

New Innovative Education System - Extension Education Program Based on Local Livelihood and Work Experience

Deepak Dnyandeo Patekar

Sr. Business Manager & Chief Training Manager, MKCL Pune (A Government of Maharashtra Promoted Organization)(Ph.D. in Business Management, MBA, B.E. (Computer))

Abstract

This paper presents a need and implementation of innovative opportunity for earning degrees for youth living in rural, semi-urban and urban areas. Based on the local resources of your village / panchkroshi, youths who earn livelihood through direct work through various service sector / business / industry etc., can get BBA degree based on their work experience! This degree is related to Degree related to local livelihood and based on work experience. This gives an opportunity to become a professional graduate without migrating to big cities. We have tried to implement this new degree program Work-Based Degree – BBA (Business Process Management) based on the principals of Extension Education due to which learning is stretched out into the villages & fields beyond the limit of regular school and colleges. This education gives knowledge to rural people about the improved processes and practices in their field of operation. We have adopted different marketing strategies to reach out to such students. In first year, we have registered 64 admissions across Maharashtra. 64 Students are from various backgrounds like Agriculture, Food Processing, Farming & Allied Services, Water Conservation, Information Technology Providers, Dairies, Medical Stores, Natural Resource Management, Beauty & Wellness services etc. All the students are learning through eLearning platform and continuously they are getting advanced knowledge about their fields through live online lectures. Ultimately this helps students for real work improvement from experts in their field.

KEYWORDS: Extension Education; Work Based Degree; eLearning; Agriculture; Local livelihood.

I. INTRODUCTION

According to B. Rambhai, Extension is a two – way channel; it brings scientific information to the village people and also takes the problems of the village people to the scientific institutions for solution, it is a continuous educational process, in which both learner and teacher contribute and receive. Yashwantrao Chavan Maharashtra Open University (YCMOU) and Maharashtra Knowledge Corporation Limited (MKCL) are conducting a work-based degree course for 12th pass students – BBA (Business Process Management), a work-based and extension education based degree course. These courses are based on the 'नई तालीम' principle of knowledge through actual work, and more productive work through knowledge. These courses are designed to acquire skills through hands-on work, e-learning and theoretical foundation under the guidance of experts. This is an innovative education method called 'Learning through working'.

BBA(BPM) i.e. Work-Based B.B.A. It is a special degree based on work experience for 12th pass out youth. This is an innovative degree opportunity for 12th passed

youths living in rural, semi-urban and urban areas. This is an important experiment in higher education.

This course will give students the opportunity to become a professional graduate without having to migrate to big cities, with a degree relevant to local livelihoods and work experience. Students will be given personal guidance by experts in their field for actual work improvement. Therefore, students will get a special experience of learning through work and more productive work through knowledge.

II. PREVIOUS SYSTEM(SIGNIFICANCE OF THE STUDY)

- Government / Private Institutions / Government Corporations have many precious extension education programs which includes training programs, benefits, subsidies and entitlements on one hand but no program gives professional degree to the concerned student while giving the additional knowledge of the field in which s/he is working.
- There is no any continuous guide / mentor of specific field allocated to student for the period of 3 years in any of the degree program.
- There is no any program which gives an opportunity to become a professional graduate without migrating to big cities.
- There is no any program which gives individual guidance to students for real work improvement from experts in their field.
- There is no any program where theory can be confirmed by studying through e-learning.
- Lot of youth is not able to / not want to participate in regular degree courses because of the time availability and their career goals.
- Current education system: Teaching is largely confined to the premises of the institution; Learners are homogeneous with common goals. There is a fixed curriculum, students are examined and degrees are awarded. Knowledge flows from teacher to the learners (Vertical).

III. WHO CAN BECOME PART OF INNOVATIVE EXTENSION EDUCATION PROGRAM BASED ON LOCAL LIVELIHOOD AND WORK EXPERIENCE

BBA(BPM) i.e. Work-Based B.B.A. It is a special degree based on work experience for 12th pass out youths. This is an innovative opportunity for earning degree for 12th passed youths living in rural, semi-urban as well as urban areas.

