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EXTENSION ADVISORY SERVICES (EAS)

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Introduction:

-“Rural advisory services, also called extension, are all the different activities that provide the information and services needed and demanded by farmers and other actors in rural settings to assist them in developing their own technical, organisational, and management skills and practices so as to improve their livelihoods and well being.”

Advisory Service(s) is a term commonly used as an alternate for “extension services”. These systems involve a broad spectrum of market and non-market entities, and agents are expected to provide useful technical information about new technologies that can improve the income and welfare of farmers and other rural people. Apart from their conventional function of providing knowledge and technology to improve agricultural productivity, agricultural advisory services are also expected to fulfill a variety of new functions, such as linking smallholder farmers to high-value and export markets, promoting environmentally sustainable production techniques, adapting to climate

change, and coping with the effects of HIV/AIDS and other health challenges that affect rural people.

Extension- Extension is a term first used to describe adult Education programs in England during the second half Of the 19th century. These programs helped extend The work of universities beyond the campus and into Neighbouring communities. In the early 20th century This extension function was transferred to the Ministry of Agriculture and renamed as “advisory Services”. The term “extension” was adopted in the United States during the late 19th century and Integrated into the Land Grant Universities as a Central function of these institutions and in their role As partners in the cooperative extension system.

Commodity-Based Advisory Services: Commodity based advisory services are similar to value-chain Extension systems in Which an economically important crop or product, Generally for export (e.g., cotton, coffee, other high value crops or products),

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requires that producers use Specified genetic materials or varieties and follow Strict quality-control standards in producing and harvesting the crop or product.

Cooperative Extension Service: This organizational and funding model for extension is unique to the United States of America. It is a joint effort of national, state, and county governments within each specific state to advance the practical application of knowledge through a wide variety of extension and outreach activities. The main program areas are: youth development (especially through 4-H), agricultural and rural development, natural resource management, family and consumer sciences, and community and economic development (i.e., helping local governments investigate and create viable economic options for community development). This extension system has traditionally focused on a wide range aspects of rural development at the household and community levels and is not limited to agricultural extension and advisory services.

Input Supply Advisory Services- are one-on-one advisory services provided by private-sector input supply firms (and input-supply cooperatives) to farmers who purchase production inputs from these firms. This is the dominant model in most industrially developed countries because it has become a “win-win” arrangement. Farmers get sound technical

advice from certified crop advisors, and the input supply firms are able to recover the cost of advisory services through profits generated from the sale of inputs, especially to commercial farmers.

Private Advisory Services: Under a system of private Advisory services (PAS), a private for-profit sector Advisor or advisory firm (or non-governmental Organization) is contracted by a government entity, Donor, or a farmer organization to provide specified Types of advisory services to farmers. Private advisors Often use the same basic tools and methods as public Extension staff, but the management of a private firm Has more flexibility in hiring or laying off employees And to provide incentives based on performance, as Well as to more adequately allocate program and Operating funds. Therefore, the short-term performance of PASs can be efficient and effective. However, this approach appears less sustainable over the long-term, because policy changes (e.g., when a different political party takes over government leadership) may directly affect the availability of government funding for these PAS.