

## A Study on the Awareness of the Farmers About Demonstration in Coimbatore District

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### ABSTRACT

Only 18.3 per cent of the farmers reported awareness about the demonstration. The attributes such as education, progressiveness and income of the farmers were found to be associated with their awareness about the demonstration.

### INTRODUCTION

The ultimate end of conducting demonstration is to convince the farming people, to take up improved practices that are demonstrated. To attain this objective, it is the prime responsibility of the Gramasevaks to involve as many farmers as possible in the demonstration programme. An attempt was made to study the extent to which the farmers were aware of the demonstrations, conducted in their respective village and to study the select socio-economic factors of the farmers, in relation to their awareness about demonstration.

### MATERIALS AND METHODS

The study was taken up in two blocks in Coimbatore District, selected on purposive sampling basis. Regarding the selection of the villages, stratified two stage random sampling technique was adopted, the first stratum being the block level and the second at the village level. As each block contains eighteen revenue villages, three villages were

selected in each block, using the random principles. Sixty farmers were intended to be selected for the study from the two blocks. This inturn was reallocated among the villages, in proportion of the number of farmers in each village. The data for the demonstration conducted in the year 1968-69 were collected through interview schedules.

### RESULTS AND DISCUSSION

#### Awareness of the farmers about demonstration :

The data collected on the awareness of the farmers about demonstration showed that only 18.3 per cent of the farmers were aware of the demonstration conducted locally.

#### Socio-economic factors of the farmers associated with their awareness about demonstration

##### Age :

The percentage analysis reveals that a larger proportion of the farmers in the middle age group (31 per cent) were aware of demonstrations, conducted in

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Table 1. Age of farmers in relation to awareness about demonstration

Age Group	No. of respondents (n=11)	%
Young (upto 25 years) (n=2)	—	—
Middle (above 25 to 45 years) (n=29)	9	31
Old (above 45 years) (n=29)	2	6.8

Chi square value = 6.097, significant at 5 per cent level.

their villages while only 6.8 per cent of them in the old age group were aware of the demonstrations. No one in the young age group was found to be aware of the demonstrations. (Table 1).

#### Education :

It is obvious that 14.3 per cent of the farmers with primary education were aware of the demonstration. Only 26.3 per cent of the farmers, educated upto secondary level had exhibited awareness, while it was upto 66.7 per cent among the farmers with collegiate education (Table 2). This positive trend

Table 2. Education of farmers in relation to awareness about demonstration

Education	No. of respondents (n=11)	%
Illiterate (n=10)	—	—
Primary (n=28)	4	14.3
Secondary (n=19)	5	26.3
Collegiate (n=3)	2	66.7

Chi-square value = 8.039 significant, at 5 per cent level.

of awareness may be due to the fact that education develops a bent of mind to learn new things and to have new experiences. Because of this, more awareness was exhibited among the most educated farmers.

#### Progressiveness :

The awareness is related to progressiveness. The percentage analysis reveals that the awareness of demonstration was more (53.8 per cent) among progressive farmers and less (8.5 per

Table 3. Progressiveness of farmers in relation to awareness about demonstration

Particulars	No of respondents (n=11)	%
Progressive farmers (n=13)	7	53.8
Non-progressive farmers) n=47)	4	8.5

Chi square value=14.01 significant at 1 per cent level.

cent) among non-progressive farmers. The more awareness of demonstration, among the progressive farmers may be due to the fact that they are having more and frequent contact with the gramasevaks (Table 3).

#### Social Participation :

The attributes, social participation and awareness about demonstration are exclusive to each other since 29.2 per cent of the farmers with social participation were aware about demonstration, while the awareness was limited to 11.1 per cent of the farmers with out social participation.



**Income :**

It is apparent that the percentage of farmers who were aware about demonstration in low income group was only 12 but it was 40 in middle income group and 50 in high income group. The

awareness about demonstrations was expressed by 66.7 per cent of very high income group farmers. Higher income group of farmers tend to learn new practices, since they have necessary resources to apply the same in the farming (Table 4).

Table 4. Income of farmers in relation to awareness about demonstration

Income level	No. of respondents (n=11)	%
Low (upto Rs. 5,000/-) (n=50)	6	12
Middle (Rs. 5,001/-to Rs. 10,000/-) n=5)	2	40
High (Rs. 10,001/-to Rs. 15,000/-) (n=2)	1	50
Very high (Above Rs. 15,000/-) (n=3)	2	66.7

Chi square value=9.547 significant at 5 per cent level.

**Other Attributes :**

The awareness of a farmer about the demonstration is not influenced by the extent of land, the percentages of medium and big land holders expressing awareness respectively being 19.0 and 20.0. Maximum awareness 28.6 per cent) was recorded among the farmers, having only irrigated lands and the least

awareness (7.7 per cent) was found to be among the farmers having only dry land. The awareness among the farmers possessing both dry and irrigated lands (20 per cent) was more than that of the dry land farmers but lesser than that of the irrigated land farmers. However, the differences are not statistically significant.