

University of Salahaddin  
College of Agriculture  
Plant Protection Department

# Agricultural Extension

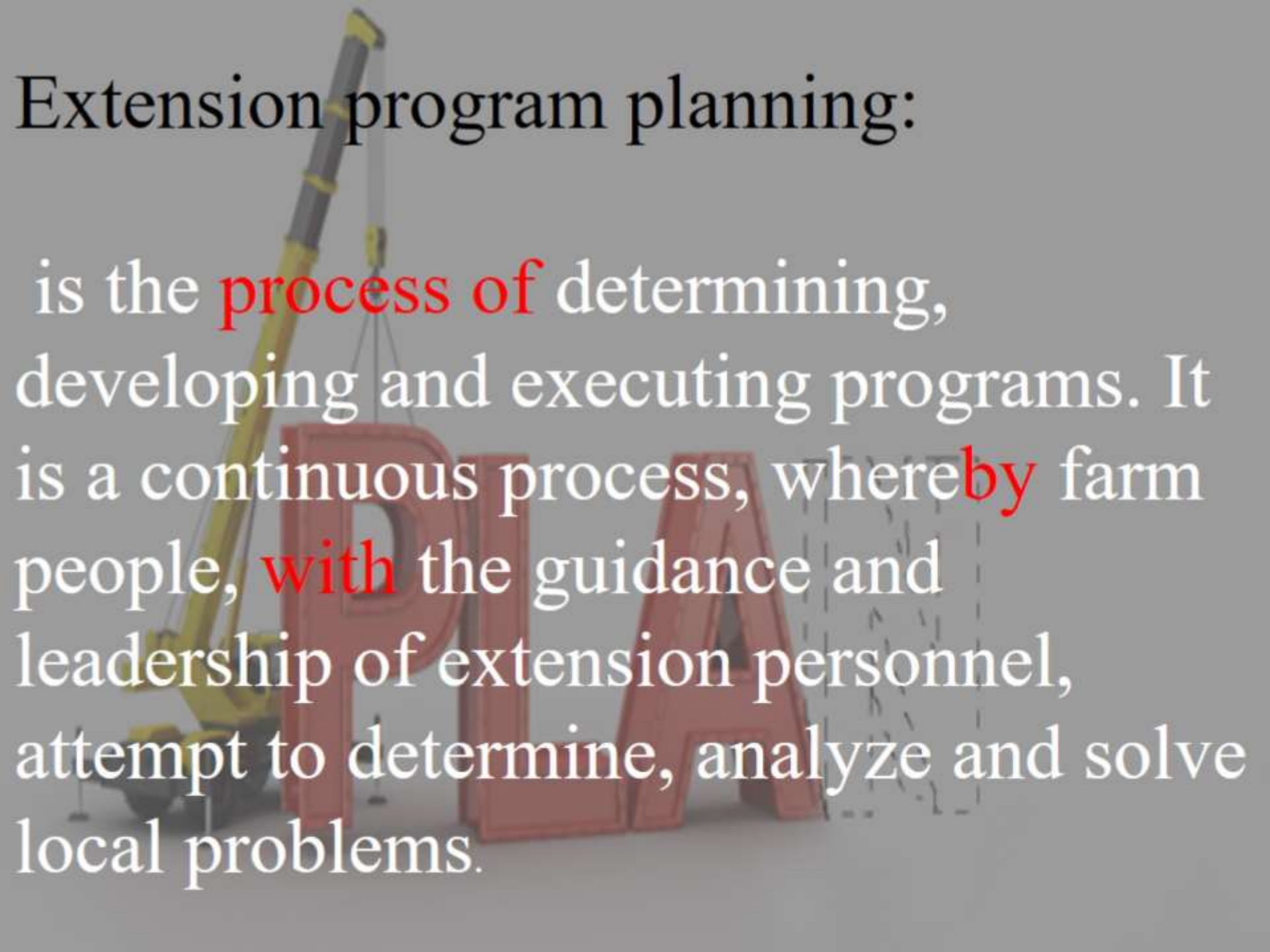
Lecture three/2<sup>nd</sup>. stage  
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2023-2024

# EXTENSION PROGRAM PLANNING



A yellow crane is lifting a large, three-dimensional red sign that spells out the word 'PILAR'. The sign is suspended by cables and is being moved from the ground. The background is a plain, light-colored surface.

Extension program planning:

is the **process of** determining, developing and executing programs. It is a continuous process, where**by** farm people, **with** the guidance and leadership of extension personnel, attempt to determine, analyze and solve local problems.