In the post-Covid era, jobs, employment and livelihoods are changing. Living in big cities, getting job, employment, livelihood is becoming challenging. Due to the global epidemic, the problem of higher education of many young men and women who have returned to their hometowns is becoming serious.

Against this backdrop, the Work-Based BBA course has been designed in association with Yashwantrao Chavan Maharashtra Open University (YCMOU) and Maharashtra Knowledge Corporation Limited (MKCL). This is an important experiment in higher education.

Based on the local resources of your village / panchkroshi, youths who earn livelihood through direct work through various service sector / business / industry etc., can get BBA degree based on their work experience!

This course will give students the opportunity to become a professional graduate without having to migrate to big cities, with a degree relevant to local livelihoods and work experience.

Students will be given personal guidance by experts in their field for actual work improvement. Therefore, students will get a special experience of learning through work and more productive work through knowledge.

At present livelihood is available in various fields at the local level. The students from below fields can enroll for the BBA (BPM) Degree.

Some of the areas are listed below.

- Agriculture and agribusiness
- Animal husbandry
- Management of natural resources
- Water Conservation & Management Sector
- Waste management
- Forest and forest rights management, forest plantation management, processes and management of forest produce i.e. bamboo, timber, herbs, lacquer
- Artificial insemination of cows, animal husbandry, production and sale (cows, bullocks, buffaloes, goats, sheep, donkeys, chickens, etc.), fish farming, bee and sericulture, etc.
- Forest and Wildlife Sector - Wildlife and Nature Photographer, Bird Specialist, Park Ranger, Trail Manager, Adventure Guide, Wildlife Biologist, Marine Life Researcher, Environmental Law Specialist, Consultant, Environmental Journalist, Writer, Information Manager, Supervisor, promoter, eco-tourism, etc.
- Traditional Arts and Crafts
- Renewable energy sector
- Green Enlightenment
- Government Services / Facilities
- Health care
- Educational service
- Independent business / shopkeeper
- Digital freelancing
- Etc...

through this course the opportunity of higher education is being made available to the students who are making a living in this and such fields.

Eligibility:

- 12th Passed
- Livelihood through various service sector / business / industry / self-employment / self-business / organization etc. based on local resources preferred

IV. NEW INNOVATIVE EDUCATION SYSTEM

- In current **Formal** Education System: Teaching is largely confined to the premises of the institution; Learners are homogeneous with common goals. There is a fixed curriculum, students are examined and degrees are awarded. Knowledge flows from teacher to the learners (Vertical). Approach is from principles to problems.

- In current **Extension** Education System: It is largely outside the four walls of the institution. Learners are heterogeneous and have diverse goals. No fixed curriculum, it is flexible depending on the needs of the learners. No examinations are conducted and no degrees are awarded. The extension worker also learns from those who he teaches (Horizontal). He teaches through local leaders. Approach is from problem to principles.

Here we are proposing new education system which combines the benefits of Formal education and Extension education.

- **Extension Education Program Based On Local Livelihood and Work Experience:** It is largely outside the four walls of the institution. In extension education, Learners are heterogeneous and have diverse goals and no fixed curriculum but here we have changed this principle and provided fixed + variable curriculum to students as per their field of working. Fixed curriculum through eLearning i.e. BBA (Business Process Management) and Variable curriculum through expert's / mentors live lectures. Variable curriculum is flexible depending on the needs of the learners (i.e. as per livelihood category captured during application process). Examinations are conducted and BBA degree will be awarded. The extension worker also learns from those who he teaches (Horizontal). He teaches through local leaders. Approach is from problem to principles plus principles to problems.

