



## Transfer of technology through farm publications

U.D. JAGDALE\*, R.P. KHULE, G.K. SASANE AND S.U. JAGDALE<sup>1</sup>

Department of Extension Education, College of Agriculture, KOLHAPUR (M.S.) INDIA

**Abstract :** The present study was an attempt to assess the transfer of technology of farm scientists through farm publications, identifying constraints and obtaining suggestions from the sample of 226. The farm scientists working in the cadre, viz., JRA/SRAs, APs and Asso.Prof./Prof. under the jurisdiction of MPKV, were considered. Selecting the topics of economic and practical importance was always participated by three-fourth (75.00 per cent) Asso. Prof./Prof., one-third (69.00) of APs and 57.00 per cent of JRA/SRA. More than one-third (67.00 per cent) of Asst. Profs., Asso. Prof./Prof. and 50 per cent of JRA/SRA were always participated in preparation of text of required pages. The large majority (84.00 per cent) of APs were always participated to prepare the text in clear and simple language followed by (76.00 per cent) Asso. Prof./Profs. and 69.00 per cent JRA/SRAs. Publicity through radio, T.V. and press was always participated by 71.00 per cent of Asso. Prof./Profs. followed by 52.00 per cent APs for transfer of technology.

**Key Words :** Transfer of technology, Farm scientists

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### INTRODUCTION

A great deal of farm information are being generated by the Agricultural Universities and Research Institutes for large scale adoption by the farmers. The success or failure of an extension programme is largely dependent on the speed with which the information is disseminated to the farmers in a form acceptable to them. In this context, the job of farm scientists is most challenging and does not end with dissemination of knowledge alone he has to persuade, motivate and convince the farmers to accept his advice and act upon it. It is, therefore, imperative that the farm scientists should not have a sound knowledge of the subject matter but also conservant with various communication methods and media to pass on the information to the farmers for adoption under different situation. Farm publication is a class publication prepared by the SAUs / extension agencies in printed form, containing information relating to the improvement of farm and home. Farm publications are used singly or in combination with other extension methods, farm publication are of various types such as leaflets, folders, bulletins, newsletters, periodicals and magazines. Keeping the above information in view, a research

based study was undertaken to assess the nature of participation of farm scientists in transfer of technology through farm publications. The specific objectives of the study was to assess the activity wise nature of participation of farm scientists in transfer of technology through farm publications.

### MATERIALS AND METHODS

The farm scientists viz., Junior Research Assistants, Senior Research Assistants, Assistant Professors, Associate Professors and Professors working at the Central Campus of the University, Agricultural Colleges, N.A.R.P. headquarters and main research stations under the jurisdiction of the university was the universe of the investigation. At present, there are 754 farm scientists working under the jurisdiction of the University. With the help of the list so prepared thirty per cent farm scientists were selected on a random basis from each of the selected college/research station, thus, making the total number of respondents 226.

### RESULTS AND DISCUSSION

The overall contribution of all the farm scientists was

\* Author for correspondence.

<sup>1</sup> Department of Extension Education, College of Agriculture, Dr. B.S. Konkan Krishi Vidyapeeth, Dapoli, RATNAGIRI (M.S.) INDIA