

If Agriculture goes **“WRONG”**, nothing else will have chance to go **“RIGHT”** in this country.

India is Agriculture based country.

Agro Inputs are playing major role in Farm Productivity.

Agricultural Extension is a continuous process.





✉ **What is Agriculture Extension Service?**

✉ **“Is a tool or a Process in which Technology is transferred from LAB to LAND” for adoption.**

MAJOR PLAYERS IN EXTENSION SERVICE



- * **Agriculture Department**
- * **Agricultural Universities**
- * **Input Manufacturers**
- * **Input Dealers - T.Nadu - 11524**
Co.op - 4059

Total 15313

- * **NGOs**

AREAS OF EXTENSION SERVICE

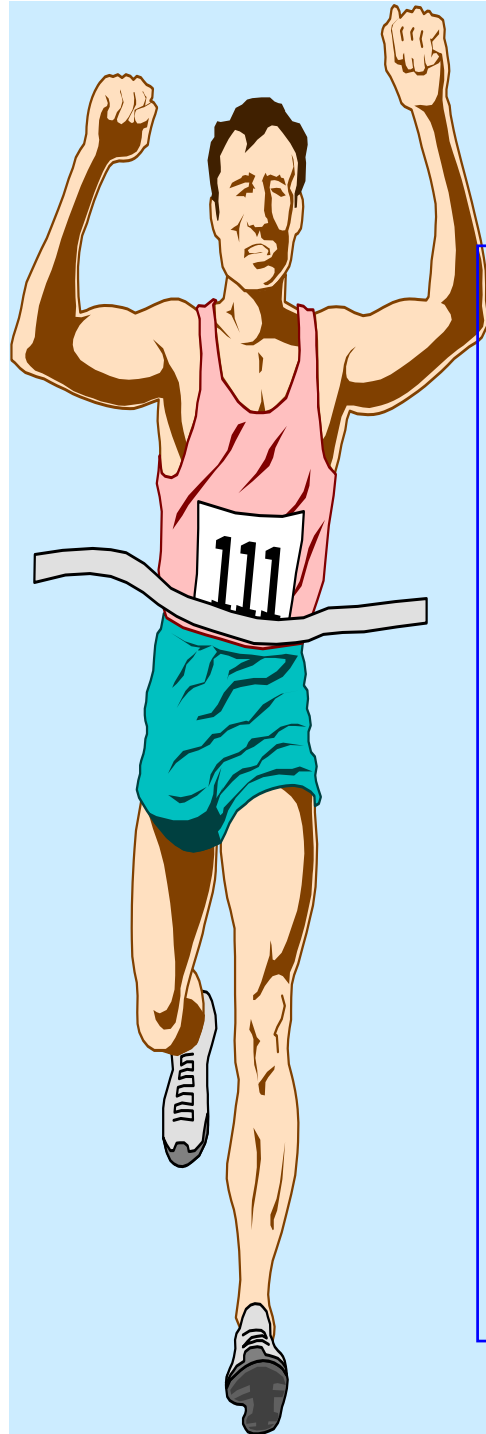
- ↳ **Related to Soil Management**
- ↳ **Water Management**
- ↳ **High Yielding varieties / hybrids**
- ↳ **Fertilizer Management**
- ↳ **Pest Management**
- ↳ **Credit Management**
- ↳ **Post Harvest Technology**
- ↳ **Marketing of Produce.**

FERTILIZER DEALER ROLE

- ★ Who Provides inputs to the farmer including credit.
- ★ Opinion Dealer
- ★ Adviser to the farmer
- ★ Link between input agencies & consumer
- ★ In direct contact with consumer (farmer)
- ★ Dealer Point is a best place for displaying (point of purchase)
- ★ Only person available to farmer day in & day out for any advise.

HOW TO MAKE THE ROLE EFFECTIVE

1. **Get trained in the areas of New technology.**
2. **Visit research centres at least once in 3 months**
3. **Involve in all training programmes / seminars conducted by input agencies in your territory.**
4. **Discuss with your local Scientists about changes and new developments.**
5. **Knowledge is Power.**
6. **Keep one day exclusively for Farm visits in a week.**
7. **Recommend right product, right dose at right time.**
8. **Develop your own Farmers Club, invite Scientists / Experts for guidance.**



SUCCESSFUL DEALER

Should know

- Himself
- Inputs he handles
- New Technologies
- Customer needs
- Advance Planning
- Participate in all extension services
- Who gives correct advises to the farmer
- Who displays & store & sell quality products.
- Who visits farmers field & advises.
- Competition

AGRICULTURAL EXTENSION SERVICES & DEALER ROLE

- 1. Demonstration & Field Days**
- 2. Crop Seminars**
- 3. Soil Testing Service.**
- 4. Training programmes on various issues.**
- 5. Field visits and advises**
- 6. Group discussions.**
- 7. Pre-season campaigns.**
- 8. Displays at P.O.P.**
- 9. Distribution of Crop literature.**
- 10. Farm produce Marketing Service.**
- 11. Visit to Research Centres, Factories**
- 12. Propagation of SUCCESS stories**