Research Article

Correlation of utility perception of innovative extension programme – Vidyapeeth Aaplya Dari, Tantradnyan Shetawari

■ **P.S. KAPSE, P.N. ANTWAL AND A.K. GORE**

SUMMARY : The present investigation was undertaken in the randomly selected eight talukas of Parbhani district to know utility perception of the innovative extension programme – *Vidyapeeth Aaplay Dari, Tantradnan Shetawari* and its relationship with the profile of the selected beneficiary respondents. Two villages from each talukas and ten beneficiary respondents from each village were selected randomly for the relevant data collection. Thus, the total respondents were 120. The result of the investigation revealed that more than half of the respondents were from middle age. About 33.00 per cent had education upto secondary school, while near about 41.00 per cent had semi-medium size of land holding. The remarkable percentage of the respondents was having medium annual income and farming as the major occupation. More than half of them had medium extension contact. Great majority of them had medium social participation and use of information sources. It is also revealed that significant percentage of respondents was found in medium category of utility perception of the innovative extension progamme. The variables namely education, use of information sources, extension contact, social participation, annual income, land holding were positively and significantly related with perceived utility of the programme and variable age was negatively related with it.

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Author for correspondence :

P.S. KAPSE
Department of Home Science Extension Education, College of Home Science, Marathwada Krishi Vidyapeeth, PARBHANI (M.S.) INDIA
Email: pravinkapse@ rediffmail.com

See end of the article for authors' affiliations

BACKGROUND AND OBJECTIVES

The present age has been rightly termed as an 'information age'. People want adequate, authentic and timely information. Information plays an immense role in our society and its large scale dissemination through highly perfect extension methods; contribute one of the striking in development of the country. The present agriculture strategy calls for speedy disseminations of agricultural information to be transmitted to over increasing value of clientele, for its effective use. Effective communication of farm information to the farmers is key to socio-economic transformation of our nation, particularly when the bulk of the population lives in villages and depends on farming as main occupation. But in India, where farmers live in less accessible and away from agricultural universities, effective communication is more difficult even separate line department of agriculture is there. There is communication gap between the recommended technology by the research station and actual farmer's practices due to the lack of proper knowledge among the farmers. Unless the gap is narrowed down, extent of adoption of improved techniques may not be possible. To overcome this gap, a number of activities have been taken up by the government institutions, agricultural universities and private institutions. It is not possible for every farmer physically to attend all the extension activities of the university and line department of agriculture conducted at block and district levels. How to inform and educate such large population was a problem in our nation and one of the solutions to these problems is to increase direct contacts of the scientist or experts with the farmers.

So, an innovative extension programme – *Vidyapeeth Aaplya Dari, Tantradnyan Shetawari*

(VAD TNS) was implemented by Directorate of Extension of Marathwada Krishi Vidyapeeth, Parbhani through Agricultural Technology Information Centre (ATIC) with an objective to disseminate the recommended technologies effectively by the university experts on the farmer's field and offer on the spot solution to the farmer's problems. This programme was conducted on pilot basis in only two districts of the Marathwada region of Maharashtra state. The need for such programme in Indian conditions is unquestionable. It is not the knowledge that is needed, but an approach which will able to supply right knowledge to the right people at the right time. New agricultural technology can be effectively communicated through direct contact of the scientists with farmers. In this situation, innovative extension programme can be hopefully expected to cater the need to some extent. The programme was started on 18th May 2012 in collaboration with the Department of Agriculture, Government of Maharashtra. It was launched during *Kharif* 2011 in the month of May and June in the 63 selected villages from Parbhani and Hingoli districts.

The five teams each comprising of seven SMS (Subject Matter Specialist cum Scientists) from important disciplines such as agronomy, plant pathology, entomology, soil science, extension education, weed management, animal husbandry and dairy science and horticulture were formed. The programme was included small rallies, group discussion, question-answer sessions and interaction with farmers to satisfy their queries etc. Field visits were also organized for addressing urgent problems on the some farmer's fields. Two villages were covered by each team every day in morning and evening time.

RESOURCES AND METHODS

The present investigation was undertaken in Parbhani district of Marathwada region. Parbhani, Selu, Manwat, Palam, Purna and Jintoor talukas in Parbhani district were selected randomly with an objective to know utility perception of the innovative extension programme – *Vidyapeeth Aaplay Dari, Tantradnan Shetawari* and its relationship with the profile of the selected beneficiary respondents. Two villages from each talukas and ten beneficiary respondents from each village were selected randomly for the relevant data collection. Thus, the total respondents were 120. The data pertaining to the objective of the investigation were collected with the help of developed structured interview schedule. The data were scored, tabulated and analyzed by using statistical techniques such as frequency, percentage, standard deviation, mean and correlation coefficient. In the present investigation, utility perception was operationalised as the degree to which programme is perceived as useful by an individual in getting information, knowledge and favourable motivation to adopt the recommended practices.

