



P-ISSN: 2349-8528  
 E-ISSN: 2321-4902  
 IJCS 2019; 7(4): 1903-1905  
 © 2019 IJCS  
 Received: 10-05-2019  
 Accepted: 12-06-2019

**Venkteshwar Jallagraph**  
 PhD Scholar, Department of  
 Extension Education JNKVV,  
 Jabalpur, Madhya Pradesh,  
 India

**SK Agrawal**  
 Professor, Department of  
 Extension Education JNKVV,  
 Jabalpur, Madhya Pradesh,  
 India

**VK Pyasi**  
 Professor, Department of  
 Extension Education JNKVV,  
 Jabalpur, Madhya Pradesh,  
 India

**Correspondence**  
**Venkteshwar Jallagraph**  
 PhD Scholar, Department of  
 Extension Education JNKVV,  
 Jabalpur, Madhya Pradesh,  
 India

## Extent of involvement of farmer friends in different extension activities under revitalized extension system (RES) in Jabalpur district of Madhya Pradesh, India

**Venkteshwar Jallagraph, SK Agrawal and VK Pyasi**

### Abstract

The present study was undertaken to determine the extent of involvement in different extension activities by the Farmer Friends under Revitalized Extension System (RES). A sample size of 196 Farmer Friends were drawn from four selected blocks of Panagar (23°03' N and 79°08' E), Patan (22°53' N and 79°42' E), Sihora (23°48' N and 80°12' E) and Jabalpur (23°16' N and 79°03' E) of Jabalpur district (22°49' to 24°08' N latitude and from 79°21' to 80°58' E longitude). The findings showed that higher percentage (48.47%) of Farmer Friends had a high level of involvement in different extension activities under Revitalized Extension System (RES) followed by 42.86 per cent in medium and only a least 8.67 per cent of them had low involvement in different extension activities. The extent of involvement of Farmer Friends in different extension activities indicates that the highest rank was occupied by both the extension activities "inform about various government schemes for farmers benefits and arrange farmers' meeting from time to time with a same weighted mean score i.e. 2.62 followed by 'collection of soil sample with Global Positioning System (GPS) location' with weighted mean score of 2.54 which is greater than average mean score (2.35).

**Keywords:** Farmer friends, extension activities, revitalized extension system

### Introduction

Extension reforms in India were pilot tested in 28 districts of 7 states under World Bank funded National Agricultural Technology Project (NATP) during the period from November 1998 to April 2005. ATMA were introduced during 2005-06 by the Department of Agriculture and Cooperation (DAC), Ministry of Agriculture (MoA), and Government of India (GoI) as a major intervention in addressing the constraints as observed in T&V system. This scheme is a major initiative towards revitalizing agricultural extension in the States to make the extension system decentralized and demand driven. ATMA is centrally sponsored scheme. ATMA is a registered society comes under "Societies registration Act 1860" which responsible for technology dissemination at district level. ATMA is a society of key stakeholders involved in agricultural activities for sustainable agriculture development in the district. It would have linkage with all the line departments, research organization, non-governmental organizations and agencies associated with agricultural development in the district. In ATMA at village level Farmer Friend (FF) will serve as a vital link between the extension system and farmers at village level (one for every two villages). The involvement of Farmer Friends in different extension activities will play a very crucial role in providing information and educational programs on new technologies to farmers. Owing to this necessity the present study aims to investigate the following specific objective:

1. To ascertain the extent of involvement of Farmer Friends in different extension activities under Revitalized Extension System

### Methodology

The study was conducted at Jabalpur district of Madhya Pradesh. Jabalpur district comprises seven blocks out of which four blocks of Panagar (23°03' N and 79°08' E), Patan (22°53' N and 79°42' E), Sihora (23°48' N and 80°12' E) and Jabalpur (23°16' N and 79°03' E) of Jabalpur district (22°49' to 24°08' N latitude and from 79°21' to 80°58' E longitude) were selected for

the present investigation. From each selected block fifty per cent of Farmer Friends were selected. The sample size was 196. Data were collected through direct interview with the structured and pre-tested interview schedule during 2018-19. After completion of the field survey, the data obtained from all Farmer Friends were edited, coded, compiled, tabulated and analyzed according to the objectives of the study. Basic statistics such as frequency distribution, percentage, mean, standard deviation, coefficient of variation, mean score, index value and rank were used in describing the variable of the study. For measuring the involvement in different extension activities under Revitalized Extension System, twelve major activities were selected. The response of Farmer Friends regarding their involvement in selected activities was collected on a three-point continuum schedule namely 3 for maximum extent, 2 for to some extent and 1 for minimum extent. The involvement index was worked out by using the maximum obtainable score for each Farmer Friends by using the following formula:

$$\text{Involvement Index} = \frac{O}{S} \times 100$$

Where

- I. I. = Involvement index
- O = Total obtained score by Farmer Friends
- S = Total obtainable score by Farmer Friends

On the basis of involvement index, Farmer Friends were categorized into low, medium and high category.

