

## IDENTIFICATION OF EFFECTIVE EXTENSION METHODS AS PERCEIVED BY THE PROGRESSIVE FARMERS

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### ABSTRACT

*The study was conducted in Sabarkantha district of Gujarat state. Using the multistage random sampling techniques, five talukas were selected and from each taluka three villages randomly selected to make 150 respondents. The main focus of this study was to identify the most effective extension methods. The results of the study revealed that major effective extension methods for individual aspect. For acquiring knowledge farm & home visit, method demonstration, television, training and office call was found effective extension methods. Method demonstration, training, result demonstration, krishi mahotsav and internet were found effective extension methods in improving skill, while method demonstration, training, result demonstration, agricultural publication, internet and field trip was found effective extension methods in changing attitude. Most effective extension method in all three aspects viz., changing knowledge, improving skill and changing attitude, method demonstration was found most effective extension methods in all three aspects followed by training, agricultural publication, television, internet.*

**Keywords:** effective extension methods, perception

### INTRODUCTION

Extension education is an informal out of school education designed to help rural people to satisfy their needs, interest and desires. All the extension activities carried out through various extension teaching methods. The function of extension education is to bring about desirable changes in human behaviour by means of education. Changes may be brought about in their knowledge, skill, attitude, understanding, goals, action and confidence. In farmer's context the desirable changes comes through extension teaching and training. To train the farmers there are various teaching tools, techniques and training methods. In order to teach and train the farmers the extension teaching methods have classified in mainly three groups, viz. individual contact methods, group contact methods and mass contact methods. Each group has different sub methods used according to different situation (Ojha, 2017). Progressive farmers are well utilized the different extension methods and well knowledge about effect of different extension methods. Hence, it is necessary to know the most effective extension methods in all three aspects viz., acquiring knowledge, improving skill and changing attitude as perceived by the progressive farmers.

### OBJECTIVE

To identify the most effective extension methods as perceived by the progressive farmers

### METHODOLOGY

The present study was conducted in Sabarkantha district of Gujarat state purposively. Five taluka viz., Himatnagar, Idar, Khedbrahma, Vadali and Talod was randomly selected. Three villages from each selected taluka were randomly selected. Ten respondents from each selected village were randomly selected which constitute a total sample of 150 respondents. There were 14 extension teaching methods enlisted for obtaining perception in different three aspects namely acquiring knowledge, improving skill and changing attitude of farmers regarding effectiveness of extension methods. To identify most effective extension methods as perceived by progressive farmers on above three aspects, a structured schedule was developed. The response was obtained on three point continuum viz., very effective, effective and less effective, having the scoring pattern of 3, 2 and 1, respectively.

The different statistical tools namely frequency, percentage, mean, standard deviation, etc. were used for classification, tabulation, analysis, interpretation and developing the inference of the collected research data (Sahu, 2010).

### RESULTS AND DISCUSSION

The study of assessment to identify most effective extension methods as perception by the progressive farmers on selected fourteen extension methods.

**Effective extension methods in acquiring knowledge**

The data indicated in Table 1 that rank order of effective extension methods in acquiring knowledge as perception by the progressive farmers and found that farm and home visit (2.8 MS) was ranked first followed by method demonstration (2.73 MS) ranked second, television (2.68 MS) ranked third, training (2.67 MS) ranked fourth, office call (2.66 MS) ranked fifth, agricultural publication (2.64 MS) ranked sixth, kisan gosthi and internet (2.57 MS) ranked seventh, SMS/whats app (2.56 MS) ranked eighth, field trip (2.50 MS) ranked ninth, krishi mahotsav (2.38 MS) ranked tenth, krishimela/exhibition (2.31 MS) ranked eleventh, field day (2.18 MS) ranked twelfth and result demonstration (2.08 MS) ranked thirteenth.

**Table 1: Rank order of effective extension methods in acquiring knowledge** (n=150)

Sr. No.	Methods	Mean Score	Rank
1	Farm & Home visit	2.8	I
2	Office calls	2.66	V
3	SMS/Whats app	2.56	VIII
4	Kisan Gosthi	2.57	VII
5	Field Day	2.18	XII
6	Training	2.67	IV
7	Result Demonstration	2.08	XIII
8	Method Demonstration	2.73	II
9	Field trip	2.50	IX
10	Kisanmela/ Exhibition	2.31	XI
11	Agricultural publication	2.64	VI
12	Television	2.68	III
13	Internet (portal, mobile application etc.)	2.57	VII
14	Krishi Mahotsav	2.38	X

**Effective extension methods in improving skill**

The data indicated in Table 2 that rank order of effective extension methods in improve skill and found that method demonstration (2.86 MS) was ranked first followed by training (2.83 MS) ranked second, result demonstration (2.59 MS) ranked third, krishi mahotsav (2.38 MS) ranked fourth, internet (2.34 MS) ranked fifth, agricultural publication (2.28 MS) ranked sixth, television (2.27 MS) ranked seventh, field day (2.23 MS) ranked eighth, kisanmela/exhibition and kisan gosthi (2.14 MS) ranked ninth, field trip (2.11 MS) ranked tenth, farm and home visit (2.10 MS) ranked eleventh, SMS/whats app (1.98 MS) ranked twelfth and office call (1.68 MS) ranked thirteenth.