# 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

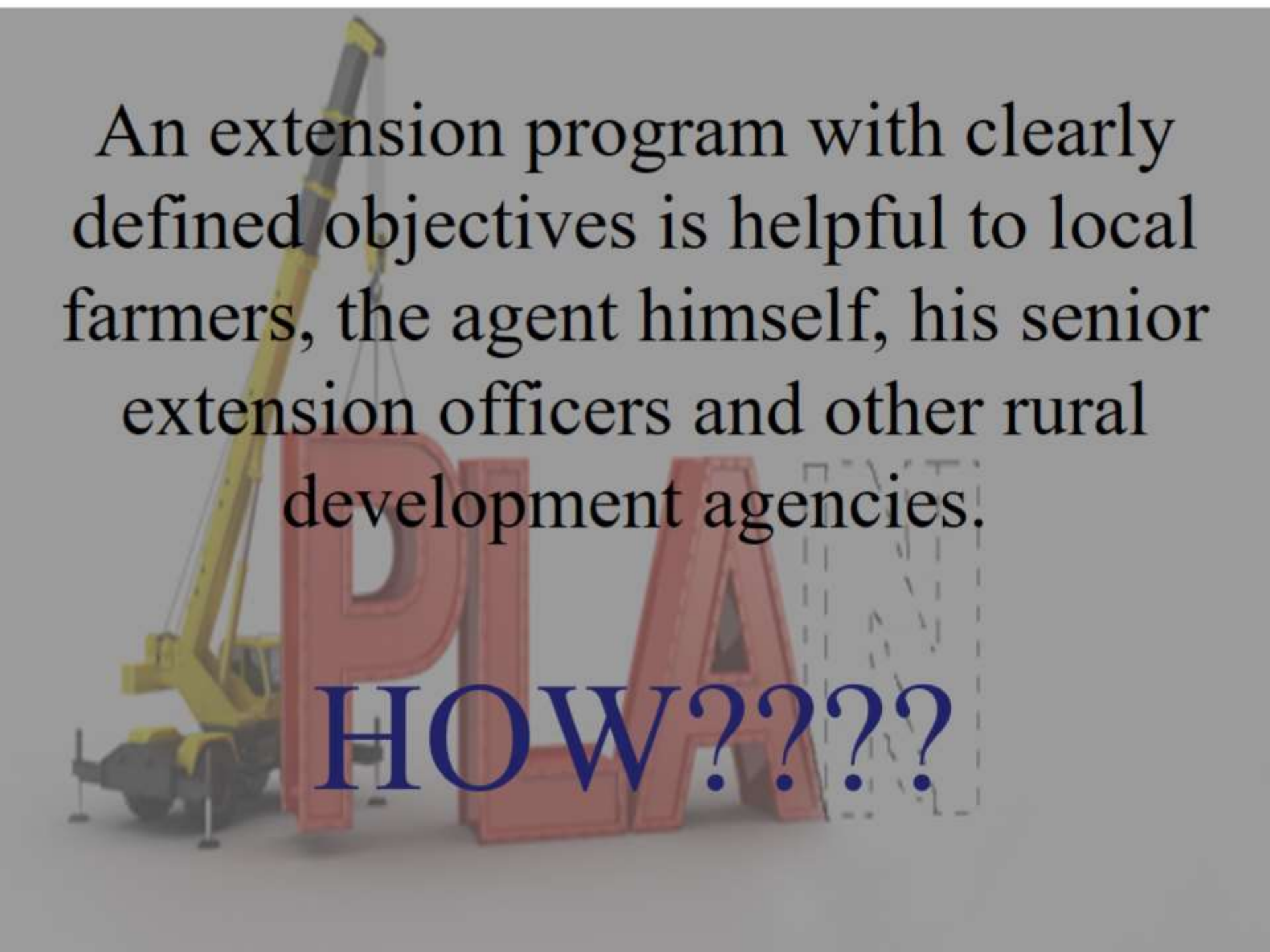
# Elements of extension program planning

## 1. Objectives:

Means of achieving these objectives.

Resources that are needed to fulfill the program.

Work plan indicating the schedule of extension activities that will lead to the fulfillment of the program objectives.

