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Opinion of visitors about information provided by agricultural technology information centre

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Abstract

In order to have modern approach for transfer of technology program for the farmers through extension education the university Dr. B.S.K.K.V. Dapoli has established the Agricultural Technology Information centre. The ATIC uses different media such as Computer, Internet, Multimedia, CD's radio, television, Newspaper periodicals etc. for providing extension education to farmers. The study was conducted with specific objective to know the opinions of visitors about information provided by ATIC. The study about was conducted in Dapoli Tahasil of Ratnagiri District. In all 200 respondents were interviewed. It is revealed that in the opinion of 55.00 per cent respondents, the technology generated by the university was very useful, where 42.00 per cent are felt it useful. Large majority (97.00 per cent) respondents were satisfied about usefulness of university technology. One half (50.50 per cent.) of the respondents were of the opinion that the technology generated by the university was relevant, 46.50 per cent of the respondents rated the technology as 'most relevant'. About 60.66 per cent of the respondents opined that the technical guidance rendered was 'very useful', while in the opinion of 36.80 per cent respondents it was useful. About 53.28 per cent of the respondents felt that the technical guidance rendered was 'most relevant' and 39.34 per cent of the respondents felt that it was 'relevant'. The data indicated that nine out of every ten visitors were of the opinion that technical guidance rendered by ATIC was relevant.

Keywords: Opinion, information, agricultural, technology

Introduction

Technology is the application of knowledge for practical purposes. Since early days, technology was used and developed to reduce human drudgery, improve quality and quantity of output, natural environment and to carry out other socio-economic activities. Likewise, agricultural technology, which is most ancient technology, is a complex, blend of materials, processes and knowledge. Agriculture technology may be traditional or modern. Traditional agricultural technology is essentially experience based and situation based. There is a greater need for coordination of the researcher and technology users. The main function of Agricultural Extension Education is to communicate to the farmers the latest agricultural technology emanating from agricultural colleges and research stations. Hence, R-E-F linkage (Research-Extension-Farmers) is the crucial element of Agricultural Extension. In order to have modern approach for transfer of technology program for the farmers through extension education the University Dr. B.S.K.K.V., Dapoli has established the Agriculture Technology Information Center. The ATIC uses different media such as computers, internet, multimedia, CD's, radio, television, newspapers, periodicals etc. for providing extension education to the farmers. In addition, to printed folders, booklets on agriculture, dairy and fisheries technology have been published for circulation. The University publishes "Krishi Dainandini" diary every year in order to keep the farmers, dairymen, fishermen updated.

Objective

The specific objective of the study was as follows

1. To know the opinion of visitors about information provided by ATIC

Material and methods

The study was conducted in Dapoli tahsil of Ratnagiri district, which is head quarter of Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth and where the Agricultural Technology Information Centre is located. All the visitors visiting ATIC during month of November-

December 2011 and January 2012 with or without prior intimation formed the universe. In all, 200 respondents were interviewed with the help of specially designed interview schedule and analyzed with frequencies and percentage, average and standard deviation to interpret the results.

Result and Discussion

Opinion of visitors about information provided by ATIC

Information pertaining to this aspect was collected in relation to major topics namely, technology generated by the University and technical guidance rendered by ATIC.

Technology generated by the University

All the respondents had responded to this aspect.

Opinion about utility of technology generated by the University

The opinion of the respondents in this regard are presented in Table 1.

Table 1: Distribution of the respondents according to their opinion about utility of technology generated by the University

Sl. No.	Utility	Respondents(N=200)	
		Number	Percentage
1.	Very useful	110	55.00
2.	Useful	84	42.00
3.	Moderately useful	6	3.00
4.	Least useful	-	-
5.	Not useful	-	-
	Total	200	100.00

Table 1 reveals that in the opinion of 55.00 per cent respondents, the technology generated by the university was 'very useful', whereas 16.00 per cent felt it 'useful'. Only 3.00 per cent respondents opined that the technology was 'moderately useful' to them. Thus, large majority (97.00 per cent) respondents were satisfied about usefulness of University technology. It can be said that the University is generating need based technology useful for its clientele.

