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Contribution to the Sustainable Rural Development. Case Studies

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Abstract

The sustainable development of rural areas depends, inter alia, on know-how transfer and adequate training/education of land-user that assures the rural economy. No doubt that the agricultural extension plays a very important role in promoting peasant's knowledge and improving his technologic thinking whereby putting it on more economic base. It is a continued process that extends the former basic education level (given by school or courses) for, mainly, rural population employed within the agricultural sector. Namely in developing countries it plays a very important role in the rural development. The extension work is mostly technologically-oriented and effective with regard to farming improvements. However, correct approach of extension workers gets sometimes difficult because they very often miss a necessary professional background and appropriate methods and tools. Institutional building also usually lag behind which does not permit a proper extension service development. The extension worker is mostly on lower level of his professional education.

A methodological approach represented by introduction of technological and managerial programs can be of great assistance to the extension workers in this respect. Institutional building properly prepared by respective authorities and professionally provided with know-how is also of extreme importance as the base of the whole process. The paper refers on the approach that has been undertaken at the ITSA Prague to strengthen advisory activities in selected developing countries.

Agricultural Technology Management Program was conceived and built by ITSA researchers to help extension workers in the developing countries. Projects of Advisory Centers in Mali and Jordan have been worked out to conduct advisory activities among agricultural producers focusing especially on the small-scale farmers. The paper explains philosophy and approach of both of two directions and gives details on the Program as well as Centers. It supplies more information about the first part of the Program that has been completed. Projects of Education&Experimental Center in Kayes (Mali) and Advisory Center in Jordan are described and discussed. The economic and social environment in both localities are characterized, too.

Keywords: Advisory center, Agricultural Technology Management Program, extension service, institutional building