



## **Advisory services: Achievements, challenges and opportunities in Iran**

**Masoumeh Forouzani\*<sup>1</sup>**

Assistant professor, Department of Agricultural Extension and Education,  
Khuzestan Ramin Agriculture and Natural Resources University, Mollasani, Ahwaz,  
Iran

m.forouzani@yahoo.com

Due to financial constraints, advisory services fundamentally were formed with the aim of delivering a part of public extension activities provided by government to the private sectors. The main purpose of promoting this extension system was to provide a context to help better development of human resources, improving social capital formation in rural areas and conserving natural resources in order to achieve agricultural sustainability. It is clear that the formation of a large number of technical advisory services corporations in terms of joint-stock or cooperative models which leads to employ a large number of agriculture graduates will promote achieving those goals. Using the current literature on the issue, this article primarily provides a brief overview of advisory services in extension, it then proposes a framework to design and analyze the advisory services in the field of agriculture. Furthermore, comparing the current situation of advisory services to the proposed framework, it examines the challenges of active body of advisory services in the country, Iran. Finally, based on this analysis, the effective factors which help to best fit with the proposed framework are identified and discussed.

**Key Words:** Advisory Services, Agricultural Extension, Technical Advisory Services Corporations, Iran