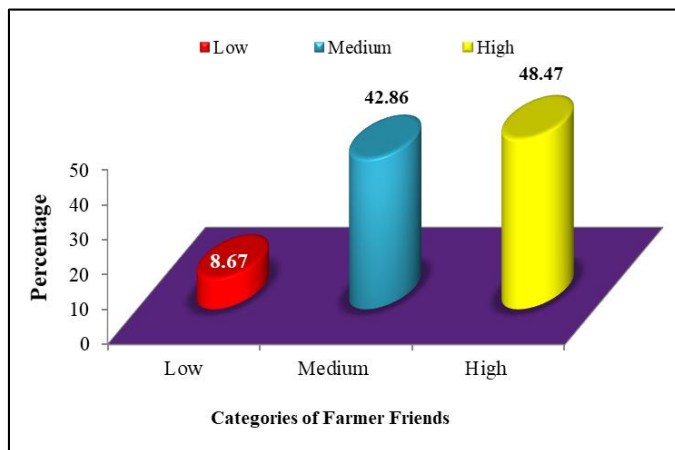
**Result and Discussion**

**Table 1:** Distribution of Farmer Friends according to their involvement in different extension activities (N-196)

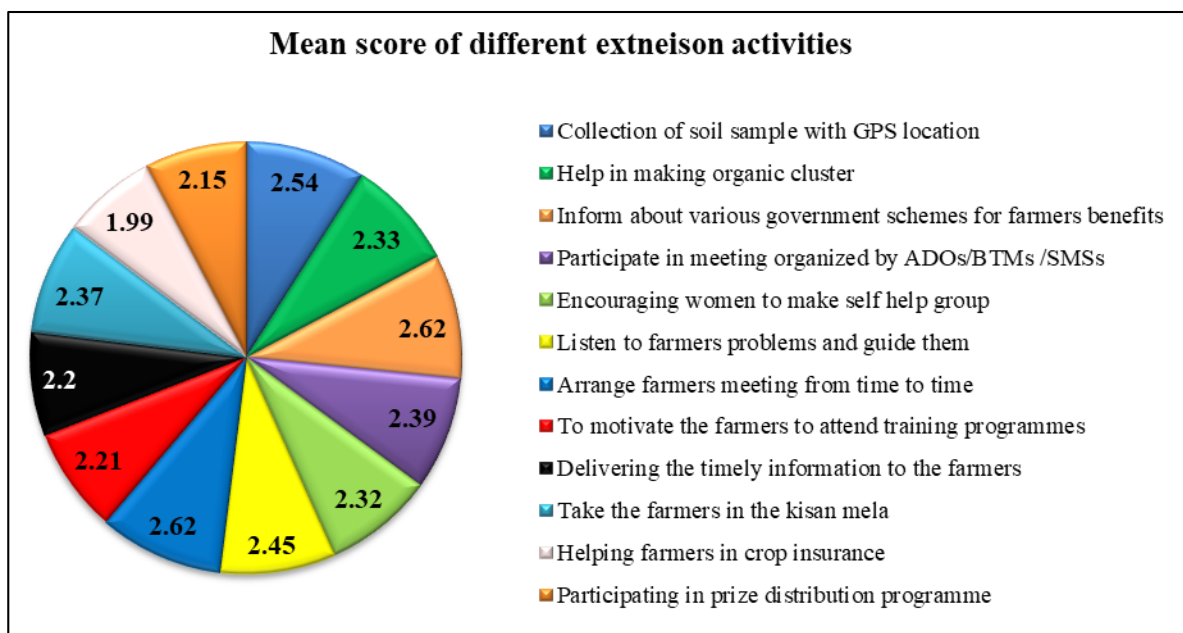
Category	Farmer Friends		Mean	SD	CV
	Frequency	Percentage			
Low	17	8.67	28.22	4.32	15.31
Medium	84	42.86			
High	95	48.47			
Total	196	100.00			

From Table 1 (Fig. 1) it could be inferred that higher 48.47 per cent of Farmer Friends had a high level of involvement in different extension activities under Revitalized Extension

