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National Demonstration - An Analysis as a Farm Based Extension Medium

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ABSTRACT

The awareness of the national demonstration among the farmers was low. However 85 per cent of the farmers who were aware of the national demonstration had participated in the cultural operations of the crop and among those who participated in the operations in the plots, 62.5 per cent had adopted one or more of the practices recommended for the crop.

INTRODUCTION

The demonstrations are laid out to educate the farmers about the scientific methods of cultivation with proper crop rotations. Misra (1957) found result demonstration highly effective in promoting the adoption of improved seeds and fertilizers. Singh and Dikshit (1966) observed that effectiveness of large scale demonstration is highest for seeds and fertilizers and least for plant protection measures. Sethi (1957) pointed out that demonstrations have proved very effective in influencing the farmers in the adoption of fertilizer and manure.

MATERIALS AND METHODS

Out of the 24 centres in National demonstrations in Coimbatore district, eight centres where IR 20 paddy was included in the cropping sequence were selected purposively. Villages lying around these centre in one mile radius, one to three miles radius and three to five mile radius were taken randomly from each zone including the village in which the demonstrations were laid. From each selected village, four paddy growers were selected at random for the study. Thus 192 farmers were selected at the rate of 24 farmers for each centre and they were interviewed personally. The study was mainly centred around the cultivation of IR 20 paddy. The data gathered were analysed statistically for interpretation by percentage analysis and chi-square test of significance.

RESULTS AND DISCUSSION

Awareness of National Demonsration: To participate in national demonstration, the farmers should first

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of all know about the existence of demonstration plots in the villages.

It has been found that only 24.5 per cent of the respondents were aware of the national demonstration plots. More farmers (57.8 per cent) who were aware of the demonstration plots came from the villages lying within one mile radius. The statistical test proved that the distance is a dependent factor to become aware of national demonstration plots (Table 1).

Table 1. Participation in national demonstration

Particulars	Number of farmers			
	Distance of Villages (miles)			X^2 (1)
	Less than one	1-3	3-5	Value
Awareness of national demonstration :				
Aware	37	8	2	57.726**
Not aware	27	56	62	
Total	64	64	64	
Participation in national demonstration :				
Participated	33	7	—	2.26^{NS}
Not participated	4	1	2	
Total	37	8	2	
Intensity of visits :				
Once	20	4	—	3.98*
Twice	8	—	—	
Four times	5	3	—	
Total	33	7	—	

Participation in National Demonstration : Among the awareness category, 85.1 per cent have participated in the national demonstration plots at one stage or other. The participants were more among farmers living within one mile radius (89.2 per cent) and one to three mile radius (87.5 per cent) (Tabe 1).

Number of visits to the demonstration plots : The number of times the farmers visited these demonstration plots will intensify their attitude to follow the innovations. Among the participants, participation was high (82.5 per cent) in farmers of one mile radius than other area farmers. Majority of the farmers have visited only once.

It is further evidenced that the distance had a relation with intensity of visits.

Stages of Participation: The farmers participated during the stages of IR 20 paddy cultivation as mentioned in Table 2.

Table 2. Stages of participation

Stages of crop	No. of participants (n=40)	
	No.	%
Nursery stage	15	37.50
Fertilizer application stage	16	40.00
Growing stage	23	57.50
Harvesting stage	18	45.00

The farmers' visits to these demonstration plots were in the order of growing stage, harvesting, fertilizer application and nursery stage respectively.

Thirty four farmers (85 per cent of participants) were aware of the yield of IR 20 paddy in the national demonstration plots.

The sources from which majority of the farmers came to know the yield of IR 20 paddy were demonstrating ryots neighbouring ryots and radio (Table 3).

Table 3. Sources of information for yield of IR 20 paddy

Sources	Utilization by farmer (X=34)	
	No.	%
Demonstration ryot	16	47.07
Neighbouring ryot	12	35.30
Radio	10	29.41
Block personnel	2	5.88
News paper	1	2.94

Out of the 40 respondents who were aware of the demonstrations and who also participated in one or more operations in these plots, 25 farmers (62.5 per cent) have adopted one or more practices demonstrated in these plots.

The adoption was high among farmers in one mile radius as compared to other area farmers. The statistical test proved that distance is a determinant factor to adopt through national demonstration.

Table 4. Adoption by participants

Distance of the village	Adopted	Not adopted	Total	$X^2_{(1)}$ Value
Within one mile radius	23	10	33	4.268*
Within 1-3 miles radius	2	5	7	
Within 3-5 miles radius	—	—	—	

Practices adopted by participant farmers: The participation should result either in adoption of all the practices or a few practices according to his level of comprehension.

The study revealed that 64.0 per cent of the adopters have adopted more than three practices (Table 5).

Table 5. Adoption of practices by participants

Number of pratices adopted	Respondents (n=25) No.	%
One practice	2	8.00
Three practices	7	28.00
More than three practices	16	64.00

Tpe practices adopted were preparation of nursery, seed treatment, spacing, fertilizer application and plant protection for IR 20 paddy crop.

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