

IMPACT OF FRONT LINE DEMONSTRATIONS ON BENEFICIARIES OF KRISHI VIGYAN KENDRAS IN WESTERN MAHARASHTRA

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ABSTRACT

The present investigation was conducted in ten Krishi Vigyan Kendras under the jurisdiction of Mahatma Phule Krishi Vidyapeeth, Rahuri (M.S.) to access the impact of Front Line Demonstrations on the beneficiaries of Krishi Vigyan Kendras. The results of study revealed that FLDs has positive impact on the beneficiaries in respect of change in their cropping pattern, yield and productivity levels of crops and overall gain was always more. It was observed that FLD programme is an effective tool for increasing productivity and yield of the crops. The demonstration also acts as source of information for other farmers. Cultivation created greater awareness and motivation to the other farmers to adopt appropriate production technology. Therefore, it is suggested that every KVK should organize maximum number of FLDs and more coverage needs to given to various categories of farming communities by following ICAR norms.

INTRODUCTION

The Indian Council of Agricultural Research (ICAR) under the philosophy of Transfer of Technology (TOT) has devoted a Frontline Extension Activity system being organized and conducted by the Agricultural Scientists with the aim of demonstrating promptly latest agricultural technologies to the farmers and extension workers, testing and verifying the technologies in the socio-economic conditions of the farmers and getting the first hand feedback to reorient the research, education and training systems. To achieve these objectives, a number of transfer of technology projects have been sponsored by the ICAR viz; All India Co-coordinated Project on National Demonstrations (AICPND), Operational Research Project (ORP), Lab to Land programme (LLP) and Krishi Vigyan Kendra (Farm Science Centre) from time to time.

However, from 1st April 1992 all the above first line transfer of technology projects of the ICAR

viz., ND, ORP and LLP have been merged under the concept of KVK. In the reorganized system, the major mandates of the Krishi Vigyan Kendra (KVK) are to conduct the need based activities viz., training programmes, front line demonstrations, on farm trials and extension activities. The KVK organize front line demonstrations (FLDs) which aim at demonstrating the production potentialities of newly released and pre-released production technologies of Cereals, Pulses and Oilseeds on farmer's fields. These are called front line demonstrations because the technologies are demonstrated for the first time before being fed into the main extension system. The KVK has also been given the responsibility of conducting at least some good integrated farming system demonstrations which would serve as model for extension agencies. From the FLD, it is possible to generate some data related to factors contributing to higher yield and also constraints of production under various farming situations. Field day is conducted at the demonstration field when the crop is at maturity stage and interaction between the scientists, farmers and

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extension functionaries takes place at the spot itself. The crop is harvested in the presence of the interested group of farmers which helps to visualize the importance of new technology easily and effectively. Very few studies are conducted in the country to know the impact of FLDs therefore, the present investigation was carried.

METHODOLOGY

The jurisdiction of Mahatma Phule Krishi Vidyapeeth (MPKV), Rahuri comprises ten districts of Western Maharashtra viz; Ahmednagar, Pune, Solapur, Satara, Kolhapur, Sangli, Nashik, Dhule, Jalgaon and Nandurbar. Every district has Krishi Vigyan Kendra for transfer of technology on location specific conditions. All the 10 KVK's were purposively selected for the present investigation. Out of 10 KVK's only one KVK (KVK, Dhule) is under

the university administrative control of MPKV, Rahuri while other nine KVK's are run by NGO's. A total of 315 FLD beneficiaries in 10 KVKs were interviewed by using a personal interview schedule. To measure the impact of front line demonstrations on the respondent beneficiaries, a scale specially developed by Waman and Khalache (2009) was used.

FINDINGS

The impact of FLDs conducted by KVK is studied in respect to change in cropping pattern, yield potentiality and productivity of respondent beneficiaries.

A Impact of FLD's on the cropping pattern

The information pertaining to the impact of FLD's on the cropping pattern of the respondent beneficiaries were collected, tabulated and analyzed. The findings are presented in Table-1.

