

Problems and Countermeasures of Agricultural Extension in New Period

Xue Bai, Yang Yu*

Jingchu University of Technology, 448000, China

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Abstract: As an important part of the development of the national economy, agricultural development has attracted the attention of relevant state departments in recent years. Along with the continuous acceleration of the development of science and technology in China, the role of agricultural science and technology promotion in the development of rural economy has gradually emerged. For a long time, grassroots agricultural extension has made significant contributions to solving the problem of people's food and clothing and realizing the historical transition from traditional agriculture to modern agriculture. This paper makes a detailed analysis of the current situation and problems of agricultural extension in the new period, and puts forward some countermeasures. It holds that modern agricultural extension must be innovated in concepts, organization, management and technology, so as to promote the better development of agricultural extension in the new period.

1. Introduction

Agricultural extension is a rural social education with the rural society as the scope, the family farms or farmhouses targeting farmers as the center, the actual needs of farmers as the content, and the improvement of farmers' quality of life as the ultimate goal. In the new era, the rapid development of agriculture and rural market economy and the strategic adjustment of agricultural industrial structure have entered a new historical stage, and the promotion targets have put forward new requirements for agricultural extension [1]. The grassroots agricultural extension work is also facing enormous challenges. The traditional grassroots agricultural extension system has been unable to meet the farmers' demand for agricultural technology diversification due to its own limitations and unity [2]. The historical responsibility of agricultural workers is to strengthen agricultural extension, accelerate the construction of agricultural modernization, and build the vast countryside into a new socialist countryside with prosperous economy, advanced science and technology, ecological balance, beautiful environment and rich life as soon as possible [3]. However, in real life, the construction of grass-roots agricultural extension organizations has not attracted enough attention, and there are many problems. It is not suitable for the new requirements of grass-roots agricultural extension work in the current economic transformation period of China, and hinders the healthy development of rural economy.

2. Problems in Agricultural Extension in the New Period

2.1. The talent structure is not suitable

Agricultural extension has not yet been recognized and treated as a science. The research on the characteristics and internal relations of natural science, rural sociology and social behavior is not enough. Including the knowledge structure of scientific and technological personnel and the talent structure of scientific and technological departments. The main manifestations are as follows: there are more ordinary technicians and fewer new and special technicians; There are more people who understand productive technology and less people who understand processing and fresh storage. There are more specialized talents and fewer compound talents. Almost all the promotion focuses on traditional agricultural products or local leading industries, but ignores the diversity of farmers' demand for technology. The promotion content is too single and the basic needs of farmers cannot be fully met. There are many talents in prenatal service and few in postnatal marketing service. The

self-improvement of agricultural technology extension service team and personnel quality is seriously lagging behind, which can not meet the ever-changing market demand for agricultural development. Agricultural departments at county level only provide business guidance, while agricultural departments do not care about people, and towns do not care about people. This causes the management of agricultural extension work to be out of line [4]. The promotion of some science and technology still depends on administrative measures, so there are often unstable and repetitive situations. In the field of agricultural education, only a few agricultural colleges and universities in China offer the course of Agricultural Extension.

2.2. Popularization system is not suitable

Agricultural technology extension units have no corresponding reform and policy measures in the selection mechanism, employment mechanism and management mechanism, so there are many problems. If the personnel composition is complex, the level is uneven, and the proportion of non-professional technical personnel is high. The top-down operation mechanism, with the combination of politics, technology and material as the main means of extension, is too single for the main body of agricultural extension to meet the needs of vast rural areas and farmers for agricultural technology. At the grass-roots level, the work of agricultural technicians is often not guaranteed and disturbed, and they can not engage in normal agricultural extension work. Each professional station is headed by the center, and the center coordinates the technical promotion activities of various professional stations. This multi-head management mode is bound to promote the comprehensiveness and uniformity of the promotion work, which in turn affects the overall effect of the promotion work, resulting in waste of resources [5]. Some people have no effect to play, and some people have difficulty playing. In short, the deepening reform and functional transformation of the agricultural technology extension department is seriously lagging behind, and it is far from adapting to the development requirements of advanced productivity in rural society.

