



Transfer of technology through farm publications

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Abstract : The present study was an attempt to assess the transfer of technology of farm scientists through farm publications, identifying constraints and obtaining suggestions from the sample of 226. The farm scientists working in the cadre, viz., JRA/SRAs, APs and Asso.Prof./Prof. under the jurisdiction of MPKV, were considered. Selecting the topics of economic and practical importance was always participated by three-fourth (75.00 per cent) Asso. Prof./Prof., one-third (69.00) of APs and 57.00 per cent of JRA/SRA. More than one-third (67.00 per cent) of Asstt. Profs., Asso. Prof./Prof. and 50 per cent of JRA/SRA were always participated in preparation of text of required pages. The large majority (84.00 per cent) of APs were always participated to prepare the text in clear and simple language followed by (76.00 per cent) Asso. Prof./Profs. and 69.00 per cent JRA/SRAs. Publicity through radio, T.V. and press was always participated by 71.00 per cent of Asso. Prof./Profs. followed by 52.00 per cent APs for transfer of technology.

Key Words : Transfer of technology, Farm scientists

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INTRODUCTION

A great deal of farm information are being generated by the Agricultural Universities and Research Institutes for large scale adoption by the farmers. The success or failure of an extension programme is largely dependent on the speed with which the information is disseminated to the farmers in a form acceptable to them. In this context, the job of farm scientists is most challenging and does not end with dissemination of knowledge alone he has to persuade, motivate and convince the farmers to accept his advice and act upon it. It is, therefore, imperative that the farm scientists should not have a sound knowledge of the subject matter but also conservant with various communication methods and media to pass on the information to the farmers for adoption under different situation. Farm publication is a class publication prepared by the SAUs / extension agencies in printed form, containing information relating to the improvement of farm and home. Farm publications are used singly or in combination with other extension methods, farm publication are of various types such as leaflets, folders, bulletins, newsletters, periodicals and magazines. Keeping the above information in view, a research

based study was undertaken to assess the nature of participation of farm scientists in transfer of technology through farm publications. The specific objectives of the study was to assess the activity wise nature of participation of farm scientists in transfer of technology through farm publications.

MATERIALS AND METHODS

The farm scientists viz., Junior Research Assistants, Senior Research Assistants, Assistant Professors, Associate Professors and Professors working at the Central Campus of the University, Agricultural Colleges, N.A.R.P. headquarters and main research stations under the jurisdiction of the university was the universe of the investigation. At present, there are 754 farm scientists working under the jurisdiction of the University. With the help of the list so prepared thirty per cent farm scientists were selected on a random basis from each of the selected college/research station, thus, making the total number of respondents 226.

RESULTS AND DISCUSSION

The overall contribution of all the farm scientists was

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studied by considering the actual participation under planning, preparation, implementation and follow up. So the observations pertaining to activity-wise nature of participation of the farm scientists in farm publication on are presented in Table 1.

Planning:

The data from Table 1 indicate that in planning selecting the topics of economic and practical importance was always participated by three-fourth (75.00 per cent) of Asso. Prof./Prof., more than two-third (69.00 per cent) of Asso. Prof. and more than half (57.00 per cent) of JRA/SRAs for transfer of technology. The majority (60.00 per cent) of Asso. Prof./Prof. one-half (50.00 per cent) of APs and JRA/SRAs (60.00 per cent) were always participated in estimating the time for manuscript, printing and dispatching and sometimes participated in ascertaining the availability of funds and copies in publications. Deciding quality of paper and material was always participated by majority of APs (62.00 per cent), Asso. Prof./Prof. and one half (50.00 per cent) of JRA/SRAs.

Preparation:

In preparation more than two-third (67.00 per cent) of APs, Asso. Prof./Prof. and one half (50.00 per cent) of JRA/SRAs were always participated in preparation of text of required pages. Deciding the nature and type of photographs/diagrams and graphs were always participated by majority (60.00 per cent) of Asso. Prof./Prof. followed by one-half (50.00 per cent) of APs and JRA/SRAs. The majority (72.73 per cent) of Asso. Prof./Prof. and (40.00 per cent) of APs were always participated in finalizing the agency for printing and sometimes participated by (42.00 per cent) of JRA/SRAs.

Implementation:

In implementation collecting relevant information from reliable sources and editing of manuscript for publication was always participated by large majority (85.00 %) of Asso. Prof./Prof. followed by nearly two-third (63.00 %) APs and JRA/SRAs for transfer of technology. The large majority (84.00 per cent) of APs were always participated to prepare the text in clear and simple language followed by (76.00 per cent) Asso. Prof./Prof. and (69.00 %) JRA/SRAs. Reminding to the concerned scientists for updated information and finalization of manuscript for publication were always participated by 65.00 per cent of farm scientists. Nearly two third (64.00 %) of APs and more than half (55.00 %) of JRA/SRAs and Asso. Prof./Prof. were always participated in layout of illustrations, photographs, diagrams and sketches for dissemination of the technology.

