline at the undergraduate or postgraduate level. It also included the field work in respect to subject of study and the programs for enhancing employability and technology skills.

These extension work activities of University of Mumbai are implemented in Mumbai, Thane, Palghar, Raigad, Ratnagiri and Sindhudurg districts. The studies related to extension showed the effects, mostly on higher-order skills, such as communication and problem solving. The studies provided evidence about the effectiveness in terms of basic skills. The extension work attribute clear potentials and high expectations from rural community based activities and effectiveness of these activities on rural community. Several studies showed that the community based extension work activities have the positive impact on the rural community. Even the teachers and students can be trained successfully to implement extension work model in the rural community. However, the recent publication of University showed that the numbers of students participating in extension work are increasing every year.

IV. ASSOCIATION BETWEEN EXTENSION WORK AND RURAL DEVELOPMENT

Extension work involves youngsters and adults as well from rural districts as volunteers for rural development. They plan and manage the activities to reach almost the sections including remote areas. By adequate use teaching methods and extension work guidelines, this extension work volunteers create awareness among the public for rural benefit. They collect maximum information related to social issues, problems and requirements of rural society, prepare their report, offer sufficient solutions and submit to the University for development of progressive measures and educational policy. They conduct researches, generate knowledge and organise programs for rural benefit and create awareness. They make use of field based activities such as street play, rallies, exhibition and silent march carrying posters, banners displaying measures for rural safety. The students' qualities such as self direction, self discipline, social attitude and desire to conduct social work are utilised for these programs.

Education should aim to establish foundations for rural development. Active students, teachers and curriculum that based on awareness of measures for rural improvement to create effective and self reliant manpower, are the tools of rural development. The schools, colleges and universities should make the students aware of rural development channels and its necessity for the progress of the nation. For the purpose, they should motivate students and develop positive attitude among the students. These matured students from colleges and universities can be the main backbone for development and on the basis of their strength and zest, well planned action plan can be implemented for rural development. These students are future manpower of the nation with inbuilt skills of social motive, can be useful for nation building. If their various qualities like positive attitude, techno savvy skills, physical strength, self sufficiency, courage and boldness, constructive endurance, optimistic outlook etc. are used, rural development will no longer remain as achievable dream but will turn in existence. These students are ready to learn many things together. They expect skill oriented education. If they are given education of their choice, they will turn to skilled manpower for the welfare of the society that will strive for rural development. So, at the Universities level, the programs related to rural development can be encouraged at large and their efforts to do so may be supported by the community.

The program viz. seminars, conferences and research activities can be organized to prepare strong base for rural development. It is the duty of educational institute like universities to generate skilled and educated youth man power. Their scientific researches should be encouraged since the beginning and at higher educational level. The state level efforts included the undergraduate and post graduate programs, skill development programs related to rural development are being conducted by the universities. These programs include agricultural and related professional education, orientation of small scale industries, fish farming, rural administration, communication, marketing of products, rural health and removal of blind superstitions from the society. The rural districts like Thane, Palghar, Raigad, Ratnagiri and Sindhudurg are located under the jurisdiction of University of Mumbai for higher education purpose. Hence, University of Mumbai has also started under graduate and post graduate programs in the subject of Rural Development. Besides this, the university has also started annual extension work activities to reach to the unreached sections of the society where the higher educational opportunities are not yet reached. These extension work activities train college students to be the volunteer to reach to the remotest parts of the rural villages and make the people aware of such opportunities for their benefit. In this academic year, more than 30,000 students from rural districts under University of Mumbai are reaching to unreached sections of the society to avail them educational opportunities.

In short, Extension is a process of working with the rural people in order to improve their livelihoods and also developing their abilities to direct their own future development. In the current changing educational scenario, it is expected that the rural students should learn by using their previous knowledge and developing skills. It will be helpful to highlight the effects of extension work activities on rural students. This will be helpful to decide the education goals of the teachers and the students for their effective learning and teaching. By experiencing the extension work, the teacher will be able to develop new activities for the welfare of the rural community. It will develop the vision of the teachers for the same and the students will be motivated and the objectives for implementing extension work will be fulfilled.

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