2.3. The ability of technological innovation and transformation of scientific and technological achievements are not strong

The self-sufficiency rate of key technologies in agricultural science and technology is low, and there is a lack of effective coordination and cooperation in scientific innovation, technological innovation, industrialization activities and transformation of scientific research results. The pace of technology economization and industrialization is slow, and promotion mechanisms such as technology shares, technology contracting, technology transfer, talent transfer, complementarity of production factors, joint management of parks or joint development of a certain industry are ineffective. To establish a system that conforms to China's basic national conditions, adapts to the development level and requirements of modern productive forces, and takes the national system as the main body and the social organization as the supplement [6]. Research on the way out for agriculture at this stage, which is in urgent need of solution, is weak. In addition, there is a serious shortage of funds for the transformation of scientific and technological achievements and insufficient investment in the transfer of achievements. The demand for agricultural technology is not met, and the strength of scientific and technological services is weak, which affects the flow integration of innovation elements and the overall function of innovation [7]. Many rural grassroots agricultural technicians still rely on the equipment of "one ruler, one shovel" to carry out the promotion work. This has a great impact on stabilizing the promotion team and carrying out agricultural promotion work.

3. Solutions to Modern Agricultural Extension

3.1. Innovation and promotion system

At present, the trend of marketization of agricultural products is becoming more and more obvious. The competitiveness of agricultural products directly determines the enthusiasm of farmers, and farmers will pursue efficiency as the first gist. On the basis of improving and consolidating the

national agricultural extension system, we must actively cultivate and support various types of private scientific and technological service organizations. Establish a sound promotion system, different levels of tasks, relatively independent, give full play to the role of agricultural research units and scientific and technological personnel in the first line of production of "links" and "bridges", thereby accelerating the reform of the agricultural extension system [8]. Federations, cooperatives, industrial service centers and other private technology-based service organizations provide members and farmers with one-stop services before, during and after childbirth, enabling technology and production to form a community of interests. Therefore, we must keep up with the development situation and establish as soon as possible a diversified agricultural technology extension organization system that is market-oriented, with farmers' benefits as the core and the government as the main body. To expand the coverage of technology promotion, strengthen the work of poverty alleviation through science and technology, break the compartmentalization, strengthen horizontal ties and give full play to comprehensive advantages; And strengthen the supervision and management of agricultural extension.

3.2. Innovating ways and methods of agricultural extension

At present, the way of agricultural promotion in our province is relatively simple, the radiation area and service function can not meet the needs of farmers, and new promotion methods and methods must be created. It is necessary to gradually implement the employment system for all cadres, the technical job competition and the target responsibility assessment system, and encourage scientific and technical personnel to strengthen their study and practice, strive to improve their own quality, and master modern technology and service skills to meet market demand. Governments at all levels must increase the funding for agricultural technology promotion, and carry out a comprehensive inspection of the definition, capacity, establishment and funding guarantee of township agricultural technology promotion institutions. Give full play to its teaching and scientific research, and promote the advantages of one-stop service system. Changing the orientation of agricultural universities and scientific research institutes in their long-term achievements, papers, titles, light application and light transformation. Government departments should strengthen the establishment of grass-roots agricultural technology extension system, whether financial, material or human resources, should give strong support, from the perspective of institutional staff, to build a good working environment. We will further mobilize the enthusiasm of agricultural technicians in promoting agricultural technology, strictly implement the performance appraisal system, reward those who have made outstanding achievements in agricultural technology promotion, and give priority to recommending and evaluating professional and technical positions.

3.3. According to the needs, take the characteristics and give full play to the local advantages

Agricultural production has a strong regional character. With the development of economy, agricultural production inevitably shows a trend of regionalization. Agricultural extension work should also be based on the production characteristics of various agricultural regions in the province, accurately locate and do a good job in agricultural technology extension work. Around the promotion of services, do a good job in promoting the promotion of services; In addition, it is necessary to focus on service and promote industry. Financial departments at all levels allocated to agricultural extension departments have higher growth rates than regular financial revenue. Give full play to the road of modern agricultural development with "building a park with a base, gathering farmers with the base, and promoting the industry to increase income", adapting to local conditions and giving play to local advantages. In addition, in the promotion process and the choice of path, we should classify the promotion objects hierarchically and adopt progressive promotion. Secondly, scientific and perfect measures are taken to improve the professional and technical associations, and their role in information dissemination, technical training and production services will be fully utilized to lay a solid foundation for agricultural technology promotion.

4. Conclusions

To sum up, with the rapid development of China's rural economy, it is imperative to do a good job in grass-roots agricultural extension. However, from the analysis of this article, we can see that there are still some problems to be solved in the current grass-roots agricultural extension work in our country. Agricultural extension organizations should give full play to their leading and pioneering role and extend the simple in-production technical services to the whole series of services before, during and after childbirth. At the same time, they require the attention and support of governments and leaders at all levels and the close cooperation and participation of all departments. All kinds of agricultural projects should increase investment in agricultural extension infrastructure construction and improve the basic conditions of extension units. Therefore, in the future, the agricultural administrative departments must pay more attention to the grass-roots agricultural extension work, and formulate practical measures to improve the current situation of agricultural economic development, in order to further promote the sustainable development of rural economy in China.

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