

## Use of extension methods in dissemination of new agricultural technology

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### ABSTRACT

An On- Farm Trail was conducted by Krishi Vigyan Kendra, Khagaria, Bihar in two villages namely Marar and Sabalpur. A sample of 1,000 farmers was selected and interviewed for the purpose. Four trials were undertaken as source of formation for new agriculture technology, namely prevailing farmer's practice ( $T_1$ ), Radio ( $T_2$ ), Television ( $T_3$ ) and Newspaper ( $T_4$ ). Findings of the study revealed that 'Radio' was the most reliable source of information for farmers than any other sources.

### INTRODUCTION

Extension methods and techniques are the tools in the hand of extension personnel for transfer of new technology (Gupta, 1999). However, it is becoming increasingly evident that public extension by itself can no longer respond to the multifarious demands of farming system. The changing economic scenario in India and the need for appropriate management practices to respond food and nutritional security, poverty alleviation, diversifying market demands, export opportunities and environmental concerns is posing new challenges to the technology dissemination system. There is no method or technique which is best always, but it is the combination of methods and techniques which have the impact on people. It is necessary to repeat the message several times through several media to create the needed impact.

Radio is suitable for creating general awareness amongst the people, help change their attitude and reinforces learning. Farm radio programme enjoy wide popularity and a high credibility in the minds of farmers. The present study was undertaken to assess the effective extension methods by ranking of information sources by farmers to adopt new agricultural technologies.

### METHODOLOGY

An On- Farm Trial (OFT) was conducted in two villages namely, Marar and Sabalpur of Khagaria district by Krishi Vigyan Kendra,

Khagaria (Bihar). Five Mohallas from each of the two villages were selected at random for the purpose. A random sample was drawn out from each Mohalla making the sample size of 1000 farmers and they were interviewed with the help of developed schedule for the purpose. Four trials were undertaken for the study under which Fellow farmers ( $T_1$ ) were taken as prevailing farmer's practice and other trials undertaken were Radio ( $T_2$ ), Television ( $T_3$ ) and Newspaper ( $T_4$ ) as sources of information for new agricultural technologies.

### RESULTS AND DISCUSSION

The data presented in Table 1 show that though majority of the farmers (80%) were literate, a significant per cent (20%) was observed to be illiterate.

This indicates that print can also be used as an affective medium to convince the farmers to adopt the appropriate advance production technologies for greater profitability.

All categories of the farmers used almost all the sources of information, However, majority of the farmers irrespective of land holding size, listening 'Radio' as their first source of agricultural information. The large farmers were using all the sources *i.e.*, Radio, T.V, Newspaper and Fellow farmers to gather information. It is evident from Table 2, that 30.4% farmers used 'Radio', 26.2 per cent were using TV, 22.1 per cent were using Newspapers and 21.3 per cent farmers were using Fellow farmers as sources of information.

**Key words :** On farm trial, Sources of information, Dissemination, New agricultural technology, Extension methods

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