



# EXTENSION PROGRAMMING IN RELEVANCE TO FERTILIZING OF COCONUT

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# Extension defined

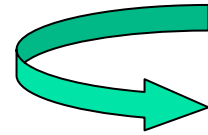
*A service or system which assists farm people, through communication and educational process to improve farming methods and techniques to increase production efficiency and income, bettering their levels of living and standard of rural life.*





**Education**

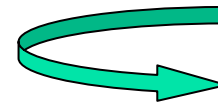
Teaching



**Learning**

**Communication**

(Extending, Passive top down technology transfer)



**Critical Dialogue**

Knowledge cannot be transferred,  
but one has to create ones own  
knowledge

**Extension = Capacity development**



# Coconut extension system in the past .....

## ■ Commodity Development & Production System

- TOT + Inputs supply +  
+ Produce incentives +  
Marketing
- Produce & Export High Value  
Commodity more efficiently &  
effectively



# New extension ....

- Multi disciplinary
- Support whole farm
- Coconut Based Farming System Development



# Major areas for Extension Intervention

- 1 Coconut replanting / replacement
- 2 Coconut new planting
- 3 Home garden coconut development
- 4 Intercropping in coconut lands
- 5 Animal husbandry in coconut lands
- 6 Fertilizer promotion
- 7 Productivity enhancement
- 8 Irrigation in coconut lands
- 9 Pest and Disease management
- 10 Farm management
- 11 Farmer organization development
- 12 Marketing of coconut farm produce
- 13 Inputs supply facilitation





