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PG CERTIFICATE / PG DIPLOMA / M.A. IN
EXTENSION AND DEVELOPMENT STUDIES

Term-End Examination

June, 2011

MEDS-002 : DYNAMICS OF EXTENSION AND
DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.

(ii) All questions carry *equal* marks.

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1. Discuss the various processes and strategies of development. 20

 2. Define the following : 20
 - (a) Market access
 - (b) Most favored nation
 - (c) National Treatment

 3. What do you mean by private extension ? 20
How privatisation improves effectiveness of extension ? Describe different options for private extension.

4. Explain the concept 'Sustainable Development'. 20
What are various indicators of sustainable development ?
5. Write short notes on : 20
(a) Change cycle
(b) Barriers to change
6. Explain the role of international agencies in 20
socio - economic development.
7. Discuss the various approaches and strategies of 20
development.
8. Read the following case and answer the questions 20
given at the end.
- Public - Private Partnerships in Agri-business**
- Pepsi foods, part of Pepsi.Co USA, is one of the largest food and beverage companies in the country. The company has invested US \$ 1.5 million to develop a comprehensive agro - technology programme with the Punjab Agriculture University. Punjab agriculture export corporation signed a project with Pepsi for Citrus development programme in 2002.
- Pepsi Co and Punjab Agro has also setup a

9600 sq. ft greenhouse at the Agriculture Research and Development Centre of Jalandhar to commercialize citrus cultivation in the state with a motive to source oranges from the state for making Tropicana orange juice, Pepsi has deployed the agri - research team of Tropicana, Pepsi Co was also interested in exploring the export potential of local produce.

Pepsi has brought in 32 varieties of citrus fruit to India and tied up with over 1000 farmers for procurement. Pepsi shares the production cost with the farmers using their saplings, with a buy back guarantee giving the farmers a consistent income. It currently processes 400 metric tonnes of fruits daily in plant taken on lease from government, with better agriculture inputs like quality seeds, variety of saplings and improved technical know-how, farmers have been able to double their income to more than one lakh per acre.

Pepsi Co also provided technical support and expertise to the Punjab Government to set-up two Fruit Processing Plants in Hoshiarpur and Abohar which are prime citrus growing areas in Punjab. Each plant is capable of processing multiple fruits, offering an advantaged supply chain for fruit juice concentrates. Each plant contains cold store with a capacity of 2400 tonnes for finished products. Trails have also been carried out with Kinnow, Musambi, Tomatoes, Mangoes, Melons and Strawberries.

Questions :

- (a) What do you understand about Public - Private - Partnerships from the above case ? Write your observations.
 - (b) Who are the beneficiaries from the vertically integrated horticulture extension initiative under Public - Private Partnership described in the above case ? Write about the benefits to individual stakeholders.
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