

Pluralism in agricultural extension

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- The existence of variety of agencies, service providers, models and institutional arrangements (public, private, community based, NGOs etc.) catering to the information, advisory and support service needs of farmers

Table 1: Human Resource Intensity: Public extension Vs. Input agency system

State	Number of Operational Holdings per		Net Cropped Area per	
	Extension personnel	Fertilizer Dealer	Extension Personnel	Fertilizer Dealer
Andhra Pradesh	3162	1622	2608	1338
Assam	979	3707	991	3752
Bihar	1583	777	553	272
Chattisgarh	869	1539	1092	1933
Gujarat	1353	509	2799	1053
Himachal Pradesh	886	448	499	252
Harayana	536	324	1184	716
J&K	249	664	127	339
Jharkhand	656	1388	364	770
Karnataka	2428	937	3154	1217
Kerala	1737	2562	531	783
Madhya Pradesh	823	945	1387	1592
Maharashtra	869	688	1105	875
Odisha	1230	1319	1477	1584
Punjab	753	117	2982	461
Rajasthan	1254	749	3194	1908
Tamil Nadu	976	817	606	507
Uttar Pradesh	1767	776	1265	555
Uttarakhand	885	1004	731	829
West Bengal	1156	548	859	407

Strengths of Pluralism

- Diversity in approaches and target groups covered
- Can complement and supplement the efforts of each other.
- Private agencies can cater to the demands of farmers
- Help to overcome the paucity of human resource in public system
- Help to address varying needs of farming community
- Increase in outreach where public system is weak
- Provision of newer technologies and skills to farmers.

Weaknesses

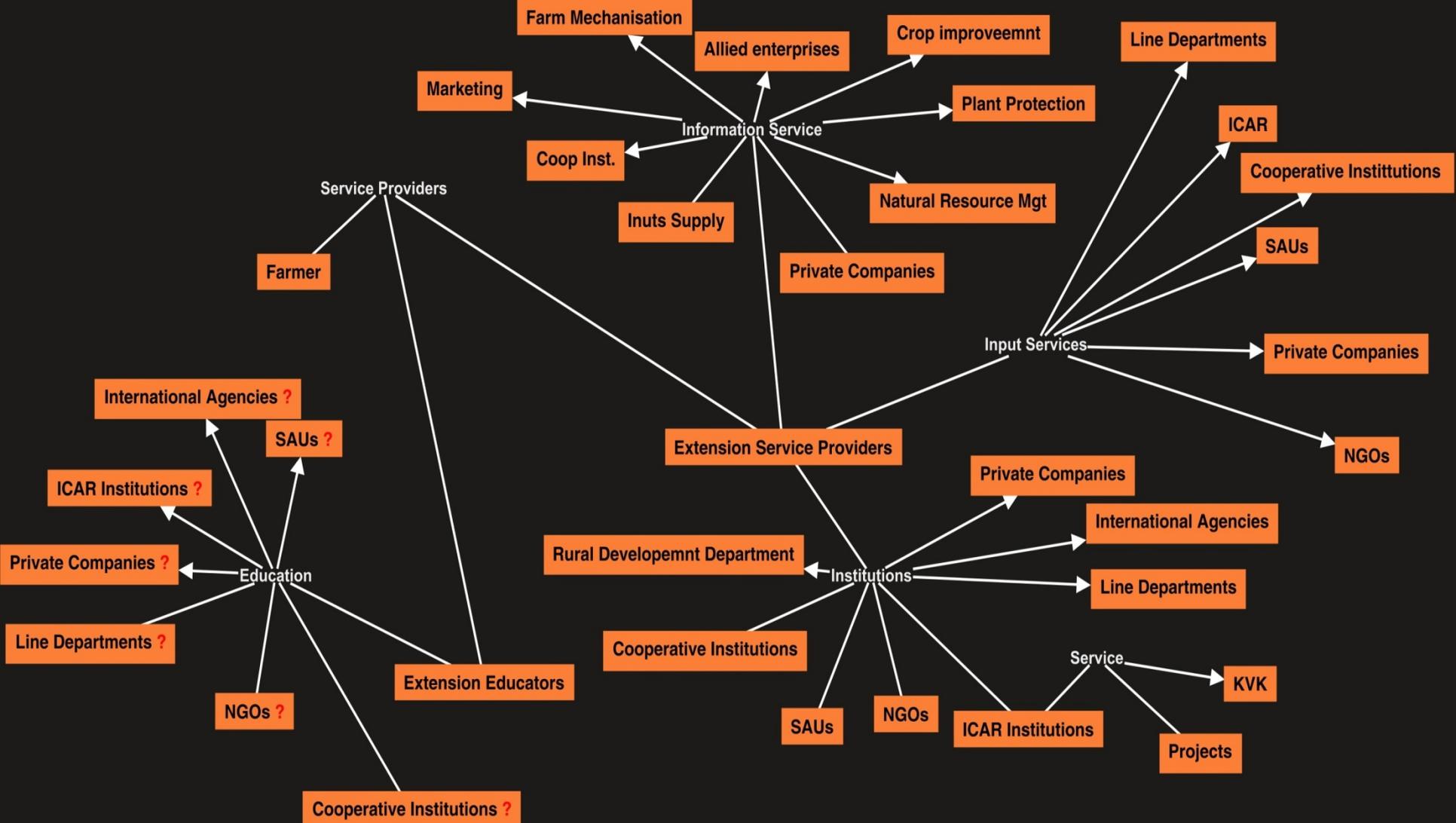
- Possibility of duplication of effort
- Possibilities of contradictory information flow and resultant gaps among end-users
- Problem with quality of messages from non public agencies
- Motives and objectives of all agencies may not be aligned with farmers.
- Makes the extension system more complex

Opportunities

- To harness the synergy of all actors through convergence
- Delineation of roles of each agency/actor to avoid duplication/overlaps of efforts
- Offering choice to farmers among different agencies as per requirement (Promoting demand driven extension)
- Enhancing participation in extension programmes
- Public extension can lead the pluralistic system
- Potential to create linkage of farmers with other actors across the value chain

Threats

- Lack of effective coordination among agencies
- Absence of platform for coordination
- Efforts of collaboration without imbibing the spirit
- Mismatch between organizational agendas and problems due to hidden agendas
- Lack of leadership and conflict resolution mechanism may hamper effective collaboration
- Political and economic aspects preventing effective collaboration
- Doubt about sustainability of government promoted convergence initiatives



Interesting facts about websites

- **1,518,207,412 (1.5 billion) in the World as of January 2019**
- **Of which only 15% are active**
- **More than 85 per cent sites are mobile friendly**
- Google has indexed 4.5 billion web pages
- Every minutes 380 and everyday 5,47,200 websites are created
- Of the 700 living languages websites are found in 200 languages
- Language and website share
 - English – 51 %
 - Russian – 6.7%
 - German – 5.7%
 - Japanese and Spanish - 5.1
 - French – 4.1
 - Others – 21.1 %

<https://www.millforbusiness.com/how-many-websites-are-there/>

Conclusion

- e-Mediation promotes pluralism
- Associated risk factors need to be taken care of
- Extension professionals face the challenge of content development suitable to e-Mediated extension