

- Meaning and concept of extension administration

# Management

- Is the process of exploiting what you have *i.e.* **Resources**, to achieve the desired **Goals**
- *Resources for management*
  - ✓ People
  - ✓ Money
  - ✓ Time
  - ✓ Work Procedures
  - ✓ Energy
  - ✓ Materials
  - ✓ Equipment

# Administration

- Latin roots
  - Ad + Ministaire
- Management of affairs or looking after the people
  - Private administration
  - Public administration
  - Extension administration

- Administration refers to management functions of **planning & control**

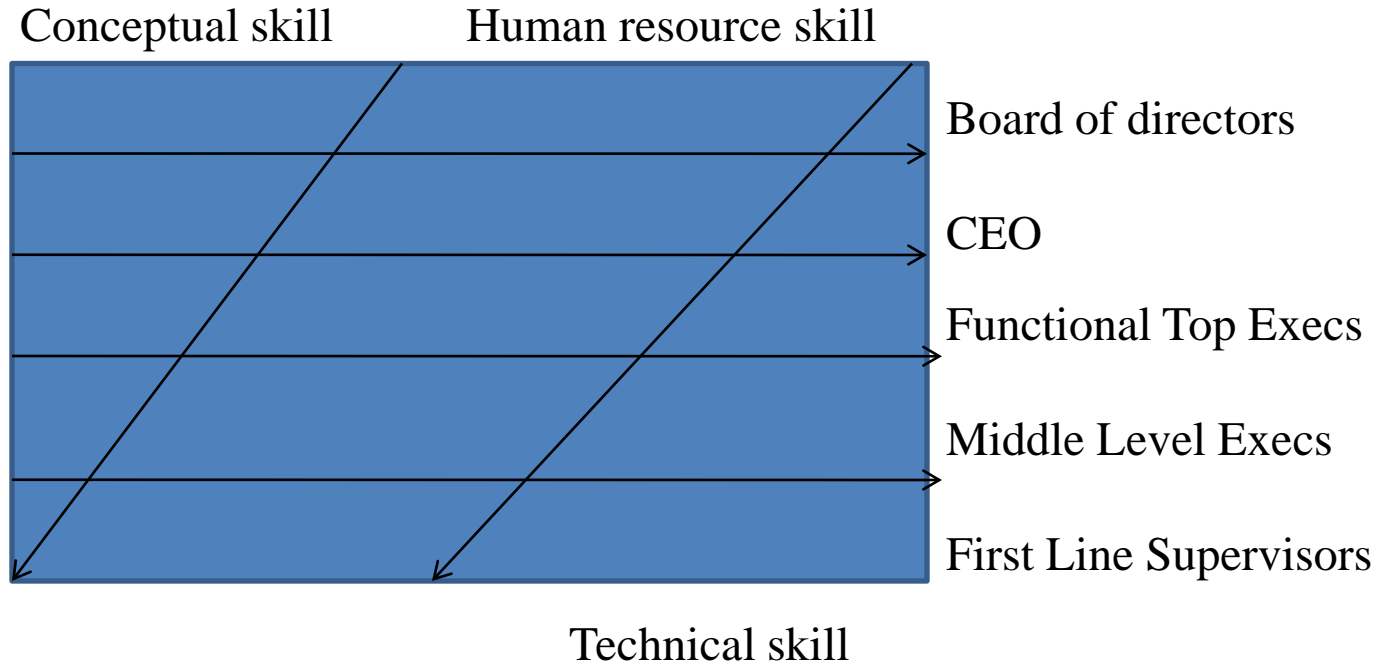


# Nature of administration

- It is universal
- It is holistic
- It is continuous and on going process
- It is goal oriented
- Social and human nature
- It is dynamic
- It is innovative

- Administration: Concerned with laying down of corporate policy, obtaining finance, production & distribution.
- Management: Concerned with actual execution of policies within limits set by administration.
- Organization: Combines the work in such a way with individuals/groups that duties formed provide best possible application of available effort

# Skills required for managers and administrators



# Extension administration

- The process through which agriculture and allied departments can implement development projects and programmes by performing managerial functions of planning, organising, leading and controlling



# Difference between management and administration

	<b>Administration</b>	<b>Management</b>
Nature	Thinking function – what is to be done where and why	Doing function – who should do and how
Scope	Determines broad objectives and policies	Implements plans and achieve goal through people
Level	Top level function	Middle and lower level
Skills needed	Conceptual and human skills	Technical and human skills
Usage	mostly government, military, educational and social organisation	Mostly in business organisation

# Conclusion

- Divides the process of planning and implementation at different levels
- Assigns tasks and responsibilities to the professionals operating at various levels
- Coordinates the activities of different units of an organisation