

Impact of Krishimela on participating farmers

N. MANJULA AND M.K. SHEIKH

See end of the article for authors' affiliations

Correspondence to :

N.MANJULA

Department of
Agricultural Extension,
College of Agriculture,
BIJAPUR
(KARNATAKA)
INDIA

ABSTRACT

Krishimela an important tool in transferring latest technologies to farmers is gaining momentum over the years. A large amount of money is involved in this extension activity. To analyze the impact of Krishimela on participants a study was undertaken at RARS, Bijapur during 2007-08, involving 150 randomly selected farmers. The sources of information, usefulness, their opinion on selected dimensions of Mela, reasons for participation and suggestions made were elicited from the participants by personal interview method. The results indicated that majority got information through friends / relatives (68%), information given was more useful to use full. The dimensions like seminar on organic farming water management were felt very good and good by 80 and 70 per cent, respectively. Where as transport and food arrangements needs improvement. This will improve the effectiveness of Krishimela and will leads to enhance the adoption of technology by the farmers.

INTRODUCTION

Krishimela is an important mass contact method of Extension Teaching. It envisages a large scale display of improved agricultural technologies and farm inputs for the benefit of farmers. It is an integrated extension approach consisting of individual, group as well as mass contact methods with appropriate audio visual aids. Owing to its powerfulness in changing the behaviour of farmer, farm women and youth, in terms of knowledge, skill, attitude and symbolic adoption. Various public and private agencies are involved in organizing this programme annually to transfer the technologies to the intended clientele by spending crores of rupees.

The purpose of organizing Krishimela by Agricultural University is to provide first hand information to farmers about the availability of technology useful to them and also to inform them about the ongoing research activities on various problems of farming. As the Krishimela is an annual feature of Regional Agriculture Research Station (RARS) Bijapur, it is being organized on a large scale in co-ordination with all the development departments. Farmers of all taluks are invited to participate in it. Since "seeing is believing" farmers are actually shown, all the latest technologies which are available for them in the field of Agriculture and allied sectors. At present there has been increasing demand for organizing such Krishimelas at different levels. Hence, it is

appropriate to study the perception and opinion of the participants and their suggestions for further improvement in future. The findings on these aspects would act as guidelines to identify the strength and weakness of the programme and also to help in tapping the area that needs toning up, with this background the present study was conducted with the following specific objectives to study the socio-personal characteristics of farmers participated in Krishimela, to know the source of information to participate in Krishimela, to understand the perception of farmers about usefulness of Krishimela, to analyse the opinions of farmers about Krishimela, to cull out the reasons for participation in Krishimela and to document the suggestions by farmers to improve the conduct of Krishimela in future.

METHODOLOGY

The present study was conducted at Regional Agriculture Research Station (RARS), Bijapur under University of Agricultural Sciences, Dharwad during 23rd to 24th December-2007, where Krishimela was conducted for two days. One hundred and fifty participants of Krishimela were randomly contacted with the help of structured schedule for eliciting the information by personal interview method. The data were analyzed with the help of frequency and percentage.

Key words :

Krishimela,
Usefulness,
Opinion, Reasons,
Suggestions

Accepted :
October, 2009