

## Impact of National Demonstrations on Farmers of Two Village Groups\*

By

G. Appa Rao<sup>1</sup> and K. Radhakrishna Menon<sup>2</sup>

### ABSTRACT

Majority of the farmers were aware of the National Demonstrations conducted in their own villages and also in adjacent villages. Many farmers had understood the correct purpose of National Demonstrations. It is noted that there was not much difference in the extent of adoption from both the village groups. It could be concluded that the impact of these demonstrations was noticed in adjacent villages also.

### INTRODUCTION

National Demonstrations Scheme (N.D. scheme) was implemented in certain districts of different states with a view to demonstrate or educate the farmers about the improved agricultural practices which will pave way for the increased agricultural production. Singh and Dikshit (1966) stated that the effect of large scale demonstration increases from awareness to trial, but slightly falls at adoption stage in the use of improved seed of wheat. Sharma (1966) observed that the demonstration served as information source to 50.50 per cent of farmers for adopting improved farm practices. Radhakrishnamurthy (1969) reported that 50.7 per cent of the farmers were aware of the N.D. and 12.7 per cent of them had the knowledge about the purpose

of these demonstrations. He further stated that only 21 farmers and 4 demonstrators adopted the demonstrated practices from a sample of 280 farmers and 14 demonstrators. The specific objectives of this study were to assess the farmers' awareness of demonstrations to ascertain the farmers' perception of the purpose of demonstrations and to find out the extent of adoption of demonstrated practices by them.

### MATERIALS AND METHODS

The study was confined to two N.D. plots conducted in Bhimavaram and Undur Villages of Samalkot Samithi, East Godavari District, Andhra Pradesh. Two more villages namely Samalkot and Vallur which are adjacent to the villages in which N.D. plots were laid

\*Forms part of the M. Sc. (Ag.) dissertation of the Madras University.

1. Post-doctoral Fellow, University of Michigan U. S. A., 2. Associate Professor of Agricultural Extension, Agricultural College and Research Institute, Coimbatore-641003.



out were selected assuming that the farmers of these villages would have attended the demonstrations. Fifty three and forty seven respondents were selected from these two village groups respectively in proportion to the 1R 8 growers. The data were collected through interview schedule. The package of practices such as seed rate, seed treatment, spacing, fertilizer dose (NPK) and plant protection measures which were demonstrated in N.D. plots were selected for the study. The extent of adoption was calculated as Adoption Quotient with the scale developed by Chattopadhyay (1963). The respondents were categorised as low, medium and high adopters based on their adoption level. The statistical tests used in this study include percentage and chi-square tests. The impact of N.D. on farmers is judged by its educative value and the extent of adoption of demonstrated practices.

## RESULTS AND DISCUSSION

It is noted that 85 per cent and 70 per cent of farmers from the two village groups were aware of the national demonstration (Table 1).

Table 1. Farmers' awareness about the national demonstrations

Response	Villages where N. D. plots laid out (n=53)		Adjacent villages (n=47)	
	No.	Percentage	No.	Percentage
Aware	45	85	33	70
Not aware	8	15	14	30
Total	53	100	47	100

It is seen that majority of the farmers (40 per cent and 34 per cent) had no opinion about national demonstration plots (Table 2). This may be due to their

Table 2. Opinion of farmers about national demonstrations

Opinion	Villages where N. D. plots laid out (n=53)		Adjacent villages (n=47)	
	No.	%	No.	%
Helps to maximise food production by growing 2-3 crops from a unit area and unit time	13	24	16	34
Tool to convince show-me type of farmers	4	8	3	6
Educate the farmers	13	24	9	20
Proves the worth of improved practices	2	4	3	6
No opinion	21	40	16	34

non-awareness of N.D. plot or participation in national demonstration plots. But, of the rest of the farmers, majority had stated that it is to maximise production by growing 2 or 3 crops in a year and also to educate the farmers. This clearly shows that certain farmers of the village had known the laying of N.D. plots in their villages.

The percentage of low adopters in the two village groups were same; whereas the percentage of medium adopters was slightly more in adjacent villages and the percentage of high adopters was more in the villages where



Table 3. Extent of adoption in two village groups

Adoption	Villages where N. D. plots laid out (n=53)		Adjacent villages (n=47)		X <sup>2</sup>
	No.	%	No.	%	
Low	20	38	18	38	0.449
Medium	28	53	26	55	NS
High	5	9	3	7	
Total	53	100	47	100	

N. S. : Not significant at 5% level.

N. D. plots were laid out (Table 3). It therefore, seems that there is not much difference in the extent of adoption by farmers of the two village groups. It was because the farmers from both the village groups have participated in these demonstrations.

#### ACKNOWLEDGEMENT

The author is grateful to the I. C. A. R. for awarding a junior fellow-

ship to his post-graduate studies. He is thankful to the University of Madras for according permission for this publication.

#### REFERENCES

- CHATTOPADHYAY, S. N. 1963. A study of some psychological correlates of adoption of innovation in farming. *Unpub. Ph.D. Thesis. Div. of Ag. Extn. I. A. R. I., New Delhi.*
- RADHAKRISHNAMURTHY, D. 1969. Impact of National Demonstrations of farmers. A study in two districts of Andhra Pradesh. *Unpublished M. Sc. thesis, Extn. Edn. Inst., R. nagar, Hyderabad.*
- SHARMA, D. K. 1966. Role of information sources and communication channels in adoption of improved practices by farmers M. P. State, India. *Indian J. Extn. Edn. 2.*
- SINGH, R. I. and S. N. DIKSHIT, 1966. Role of large scale demonstration in the adoption of innovation in an action project. *Indian J. Ext. Edn. 2.*