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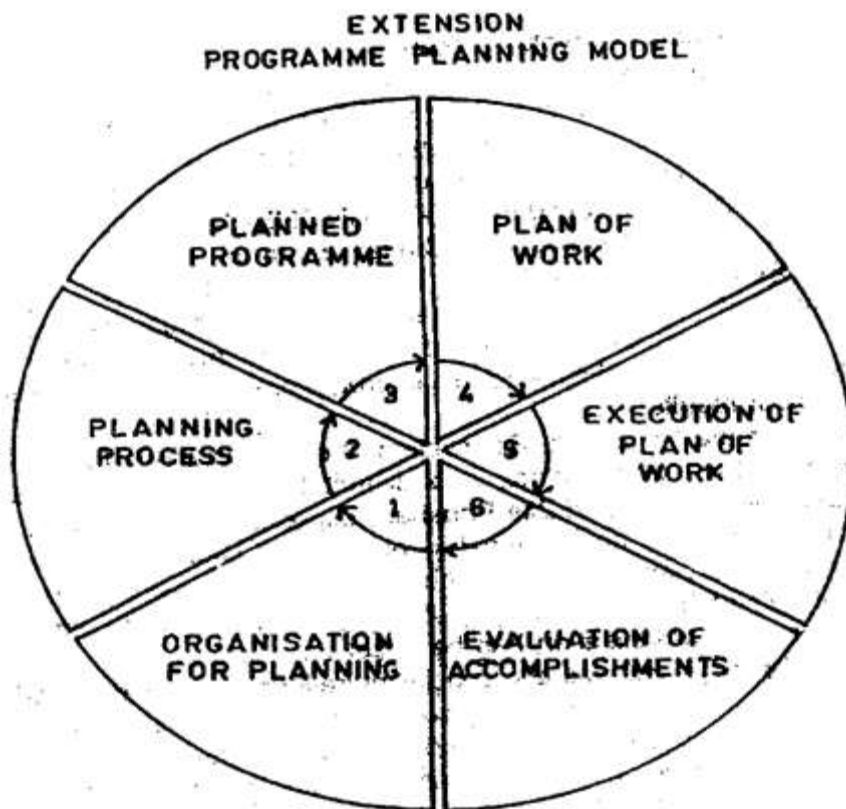
Name of Course: Programme Development for Rural Families

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EXTENSION PROGRAMME PLANNING MODEL

Sandhu (1965) developed a model for planning extension and rural development programmes. This model has six phases with a number or steps to be followed under each phase.



Extension Programme Planning Model

Planning Process Involves

1. Reaching, Understanding regarding principles, procedures, roles and time schedules
2. Analysis situation
3. Determining programme objective
4. Selection problems
5. Finding solution

The various phases and steps involved in this model are:

Organisation for Planning

I. Planning Process

1. Reach understanding regarding principles, procedures, roles and time schedule.
2. Analyse situation.
3. Determine objectives.
4. Select problems with due regard to priorities.
5. Find solutions.

II. Planned Programme

Prepare a written statement of:

- i) situation
- ii) objectives;
- iii) problems; and
- iv) solutions.

III. Plan of work

Prepare a plan of work containing information regarding:

- i) people to be reached;
- ii) goals, dates and places;
- iii) teaching procedures to be followed;
- iv) duties, training and recognition of leaders;
- v) roles to be played by extension personnel; and
- vi) roles to be played by other agencies.

IV. Execution of plan of work

- i) Make advance arrangement for inputs and teaching aids.
- ii) Interpret the approved programme to the staff and people's representatives.
- iii) Carry out the planned programme, phase by phase, in a co-ordinated manner.

V. Evaluation of accomplishments

- i) Do concurrent evaluation.
- ii) Do *ex-post facto* evaluation.

Organisation for Planning

The concept of involving potential clientele in the planning of extension programmes has received widespread acceptance. Involvement of people in making decisions about educational objectives not only results in better decisions about educational objectives, but also speeds up the process of educational change. By participating in the analysis of the local situation, the people's representatives are better informed and are better prepared for positive action.

The following conditions should be met in order to ensure that a good organisation has been set up

1. All social systems and special interest groups are identified.
2. Members of the planning committee represent all major interest groups, various economic and social levels of people, major vocations of the locality and other important

elements in the area.

3. Each member of the planning committee clearly understands

- a) the purpose of the group;
- b) how the group should function in attaining its purpose; and
- c) his individual role as a member.

4. Members of the planning committee have been elected, nominated or co-opted by appropriate democratic procedures.

I. Planning process

1. Reaching understanding regarding principles, procedures, roles and time schedule

It is necessary that all staff and the people's representatives are familiar with the principles and procedures of programme planning for the purposes of clarity and uniformity of action.

The following conditions should be met in order to fulfil the spirit of this step:

- i). A clearly defined statement of purpose and roles of each member is given by the planning committee.
- ii). The block, district and state level extension workers and programme planning committee members have understood :
 - a) the roles of extension workers in programme planning;
 - b) the role of programme planning committee members;
 - c) the purpose of programme planning;
 - d) the scope of extension's educational responsibilities;
 - e) the procedures to be followed;
 - f) the principles to be kept in view; and
 - g) the time schedule to be followed.

