

Dimensions of Agricultural Extension

Dimension

- ‘Dimensions’ per se connotes size, scope and magnitude of something
- Also has connotation of measurement;
 - is it that we are measuring extension?
 - Can we measure extension with dimensions like length, breadth, height etc?
 - Synonymously extension is also having certain dimensions which help us to understand extension.

Mishra (1990) analysed about 40 dimensions over a period of 1953 to 1989 and culled out 10

Every dimension has an input for extension professional for practice and developing it as a discipline.

1. Altruistic Dimension: Altruism concerns about being kind hearted to others.

Its not that we need to show sympathy
But we need to empathize the issue

2. Educational Dimension: Education is the process of bringing desirable changes in the behavior

Formal education

Informal education or

Non-formal education

Essentially extension education is non

3. Communication Dimension: Communication is the process of exchange of ideas, facts feelings between two or more people so that commonness can be established among them about the issue under discussion.

communication should be consequential, persistent, smart and direct.

The success is determined by the performance of

4. Behavioural Dimension: The behavioural dimension has direct relationship with the educational dimension.

Behavior changes only through education, may it be formal, informal or non-formal.

5. Technology Dimension: the inseparable part of extension process is “Technology”.

Adopting suitable methods to take it to the target community.

Extension provides methodological support

6. Research Dimension: Research and extension processes are complimentary to each other.

Applied research emphasizes on feedback of research process.

Hence it is said that applied research to be purposeful should have strong forward as well as backward linkages.

7. Inputs Dimension: As there is change in technology there is need for inputs.

Tangible inputs

Intangible inputs

8. Professional Dimension: Like other professionals, extension professionals are providing the service.

Like other professions, extension profession also has the potential of providing livelihoods to the people who accept it as profession.

The discipline of extension has its own subject matter to study, areas to conduct research,

9. Income Dimension: Extension efforts – should lead to change in income

End product of any service effort

If income dimension is not achieved, something is wrong somewhere

10. Management Dimension: The concept of management can better be understood by dividing the term into three parts.

First one **‘Manage’** (Management aspect),

Second **‘Men’** (Human resources) and

Third **‘T’**echnically (Technological and technical aspects).

Conclusion

- Many times we limit our understandings to ‘transfer of technology’ but there are many issues associated with extension beyond that limited meaning of extension.
- We cannot have a blanket technology for the whole country.
- The purpose of treatment of the message is, a common end user of the technology should