Opinion about relevancy of technology generated by the University

The distribution of the respondents according to their opinion about the relevancy of technology is given in Table 2.

Table 2: Distribution of the respondents according to their opinion about relevancy of technology generated by the University

Sl. No.	Relevancy	Respondents(N=200)	
		Number	Percentage
1.	Most relevant	93	46.50
2.	Relevant	101	50.50
3.	Moderately relevant	4	2.00
4.	Least relevant	2	1.00
5.	Not relevant	-	-
	Total	200	100.00

Table 2 shows that one half (50.50 per cent) of the respondents were of the opinion that the technology generated by the University was 'relevant', 46.50 per cent of the respondents rated the technology as 'most relevant'. In the view of 2.00 per cent respondents, the technology was 'moderately relevant'. Only 1.00 per cent respondents opined that technology was 'least relevant'. Almost all the visitors were of the opinion that technology generated was relevant to the agro climatic conditions of the Konkan region

Technical guidance rendered by ATIC

Of the respondents, nearly two-third (61.00 per cent) respondents attempted for technical guidance from ATIC staff.

Opinion about utility of technical guidance rendered by ATIC

The responses on this parameter obtained from the respondents are depicted in Table 3.

Table 3: Distribution of the respondents according to their opinion about utility of technical guidance rendered by ATIC

Sl. No.	Utility	Respondents(N=122)	
		Number	Percentage
1.	Very useful	74	60.66
2.	Useful	45	36.88
3.	Moderately useful	3	2.46
4.	Least useful	-	-
5.	Not useful	-	-
	Total	122	100.00

It is noticed from Table 3 that 60.66 per cent of the respondents opined that the technical guidance rendered was 'very useful', while in the opinion of 36.88 per cent respondents, it was 'useful'. Only 2.46 per cent stated that it was 'moderately useful'. None of them felt that the guidance was 'least useful' or 'not useful'.

The findings clearly show that the expert and experienced staff were providing proper technical guidance to the visitors.

Opinion about relevancy of technical guidance rendered by ATIC

The classification of the respondents in this regard is given in Table 4.

Table 4: Distribution of the respondents according to their opinion about relevancy of technical guidance rendered by ATIC

Sl. No.	Relevancy	Respondents(N=122)	
		Number	Percentage
1.	Very relevant	65	53.28
2.	Relevant	48	39.34
3.	Moderately relevant	9	7.38
4.	Least relevant	-	-
5.	Not relevant	-	-
	Total	122	100.00

It can be seen from Table 4 that majority (53.28 per cent) of the respondents felt that the technical guidance rendered was 'most relevant' and 39.34 per cent of the respondents felt that it was 'relevant'. Further, 7.38 per cent of the respondents expressed that advice was 'moderately relevant'. The data indicated that nine out of every ten visitors were of the opinion that technical guidance rendered by ATIC was relevant.

Conclusion

The research findings revealed that majority of the visitors were from village area. This implies that the majority of the visitors had rural background and was engaged in farming. In this context, it is suggested to provide information on vocational aspects so that one can get the opportunity to create self-employment and raise one's standard of living. The ATIC may prepare a plan of bringing out publications on aspects suggested by visitors such as poultry, cultivation of various crops such as paddy, mango, cashew etc. The study

revealed that friends and extension workers were the most consulted sources by the visitors. So, it is suggested that ATIC may concentrate on localized sources for dissemination of technology. The findings in respect of opinions of visitors about technology generated by the University, technical guidance rendered by ATIC, technology products purchased by the visitors, university publications in terms of their utility, relevancy and price wherever applicable were satisfactory. However, there is scope for improvement, especially in respect of commercialization of technology products. Regarding the expectations of the visitors from ATIC, necessary steps may be taken by the concerned to bring out CDs of agricultural information and give advice through SMS on mobile phones. Possibilities of imparting training and arranging demonstrations of implements and tools may be explored. The findings will be helpful to the planners and administrators of respective authorities for improving their functioning. The study was an attempt to investigate few aspects related to ATIC and it was based on the opinion and expectations of the respondents, which may not be free from bias. Therefore, findings cannot be generalized.

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