Table-1 Distribution of respondent beneficiaries according to the impact of FLD's on their cropping pattern n=135

Sr. No.	statements	Frequency	Per cent
1	FLD's accelerates to change the cropping pattern of the farmers	191	60.63
2	Farmers becomes enables to manage cropping pattern due to the exposure of FLD's	215	68.25
3	Crop production technologies exercised through FLD's are easily understood by the client	198	62.86
4	Due to FLD's area under particular crop of recommended cropping systems is increased.	175	55.57
5	FLD's helps to promote integrated crop nutrient management systems.	218	69.21

The data presented in Table-1 clearly reveals that FLD's promoted integrated crop nutrient management system among the farmers (69.21 per cent) followed by cropping pattern is well managed by the farmers through FLD's (68.25 per cent); crop production technologies through FLD's accelerates easily understood by the client (62.86 per cent); FLD's accelerates change the cropping pattern of the farmers (60.63 per cent) and area

under particular crop in recommended cropping system was also increased (55.57 per cent).

B Impact of FLD's on the yield levels

The data pertaining to the impact of FLD's on the yield levels of the respondent beneficiaries were collected, tabulated and analyzed. The findings are presented in Table-2.

Table-2 : Distribution of respondent beneficiaries according to the impact of FLD's on their crop yield levels

n = 315

Sr. No.	Impact showing statements	Frequency	Per cent
1	As the yield of demonstration plot obtained is more, respondents are automatically motivated for adopting the technology	203	64.45
2	Household income of respondents is increased	214	67.94

The data from Table-2 indicates that due to adoption of FLD's, household income of the respondents had increased (67.94 per cent) and as the yield of demonstration plot obtained is more, respondents were automatically get stimulated for adopting the recommended technology (64.45 per cent).

C Impact of FLD's on the productivity levels

The information pertaining to the impact of FLD's on the productivity levels of the respondent beneficiaries were collected, tabulated and analyzed. The findings are given in Table-3.

Table-3: Distribution of beneficiaries according to the impact of FLD's on their crop productivity levels

n = 315

Sr. No.	Impact showing statements	Frequency	Per cent
1	There was a direct impact on increasing productivity of different crops	206	65.40
2	FLD's is well thought practical approach for boosting the agriculture production	207	65.71
3	FLD's encourages the respondents to adopt newly released crop production technology.	197	62.54

The data depicted in Table-3 clearly reveals that FLD's is well thought practical approach for boosting the agriculture production (65.71 per cent). There was a direct impact on increasing productivity of different crops (65.40 per cent) and FLD's encourages the farmers to adopt newly

released crop production technology (62.54 per cent)

D. Impact of FLD's on the overall gain of the respondent beneficiaries:

The impact of FLD's on the overall gain of the beneficiaries were collected, tabulated.

Table-4 Distribution of respondent beneficiaries by their overall gain due to FLD's

n = 315

Sr. No.	Impact showing statements	Frequency	Per cent
1	Proven technologies are demonstrated for the first time by the Scientists through FLD's	211	66.98
2	FLD's convinced to extension functionaries and farmers together about the potentialities of technologies for its rapid dissemination	197	62.54
3	FLD's developed self confidence among demonstrated farmers.	252	80.00
4	Increased knowledge regarding crop production technology	271	86.03
5	Ability to overcome the constraints in crop production	208	66.03
6	FLD's lead to change the traditional ways of farming into modern farming	260	82.54
7	Scientists provides research based information through FLD's	212	67.30
8	FLD's has established strong linkage between the farmers and scientists	241	76.51

From Table-4 it is observed that knowledge levels regarding crop production technology of a large majority of respondent beneficiaries (86.03 per cent) were increased due to front line demonstrations followed by lead to change the traditional ways of farming into modern farming (82.54 per cent) and FLD's also develop their self confidence (80.00 per cent).

The Table-4 further reveals that 76.51 per cent of the beneficiaries has established strong linkage with scientists; scientists provides research based information through the FLD (67.30 per cent), proven technologies are demonstrated for the first time by the scientists through FLD's (66.98 per cent); ability to overcome the constraints in crop production (66.03 per cent) and they got convinced about potentialities of technologies for its rapid dissemination (62.94 per cent).

CONCLUSIONS

From the above crucial findings, it can be concluded that the FLDs has positive impact on the beneficiaries in respect of change in their cropping pattern, yield and productivity level of crops. Therefore, it is suggested that KVKs should organize more number of FLDs to demonstrate the newly released crop production/protection technologies and its management practices in farmer's fields. The SAU's needs to provide continued technological back stopping to the

KVK while conducting these FLD's and Subject Matter Specialists of KVK should have made regular contact with the University Scientist for technical know-how and in order to conduct FLD's effectively.

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Reading maketh a full man, conference a ready man and writing an examination.

- Francis Bacon.