

AN ANALYSIS OF AGRICULTURAL EXHIBITION

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INTRODUCTION

Agricultural exhibition is an important mass media method for the transfer of technology. It is a systematic display of models, specimens, charts, graphs, improved implements and method demonstrations. Shree U. K. V. Mahila Arts and Home Science College, Keshod has organised a NSS Camp at Tarshingda village of Maliya Taluka of Junagadh district. During this camp, a one day training programme for farm women was organized by Sardar Smruti Kendra, GAU, Junagadh. Besides this programme, farmers' group meeting and agricultural exhibition was also organized. It was considered worth-while to analyze the agricultural exhibition with the following objectives:

1. To know perception of the visiting farmers about the level of usefulness of agricultural exhibition.
2. To ascertain the relationship between the selected characteristics

of respondents and usefulness of agricultural exhibition.

3. To seek suggestions from beneficiary farmers for effective organization of agricultural exhibition.

METHODOLOGY

The study was undertaken at Tarshingda village of Maliya Hatina taluka of Junagadh district (Gujarat State). From amongst the 150 farmers who visited the agricultural exhibition, 44 were randomly selected and interviewed for the purpose of the study. An interview schedule was specifically prepared considering the objectives of the study. To know the usefulness of agricultural exhibition, a three point rating scale was used.

Data thus collected were analyzed and salient interpretations were drawn. The statistical measures like frequency, percentage, ranking and chi-square were used.

Table 1: Usefulness of agricultural exhibition as perceived by the beneficiary farmers **N=44**

Sr. No.	Level of usefulness	No. of respondents	Per cent	Rank
1.	Useful	10	22.72	III
2.	More useful	22	50.00	I
3.	Most useful	12	27.28	II

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Table 2: Distribution of respondents according to their characteristics and level of usefulness **N=44**

Sr. No.	Independent variables	Chi-square
1	Age	11.603
2	Size of land holding	5.451
3	Level of education	10.586

RESULTS AND DISCUSSION**USEFULNESS OF AGRICULTURAL EXHIBITION**

The results pertaining to the usefulness of agricultural exhibition are presented in Table 1.

The data of Table 1 clearly indicated that fifty percent respondents were opined that the exhibition was more useful. More than twenty seven percent respondents expressed the exhibition as most useful. While about 23 per cent respondents indicated the exhibition as a useful activity. It can be inferred from the results that agricultural exhibition is a very useful activity for the farmers.

RELATIONSHIP BETWEEN SELECTED CHARACTERISTIC AND THE LEVEL OF USEFULNESS

The results pertaining to the relationship between selected characteristics and the level of usefulness are presented in Table 2.

The data depicted in Table 2 clearly indicate that the level of education and age of the respondents were found to be correlated with the level of usefulness of agricultural exhibition. Though, the size of land holding was not found to be correlated with the level of usefulness. The probable reason may be that the agricultural exhibition may prove to be useful to all farmers, irrespective of their size of land holding.

Table 3: Distribution of respondents according to suggestion offered for effective organization of agricultural exhibition **N-44**

Sr. No.	Suggestions	No.	Per cent	Rank
1.	Plants specimens should be exhibited with seed samples.	42	95.45	I
2.	Models and specimens should be displayed with detailed information	39	88.63	II
3.	Publicity of exhibition should be done well in advance and insecticides & pesticides should be displayed with related information	39	88.63	II
4.	Containers of insecticides & pesticides should be displayed with related information	38	86.36	IV
5.	How to diagnose the main pest and diseases of major crops should be demonstrated	35	79.54	V
6.	Agricultural exhibition should be organized for at least 2-3 days	34	77.27	VI
7.	There must be demonstration of improved implements in the exhibition	33	75.00	VII

SUGGESTION OF FARMERS FOR EFFECTIVE ORGANIZATION OF AGRICULTURAL EXHIBITION

The views of farmers regarding effective organization of agricultural exhibition are presented in Table 3.

It can be inferred from the data of Table 3 that all the seven suggestions for effective organization of agricultural exhibition are given by more than 75 percent of the respondents. However, the three important suggestions given by them were 'plant specimens should be exhibited with seed sample'; 'models and specimens should be

displayed with detail information' and 'publicity of exhibition should be done well in advance'.

CONCLUSION

The results of study clearly indicated that the agricultural exhibition is proved useful to all farmers irrespective of their size of land holding. Therefore, it should be used on wider scale for the purpose of transfer of technology. Further, for effective organization of agricultural exhibition; the models and specimens should be displayed with detailed information and publicity of exhibition should be done well in advance.
