

Usefulness of ATIC as Perceived by the Farmers

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ABSTRACT

The study was conducted in Banaskantha district with a view to know usefulness of ATIC as perceived by the farmers. Majority of farmers had perceived ATIC as reliable source of information regarding improved variety and plant protection measures and fertilizer management. Majority of the farmers were found aware about the various activities carried out by the ATIC.

Keywords : Awareness, perception, opinion and ATIC

INTRODUCTION

Agricultural Technology Information Centre is a single window delivery system, serves the farmers in many fold. It is an innovative science based institution designed for bridging the gap between the available technologies at one end and user, thus institution is playing significant role in increasing knowledge of the farmers regarding improved scientific technologies through multifarious extension activities. Hence, it was imperative to study the usefulness of Agricultural Technology Information Centre as Perceived by farmers. The study was conducted in Banaskantha district of Gujarat state with following objectives :

- 1 To know the awareness among the farmers about Extension activities carried out by ATIC
- 2 To know perception regarding ATIC as a source of inspiration for adoption of improved farm practices

METHODOLOGY

Banaskantha district is having 12 talukas among

these Deesa, Palanpur, Amirgadh, Vadgam, Dantiwada and Tharad talukas are having more beneficiaries and among these talukas Deesa taluka was purposively selected as maximum number of participants/beneficiaries of ATIC as well as KVK were from this taluka. From this taluka six villages and from each village twenty farmers were randomly selected consisting a sample of 120 farmers. The data were collected by personal interview with the help of structured interview schedule.

The interview schedule was developed with the help of experts keeping in view the objectives of the study. The data were transferred in to master table and analyzed in terms of frequency and percentage in order to make findings meaningful.

RESULTS AND DISCUSSION

The farmers were asked to give their opinion regarding awareness of different activities carried out by ATIC. Their responses were tabulated in Table-1.

Table 1 : Distribution of farmers according to their awareness about extension activities carried out by ATIC n = 120

Sr. No.	Usefulness	Number	Per cent
1	Distribution of literature of recommended cultivation practice to the farmers at the time of distributing the seed and planting materials.	104	86.66
2	Diagnostic services brought by farmers and give solution the concerned the SMS.	79	65.83
3	Sale of different seeds produce by university.	81	67.50
4	Visiting farmers were given farm advisory services.	77	64.16
5	Farm advisory services on telephonically.	56	46.66

The data presented in Table 1 revealed that majority of the farmers (86.66 per cent) indicated that they were awarded of the distribution of literature of the recommended cultivation practices to farmers at the time of distributing the seeds and planting materials by the ATIC. It was found that (67.50 per cent) farmers were awarded about sale of different seed produce by University. It was found that (65.38 per cent) farmers were awarded of diagnostic services provided by

ATIC to the farmers. The data further indicate that (64.16 per cent and 46.66 per cent) farmers had awareness of farm advisory services at the centre and farm advisory services on telephonically available at ATIC respectively.

The farmers were asked to narrate usefulness of the ATIC. The majority of the farmers (95.00 per cent) had perceived ATIC as an information.

Table 2 : Distribution of the farmers according to their perception regarding usefulness of ATIC as source of inspiration for adoption of improved farm practices

n=120

Sr. No	Usefulness	Number	Per cent
1	ATIC is a source of Inspiration for adoption of improved production Technology.	115	95.83
2	Inspiration regarding adoption of High yielding improved variety(Hybrid).	110	91.66
3	Inspiration regarding adoption of seed treatments with fungicide.	53	44.17
4	Inspiration regarding adoption of plant protection measures.	67	55.83
5	Inspiration regarding adoption of recommended dose of fertilizers.	70	58.33
6	Adoption of weed management.	51	42.50

It can be observed from the data presented in Table-2 that 95.83 per cent farmers perceived the usefulness of ATIC as a source of inspiration for adoption of improved farm practices. More than 91.66 per cent farmers were inspired for sowing improved variety, while 44.17 per cent were inspired for the adoption of seed treatment. Out of 120 farmers, 55.83 per cent and 58.33 per cent were inspired for adoption of plant protection measures and use of fertilizer, respectively. The data further indicated that 42.50 per cent farmers were inspired for weed management.

CONCLUSION

It can be concluded that majority of farmers had perceived ATIC, as an reliable source of information center

different aspect majority of them were also found aware about distribution of literature or recommended cultivation practice to the farmers at time of distributing the seeds and planting materials by ATIC.

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