

Research Note

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Development and standardization of scale for measuring the effectiveness of extension personnel in transfer for farm technology

■ A.B. GAIKWAD, S.B. SHINDE¹ AND D.B. SURYAWANSHI²

AUTHORS' INFO

Associated Co-authors' :

¹Mahatma Phule Krishi Vidyapeeth,
Rahuri, AHMEDNAGAR (M.S.)
INDIA

²College of Agriculture, DHULE
(M.S.) INDIA

Author for correspondence :

A.B. GAIKWAD

College of Agriculture, DHULE
(M.S.) INDIA

ABSTRACT : Along with knowledge innovations, the extension personnel need to have knowledge of handling of different extension techniques for transfer of technology. By keeping in this view, efforts were made to develop and standardize a scale for measuring the effectiveness of extension personnel in transfer of technology.

Key Words : Extension personnel, Transfer of technology, Standardization of scale

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Effectiveness of extension personnel in transfer of farm technology was operationally defined as the active participation of the extension personnel in different activities such as planning, preparation, implementation and follow up required for giving precise, clear and understandable message of horticultural recommendations to the farmers through various extension methods being implemented by the Department of Agriculture.

Effectiveness of extension personnel in transfer of technology means, efforts of extension personnel in disseminating the farm recommendations generated by M.P.K.V., Rahuri for benefit of farming community.

The procedure followed for construction and standardization of the scale to measure the effectiveness of extension personnel on transfer of technology was as below.

The first step in evolving effectiveness scale was to collect a large number of items under different extension methods viz., farm and home visit, field visits, meeting, method demonstration, result demonstration, study tour, group discussion, farm publication, extension articles, posters, radio, television, exhibition, farmer's mela, campaign and training programme. Each item was expressing some opinion about the effectiveness of extension personnel under study. The items were collected from relevant literature, discussion with experts in the extension, post graduate and Ph.D. students in the Department of Agricultural Extension, Agronomy and Departmental officers viz., Taluka Agricultural Officers and SDAOs and farm scientists.

An effort was made to cover all the aspects indicating effectiveness by the extension personnel in the scale. From all these sources, a battery of 235 items was prepared.

The data recorded during the course of investigation were tabulated, statistically analysed and results are interpreted here under appropriate heads:

Editing and pre-selection of items:

On scrutiny, it was found that a good number of statements were overlapping in one way or the other. Following the informal criteria suggested by Edwards (1957), the items were edited. After culling, 219 out of 235 items were retained.

Classification of items:

These 219 statements were typed and given to 52 judges who had enough knowledge about effectiveness in transfer of technology. These judges were scientists from Department of Agricultural Extension of SAUs, Extension personnel from Department of Agriculture. They were asked to check each of the statement carefully for their relevance indicating most relevant, relevant, least relevant and not relevant and ranking of each items. They were also asked to check if each of these statements carried only one interpretation and was easy to understand. They were informed that they were free to make any modification or suggest any change in each statement, if they so felt.