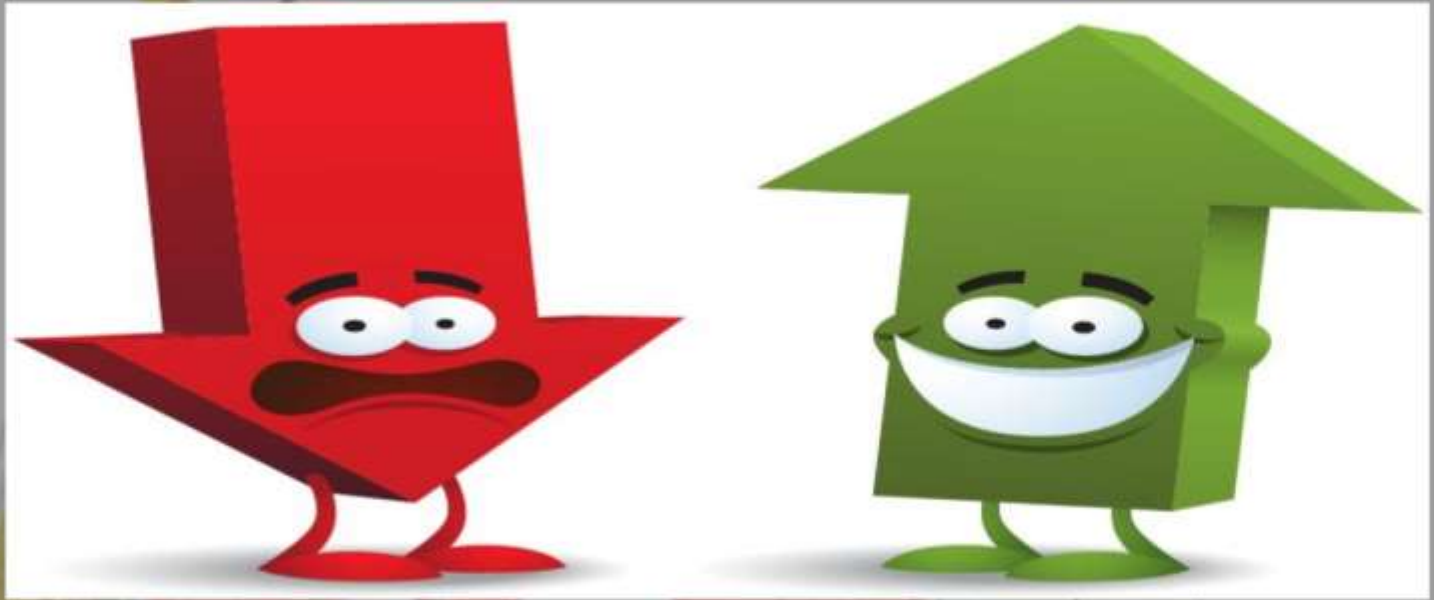
A yellow crane is lifting large, 3D red letters that spell out 'PILAM'. The letters are arranged in a row, and the crane's arm is positioned above them, holding them up. The background is a plain, light gray color.

An extension program with clearly defined objectives is helpful to local farmers, the agent himself, his senior extension officers and other rural development agencies.

HOW????

two different forms of extension programs

# Planning from above



Planning from below.

# Analyze the situation

Collecting facts

Analyzing facts

- **Identifying problems and Situation analysis potential**



## 2. Setting objectives

realistic objectives which should be set in three stages

A. Finding solutions

B. Selecting solutions

Acceptable Technically Consistent  
Feasible

C. Stating objectives

# Implementation

To implement the program, the agent carries out the activities specified in the work plan. His detailed monthly and weekly plans will take account of progress and problems encountered in previous months.

# Evaluation

The agent will be constantly reviewing and evaluating his progress during the year. At the end of the year, a more thorough evaluation should be carried out in which the agent identifies how fully each objective has been achieved.

## There are several types of evaluations:

- **Formative evaluation:** ensures that a program or program activity is feasible, appropriate, and acceptable before it is fully implemented. It is usually conducted when a new program or activity is being developed or when an existing one is being adapted or modified.
- **Process/implementation evaluation:** determines whether program activities have been implemented as intended.

- Outcome/effectiveness evaluation: measures program effects in the target population by assessing the progress in the outcomes or outcome objectives that the program is to achieve.

- Impact evaluation: assesses program effectiveness in achieving its ultimate goals.

There are several ways of collecting information  
for evaluation at the village level

**Agent's reports.**

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**Supervisors.**

**Discussions.**

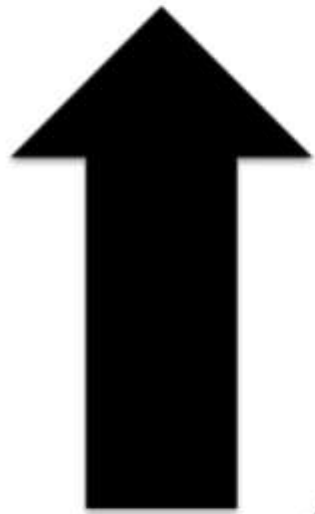
**Questionnaires.**

**Observation**

A yellow crane is lifting the word "PLAN" in large, red, 3D block letters. The letters are arranged in a row. The letter "N" is partially obscured by a dashed white outline, suggesting it is being moved or is a placeholder. The background is a plain, light gray surface.

**PLAN**

# Stages of program planning



Evaluate the program

Implement the program

prepare a work plan

Develop the program

2. Set objectives

Analyze the situation.