

## عنوان مقاله:

The Challenges Facing Agricultural Extension from the Viewpoint of Agricultural Officers in Pakistan

## محل انتشار:

مجله علوم و فناوری کشاورزی، دوره 23، شماره 3 (سال: 1400)

تعداد صفحات اصل مقاله: 15

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## خلاصه مقاله:

Agriculture extension services in Pakistan are perceived as ineffective for many reasons. Limited research has been conducted so far in Pakistan to find those reasons. This study was conducted to consolidate different factors impeding the performance of Agriculture Officers (AOs), who are the change agents and most important pillar of extension system in Punjab, Pakistan. This study employed ۳۴۸ randomly selected AOs working in Punjab Province. The main research question levelled was that why the work of AOs is perceived ineffective and how it can be mainstreamed. This study was qualitative in nature with probability sample and external validity. Data were collected qualitatively and analyzed using thematic analysis technique. Empirically, we identify and discuss a number of notable and explanatory themes affecting the performance of AOs such as "fractional support from the government", "confused working environment", "advisory services techniques and physical environment", "organizational capacity and professional growth", and "partnership and linkages issues". The findings highlight a deep insight into how AOs struggle for their survival and meeting hefty targets with fractional facilitation. This paper also provides a generalization of the results and brief recommendations to be considered to revamp extension services in Pakistan and Asian countries, and .initiate transnational linkages to restore the grace agricultural extension

## کلمات کلیدی:

Advisory services, Extension services, Thematic analysis technique

## لینک ثابت مقاله در پایگاه سیویلیکا:

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