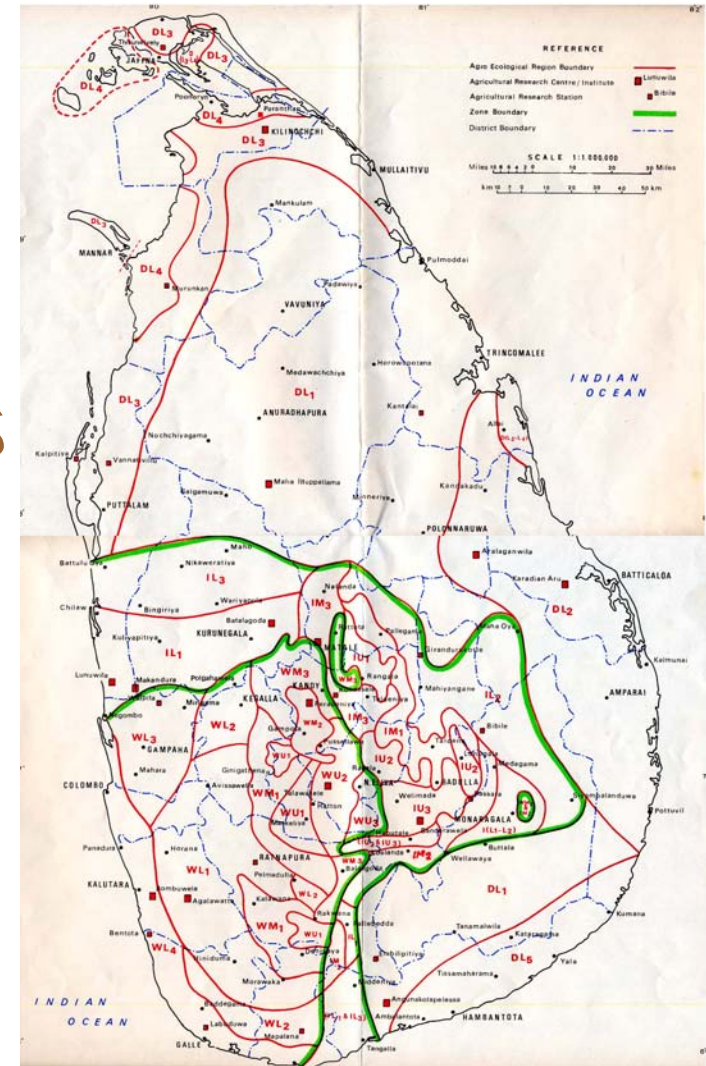
# Extension projects at

- National
- Regional
- Divisional levels

■ Extension with Objectives for Results

■ Situation specific

■ Flexible



# National programs

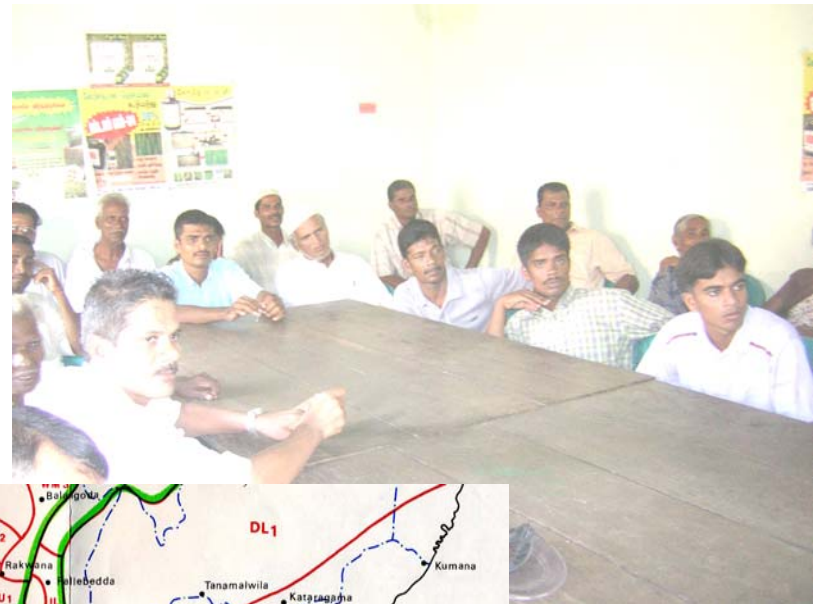
- General awareness on Technology availability
- National policies
- Programs and assistance
- Co-ordination & networking
- Research – Extension linkage
- Study – Analyze Research data
- Analyze trends
- Training & development of Human Resource
- Production of media & extension publications





# Regional level programs

- Awareness & interest creation
- More specific selection of technologies
- Back-up, monitoring & evaluation
- Coordinating & networking



# Field level programs

- Create learning situations
  - Individual & farmer group
  - Need based
  - Practical activities / Extension methods
- to

- Generate interest
- Help to experiment
- Conduct trials
- Change values & attitudes
- Inquire & observe
- Develop Capacity & creativity
- Develop skills



# Fertilizer Promotion Program

## National level program

- Extension guidelines
- Advisory Leaflets
- Extension campaign & national program on Gliricidia
- Fertilizer mini packets
- Coordinating & networking
- Fertilizer recommendation & mixing calculation tables

### INORGANIC FERTILIZER APPLICATION FOR COCONUT



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# Fertilizer promotion program at Regional level ( 2006 – 2007)

- 1. Publicity & awareness program on Gliricidia**
- 2. Workshop on integrated plant nutrition**
- 3. Assist to obtain Differential Fertilizer Recommendations**



# Fertilizer Program at Divisional / Farmer level (2006 – 2007)

## ■ Promote



- APM
- YPM
- Straight fertilizer
- Mg
- Home garden mini-packets.
- Gliricidia

- “Kapruka Ayojana” Credit for fertilizer & rehabilitation
- Field demonstration on soil conservation, sustainable land use & fertilizer

**MIN. SUBSIDIZATION INTERESTS**  
**Coconut Cultivation Board**

**"Kapruka Ayojana"**

**Concessionary loans for coconut land development**

Loan Amount Rs.	Grace Period	Repayment duration	Interest Rebate
1000/- Ac.	1 Year	5 Year	1 <sup>st</sup> Year 100% 2 <sup>nd</sup> - 4 <sup>th</sup> Year 50% 5 <sup>th</sup> Year 100%
1000/- Ac.			
1000/- Ac.			
1000/- Ac.			
1000/- Ac.			
1000/- 5 Ac. unit	6 Month	1 Year	1 <sup>st</sup> Year 100%
1000/- per Ac. unit			
1000/- 1/2 Ac.			
1000/- Ac.			
10,000/- 10 Ac. unit			
1000/- 1 Ac. unit	3 Month	5 Year	1 <sup>st</sup> Year 50%
1000/- 1 Ac. unit			

\* Kapruka Ayojana: Credit Scheme is conducted by the Coconut Cultivation Board with collaboration of commercial Banks, State Banks and Regional Development Banks.

Under the credit scheme financial assistance, technical guidance and extension services are provided towards realization of higher productivity and steady income by making optimum utilization of available resources in the land to secure application of scientific methods and plan management.

State Bank      Sankar Bank      Western Dist. Bank      Union Bank

# Issues & constraints

- 1 Relative advantage of fertilizer is "low"
- 2 Observability is less prominent
- 3 Less compatible with needs
4. Complexity of innovation

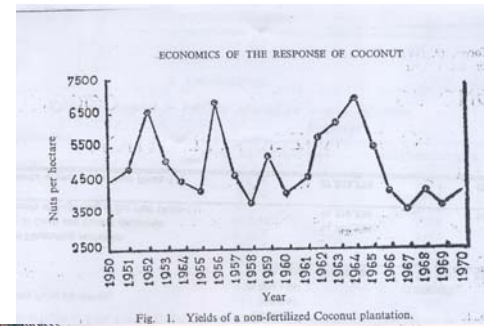


Fig. 1. Yields of a non-fertilized Coconut plantation.

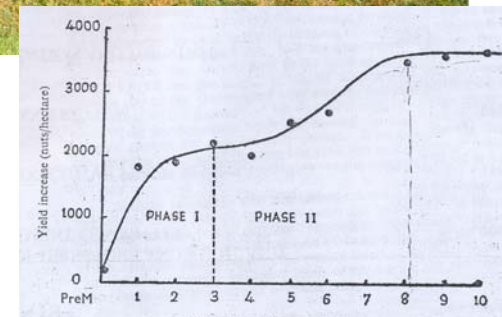


Fig. 2. Response to fertilizer with time.