

RESEARCH NOTE

Impression Of Visiting Farmers About The "Krushi Mela"

R. B. Patel¹ and B. B. Patel²

INTRODUCTION

The role of agriculture in the economic development of India can never be under estimated because, 66.70 per cent of people depend upon agriculture in India for their subsistence. Farm people as human beings are anxious and become more anxious with the advancement in science and technology to know what is happening in the field of agriculture. Agriculture fair is the most exciting means of communication. Farmers get lot of information related to advance technology with entertainment. It shows farmers about the actual things, practices, results of demonstrations, latest technology, new improved varieties and other programmes in progress through charts, diagrams, displays, specimens, layouts, models, etc. In short, a complete picture of a "Hitech Village" is established in the Krushi-mela.

A large number of resources and man power was utilized for this unique event and so, it was felt necessary to study the impression of visiting farmers about the 'Krushi Mela' and exhibition.

OBJECTIVES

The study was undertaken with following objectives :

1. To collect the views of visiting farmers regarding the sources of information they utilized for visiting the Mela
2. To know opinions of visiting farmers regarding organization and subject matter coverage and also regarding arrangement and presentation in the Krushi-mela.

METHODOLOGY

Krushi-mela fair was organized from 4-3-95 to 8-3-95 at Anand Campus. Farmers who visited the mela were taken as sample of the study. Among them, one hundred and sixty participating farmers were randomly contacted. Questionnaire was prepared in local language (Gujarati) according to objectives and the data were collected by personal interview technique from the farmers who had taken complete visit of Krushi-Mela. Data were interpreted in frequencies and percentage and discussed.

RESULTLS AND DISCUSSION

Table 1 indicates that, newspapers (32.5 per cent) had taken the first position among all media/sources through which farmers came to know about the Krushi-

-
1. P. G. Student, B. A. C. A., G.A.U. Anand
 2. Associate Extension Educationist, E.E.I., G.A.U., Anand.

Table 1 : Sources of information through which farmers came to know about the Krushi-Mela (N=160)

Sr. No.	Media/Source	Number	Per cent
1.	Newspapers	52	32.50
2.	Radio	01	0.63
3.	Television	12	7.50
4.	Gram Sevak	15	9.38
5.	Relatives	05	3.12
6.	Poster	22	13.75
7.	Official letter from G.A.U.	30	18.75
8.	Personal contact of A. O. Staff	18	11.25
9.	Others	05	3.12
Total		160	100.00

mela held at Anand. It was followed by official letter (18.00 per cent) send by university to different Gram Panchayats and Milk Co-operative Societies of various villages.

It implied that mass media like newspapers were quite successful in making farmers aware of such agricultural activity. Also farmers used more personal localite sources for getting information.

It is observed from data (Table 2) that, main motive of the farmers to visit mela was to solve problems in the field of farming, animal husbandry and dairy (87.50 per cent), followed by to get live information about agricultural researches in various fields (66.25%). Only few farmers (11.84%) were visited mela for the first time.

Table 2 : Motives of the respondents to visit the mela. (N=160)

Sr. No.	Motives	Number	Per cent
1.	To get live information about advanced agril. technology	127	79.00
2.	To gain information about farm implements	60	37.00
3.	To view agricultural researches in various disciplines	106	66.25
4.	To know new farm methods	94	58.75
5.	To solve the problems in the field of farming, animal husbandry and dairy	140	87.50
6.	To contact progressive farmers	35	21.87
7.	To contact agricultural scientists	45	28.12
8.	To solve problems business	75	46.87
9.	As not seen such fair earlier	19	11.87

Table 3 : Expectation about Krushi mela realised by the respondents (N=160)

Sr. No.	Expectation fulfilled	Number	Per cent
1.	Fully	114	71.25
2.	Partly	045	28.13
3.	Nil	001	0.62
Total		160	100.00

Visiting farmers were asked as to what extent their expectations were realised, as evident from Table 3, majority of farmers perceived their expectation to be realised fully (71.25%) while few farmers perceived their expectation realised partly (28.13%)

coverage, (Table 5), majority (51.25%) of them felt that fair had covered many areas of agriculture and allied sectors with comprehensive coverage.

From the data presented in Table 6 they clearly indicate that the

Table 4 : Opinion of respondents regarding organization of Krushi-Mela.**(N=160)**

Sr. No.	Opinion	Number	Per cent
1.	Very well planned	108	67.50
2.	Well palnned	37	23.12
3.	Not well planned	15	09.37
Total		160	100.00

From the data presented in Table 4 it is preceived that, fair layout and organization was systematic and well planned (67.5%). As regard subject matter

presentation and display of the stalls were very effective (83.75%).

Table 5 : Opinion of the respondents regarding subject matter covered in Krushi-Mela.**(N=160)**

Sr. No.	Opinion	Number	Per cent
1.	All (each & every) aspects related to agriculture	45	28.12
2.	Many	82	51.25
3.	Few	33	20.63
Total		160	100.00

Table 6 : Opinion of the respondents regarding presentation of stall

(N=160)

Sr. No.	Opinion	Number	Per cent
1.	Very effective	134	83.75
2.	Effective	23	14.32
3.	Less effective	03	1.37
	Total	160	100.00

CONCLUSION

Newspapers were their major sources of information. The main source of motivation and expectation of the farmer to come in Mela was to solve problems arising in farming, animal husbandry, dairy occupation and to view agricultural researches in various disciplines. Most of the farmers' expectation were fully satisfied by coming in the Mela as many subjects were

comprehensively covered and lastly, the arrangement and presentation of stalls was also very effective in the mela.

IMPLICATIONS

Such Agricultural fair should be organized by the university every year in different regions. More technical information and live demonstration on crop cultivation should be provided to the visitors.

Every one is a moon and has a dark side
which he never shows to anybody

- MARK TWAIN