

Research Article

Follow up action and feedbacks of KVK and beneficiary farmers on front line demonstration in *Kharif* groundnut production technology

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SUMMARY : To accelerate the production of crop, ICAR has started FLD programme through KVK. Latest recommended package of practices are demonstrated on farmers field under direct supervision of extension educationist / scientist. With a view to know the follow up action and feedback regarding FLD on *Kharif* groundnut production technology by KVK was under taken. Four villages in Deesa taluka where FLDs on groundnut crop were selected purposively. A total of 70 beneficiary farmers were randomly selected from these four villages. The major follow up action taken by KVK was visit to FLD (100%), but less action carried out for organization of FLD meeting (2.86%) on farmers field. On the other hand the major follow up actions taken by beneficiary farmers were liaison with KVK after FLD and increase area under groundnut (100%), which indicate the accomplishment of FLD process. The feedbacks of the beneficiary farmers were more regarding visit to KVK after the FLD (100%) and 82.85 per cent for contact with programme coordinator of KVK. The major reason of visit to KVK were gaining the information of improved varieties of various crops (85.71%) with ranked first.

KEY WORDS :

Groundnut production technology, Front line demonstration, Follow up action, Feedback

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BACKGROUND AND OBJECTIVES

These front line demonstrations are field demonstrations conducted under close supervision of National Agricultural Research Centres, Project Directorates, Krushi Vigyan Kendras, State Agricultural Universities and its Regional Research Stations, but presently the front line demonstrations on groundnut crop are mainly conducted through Krushi Vigyan Kendras (KVKs). In same a way, the front line demonstration on groundnut crop has been organized by Krushi Vigyan Kendra, Gujarat Agricultural University, Deesa.

The latest recommended package of practices of groundnut crop were demonstrated on the farmers' fields. Krushi Vigyan Kendra has

initiated the programme of multiplication of seeds of high yielding varieties of groundnut under irrigated condition. The objective was to popularize high yielding varieties by supplying pure seeds to the farmers on regular basis and thereby increase the area and productivity of groundnut crop in Banaskantha district. To ascertain the constraints encountered by groundnut growers of this area, a multi disciplinary team of scientists of Krushi Vigyan Kendra carried out a benchmark survey, before conducting the demonstrations.

Along with transfer of technology, basic purposes of demonstrations are an approach to transfer of technology on farmer's field and to get direct feedback from the farmers, so that the scientists can reorient their research and training

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programmes. The success of any programme aimed at agricultural development depends upon degree of involvement of the people in programme.

India has been self sufficient in food grains, but production of oilseed crops remain static during last 30 to 40 years (Patel and Tunvar, 2004). There is an urgent need to increase the production of oilseeds. Groundnut is one of the important oilseed crops in India. Groundnut is the most important cash crop newly introduced in Deesa taluka of Banaskantha district and occupied highly demanded by the farmers and is considered as back bone of rural economy. Therefore, to boost the production and productivity of *Kharif* groundnut crop in the district and front line demonstration on *Kharif* groundnut production technology: a follow up action and feedback of KVK and beneficiary farmers organized by Krishi Vigyan Kendra, Deesa was conducted with following objectives:

- To know the follow up action taken by the demonstrating agency and beneficiary farmers.
- To know the feedback of the beneficiary farmers regarding front line demonstration.

RESOURCES AND METHODS

The present study was undertaken in Banaskantha district of North-Gujarat purposively as the front line demonstrations on *Kharif* groundnut crop were conducted in Deesa taluka by Krushi Vigyan Kendra. The Deesa taluka was selected for the study purposively. 4 villages in Deesa taluka where front line demonstrations on *Kharif* groundnut crop were conducted during 2001-2005, were selected purposively. A total of 70 beneficiary farmers were randomly selected from these four villages. In order to make comparison, 70 non-beneficiary farmers were selected from the same villages randomly. Since the present study is a part of an evaluation study, it was felt necessary to select two groups *viz.*, beneficiary and non-beneficiary. The post-test only, equivalent group design suggested by Best (1978) was employed to compare the two groups. This design is one of the most effective in minimizing the threats to experimental variety. Under this design, experimental and control groups are equated by random assignment. In the presents study, both the groups were selected randomly.

Follow up actions taken by the demonstrating agency and beneficiary farmers:

The follow up which is not generally attended is an essential aspect of the demonstration process. This is helpful to the beneficiary farmers in carrying out their job effectively. Internalization of knowledge and skill and developing favourable attitude in the beneficiary farmers, helps the beneficiary farmers to do their job effectively. Follow up

would help in the effectiveness of demonstration in achieving the goals of the organization or project, solving-problems and meeting needs of the clientele system. Follow up should be perceived as the feedback process for improving effectiveness of further demonstration programmes also.

The follow up helps to tell us about the quality of demonstration and the effect that demonstration has created on the farmers. Systematic follow up can point out weakness in application of processing of conducting demonstration so that they could be corrected and guided to apply the processing of conducting demonstration properly. The follow up action was measured in terms of information about the actions were taken by beneficiary respondents and demonstrated agency after organizing the front line demonstration. The schedule was developed. The actions taken by demonstrated agency *i.e.* at KVK level and by beneficiary farmers were worked out on the basis of frequency and percentage.

Feedback of the beneficiary farmers:

In any communication, according to Berlo (1960) when a source decodes the message that he encodes and if the message is put back into his system we have a feedback. In a perfect communication act a source must seek feedback to check on himself and decode his own message to make sure he encodes which he has intended. Thus, the reaction of the receiver in terms of the sender's message serves as an important measure of the effectiveness of the sender and also a guide to sender's future action. It was operationalized as the response by the respondents to the message received by them. The feedback was measured in terms of seeking more information about improved practices, motivating the farmers to new practices. The schedule was developed, three questions were asked on the basis of feedback measurement.