V. BENEFITS OF INNOVATIVE EXTENSION EDUCATION PROGRAM BASED ON LOCAL LIVELIHOOD AND WORK EXPERIENCE

- Education, experience, livelihood at the same time.
- Degree related to local livelihood and based on work experience
- An opportunity to become a professional graduate without migrating to big cities
- Personal guidance from experts on actual work, 3 years, continuously
- Courses through e-learning, study from students own smartphone or laptop
- 3 years (2 semesters per year)
- Honorary degree from Yashwantrao Chavan Maharashtra Open University
- Work Experience Certificate by MKCL based on 3 years work evaluation

VI. EDUCATION SYSTEM & CURRICULUM OF INNOVATIVE EXTENSION EDUCATION PROGRAM BASED ON LOCAL LIVELIHOOD AND WORK EXPERIENCE

Academic structure of this course is designed in such a way that, every student of diverse fields will get a knowledge about business processes, management etc. so that s/he can excel in his/her field.

At the heart of the learning process of this work-based degree course is the day-to-day work that students do to support themselves or their families. Students will get expert guidance / advice to improve these daily activities. Also, e-learning materials based on the syllabus will be available.

The salient components of the learning process are as follows:

- Daily actual work
- Medium - Marathi
- Discussion, consultation and guidance with experts in relevant fields based on daily work, once a week
- Daily online classes for curriculum based learning
- Academic literature:
 - Individual login to MKCL's 'Learning Management System', a work based learning framework, students are expected to view from their own smartphones or laptops.
 - E-learning materials in audio-video format and practice questions to study concepts, examples, real-life case studies
- Evaluation:
 - CCE – Continuous Comprehensive Evaluation
 - Components of Continuous Comprehensive Evaluation
 - Marks obtained from e-learning studies and e-exams
 - Attend daily online sessions
 - Attendance at expert-guidance sessions and marks given by experts on actual work evaluation
- Curriculum:
 - First Year:

कोर्स कोड	सेमिस्टर १ विषयाचे नाव
C1	व्यवस्थापनाची मूलतत्त्वे
C2	विपणनाची मूलतत्त्वे
C3	व्यवस्थापनासाठी लेखन कौशल्ये
AEC1	माहिती तंत्रज्ञान कौशल्ये - मूलभूत
WC1	सत्र अहवाल

कोर्स कोड	सेमिस्टर २ विषयाचे नाव
C4	सेवा विपणनाची मूलतत्त्वे
C5	ग्राहककेंद्री व्यवस्थापन
C6	ग्राहकांच्या गरजा
AEC2	संवाद आणि मूदू कौशल्ये
WC2	सत्र अहवाल

○ Second Year:

कोर्स कोड	सेमिस्टर ३ विषयाचे नाव
C7	सेवाक्षेत्राच्या संदर्भात मानवी वर्तनाचे आकलन
C8	मूलभूत संख्याशास्त्र
C9	पर्यावरण अभ्यास
AEC3	माहिती तंत्रज्ञान कौशल्ये - प्रगत
WC3	सत्र अहवाल

कोर्स कोड	सेमिस्टर ४ विषयाचे नाव
C10	सेवा-व्यवहारांचा परिचय
C11	सेवा संरचना
C12	सेवा गुणवत्ता आणि सुधारणा
AEC4	लेखापरीक्षण - एक माहिती प्रणाली
WC4	सत्र अहवाल

○ Third Year:

कोर्स कोड	सेमिस्टर ५ विषयाचे नाव
C13	अर्थव्यवस्था आणि सेवा
C14	सेवा वितरण
C15	सेवाक्षेत्रातील व्यवहारांचे व्यवस्थापन - १
AEC5	विदा व्यवस्थापन आणि माहिती प्रक्रिया
WC5	सत्र अहवाल

कोर्स कोड	सेमिस्टर ६ विषयाचे नाव
C16	विद्यमान सेवा व्यवस्थापन
C17	सेवाक्षेत्रातील व्यवहारांचे व्यवस्थापन - २
C18	सेवा उद्योजकता
AEC6	संशोधन प्रक्रिया
WC6	सत्र अहवाल

VII. TARGET MARKET RESEARCH FOR IDENTIFICATION OF NEEDY STUDENTS

This program is very new to the youth so we have done various marketing strategies to each upto target market. By doing survey at ground level, we have identified the sources and where to contact in order to get maximum students for this degree course.

