

## Strategies for the Betterment of Extension Department

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### INTRODUCTION

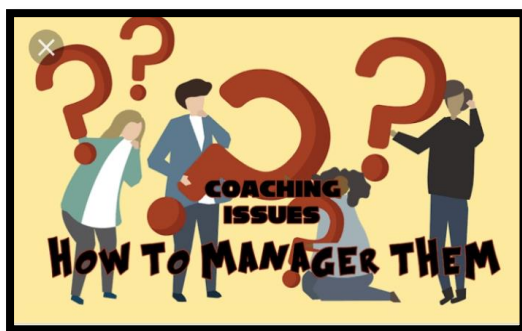
We are living in the 21<sup>st</sup> century and the world is growing up very fast, but we as a Pakistani nation are unable to match with the race of the world because we are facing several problems in every department. In agricultural- countries extension programs have been the main conduit for disseminating information on-farm technologies, support rural adult learning and assist farmers in developing their farm technical and managerial skills. But we also lack in this department. So, it's a basic need of the hour that we may emphasize our deficiency to compete with the world. Being an agricultural country we all are directly and indirectly associated with agricultural products. For the betterment of agriculture, the departments who worked for the betterment of these sectors must be up to mark. One of the main department who is directly concerned with agriculture is an extension which plays a significant role in the dissemination of information. But in recent times extensionsystem inPakistan is under heavy pressure. The professional and technical competence of extension out research staff is not up to the mark, according to the need and demand of the rural community. Now there is a need to develop agricultural extension policies to revitalize the agriculture extension system of Pakistan.So, to bring desirable change in the extension department for the betterment of agriculture we may apply some strategies for its development.



Before we look up at the strategies for the betterment of this sector we should know about strategy "strategy is a method or plan chosen to bring about desirable change in future for the achievement of goals or solution to a problem under conditions of uncertainty". Next thing, which comes in our mind why there is need to apply strategies. It may create a clear vision and direction for the whole organization to make it more active, prevent from losing the aim, learner should understand what they must do to achieve, a specified

competency based on their strategies. After preparing of strategy we may take an initiative step. So initial step for bringing change is observation. Until you don't observe the thing then you will not be able to find out the good and bad aspects. To know about your definiteness observe every point, and find out the drawbacks why we are facing difficulties and by applying which method we can improve it. Find out the drawbacks and then try to overcome these drawbacks through different strategies.

**“A vision without a strategy remains an illusion”**



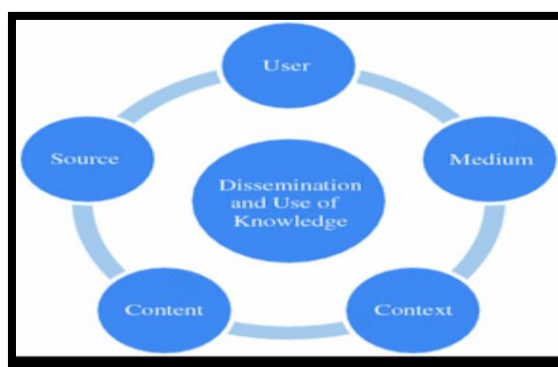
Here we will discuss some strategies, which would be much beneficial for the agricultural extension department. Firstly check the selection criteria because it's the beginning step of betterment, workers should be selected based on merit. The main criteria for the selection should be their skills and knowledge about their specific field. Don't give preference to commendation. After selection, the next thing that is much needed is skilled staff because the staff is one of the main controllers of any department and especially this field mainly depends upon the efficiency of their workers. Then, provide necessary skills to your staff. They must have proper knowledge and skill regarding their relevant subject and they must be aware of their responsibilities

and how to communicate with people in the field. As communication skills are much needed because if a person lacks these skills then he will face several issues in the field while communicating with the farming community. As proper knowledge is the key element of success, until, we don't have proper knowledge then the workers wouldn't be able to disseminate it to the farmers properly. Accurately guide your staff before they guide others. Guidance is much needed for efficiency of work guide your farmers about the innovation. It would be beneficial not only for farmers but also for society because when farmers will be aware of new techniques and apply them in the field it would be beneficial for all of us.



If workers may give the right and proper information to the farmers at the proper time they will gain the trust of people, which should be beneficial for them in the future and for other extension workers. Proper assembling of knowledge is much needed. Information should be well assembled about agriculture practice suited to a particular environment, for a particular purpose at a particular time. If we guide them about the incoming problems soon they will do some precautionary measures for them, which would prove significant for them. We must use social networks for the dissemination of information. It is found that the first preferred source of information for farmers is the colleagues or fellow farmers. If we may urge them to disseminate this information (which they gain in different extension training and meetings) with their fellows it will surely bring a positive response. Target the female workers as women are an important part of society from every point of view, and especially the women of rural areas are involved in various farming and non-farming activities like crop protection, livestock rearing, and management. So, skill development is particularly important for rural

women. Arrange a different kind of training for their counselling. Create ease for workers, main obstacle faced by the extension staff is the insufficient fund, provide the necessary funds. Provide them proper transportation system; make a strong bonding and cooperation among employers and head of department because if they lack cooperation among themselves it will create several problems for the whole department. Address the current issues, focus on the issues, which have been faced by farmers in recent time and near future. Research on these problems to get useful information, which can be used for solving problems, should be encouraged. Through this we can understand the complexities of various issues; so that we can adopt some remedies for them. Use of modern technology is necessary in recent times to compete with the world. Production and time are some of the important element in any field, time bring change. As technology has also increased the productivity of almost every industry in the world, because it saves time and effort, brings innovations. So it's need of the hour to use the modern technology for better result.



Now there is a need to develop agricultural extension policies to revitalize the agriculture extension system of Pakistan. Information should be properly assembled. A proper system should be established and conducted. There must be some legislation that enables agriculture extension workers to occur. The world is growing up very fast now it becomes a global village. But we are still regarded as an

underdeveloped country it's because we are facing several problems regarding production, poverty, and overpopulation, now it's time to overcome these problems. Central government and development partners should commit more human, financial, and logistical resources to agricultural extension delivery in the country to boost agricultural productivity, farm incomes, and total household income. Also,

access to agricultural credit and the formation of farmer groups such as farmer-based organizations should be promoted for agricultural extension service delivery to realize its full impact. If may not pay proper heed to these problems we will be left behind in the race of the world. If we may focus on

these problems then we can bring a desirable change soon. We hope so that we will surely bring it through proper management and different policies of the government and private sectors.

**”If agriculture goes wrong nothing else will have a chance to go right’**