System (RES) followed by 42.86 per cent in medium and only a least 8.67 per cent of them had low involvement in different extension activities. The mean score for involvement in different extension activities of Farmer Friends was recorded 28.22 and standard deviation of 4.32. The coefficient of variation (15.31%) indicates that the Farmer Friends were homogenous with respect to their involvement in different extension activities. Thus, a higher percentage of Farmer Friends belonged to high to medium involvement in different extension activities. Agarwala (1980) [1] indicated that a very much involved person is regular, punctual, strict to work and a willing worker. He is technically sound, innovative and for him work is most important for his life. The characteristics of the least involved person are just opposite. The high involvement of Farmer Friends in extension activities might be attributed to the factor that, Farmer Friends selected under ATMA scheme as a person who acts as extension worker in village and the role of Farmer Friends is not just to educate the villagers regarding agricultural technologies/innovation but they have to pay equal attention towards dissemination of agro-based technologies for the socio-economic upliftment of the rural families. Therefore, the concerned involve the Farmer Friends in most of their extension activities. Similar findings were reported by Ranaware *et al.* (2012) [2].



**Fig 1:** Distribution of Farmer Friends according to their level of involvement in different extension activities



**Fig 2:** Extent of involvement of Farmer Friends in different extension activities

**Table 2:** Distribution of extent of involvement of Farmer Friends in different extension activities

S. No.	Different Extension Activities	Extent of Involvement			Total score	Mean score	Rank
		Maximum Extent	To some extent	Minimum Extent			
1	Collection of soil sample with GPS location	125	52	19	498	2.54	II
2	Help in making organic cluster	89	82	25	456	2.33	VI
3	Inform about various government schemes for farmers benefits	139	40	17	514	2.62	I
4	Participate in meeting organized by ADOs / BTMs / SMSs	110	52	34	468	2.39	IV
5	Encouraging women to make self-help group	88	82	26	454	2.32	VII
6	Listen to farmers problems and guide them	112	61	23	481	2.45	III
7	Arrange farmers meeting from time to time	137	44	15	514	2.62	I
8	To motivate the farmers to attend training programmes	90	58	48	434	2.21	VIII
9	Delivering timely information to the farmers	78	80	38	432	2.20	IX
10	Take the farmers in the Kisan mela	108	53	35	465	2.37	V
11	Helping farmers in crop insurance	76	42	78	390	1.99	XI
12	Participating in prize distribution programme	63	99	34	421	2.15	X
13	<b>Average Mean Score</b>					<b>2.35</b>	

The Table 2 (Fig. 2) reveals that the highest rank was occupied by both the activities 'inform about various government schemes for farmers benefits and arrange farmers' meeting from time to time with a weighted mean score of 2.62. The activity 'collection of soil sample with GPS location' stood second in the rank order with a weighted mean score of 2.54 followed by the activity 'listen to farmers problems and guide them' with a weighted mean score of 2.45. The fourth rank was occupied by the activity 'participate in meeting organized by ADOs / BTMs / SMSs' with a weighted mean score of 2.39. The activity 'take the farmers in the Kisan mela' stood fifth in the rank order with a weighted mean score of 2.37 followed by the activity 'help in making organic cluster' with a weighted mean score of 2.33, 'encouraging women to make self help group' with weighted mean score of 2.32, 'to motivate the farmers to attend training programmes, with weighted mean score of 2.21. The ninth rank was occupied by the activity 'delivering timely information to the farmers' with mean a weighted mean score of 2.20. The activity 'participating in the prize distribution programme' with a weighted mean score of 2.15 followed by the activity 'helping farmers in crop insurance' with a weighted mean score of 1.99.

### Conclusion

Hence the study concluded that the high level of involvement of Farmer Friends in different extension activities under Revitalized Extension followed by medium and low, respectively. In case of extent of involvement of Farmer Friends in different extension activities 'inform about various government schemes for farmers benefits followed by 'arrange farmers' meeting from time to time', 'collection of soil sample with GPS location', 'listen to farmers problems and guide them', 'participate in meeting organized by ADOs/BTMs/SMS' and 'take the farmers in the Kisan mela' these six extension activities occupied higher mean score than average mean score.

### References

1. Agarwala UN. A step of developing job involvement scale. Indian Journal of Psychology, 1980; 55(3, 4):38-42.
2. Ranaware AP, Kolgane BT, Khogare DT. Study on representative farmers in the activities and constraints of Agricultural Technology Management Agency. Agriculture Update. 2012; 7(3, 4):275-278.