Follow up:

In follow up publicity through radio, T.V. and press was always participated by (71.00 %) of Asso. Prof./Prof. followed

Table 1 : Distribution of farm scientists according to activity-wise nature of participation in farm publication

Sr. No.	Activity	JRA/SRA			Asso./Prof.			AP		
		No.	%	Std. Dev.	No.	%	Std. Dev.	No.	%	Std. Dev.
1.	1. Selecting the topics of economic and practical importance	38	75	1.5	21	9	5	21	5	1.9
		(96.72)	(38.80)	(1.18)	(68.53)	(29.1)	(1.96)	(15.00)	(25.00)	(75.00)
2.	2. Estimating the time for manuscript, printing and dispatching	19	38	2	21	9	2	19	9	3.2
		(47.5)	(60.32)	(9.52)	(51.85)	(11.58)	(1.26)	(59.37)	(28.13)	(2.50)
3.	3. Ascertaining the availability of funds and copies	22	44	2	22	10	3	20	10	3.3
		(55.0)	(51.80)	(1.8)	(55.89)	(24.51)	(1.1)	(50.5)	(30.30)	(9.09)
4.	4. Deciding quality of paper and material	3	6	1	30	13	1	18	8	2.9
		(7.5)	(15.6)	(1.8)	(62.50)	(35.7)	(2.08)	(62.87)	(31.95)	(1.00)

Contd.... Table 1

Table 1 contd. ...

1. Preparation of soil of various depths	38 (50.67)	33 (44.00)	31 (46.57)	27 (33.33)	20 (28.57)	16 (24.69)	11 (14.67)	7 (9.24)	5 (6.67)	3 (4.00)	2 (2.67)	1 (1.33)	1 (1.33)
2. Distribution of manure and oil cake/organic fertilizers and plants	35 (45.26)	35 (45.26)	29 (37.87)	22 (28.57)	17 (22.03)	12 (15.79)	8 (10.53)	6 (7.89)	5 (6.58)	3 (3.97)	2 (2.63)	1 (1.33)	1 (1.33)
3. Distribution of spray for pests	23 (29.87)	28 (36.84)	17 (22.03)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)
4. Distribution of oil cake/organic fertilizers to the farmers	53 (67.97)	25 (32.06)	33 (42.26)	20 (25.64)	28 (35.84)	17 (21.79)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)
5. Distribution of oil cake/organic fertilizers to the farmers	13 (16.77)	29 (37.10)	31 (39.74)	15 (19.38)	21 (26.92)	8 (10.26)	5 (6.41)	3 (3.87)	2 (2.56)	1 (1.28)	1 (1.28)	1 (1.28)	1 (1.28)
6. Distribution of oil cake/organic fertilizers to the farmers	15 (19.23)	23 (29.27)	31 (39.74)	10 (12.80)	26 (33.33)	5 (6.41)	5 (6.41)	5 (6.41)	5 (6.41)	5 (6.41)	5 (6.41)	5 (6.41)	5 (6.41)
7. Distribution of oil cake/organic fertilizers to the farmers	12 (15.38)	18 (23.08)	29 (37.10)	15 (19.38)	20 (25.64)	10 (12.80)	10 (12.80)	10 (12.80)	10 (12.80)	10 (12.80)	10 (12.80)	10 (12.80)	10 (12.80)
8. Distribution of oil cake/organic fertilizers to the farmers	23 (29.27)	11 (14.08)	28 (35.84)	26 (33.33)	26 (33.33)	26 (33.33)	26 (33.33)	26 (33.33)	26 (33.33)	26 (33.33)	26 (33.33)	26 (33.33)	26 (33.33)
9. Distribution of oil cake/organic fertilizers to the farmers	31 (39.74)	26 (33.33)	21 (26.92)	11 (14.08)	13 (16.77)	10 (12.80)	10 (12.80)	10 (12.80)	10 (12.80)	10 (12.80)	10 (12.80)	10 (12.80)	10 (12.80)
10. Distribution of oil cake/organic fertilizers to the farmers	53 (67.97)	25 (32.06)	33 (42.26)	20 (25.64)	28 (35.84)	17 (21.79)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)	16 (20.78)

by more than half (52.00 %) of APs and sometimes participated by (58.00 %) of JRA/SRAs. More than half (54.00 %) of farm scientists always participated in arranging timely dispatch of the publications to the subscribers and media personnel for transfer of technology. The findings are in line with Veerasamy *etal.* (1992).

Conclusion:

The findings of the study lead to conclude that activity-wise nature of participation in farm publication regarding planning, preparation, implementation and follow up were always participated by the farm scientists.

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