

History of Extension Service

- **Gurgaon experiment**
- **Marthandam attempt**

Gurgaon Experiment – F. L. Bryne – 1920

- Objectives
 - increasing farm yields,
 - curtailing expenditure on social and religious functions,
 - improving health standards and
 - organizing welfare programmes.
- Modus operandi
 - appointment of ‘village guide’
 - Expected to be a bridge between development departments and village communities.
- Over a period of time the experiment could not sustain because it could not develop any leadership.
- But positive aspect of the experiment was if we provide an opportunity people are going to respond to it.

Development work under Gurgaon Scheme

- Sanitation - Latrine, Urinals, Drinking Water
- Agricultural Development - Model farms, improved seeds and implements, co-operative farming
- Education - School Teacher as the centre of activity
- Co-operation - Co-operation in all activities
- Social Reforms - Prohibition of child marriages, education of girls, etc.

Marthandam Attempt – Spencer Hatch – 1921

- Launched in Travancoor of Kerala state with the support of Young Men Christian Association (YMCA).
- Targeted three folded development - spirit, mind and body.
- To achieve this they launched five sided programme - spiritual, mental, physical, economic and social development were also included.

- The modus operandi for achieving the objectives was ‘Self help with intimate expert counsel’
- organized people into groups - Egg selling club, Honey club, Bull club, weavers club etc.
- over a period of time there is some modification in process, but the approach remained same, come together and grow together

Conclusion

- Extrinsic motivation is an essential input for development
- Coming together – is the beginning
- Group approach is inevitable in Indian conditions