2. Analyse situation

Situation analysis involves collection, analysis and interpretation of the existing facts. Good planning depends on the availability of adequate and reliable data and scientific elaboration and interpretation of the same.

The following criteria should be met in order to ensure that this step has been adequately followed.

- Facts needed to evaluate the accomplishment of the previous year's programme are collected.
- Local facts needed to define correct and projected needs and interests and problems of the area are assembled
- The basic facts assembled and collected about background information are analysed and interpreted.
- The major needs and problems of the area, which are within the scope of extension's educational responsibility, are identified.

3. Determine objectives

It is essential in the programme planning process that before deciding on the projects to be undertaken, basic objectives of the programme are determined by the villagers in

consultation with the extension staff.

The following conditions or qualities will exist when objectives have been determined adequately and properly

- Objectives have been determined relating to major problems, need and/or interests as determined by the programme planning committee.
- Both immediate and long-term objectives have been determined.

4. Select problems with due regard to priorities

Selection of problems to be tackled will involve identification, classification and selection with due regard to priorities. Identification of problems will be done on the basis of situation analysis. Once the problems have been identified, it is desirable that they be properly classified into the following categories:

- Problems which can be solved by the people themselves with no outside financial aid.
- Problems which can be solved by the people with the aid of the Panchayat Samiti
- Problems which can only be solved with the help of Government funds

The following conditions will exist when the requirements of this step have been adequately met:

- Of the identified problems, the most felt and of widest concern are selected by the extension agents and people's representatives.
- Selected problems are related to the family, community block and situation.
- For tackling the selected problems, the time is scheduled on greatest priority basis

5. Find solutions to problems

The Village Level Workers at the village level and the concerned Extension Officer at the block level are two most important functionaries who advise the village families and the village institutions regarding solutions to their problems. The other Extension officials at various levels may join with the team in finding solutions to problems. Experiences of the farmers and suggestions of the specialists will help in arriving at a joint decision.

The following conditions will exist when this step has been properly carried out

- All the available research findings in the State are collected and projected.
- Block level and district level specialists make suitable solution to the problems according to the research findings.

II. Planned Programme

As Leagans (1961) pointed out, it is of utmost importance that the staff and the people in each area not only develop an extension programme, but also prepare the programme in a written form that is readily understood and is suitable for obtaining approval and use as a guide for officials and non-officials.

The problems should be stated from the viewpoint of the farm, the home and the community. They should not be stated in terms of solutions. The objectives should also be stated at a lower level in specific and measurable terms. They should include details about the learners to be reached subject matter to be taught and the behavioral changes to be effected. The objectives may also be stated from the point of view of the extension organisations and the extension public.

The following conditions will be met in order to have a good programme statement :

- The written programme should be suitable for use by the staff, planning groups and other individuals or groups concerned with the programme.
- It should clearly state the important problems or needs identified by the staff and the people in the programming process.
- It should specify the subject matter related to each objective that is highly significant to the people, socially or economically or both.
- It should be used as the basis for developing annual plans of work.

III. Plan of Work

Preparing a plan of activities directed towards solving selected problems is an important step. A plan of work is the listing of activities by which the objectives already decided upon are to be achieved.

The following conditions should exist in a good plan

- The plan of work is in written form.
- It has been developed co-operatively by the extension workers and people's representatives.
- It identifies the specific educational job to be done.
- The plan indicates for each educational job.
 - How it will be done
 - When it will be done
 - Where it will be done
 - Who will do it
 - What people are to be reached
- The subject matter is appropriate considering the people's level of interests, knowledge, attitude and available time and technology.
- The plan provides for the needed training of extension workers and leaders.
- Specific changes to be achieved or evidence of accomplishment are indicated clearly.

IV. Implementation Phase

1. Make advance arrangement for inputs and teaching aids

The conditions to meet the requirements of this step are

- Realistic needs of inputs such as fertiliser, seeds, credit facilities etc. have been worked out jointly by the areas extension staff and the Panchayat Raj institutions.

- Needed inputs have been procured well in time and stocked at proper places.
- Teaching aids to be used by the extension workers have been prepared and/or procured in sufficient quantity, well in time.

2. Interpret the approved programme to the staff and the people's representatives.

The following criteria will be met to ensure that this step has been adequately undertaken

- The approved programme has been explained adequately.
- The plan of work has also been explained adequately.
- They have been explained to all the block staff, all the people's representatives and other important leaders.

3. Carry out the plan of work

The approved programme should be carried out, step by step, according to the plan of work and in a co-ordinated manner. The success of a programme depends on the methods used to implement it.

It should be ensured that -

- the plans for coordination including calendar of activities within and outside extension agency system
- the techniques, methods and materials vary appropriate to the situation and clientele
- the subject matter used was appropriate considering the people and their objectives
- the plans for shared responsibilities were followed.

V. Evaluation of Accomplishments

Concurrent and *ex-post facto* review of progress towards the objectives is an essential phase of extension programme planning. This keeps the extension agency on the right track and helps in differentiating means from ends. Evaluation of the activities should be undertaken jointly by the extension staff and the people's representative organisations at different levels.

Conditions that will exist when this guideline is met are as under

- Evaluation plans were developed for each of the phases of the programme to be evaluated as indicated in the annual plan of work.
- A report of accomplishments and implications was made to the extension governing group. The governing group in projecting their plans for extension activities gave the findings from the report of accomplishments and implications.