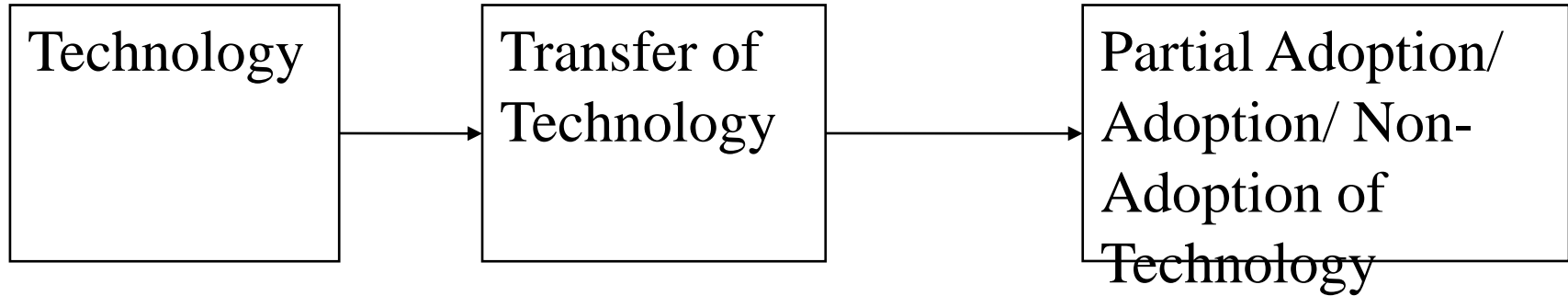
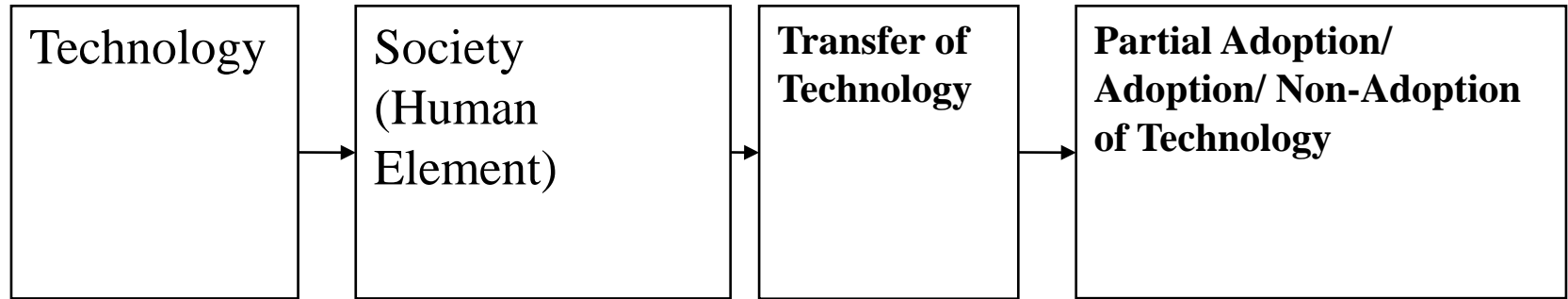


In-Tension of Ex-Tension

Technology Mediated Technology Transfer System



Extension Mediated Technology Transfer System



National arrangements and systems approaches for extension and their relationship with farmers

	National arrangement	System approach	Relation with farmers
I	Public Ministry of Agriculture	Delivery service (non compulsory)	Take-it-or-leave-it
II	Dual Ministry of agriculture and farmers associations (dual control over extension service)	Participatory (Shared responsibility)	Take it or demand different packages or programmes
III	Private a.For profit: Domestic enterprise cooperatives multinational enterprises b.Membership: farm associations c.Non profit: NGO's	Contract farming (compulsory)	Take it Or else

In-tension of Ex-tension is conceptualized as the degree to which the philosophy, content, ideas, notions, objectives, techniques, principles, theory and models of extension have been internalized by the extensionists

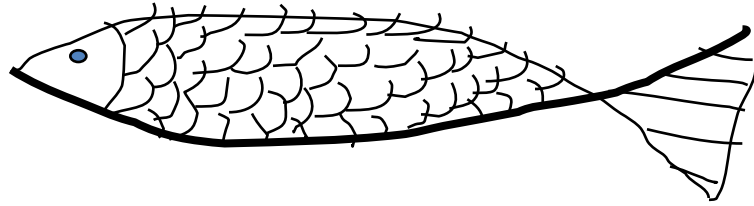
Extension Educationist

is a person with the background of agriculture and specialization of extension science in agriculture and/or allied sciences and provides the knowledge and skills of extension and communication tools and techniques to the Extension Service Providers at regular intervals to bring the desirable changes in the behavior of Extension Service Providers.

Extension Service Provider

is a person with the background of agriculture and specialization in the disciplines of agricultural and/or allied sciences who is serving a public or private institution and meant for dissemination of the technological advances to the intended communities and institutions based on needs after acquiring the extension and communication tools and techniques from Extension Educationist.

Capacity Building



“Give a person a fish: you have fed them for today. Teach a person to fish: you have fed them for a lifetime.”

And: teach them how to process and package fish for export, and you have stimulated economic development.

Conclusion

- Lets appreciate the differences between extension educationist and extension service provider.
- Apply the techniques of extension while providing extension service
- Make the process of extension holistic