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BT Kolgane

Ph.D., Research Scholar
Agriculture Extension,
Department of Extension
Education, Post Graduate
Institute, Mahatma Phule Krishi
Vidyapeeth, Rahuri,
Maharashtra, India

SB Shinde

Professor, Agriculture
Extension, College of
Agriculture, Department of
Extension Education, Post
Graduate Institute, Mahatma
Phule Krishi Vidyapeeth,
Rahuri, Maharashtra, India

PR Patil

Junior Research Assistant,
Department of Extension
Education, Post Graduate
Institute, Mahatma Phule Krishi
Vidyapeeth, Rahuri,
Maharashtra, India

Correspondence

BT Kolgane

Ph.D., Research Scholar
Agriculture Extension,
Department of Extension
Education, Post Graduate
Institute, Mahatma Phule Krishi
Vidyapeeth, Rahuri,
Maharashtra, India

Utilization of extension education methods by the pomegranate growers for seeking the information on nutrient management practices

BT Kolgane, SB Shinde and PR Patil

Abstract

India with diverse soil and climate comprising several agro ecological regions provides ample opportunity to grow a variety of horticultural crops. India is the leading worldwide producer of pomegranate fruit with almost 80 per cent of the pomegranate crop grown in Deccan Plateau mainly Maharashtra, Karnataka and Andhra Pradesh are the other important pomegranate growing areas. The large majority of the respondents (80.74 per cent) had used extension education methods as a source of information to medium extent, majority of the pomegranate growers (80.74 per cent) had 'medium' level of cosmopolitanness.

Keywords: Nutrient management practices, extension methods, information seeking

Introduction

Pomegranate (*Punica granatum* L.) commonly known as Anar, Dadim and Dalimb in Marathi, belongs to family Lythraceae, regarded as 'fruit of paradise', an ancient favorite fruit of tropical and subtropical regions of the world.

The study also delineates the characteristics of different categories of farmers which would influence the utilization of pomegranate production technology and their linkage system. This would help the extension workers to concentrate on such farmers who have the set of characteristics to pursue the technologies and to strengthen the linkage system. Similarly, the findings of this study will serve as background information for further detailed studies on orchard nutrient management. The knowledge test and utilization scale which will be developed for the study will be useful to other researchers to plan similar studies. The findings will also help to ascertain constraints faced by the pomegranate growers in practicing various nutrient management practices in pomegranate cultivation.

In this study, the term utilization of extension education methods was operationalized as the frequency of contact or exposure of the respondent to extension education methods such as, meetings, group discussion, demonstration, trial, field day, field visit, farmers rally, farmer's tour, workshop etc. for obtaining the information on Nutrient management practices. The information on the frequency of seeking information from these sources was collected from 270 representative farmers from 6 tehsils of Sangli, Solhapur and Nasik districts.

Results and Discussion

Different sources of information like personal localite, personal cosmopolite, mass media and extension education methods have their own contribution and role in the transfer of information related to Nutrient Management Practices. Amongst these sources, extension education methods play an important role for obtaining the information on Nutrient Management Practices by the pomegranate growers.

1. Extent of utilization of extension education methods by the farmers

There were six major extension education methods were indicated to the respondents and their frequency of contact was worked out. The respondents were grouped in three categories viz., low, medium and high extension personnel contact as shown in Table 1.

Table 1: The distribution of the respondents according to their use of extension education methods sources of information

Sl. No.	Category	Respondents (N= 270)	
		Number	Percentage
1.	Low (Up to 06)	43	15.93
2.	Medium (07 to 12)	218	80.74
3.	High (12 and above)	09	03.33
	Total	270	100.00
	Maximum Score	18	
	Minimum Score	00	
	Class interval	06	

Table 2: Distribution of Pomegranate growers according to their extent of use of different extension education methods as sources of information (N=270)

Sl. No.	Name of extension education methods	Once in week	Once in fortnight	Once in a month	Once in a season	Once in a year	Never	Overall (N=270)
1	Group discussion	13 (4.81)	5 (1.85)	75 (27.77)	6 (2.22)	0 (0.00)	171 (63.33)	270 (100.00)
2	Crop demonstration	2 (0.74)	0 (0.00)	17 (6.29)	65 (24.44)	2 (0.74)	183 (67.77)	270 (100.00)
3	Field visit	0 (0.00)	1 (0.37)	19 (7.03)	98 (36.29)	0 (0.00)	152 (56.29)	270 (100.00)
4	Farmers rally	0 (0.00)	0 (0.00)	2 (0.74)	141 (92.22)	6 (2.22)	101 (37.40)	270 (100.00)
5	Agril. exhibition	0 (0.00)	0 (0.00)	0 (0.00)	11 (4.07)	191 (70.74)	68 (25.18)	270 (100.00)
6	Farmers Study tour	0 (0.00)	0 (0.00)	0 (0.00)	12 (4.44)	68 (25.18)	190 (70.37)	270 (100.00)

The data revealed in Table 2 that 27.77 per cent respondents attended group discussion 'once in a month' while, 24.44 per cent of respondents participated in demonstrations 'once in a season' followed by 36.29 per cent respondents who participated in 'shivar ferries' once in a season'. Majority (52.22%) of the respondents participated and attended farmers rallies 'in a every season', 70.74 per cent respondents visited agricultural exhibitions 'every year' and 25.18 per cent took benefit of study tours and visited different locations every year. The findings are in line with the findings of Deshmukh *et al.* (1997) and Dhere (2012)^[4].

Conclusion

The large majority of the respondents (80.74%) had used extension education methods as a source of information to medium extent, followed by low extent (15.93%) and high extent (03.33%). Overall, 27.77 per cent respondents attended group discussion 'once in a month'. While, 36.29 per cent respondents who were participated in 'shivar ferries' once in a season'. Majority (52.22%) respondents participated and attended farmers rallies 'in a every season', 70.74 per cent respondents visited agricultural exhibitions 'every year' for seeking information for pomegranate growers on nutrient management practices.

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The data from Table 1 revealed that large majority of the respondents (80.74%) had used extension education methods as a source of information to medium extent, followed by low extent (15.93%) and high extent (03.33%). The findings of the study are in line with the findings of Thimmaraju (1989)^[10], Sadanandan (1998)^[8] and Lakshmisha (2000)^[6].

The distribution of respondents as per their use of different extension education methods e.g. meetings, group discussion, demonstration etc. for obtaining the agricultural information is given in Table1.

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