The feedbacks were worked out on the basis of frequency and percentage regarding each question response. In continuation of the feedback, reasons of visit or contact with KVK were also tried to know. An open ended schedule was prepared and the reasons of visit were enlisted then with the help of frequency and percentage the important reasons were ranked on the basis of higher percentage.

The simple comparison was made on the basis of percentage.

OBSERVATIONS AND ANALYSIS

The experimental findings obtained from the present study have been discussed in following heads:

Follow up actions taken by the demonstrating agency and beneficiary farmers:

The follow up actions helps to tell us about the quality of demonstration and the effect that demonstration has

created on the farmers. The follow up action was measured in terms of information about the actions were taken by beneficiary farmers and demonstrated agency after organizing the front line demonstration. The percentage for each follow up action was worked out. The result with regard to follow up action at KVK level is presented in Table 1.

Table 1: Distribution of beneficiary farmers according to follow up action carried out at KVK level (n=70)

Sr. No.	Action taken by KVK	No.	Per cent
1.	Visit of FLD	70	100.00
2.	Visit at harvesting time of FLD of groundnut	59	84.29
3.	Organization of FLD meeting	02	02.86

Table shows that the major activity visit of FLD was 100.00 per cent carried out by KVK, followed by visit at harvesting time of FLD of groundnut with 84.29 per cent. Very less actions carried by KVK was organization of FLD meeting. Therefore, it can be concluded that the visit of FLD was major action taken by KVK. But, less action was carried out for organization of FLD meeting on farmers field. These findings are in agreement with the findings of Sidhu (1968).

On the other hand the follow up action taken by the beneficiary farmers is presented in Table 2.

Table 2 : Distribution of beneficiary farmers according to follow up action carried out by their level (n=70)

Sr. No.	Action taken by beneficiary farmers	No.	Per cent
1.	Liaison with KVK after FLD	70	100.00
2.	Increased area under groundnut	70	100.00
3.	Attending the FLD meeting	32	45.71
4.	Efforts to get other demonstration	39	55.71

The data (Table 2) show that the major activities, liaison with KVK after FLD and increased area under groundnut were 100.00 per cent carried out by beneficiary farmers. The other

activities like attending the FLD meeting and efforts to get other demonstration were 45.71 per cent and 55.71 per cent, respectively. Therefore, it can be concluded that the liaison with KVK and increased area under groundnut were major action taken by the beneficiary farmers. It also indicated the accomplishment of the front line demonstration process.

Feedback of the beneficiary farmers regarding front line demonstration:

Feedback is the response by the respondents to the message received by them. The feedback may be positive or negative on the programme. The feedback was measured in terms of seeking more information about improved practices, motivating the farmers to new practices. The three questions were asked on the basis of feedback measurement and are presented in Table 3.

The data presented in Table 3 show that the feedback of beneficiary farmers regarding visit to the KVK after organizing the FLD (100.00 %), guide to neighbours and relatives after organizing the FLD (90.00 %) and contact to Programme Coordinator of KVK for more information (82.85 %) were positive and higher. Therefore, it can be concluded that the flow of the programme activities were constant (Solanki, 1988). An effort was also made to know the reasons of visit to KVK (Table 4).

It is noted that the major reason was gaining the information of improved varieties of various crops (85.71 %) with the first ranked, followed by for getting other demonstration (55.71 %), to get information about market (44.29 %), for getting information about constraints in package of practices (25.71 %) with rank second, third and fourth, respectively. The other poor reasons for visit to KVK were; to get information about how to control pests, insects and diseases in various crops (22.86 %) and for formal visit of KVK (15.71 %) with rank fifth and sixth,

Table 3 : Distribution of beneficiary farmers according to their feedback regarding FLD (n=70)

Sr. No.	Feedback	Frequency	Per cent
1.	Visit to the KVK after organizing the FLD	70	100.00
2.	Contact through correspondence or telephonic to the office of Programme Coordinator of KVK for gaining more information regarding FLD	58	82.85
3.	Guide to neighbours and relatives after organizing the FLD	63	90.00

Table 4 : Reasoning of visit to the KVK after organizing the FLD (n=70)

Sr. No.	Reasons of visit to KVK	No.	Per cent	Rank
1.	Gaining the information of improved varieties of various crops	60	85.71	I
2.	For formal visit of KVK	11	15.71	VI
3.	For getting appropriate information of constraints about package of practices	18	25.71	IV
4.	For getting other demonstration	39	55.71	II
5.	To get information about how to sale and where to sale of groundnut production in market	31	44.29	III
6.	To get information about how to control pests, insects, and diseases in various crops	16	22.86	V

respectively. Therefore, it can be concluded that the major reasons to visit of KVK were gaining the information of improved varieties of various crops, for getting other demonstration and to get information about how and where to sale of groundnut production in market (Patil *et al.*,1989). Therefore, it can be concluded that the most of beneficiary farmers had made visit to KVK for improvement of their agriculture enterprise.

Conclusion:

- It was stated that the major follow up action taken by KVK was visit to front line demonstration. But, less action was carried out for organization of FLD meeting on farmers' field.
- On the other hand the major follow up actions taken by beneficiary farmers were liaison with KVK after organizing of front line demonstration and increased area under groundnut crop. It also indicated the accomplishment of the front line demonstration process.
- The feedbacks of the beneficiary farmers were more regarding visit to KVK after the FLD, guide to neighbour and relatives after organizing the FLD and contact with Programme Co-ordinator of KVK for gaining more information.
- The beneficiary farmers had made visit to KVK for gaining the information of improved varieties of various crops, for getting other demonstrations and for information about groundnut markets.

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