

Opinion of Participant Farmers about Krishimela

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Abstract : A study conducted on Krishimela at the University of Agricultural Sciences, Dharwad revealed that radio was the medium which provided information on Krishimela to maximum percentage (59.1) of participant farmers. The study also revealed that the farmers were of the opinion that Krishimela is useful to all categories of farmers. They suggested arranging demonstrations on improved implements/implement based technology.

Introduction

Krishimela, the annual feature of UAS, Dharwad is an important medium for transfer of technology to the farmers. A unique feature in the Krishi Mela is the accessibility of scientists for consultancy services. The turnout of participants range from 5000-6000 every year which implies that krishimela is the best source to exploit the visit of farmers to make them aware, develop conviction and accept the technology suitable to them.

Krishimela, 1988 was organised for 3 days from September 22-24. The opinion of the farmers about its organisation, its benefits and their suggestions for improvement will help organise the melas in a more effective way. The present study was undertaken to ascertain the sources of information about Krishimela and to know the opinion of participant farmers about the usefulness of Krishimela and about the facilities provided during Krishimela.

Material and Methods

The investigation was carried out during Krishimela 1988. Thirty five farmers were selected for the study on the first day, 45 on the

second and 30 on the third by random sampling, thus making a total sample size of 110.

Data were collected by personal interview method with the help of a questionnaire.

To measure the opinion of farmers about the utility of Krishimela, nine statements out of the twenty developed based on experts' opinions were selected. The opinions were assessed on a three point continuum i.e., agree, no response and disagree. Open-end questions were included to get suggestions of the farmers for effective organisation of future Krishimelas.

Results and Discussion

Radio ranked first as a source of information about Krishimela as 65 out of 110 farmers got information from radio. The other sources in order of ranking were invitation card (42), Agricultural Assistant (35), News paper (34), neighbours and friends (28), Extension guide (21) and poster (12). This was due to i) availability of radio with farm family. ii) it overcomes literacy barrier, and iii) it blends education with entertainment. Considerable number of farmers got information through invitation card as they might have felt the personal touch and sense of recognition was fulfilled. Hence, priority should be given to radio while

giving publicity to Krishimela so that it will reach larger audience.

Table 1 shows the opinion of the participants about the usefulness of Krishimela. More than 80 per cent of the farmers felt that Krishimela is beneficial to farmers as well as extension workers, it is useful to all categories of farmers, innovations shown at Krishimela are feasible for adoption, they can get technical information by participating in the mela and can get solutions to their specific problems. Such an opinion was expressed because demonstrations, exhibitions,

filmshows, field trials of different technologies etc. were held during the Krishimela.

Around 15 per cent of the farmers felt that only rich farmers can participate in Krishimela. More than 54 per cent of farmers were happy with the facilities provided while 14 per cent of them did not give any response because they might not have availed any of the facilities.

Fifty per cent of the participant farmers felt that field days organised at village level are more effective than krishimela. Twelve per cent of the

Table 1. Opinion of farmers regarding Krishimela

Sl.No.	Item	(n = 110)					
		Agree		Disagree		No response	
		No.	%	No	%	No	%
1.	Krishimela is useful to all categories of farmers.	96	87.27	7	6.36	7	6.36
2.	Krishimela is organised for the benefit of farmers as well as extension workers.	95	86.36	6	5.45	9	8.18
3.	Farmers can get technical information by participating in Krishimela.	91	82.75	6	5.45	13	11.82
4.	Innovations shown at Krishimela are feasible for adoption	89	80.91	5	4.55	16	14.55
5.	Only rich farmers are able to participate in Krishimela.	17	15.45	84	76.36	10	9.10
6.	The boarding, lodging and conveyance facilities were appropriate.	60	54.54	30	27.27	20	18.18
7.	Field days organised at village level are more effective than krishimela.	55	50.00	41	37.27	14	12.73
8.	Farmers can get solutions to their specific problems.	89	80.91	4	3.64	17	15.45
9.	The exhibited home science technologies are urban oriented.	61	55.45	27	24.55	22	20.00

farmers did not respond to this statement. Majority of the farmers opined that the Home Science technologies were oriented more towards urban women.

Eighty out of 110 farmers gave one or more suggestions for effective organization of future krishimelas. Thirty eight farmers felt that demonstrations on improved implements/implement based technology was to be arranged. The other important suggestions were - i) Arrangements for supply of recently released hybrid/improved seeds. ii) Grouping of visitors/farmers into batches of 20-25 and each batch has to have a good guide for orientation and iii) Home Science exhibition should be more rural oriented (Table 2).

Hence, the study showed that radio was the best medium for publicising krishimela and technology based on agricultural implements must be given priority in the future krishimelas.

Table 2. Suggestions of farmers for effective organisation of krishimela.

(n=80)		
Sl. No.	Suggestion	Frequency
1.	Arranging demonstration on improved implements/implement based technology.	38
2.	Arranging for availability to recently released improved/hybrid seeds at Krishimela.	29
3.	During Krishimela, visitors should be grouped into batches of 25-30 and assisted by providing a good guide for orientation.	25
4.	Home Sciences exhibition should be rural oriented.	20
5.	More propaganda about Krishimela is essential in rural areas.	16
6.	Strengthening of information consultancy cell by involving experienced scientist is needed	15
7.	Low priced farm publication in all fields of agriculture are to be made available.	12