Sources	Contact
Farmers	District / District taluka agriculture department
Young men / women doing agricultural supplemental business	Panchayat Samiti/ agricultural service centre
Young men / women doing agricultural allied business (wage work)	Department of Village Development/ One doing service to the villager
Farming allied business (mechanical work – tractor, rotavator)	Tractor dealers of various companies
Youths and young women engaged in agricultural supplementary activities (cows, bullocks, buffaloes, goats, sheep, donkeys, chickens, fish farming)	Panchayat Samiti/ zilla parishad
Youths and women engaged in agriculture supplementary business (bee and silkworm rearing)	District Agriculture Department [Agricultural Technology Management System (ATMA)]
Sugar factory staff	Creditor Commissionerate/ sugar factory
Co-operative Bank / Staff in the society	District Co-operation Commissioner and Registrar/ District Central Co-operative Bank / co-operative bank association
Shopping Sales Co-operative Union - Staff	Directorate of Marketing / district mining department
Market Committee (Agricultural Generating Market Committee)	Directorate of Marketing / district mining department
Cooperative Xining & Pressing	Directorate of Marketing / district mining department
LIC / audit agent of banks	District LIC Office / development officer
Petrol pump staff	BPCL / HPCL / Indian Oil – Main Office
Gas delivery employee	Bharat Gas / Adani Total Gas -Main Office
Ladies who runs a beauty parlor	Local Government Machinery (Gram Panchayat/ Gram Panchayat) Municipality / Municipality Municipal Council / Municipal Corporation)
Savings group	Mission Umed - Maharashtra State Rural Livelihoods Mission
Small business	Local Government Machinery (Gram Panchayat/ Gram Panchayat) Municipality / Municipality Municipal Council / Municipal Corporation)
Staff in the mall	Phoenix Marketcity / R City
Employees of the clothing shop	Local Government Machinery (Gram Panchayat/ Gram Panchayat) Municipality / Municipality Municipal Council / Municipal Corporation)
Jewelry shop Employees	Local Government Machinery (Gram Panchayat/ Gram Panchayat) Municipality /

	Municipality Municipal Council / Municipal Corporation)
Traditional Art and Handicrafts	Maharashtra Small Scale Industries Development Corporation Limited / Maharashtra State Khadi and Village Industries Board
MIDC Company Employees	Maharashtra Industrial Development Corporation (MIDC)
Showroom Staff (Tractor, 2Wheeler)	showroom
Employees in the construction area	Maharashtra Building and Other Construction Workers Welfare Board
Water management as well as employees in solar panel area	Local Government Machinery (Gram Panchayat/ Gram Panchayat) Municipality / Municipality Municipal Council / Municipal Corporation)
Employees in various government departments	Local Government Machinery (Gram Panchayat/ Gram Panchayat) Municipality / Municipality Municipal Council / Municipal Corporation)
Xerox Shop, Net Cafe, Salon	Local Government Machinery (Gram Panchayat/ Gram Panchayat) Municipality / Municipality Municipal Council / Municipal Corporation)
Businessmen who provide various services to the seafarer	Maharashtra Tourism Development Corporation
Businessmen who do the work of various tourist places guide	Maharashtra Tourism Development Corporation
Delivery boys working in the delivery sector	Swiggy, Zomato, UberEats, Foodpanda, Faasos
Anganwadi Sevika, Nurse	Department of Women and Child Development/ public health department
Police station staff	Police Commissionerate/ district police commissionerate
Employees of post department	Chief Post Master General/ postmaster general
Young woman running khajagi classes, summer camp	Local Government Machinery (Gram Panchayat/ Gram Panchayat) Municipality / Municipality Municipal Council / Municipal Corporation)
Photographer and other co-operative	Local Government Machinery (Gram Panchayat/ Gram Panchayat) Municipality / Municipality Municipal Council / Municipal Corporation)
Passed 3-year post-graduate course after 12th or 10th Employed in MIDC or other company	directorate of technical education
Students doing freelancing	-

