



Research Article

## Impact of front line demonstrations on groundnut production technology in Guntur district of A.P.

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**SUMMARY :** The present investigation was conducted during 2010-2011. The data were collected through structured interview schedule and with available records at KVK. The results revealed that higher average pod yield and percentage increase in front line demonstration was observed and attributed to the improved variety along with technology demonstrated through front line demonstration. Economic analysis of yield performance of demonstrations revealed that on an average for the period under study, higher gross returns were recorded in demonstration with relatively higher benefit cost ratio. Further with additional cost of Rs.295/ha and Rs.459/ha in demonstration yielded additional net returns of Rs.6,423/ and Rs.14,551/ with incremental benefit cost ratio of 15.93 and 81.34 during *Kharif* and *Rabi*, respectively attributing to higher profitability and economic visibility of the demonstrations. The mean knowledge and adoption scores of beneficiaries were higher comparatively than the non-beneficiaries. It was observed that majority of beneficiaries had medium to higher knowledge and adoption of groundnut production technology promoted through front line demonstration by KVK. This might be due to the concentrated educational efforts made by KVK scientists in implementation of front line demonstrations. Training attained, information seeking behaviour, risk orientation and economic motivation characteristics of beneficiaries have exhibited positive and significant increase in knowledge and adoption of beneficiaries. The data signified strong satisfaction of farmers about the services rendered by scientists through Frontline demonstrations and in turn promoted the physical and mental active involvement of the beneficiaries, ultimately lead to increase in knowledge and adoption level of beneficiaries and higher yields and economic net returns.

**KEY WORDS:**

Front line demonstration,  
Benefit: cost ratio,  
Knowledge, Adoption

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