

## Extension Personnel's Demand about Farm Literature for The Peasantry

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### ABSTRACT

*The use of agricultural literature plays an important role in dissemination of new technology among farming community. The publication department of SAUs plays an important role in publishing the farm literature under Krushi Vigyan Kendra (KVK), Sardar Smruti Kendra (SSK) and other schemes. The study was carried out to know the demand of farm literature for middle Gujarat region. The questionnaire was constructed and mailed to 102 extension personnel of KVKs, SSKs, FTCs etc. during the year 2010. Among them, only 34 extension personnel (33.23 %) responded. The great majority demanded for agricultural books on agricultural crops (85.29 %) and plant protection (76.47 %) followed by marketing and value addition (23.53 %) and horticultural books on fruit crops (29.41 %), vegetable crops (20.59 %) and floriculture (14.71 %) animal husbandary, more demand was on animal husbandry books (41.18%) followed by animal diseases (14.71 .%), poultry (11.76 %), animal nutrition and milk products (8.82 % each). About two-fifth, one-fourth and one-fifth of respondents suggested that articles should be given with photographs (41.18 %), editing and proof reading should be made before publication of articles (26.47 %) and agricultural literature should be easily available at nominal cost (20.59 %) respectively. In order to increase the nffectiveness of KRUSHIGOVIDYA farm magazine respondents suggested that colour photographs should I in given (44.12 %), articles on research recommendations should be given (26.47 %) and articles on new lochnology shguld be given (17.65 %).*

**Keywords:** farm literature, peasantry

### INTRODUCTION

The use of agricultural literature plays an important role in dissemination of new technology among farming community. The publication department of SAUs plays an important role in publishing the farm literature under KVKs, SSKs and other schemes. The study was carried out to know the demand of farm literature for middle Gujarat region. The objectives of the study were : (1) To know the demand of farm literature, (2) To seek suggestions for the publication of farm literature and (3) To seek suggestions for increase the effectiveness of KRUSHI GOVIDYA farm magazine.

### METHODOLOGY

The questionnaire was constructed in light of the objective and mailed to 102 extension personnel's of KVKs, SSKs, FTCs etc. during the year 2010. Among them, only 34 extension personnel's (33.23 percent) were responded.

### RESULTS AND DISSCUSSION

The great majority demand on agricultural books was on agricultural crops (85.29 percent) and plant protection (76.47 percent) followed by about one forth demands for marketing and value addition (23.53 percent each) respectively and the more demand on horticultural books was on fruit crops (29.41 percent), vegetable crops (20.59 percent) and floriculture (14.71 percent) respectively while the more demand on animal husbandry books was on animal husbandry (41.18 percent) followed by animal diseases (14.71 percent), poultry (11.76 percent), animal nutrition and milk products (8.82 percent each) respectively.

The more demand of folders on agriculture was in the subject on precautions in spraying of pesticides (14.71 percent) while one third demand on horticulture folders was on vegetable crops (32.35 per cent) followed by disease of fruit crops (14.71 percent) and greenhouse crops (8.82 percent) and 14.71 percent demand on animal husbandry

folder was on forage crops.

About two fifth, one fourth and one fifth of respondents suggested that articles should be given with photographs (41.18 percent), editing and proof reading should be made before publication of articles (26.47 percent) and agricultural literature should be easily available at nominal cost (20.59 percent) respectively.

Nearly one half, one fourth and one fifth of respondents suggested to increase the effectiveness of *KRUSHIGOVIDYA* farm magazine was: colour photographs should be given (44.12 percent), articles on research recommendations should be given (26.47 percent) and articles on new technology should be given (17.65 percent) respectively.

### CONCLUSION

The extension personnel's demand on various books namely agricultural crops, plant protection, marketing,

value addition, fruit crops, vegetable crops and animal husbandry.

The extension personnel's demand on various folders namely precautions in spraying of pesticides, vegetable crops, disease of fruit crops and forage crops.

The major suggestions for publications of farm literature were : articles should be given with photographs, editing and proof reading should be made before publication of articles and agricultural literature should be easily available at nominal cost.

To increase the effectiveness of *KRUSHIGOVIDYA* farm magazine, colour photographs as well as articles on research commendations and new technology should be given.

### IMPLICATION

The SAUs should publish the farm literature as per the demand of extension personnel's and farmers.