**Table 2: Rank order of effective extension methods in improving skill** (n=150)

Sr. No.	Methods	Mean Score	Rank
1	Farm & Home visit	2.10	XI
2	Office calls	1.68	XIII
3	SMS/Whats app	1.98	XII
4	Kisan Gosthi	2.14	IX
5	Field Day	2.23	VIII
6	Training	2.83	II
7	Result Demonstration	2.59	III
8	Method Demonstration	2.86	I
9	Field trip	2.11	X
10	Kisanmela/ Exhibition	2.14	IX
11	Agricultural publication	2.28	VI
12	Television	2.27	VII
13	Internet (portal, mobile application etc.)	2.34	V
14	Krishi Mahotsav	2.38	IV

**Effective extension methods in changing attitude**

The data indicated in Table 3 that rank order of effective extension methods in changing attitude as perception by the progressive farmers and result show that method demonstration (2.64 MS) was ranked first followed by training (2.62 MS) ranked second, result demonstration and agricultural publication with equal mean score (2.55 MS) ranked third, internet (2.54 MS) ranked fourth, field trip (2.51 MS) ranked fifth, television (2.50 MS) ranked sixth, kisan gosthi (2.49 MS) ranked seventh, krishi mahotsav (2.43 MS) ranked eighth, field day (2.38 MS) ranked ninth, farm & home visit, office call and kisanmela/exhibition (2.32 MS) ranked tenth, SMS/whats app (2.26 MS) ranked eleventh.

**Table 3: Rank order of effective extension methods in changing attitude** (n=150)

Sr. No.	Methods	Mean Score	Rank
1	Farm & Home visit	2.32	X
2	Office calls	2.32	X
3	SMS/Whats app	2.26	XI
4	Kisan Gosthi	2.49	VII
5	Field Day	2.38	IX
6	Training	2.62	II
7	Result Demonstration	2.55	III
8	Method Demonstration	2.64	I
9	Field trip	2.51	V
10	Kisanmela/ Exhibition	2.32	X
11	Agricultural publication	2.55	III
12	Television	2.50	VI
13	Internet (portal, mobile application etc.)	2.54	IV
14	Krishi Mahotsav	2.43	VIII

**Most effective extension methods in all three aspects**

**Table 4: Rank order of most effective extension methods as perception by progressive farmers in all three aspects**

Sr. No	Methods	Mean Score	Rank
1	Farm & Home visit	2.40	V
2	Office calls	2.22	X
3	SMS/Whats app	2.26	VIII
4	Kisan Gosthi	2.40	V
5	Field Day	2.26	VIII
6	Training	2.70	II
7	Result Demonstration	2.40	V
8	Method Demonstration	2.74	I
9	Field trip	2.37	VII
10	Kisanmela/ Exhibition	2.25	IX
11	Agricultural publication	2.49	III
12	Television	2.48	IV
13	Internet (portal, mobile application etc.)	2.48	IV
14	Krishi Mahotsav	2.39	VI

Data in Table 4 reveal that rank order of most effective extension methods in all three aspects as perceived by progressive farmers. Method demonstration (2.74 MS) ranked first, followed by training (2.62 MS) ranked second, agricultural publication (2.49 MS) ranked third, television & internet with equal mean score (2.48 MS) ranked fourth, Farm & home visit, kisan gosthi and result demonstration with equal mean score 2.40 ranked fifth, krishi mahotsav (2.39 MS) ranked sixth, field trip (2.37 MS) ranked seventh, SMS/whats app and field day with equal mean score

2.26 ranked eight, kisanmela/ exhibition ( 2.25 MS) ranked ninth and office calls (2.22 MS) ranked tenth.

**CONCLUSION**

It can be concluded that method demonstration were most effective extension method for improve in skill and changing attitude because demonstration of new technology for any crop practices done by the farmers in their field under guidance of subject matter specialist. While, farm and home visit were most effective extension method for acquiring knowledge by visit of agriculture extension personals to farmers' home and field and discussion with different farm practices. At last, method demonstration, training and agricultural publication had found most effective extension methods in all aspect viz., acquiring knowledge, improving skill and changing attitude.

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