

RESEARCH ARTICLE

Innovative extension methods lead to spread of agricultural technologies and socio-economic changes – A successful case in Vizianagaram district of Andhra Pradesh

■ Lakshmana Kella, M. Swathi, K. T. Rao and T. Gopi Krishna

SUMMARY

The transfer of useful knowledge on Good agricultural management practices and technologies to the farmers and influencing the policy decisions in India is evident in agricultural Extension and it improved the production of food grains and other agricultural commodities since long time (Sajesh, VK and A Suresh 2016). Number of extension techniques, tools, methods, approaches were used by the extension specialists to achieve this targets. As number of extension methodologies and approaches are available at the desk of an extension agent and a combination of extension methods and Innovative extension approaches are always proven in reaching the farming community. Thus leading to the adoption of the technologies and increasing the farm productivity further to socio economic changes in rural society. In India the state department of agriculture is looking after the job of transfer of technology and during 1974 the ICAR established the KVKs at District level to meet the Extension needs of the Department of agriculture and Farmers. As an innovation, the ANGRAU established the DAATTCs (District Agricultural Advisory and transfer of Technology centre) during 1998 at district head quarters with an objective to test the Minikits and pre released technologies, Diagnosis and immediate solution to the farmers by the Scientists, Capacity building of farmers, rural youth and grass root level Extension functionaries and to work in convergence with line Departments to increase the out reach of Agricultural Technologies.

Key Words : Innovative extension methods, Lead to spread, Agricultural technologies, Socio-economic changes

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