VIII. DATA ANALYSIS OF IMPACT / RESPONSE / RESULT OF THE NEW INNOVATIVE EDUCATION SYSTEM

We have launched this course through Maharashtra with the help of MKCL Centers for the first year admission process 2021-22. We have got around 500+ Applications and finally 64 students have taken the admission for first year for the innovative extension education based work based degree course.

Please find the below District wise student count enrolled for the first year:

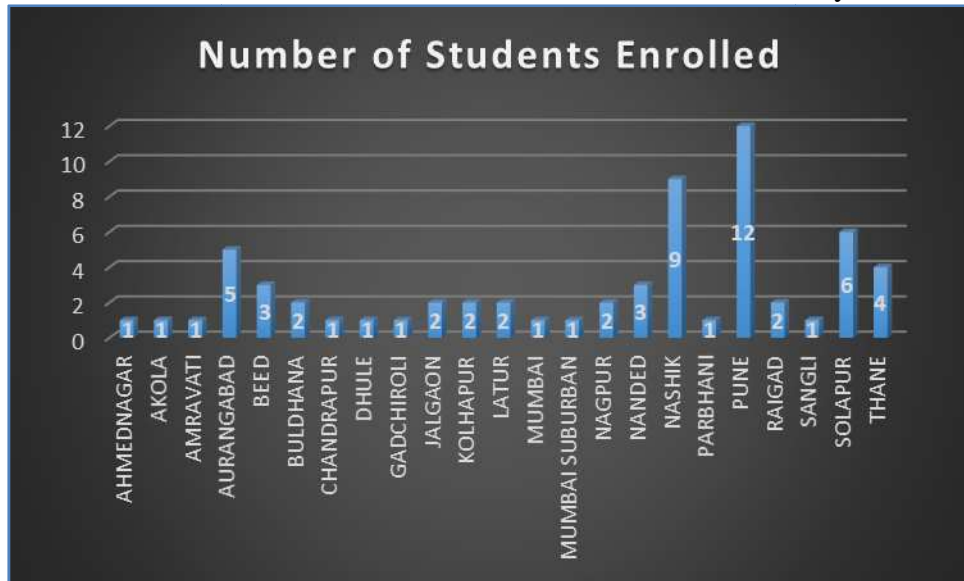


Figure 1 District wise Students Enrolled

Students from various Livelihood Categories were enrolled for the first year degree course to improve their knowledge.

