



The Review of Necessities, Contexts and Agricultural Extension Demand-Driven Development Process, an Alternative to the Traditional Approach to Agricultural Extension in the Third Millennium

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Mission of extension as a development trustee and tool, is poverty alleviation throughout the rural communities. Unfortunately, the implementation of yield increasing policies and technology transfer were the higher priority in recent decades. There are two important reasons for extension inefficiency: the underestimation of farmer's expectations, the low adoption of agricultural appropriate technologies by poor and small farmers and the neglecting environmental issues. It is assumed that farm yield increasing and productivity will develop agriculture and rural communities in the second millennium. In the past, the investment in agricultural extension revolved around offering extension services on the part of state sectors by an exclusive approach. In recent years, extension agents think more than ever that it is worthwhile to appreciate the opportunities available for reinforcement the market of extension services as improving the demand for agricultural service and information. Hence it is essential to search for new extension approaches which are more efficient, effective, and responsive to different and heterogeneous groups of farmers. Demand-driven extension approach would ensure farmer's profit and real need for agricultural development. This paper examines analytical method and documentary-study the necessity, characteristics and description of demand-driven extension development process in the current age.

Key words: agriculture extension, demand-driven extension, market-driven