

Gain in knowledge of young farmers of Punjab with the use of multimedia kit in training programmes

D.S. DHILLON AND KULDIP KUMAR

See end of the article for authors' affiliations

Correspondence to :

D.S. DHILLON
Department of
Extension Education,
Punjab Agricultural
University,
LUDHIANA
(PUNJAB) INDIA

ABSTRACT

The present study aimed to assess the impact of use of multimedia kit on the gain in knowledge of young farmers about high-tech agriculture. The study was conducted with 240 young farmers selected from four districts of Punjab State where KVKs have been established by the Punjab Agricultural University, Ludhiana. The multimedia kit developed for use in the study consisted of booklets, charts, flip books, audio cassettes and video CDs. The findings of the study revealed that the use of multimedia kit during trainings and personal contact programmes proved very useful in enhancing the knowledge level of young farmers about cultivation practices of cotton and maize crops, various aspects of poultry farming and soil and water testing.

INTRODUCTION

India is major country in the overall agricultural and rural development system. Punjab is the most agriculturally advanced State of the country due to the use of various educational approaches for training the farmers. Mass media has played a significant role in the transfer of appropriate technologies to the farmers. Since high tech. agriculture is more risky so the young farmers need to be educated for the adoption of latest scientific technologies. After knowing the knowledge level of the young farmers, the training programmes can be planned and conducted successfully to improve the quality of training and increase the production potential in agriculture and allied fields through better training system. Thus, it becomes very important to know the knowledge level of the farmers so that they can be trained accordingly by using different methods or media such as lectures, booklets, charts, flip books, audio and video cassettes.

It is necessary to know the knowledge level of the young farmers so that the media could be developed and finalized accordingly for the purpose of imparting training to them in the villages as well as at KVKs. Training is one of the important activities in transfer of farm technologies and can be made most effective by the use of different media in imparting knowledge and skill to the farmers.

There is a need to develop multimedia kit and to assess its impact on gain in knowledge of young farmers. Therefore, the present study was undertaken with the objective to know the gain in knowledge of young farmers about cultivation practices of cotton and maize crops, poultry farming, soil and water testing with the use of multimedia kit during personal contact programmes/training programmes to be conducted in the selected villages.

METHODOLOGY

Area of study:

The present study was conducted in four purposively selected districts of Punjab State where KVKs have been established by the Punjab Agricultural University, Ludhiana *i.e.*, Kapurthala, Nawanshehar, Patiala and Ferozepur district. From each district, three blocks were selected purposively and from each block one village was selected with the consultation of experts of concerned KVKs and from each village 20 young farmers were selected randomly. In this way, 240 young farmers were selected from the twelve villages of four districts as the respondents of the present study.

Gain in knowledge of the young farmers was studied with the help of Knowledge Test specially developed for this purpose. The pre knowledge level of young farmers was studied before using the multimedia kit during the

Key words :

Multimedia kit,
Training
programme,
Knowledge gain

Accepted :
May, 2009