



---

## EFFECT OF PRIVATIZATION OF AGRICULTURAL EXTENSION

R. Priyanka\*, N. Rukmani and M. Charumathi

School of Agriculture and Animal Sciences, Gandhigram Rural Institute, Dindigul, Tamil Nadu.

\*Corresponding Author Mail ID: [priyankarajashekar@gmail.com](mailto:priyankarajashekar@gmail.com)

### Introduction

The state of development of the agricultural marketing system is still far short of ideal, despite large investments from the public and private sectors in the building of facilities and infrastructure for the marketing of agricultural products. It was thus determined that the specialized variety and needs of marketing could only be met by a private institution.

### Factors for Privatization of Agricultural Extension Service in India:

1. The kinds of crops grown all around the nation.
2. Disparities in the farming community's socioeconomic strata, specifically in relation to small, marginal, medium, and large farmer categories, tenancy, ownership, and leasing.
3. Completely extreme variations in the agro climate throughout the entire nation.
4. The various strategies used in developed and developing nations, as well as their applicability to our nation, the environment, etc.
5. Variations in the pattern of rainfall, the whims of the monsoon, floods, cyclones, etc.

### Characteristics of private extension system:

Private extension seeks to improve its efficiency and effectiveness in service delivery because their primary goal is to maximize

profits for their clients through advisory services. It goes without saying that their compensation is correlated with the farmers' higher income. Intended audience. Large farmers, those who produce for the market, and those who operate in conducive environments are the main targets of private extension. Since small, marginal, and resource-poor farmers cannot afford the high costs of private extension, they will not be interested in investing in them.

**Customers:** Since they are paying for the services, customers in the private extension system are more devoted and cautious when it comes to extension services.

**Technologies:** Demand-driven and location-specific technologies are transferred by a private extension agency.

**Organizations:** Because private extension employees receive compensation from their clients, they become more dependable and driven.

**Funding:** Development organizations and farmer contributions provide funds to private extension services.

**Techniques:** Private consulting primarily uses one-on-one communication since working in groups will lessen the likelihood that they will be paid for their services.

**Commercialization of extension services is one method of privatizing extension.** Demand-driven, sophisticated technologies in the public extension system ought to be made

available at a specific price. Introducing the system for contract extensions.

**Presenting the share cropping system:**

Extension agents, both public and private, receive payment in the form of share crops. The extension staff's accountability and dedication to every service will increase as a result. Granting NGO's and the private sector greater authority and partnership rights. NGOs and the private sector have been heavily involved in the provision of agricultural consulting services in recent years. They might be entrusted with greater authority in the transfer of agricultural technology. Gradual disengagement from the public extension network. Two approaches to gradual withdrawal are commodity- or area-wise.

Reasons behind the Privatization Issue:

- i. The government's financial burden;
- ii. The Public Extension Service's disappointing performance;
- iii. The commercialization of agriculture

**Merits of Privatization:**

1. Extension becomes an economic input and produces new revenue.
2. Offers services based on demand.
3. Gives farmers a stronger voice within the extension service.
4. When extension services are provided effectively and of high quality, they become more affordable.
5. The efforts of public extension are supplemented or enhanced by privatization.

**Problems of Privatization of Extension:**

1. The result of user fees being privatized, which the beneficiaries is being charged for services.
2. The viability of charging for extension services calls into question the farmer's ability to pay.
3. The service will not be accepted in the future if the message does not produce the anticipated profit, which is the desired outcome.
4. Privatization promotes the maximum possible use of natural resources at the expense of sustainability.