

Planning of Kit Demonstration Programme

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ABSTRACT

Information about various aspects of planning of kit demonstration programme included in the study was obtained through specially structured interview schedule. Randomly selected village level workers who organised demonstrations with the help of demonstration kit working in various districts of Baroda division of Gujarat State were interviewed in a group situation. The study revealed that target fixed in meeting of VLWs was adequate. Demonstration kit was received in time, one demonstration was organised in most of the selected villages. One half of the villages were in the neighbourhood of head-quarter village. Road side village and availability of irrigation facilities were two important criteria in selection of village, farmer and demonstration plot.

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INTRODUCTION

It is very well realised by all that the adoption of latest scientific methods of agriculture is a must for raising per hectare yield of food grains in our country. This can be attained only if scientific methods and latest know-how are taken to the door-steps of the farmers. Among various extension methods employed to provide learning experiences to our farmers majority of whom are illiterate, result demonstration has been proved as one of the important and powerful tool. Even in other countries result demonstration has been found effective in convincing farmers to adopt improved agricultural practices. Seaman A. Knapp used this method for convincing the farmers of

U.S.A. to take plant protection measures against cotton boll worm. He found this method very effective in his work.

The main objective of result demonstration is to educate the farmers so that all the improved practices followed in demonstration are adopted by the farmers. Just like any other educational programme, planning is very important to make result demonstration successful. Planning includes selection of villages, demonstrator farmers and fields, making arrangements to supply required inputs and technical guidance etc. Among these, timely supply of inputs occupies an important place. Keeping this in view, the programme of supplying demonstra-

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tion kits containing requisite inputs namely improved seed, chemical fertiliser and insecticide etc. required for laying down demonstration, to the village level workers has been introduced all over the state since the *kharif* season of the year 1971. Considering the importance of planning, it was thought essential by the Agriculture Department of the Gujarat State to evaluate planning made for implementing kit demonstration programme in order to know the appropriateness and the timeliness of the action taken at various levels and stages.

The objectives of this study were:

1. To study the mode of fixing targets for organisation of demonstrations through demonstration kits.
2. To study the source and time of receipt and mode of transpiration of demonstration kits.
3. To study the number of demonstrations organised in a village and distance of the village selected from the head-quarter of the village level worker.
4. To study the criteria considered by workers in selecting the village, the demonstrator farmers and the plot for laying out demonstration.

MATERIALS AND METHODS

The village level workers, who organised result demonstration with the help of the demonstration kit supplied to them in the various districts of Baroda division of Gujarat State excepting Banaskantha, Baroda,

Broach, Dangs and Mehsana districts constituted total population for this study. Keeping the objectives of the study in view, an interview schedule was prepared to collect requisite and pertinent information from the respondent V. L. Ws. The respondents were interviewed in group situation during monthly meeting held at taluka head-quarter. The information so collected was analysed and tabulated suitably in the light of the objectives of the study.

RESULTS AND DISCUSSION

The village level workers, from whom information pertinent to the study was collected, had been grouped according to the district in which they were working at the time of study (Table 1).

TABLE 1
Districtwise distribution of respondent V.L.Ws.

Name of the Districts	Respondent V. L. Ws.	
	Number	Percentage
Ahmedabad	27	7.46
Gandhinagar	11	3.04
Kaira	73	20.16
Panchmahals	38	18.72
Sabarkantha	39	10.77
Surat	46	12.71
Vadodra	38	10.50
Valsad	60	16.58
	362	100.00

Examination of Table 1 reveals that there were 362 village level workers from whom information was collected for the study. Maximum number (20.16%) of respondent V. L. Ws. were serving in Kaira district. The second place was secured by Panchmahal district (18.78 p.c.).

The information regarding the mode of fixing the target and feasibility of allotted target according to village level workers is presented below (Table 2).

TABLE 2
Distribution of V.L.Ws. according to mode of fixing target and feasibility of allotted target of organising packet demonstration.

