

## ABOUT THIS JOURNAL

The idea of Community Development as the objective and Extension Education as the means and activating force—the process of communicating the development message to village people and helping them translate it into action, is now well established in India. Extension has emerged as a distinct, well defined professional endeavour having over 100,000 people actively engaged in it. The, need for a professional society and a medium through which extension personnel may communicate and keep in close touch with research development in the field of Extension Education, achievement of the programme, new methods, techniques and procedures developed by fellow extension workers and other matter which might improve the professional competence of extension workers, has been felt since long. The Indian Society of Extension Education which has now been registered under Societies Registration Act XXI of 1860 and has widespread membership from all over the country, has fulfilled this long felt need and has received very enthusiastic support from different categories of extension workers in India and abroad.

Being encouraged by the enthusiastic response and universal support for the society, the need for publishing its journal as envisaged in the constitution of this Society, became evident. The Division of Agricultural Extension, Indian Agricultural Research Institute, New Delhi was invited to take the initiative and become the first site institution. The invitation was accepted and the editorial work was assigned to Dr. K. N. Singh, Professor of Agricultural Extension as the Chief Editor. Several discussions regarding layout, size, contents and other aspects connected with the publication of a professional journal were held with the members of the Executive Council, professional leaders in the field, official and non-official organizations, publishers and journalists. As a result, we are now in a position to publish the journal which is the product of visionary thinking, planning and efforts of many dedicated Extension workers.

The Indian Society of Extension Education under whose auspices this

journal is being published, has taken a giant step forward on the road toward recognition of Extension Education as a distinctive type of professional endeavour.

The journal is dedicated to the professional growth and advancement of those who have chosen Extension Education in their career as teachers, researchers, extension workers and administrators of Extension programme. It will publish research material relating to various aspects of Extension Education, Community Development and many other disciplines having bearing on Extension Education. In addition, it will also publish dissertations and opinion papers on problems of topical interest in Extension by out-standing authorities in this and other related fields. Review of books, abstracts, and subjectwise bibliography of completed researches in Extension and Community Development in India will keep the readers up to date with current literature.

#### A Bird's Eye View of This Issue

In his article, "Extension Education as a Profession" Director Clark has rightly emphasised that the educational task of Extension is a task of professionals and has discussed the desirable characteristics of professional persons which should help us to reshape our thinking and concept about Extension. In the "Studies on the Effectiveness of Result Demonstrations as a Medium of Diffusing Information Among the Tillers of the Soil" Khan et al have established the superiority of the technical recommendations over the local practices through carefully conducted 'Result Demonstrations'. Lionberger's article is devoted to "Some Implications From Diffusion Researches that Relate to Adoption of Farm Practices in India." The author has very successfully presented main problems in adoption of improved agricultural practices and has suggested ways and means to overcome them, based upon the synthesis of diffusion researches. Singh and Prasad, based upon their action research project conducted in rural schools, have shown encouraging result of the 'Educational Benefits Resulting from Youth Club Activities in Village Schools' with regard to awareness, interest, acceptance, knowledge and skills gained by the participants in youth club work and kitchen gardening.

The importance of farm information and their sources for adoption of improved practices by the farmers have often been recognised and emphasised.

Singh and Jha in their study on the "Utilization of Sources of Farm Information in Relation to Adoption of Improved Agricultural Practices" have explored the extent of utilization of sources of Information by farmers at different stages of adoption and the relationship between the extent of utilization of sources of information and type of farm practices. This information will certainly be helpful to Extension personnel.

Rao's article on "Effectiveness of Audio Visuals in Disseminating Information as testified by the Extension workers" is a nation wide survey for finding out the availability and extent of use of different Audio Visuals by Extension personnel in Community Development Blocks in India and for evaluating their comparative effectiveness in popularising improved practices.

"A Scheme of Research Needs in Adult Education" by Burton W. Kretlow has provided a tenable structure that can be used as a base for further development of research in the field of Adult Education and has demonstrated diagrammatically how different disciplines in coordination with the Adult Education enterprise and the total field of education provide a climate in which projection, theory building and speculation can arise.

Dhaliwala and Sohal have studied the "Extension contacts in Relation to Adoption of Agricultural Practices and Socio-economic Status of the Farmers" and the findings are of general interest to those connected with adoption of improved agricultural practices. Another interesting thing about this article is that it takes a frank look at our organization—the Agricultural Extension Service and evaluates our strength as also our shortcomings.

It is always interesting and useful to know how extension work is being conducted in other parts of the world and what their new approaches are. Pender's article on "Pilot Area Approach in the Netherlands" is an interesting presentation of a new approach and will surely be liked by our readers.

It may be that the concepts and even the language used in some of the papers presented in this Journal are unfamiliar to many Extension workers—especially those without background in the social and behavioural sciences. However, the kinds of ideas conceived in these papers are complex and it is not always possible to express them in 'everyday' language. But contributors

have made special efforts to limit the use of the 'special language' of their discipline. It may be also pointed out here that due to the nature of research in social and behavioural sciences, findings cannot be broadly generalized in all cases without running the risk of employing conclusions that cannot approximately be deducted and like all the other sciences there is never a final answer and many a time these answers raise a new set of questions.

Needless to say, the success of this endeavour and the Journal will largely depend on our ability to identify and present pertinent and stimulating material, the willingness of people with useful ideas and information to prepare manuscripts, the extent to which our readers make use of the content, subsequent subscription renewals and the enrolling of new subscribers.

We invite you most cordially to study and scrutinize carefully this first issue and advise us as to the extent we have been able to succeed in this venture.

*K.N. Singh,*  
*Editor*