OBSERVATIONS AND ANALYSIS

The findings of the present investigation have been presented under following heads:

Personal and socio-economic profile of the respondents:

It was observed from Table 1 that more than half of the respondents (55.83%) were from middle age. About 33.00 per cent had education upto secondary school, while near about

Table 1 : Distribution of respondents according to their profile

Sr. No.	Category	Frequency	Percentage
1.	Age		
	Young (Upto 32 years)	31	25.84
	Middle (33 to 55 years)	67	55.83
	Old (56 and above)	22	18.33
2.	Education		
	Illiterate	14	11.67
	Primary school (I to IV std)	12	10.00
	Secondary School (V to X std)	39	32.50
	Higher Secondary (XI to XII std)	19	15.83
	College level (Above XII std)	36	30.00
3.	Land holding		
	Marginal (0.01 to 1.00 ha.)	02	1.67
	Small (1.01 to 2.00 ha.)	38	31.67
	Semi-medium (2.01 to 4.00 ha)	49	40.83
	Medium (4.01 to 10.00 ha.)	29	24.17
	Big (10.01 ha. and above)	02	1.67
4.	Annual income		
	Low (Upto 64,000/-)	40	33.33
	Medium (64,001 to 3,20,000/-)	76	63.33
	High (3,20,001 and above)	04	3.34
5.	Occupation		
	Farming	81	67.50
	Farming + Labour	10	8.33
	Farming + Business	24	20.00
	Farming + Service	05	4.17
6.	Extension contact		
	Low (Upto 1.10)	38	31.67
	Medium (1.10 to 3.34)	69	57.50
	High (3.35 and above)	13	10.83
7.	Social participation		
	Low (Upto 0.82)	02	1.67
	Medium (0.83 to 3.64)	113	94.17
	High (3.64 and above)	05	4.17
8.	Use of information sources		
	Low (Upto 3.06)	00	00
	Medium (3.07 to 8.72)	117	97.50
	High (8.73and above)	03	2.50

Table 2 : Distribution of respondents according to their utility perception of the innovative extension programme (VAD TNS) (n=120)

Sr. No.	Category	Frequency	Percentage
1.	Low (Upto 13.14)	29	24.17
2.	Medium (13.15 to 17.38)	68	56.66
3.	High (17.39 and above)	23	19.17

Table 3 : Relationship between profile of the respondents and utility perception of the innovative extension programme (VAD-TNS)

Sr. No.	Independent variables	Coefficient of correlation (r)
1.	Age	- 0.461
2.	Education	0.672 **
3.	Land holding	0.402 **
4.	Annual income	0.410 **
5.	Occupation	0.194
6.	Extension contact	0.567 **
7.	Social participation	0.508 **
8.	Use of information sources	0.608 **

* and ** indicate significance of values at P=0.05 and 0.01, respectively

41.00 per cent had semi-medium size of land holding. The remarkable percentage of the respondents was having medium annual income (63.33%) and farming as the major occupation (67.50%). More than half of them (57.50%) had medium extension contact. Great majority of them had medium social participation (94.17%) and medium use of information sources (97.50%). This finding is in conformity with findings of Kulkarni (2003) and Ghadi (2008).

Utility perception of the innovative extension programme (VAD TNS) by respondents:

From Table 2, it is revealed that significant percentage of respondents (56.66%) were found in medium category of utility perception of the innovative extension progamme (VAD TNS) followed by 24.17 per cent and 19.17 per cent of respondents who were in low and high category of utility perception of the programme (VAD TNS), respectively. This finding is in conformity with Ghadi (2008) and Sarnaik *et al.* (2008).

Relationship between profile of the respondents with utility perception of the innovative extension programme (VAD-TNS) by the farmers:

Information regarding the relationship of the profile of the respondents with uility perception of the innovative extension programme is given in Table 3.

The data in Table 3 depict that the variables namely education, use of information sources, extension contact, social participation, annual income, land holding were positively and significantly related with perceived utility of the programme

Vidyapeeth Aaplay Dari, Tantradnan Shetawari, and variable age was negatively related with it, whereas, occupation did not show any relationship with perceived utility of the progarmme. These finding are supported by Patil (2007) and Sarnaik *et al.* (2008)

Authors' affiliations :

P.N. ANTWAL AND A.K. GORE, Department of Home Science Extension Education, College of Home Science, Marathwada Krishi Vidyapeeth, PARBHANI (M.S.) INDIA

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