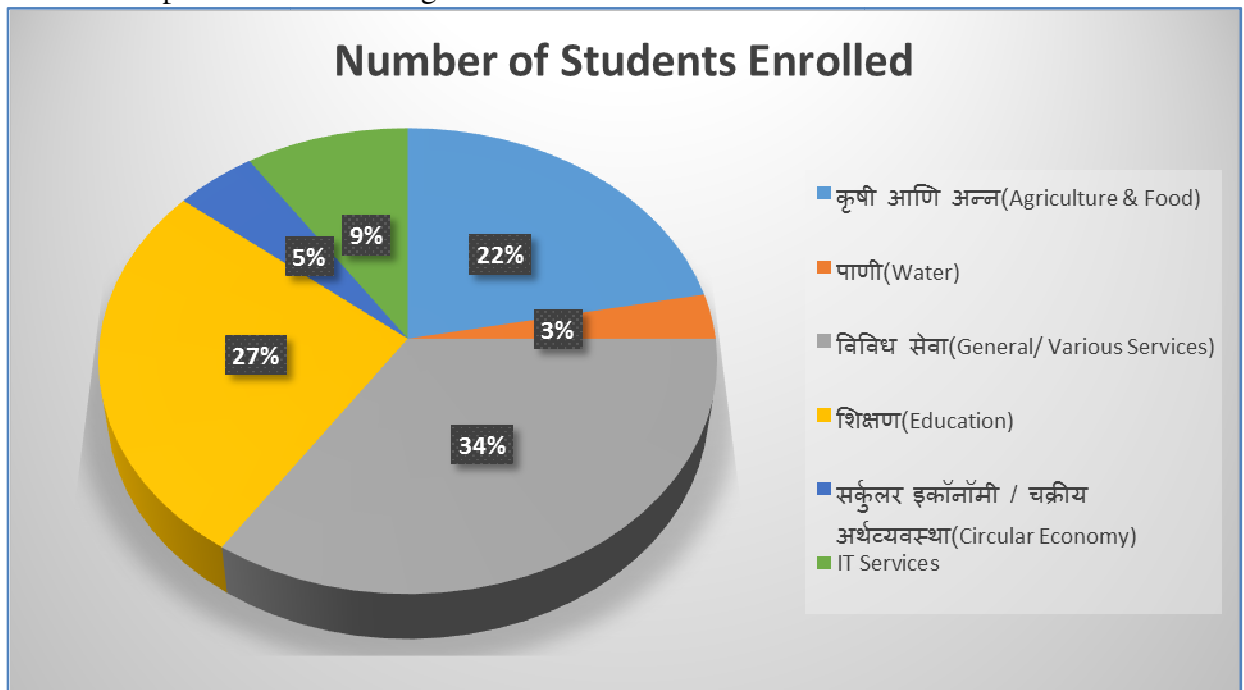


Figure 2 Livelihood Category Wise Student Enrollment Count

IX. FUTURE SCOPE

1. Proper analysis of student's enrollment statistics and careful investigation of their academics may lead to more effective and efficient implementation in next year.
2. Government can provide focus on specific schemes for such students so that program fees issue will get reduced.
3. Participation from various industry and agricultural experts may be required on larger scale to improve the admission count.

4. Government and NGOs participation needed to improve the enrollment count as well as academics of such students.

X. CONCLUSION

The extension process is that of working with rural people through out of school education, along those lines of their current interests and needs which are closely related to gaining livelihood, improving the physical level of living of rural families, and fostering rural community welfare. This BBA (BPM) program achieves the opportunity to become a professional graduate without having to migrate to big cities, with a degree relevant to local livelihoods and work experience. Students will be given personal guidance by experts in their field for actual work improvement. Therefore, students will get a special experience of learning through work and more productive work through knowledge. In extension education, Learners are heterogeneous and have diverse goals and no fixed curriculum but here we have changed this principle and provided fixed + variable curriculum to students as per their field of working. Fixed curriculum through eLearning and Variable curriculum through expert's / mentors live lectures.

XI. REFERENCES

- [1] Global Need for Revitalization of Agricultural Extension Training (Murari Suvedi) Journal of Extension Education (Conference Special) Vol. 31 No. 3 (2019): Journal of Extension Education (ISSN 0971-3123) DOI:<https://doi.org/10.26725/JEE.2019.3.31.6306-6319>
- [2] Behavioural Intention of Students towards ICT Based Learning Interactions (R. Mandal , P. Singh , Satyapriya , S. Paul and S. Barua) VOL. 56 NO. 2 (2020): Indian Journal of Extension Education(ISSN 0537- 1996)
- [3] Awareness of Livestock Farmers on ICT tools (Letha Devi) VOL. 31 NO. 3 (2019): Journal of Extension Education (ISSN 0971-3123)DOI: <https://doi.org/10.26725/JEE.2019.3.31.6357-6360>