

History of Extension Service

Adarsh Sewa Sangh

Servants of India Society

Indian Village Service

Adarsh Seva Sangha – Pohri (Gwalior) – Col. Shitole

- The aim - Increase per capita income of villagers
- To achieve the aim village reconstruction society was formed in every village in the operational area
- These societies were the institutions responsible for diffusion of innovations
- published a monthly ‘Rural India’

Servants of India Society, Pune, (1905)

Gopal Krishna Gokhale

- To introduce change - established training centres to impart training on agriculture and cottage industries
- Established in Pune, Maharashtra - operational in the states of Madhya Pradesh, Uttar Pradesh and Orissa.
- Still active in these areas and working for the cause of development.
- Published books on basic education, labour etc.

Indian Village Service (IVS) – 1945

A.T. Mosher and B. N. Gupta

- The first element is realizing the best in your own village, leads to identification of resources.
- This process helps in demarcating the resources we have with ourselves and what we need from outside sources.
- The next element was developing villagers, individuals and volunteers means human resource development.

- For achieving the objective, the technique used
 - personal contacts,
 - informal group discussion,
 - demonstrations,
 - production of audio visual aids etc.

The operational area was about 15 villages near Allahabad.

The financial support came from individual contributions and donations from the community.

Conclusion

- Priority was diffusion of innovations
- Realized the importance of media in dissemination of innovations
- Cluster approach of development was made
- Development dissemination efforts were made by moving to different corners of the country