Item	Respondent V.L.Ws.	
	Number:	Percentage
(1) Mode of Fixing Target		
(1) Fixed by superior officers	120	33.15
(2) Willingly Accepted by self	23	6.35
(3) Fixed in Meeting	219	60.49
(2) Feasibility of Allotted Target		
(1) Very High Target	40	12.42
(2) Adequate Target	239	74.22
(3) Low Target	43	13.35

In nearly two-third cases, target was fixed in the meeting whereas in one-third it was fixed by superior officers. A few (6.35 p.c.) respondents willingly accepted to organise kit demonstrations.

Three out of every four V.L.Ws. expressed that the allotted target was adequate. This might be due to the fact that in majority of cases it was fixed in the meeting with due consent of the concerned V.L.Ws. A few (12.42 and 13.35 p.c.) V.L.Ws. opined that it was very high and low respectively. This leads to say that fixing of targets by mutual discussion assists to avoid any dissatisfaction among village level workers regarding target fixation and allotment.

They were also asked to indicate the source from whom kits were received by them, time and receipt of kits and mode of transport used by

them for transporting demonstration kits. Their responses in this regard are given below (Table 3).

TABLE 3
Distribution of V.L.Ws. according to source, time and mode of transportation of demonstration packets to V.L.Ws. head quarter and farmers village.

Item	Respondent V.L.Ws.	
	Number:	Percentage
(1) Source from which received.		
(a) Taluka Panchayat	331	95.11
(b) Co-operative society	9	2.59
(c) Own prepared	8	2.30
(2) Time of Receipt		
(a) June	277	59.19
(b) July	12	4.12
(c) August.	2	0.69
(3) Mode of Transportation		
(i) Gramsevak H.Q.		
(a) Cart	27	8.55
(b) Jeep	67	21.20
(c) S.T. Bus	59	18.67
(d) Personally	114	36.08
(e) Other means	49	15.50
(ii) Farmer's village.		
(1) Cart	18	4.97
(2) Jeep	6	1.66
(3) S.T. Bus	20	5.52
(4) Personally	296	81.77
(5) Other means	22	6.08

It is revealed that majority of V.L.Ws. received kits from Taluka Panchayat. Nine out of every ten V.L.Ws. received demonstration kits in the month of June. It appears that administrative machinery took due care to supply the kit to the concerned extension worker well in time. One out of every three V.L.Ws. carried demonstration kits personally whereas one in every five V.L.Ws. used Jeep and S.T. Bus for transport-

ing kits from taluka panchayats to their head-quarter village. In turn, majority of respondent V.L.Ws. themselves transported kits to selected village. Other means of transport were used to a very little extent.

The information such as number of kit demonstrations organised in each of the selected village, distance of the selected village from V.L.Ws. head-quarters and existence of transportation facilities was also collected. The same has been presented in (Table 4).

TABLE 4

Distribution of V.L.Ws. according to number of demonstrations in a village, a distance from headquarter and existence of transportation facilities.

Item	Respondent V.L.Ws.	
	Number	Percentage
(1) Number of Demonstrations organised in a village		
(a) One	447	62.69
(b) Two	167	23.42
(c) More than two	99	13.89
(2) Distance of selected village from Headquarter		
(a) Upto 3 kms.	223	42.39
(b) 4-6 kms.	153	29.09
(c) More than 6 kms.	150	28.52
(3) Existence of transportation facilities.		
(a) Existing	296	53.14
(b) Not existing	261	46.86

The facts presented indicate that only one kit demonstration was laid out in most of the selected villages.

Two kit demonstrations were laid out in one out of every four selected villages whereas more than two kit demonstrations were laid in one out of every ten (13.89 p.c.) selected villages. It appears from the above that there is very little concentration of result demonstrations in the selected villages. It can also be concluded that V.L.Ws. might be rotating villages in selection for laying down different types of demonstration on farmers' fields.

Nearly one-half (42.39 p.c.) of the selected villages were located within the radius of three kilometers from V.L.Ws. head-quarters. One village out of every four selected villages was located at a distance of 4-6 and more than six kilometers distance. Selection of villages located at a shorter distance might have been due to geographical situation of their jurisdiction or due to non-existence of road and transport facilities. Thus, there was a tendency on the part of V.L.Ws. to lay out demonstrations in nearby village.

The facility of transport was found to be existing in every one out of two selected villages. It can be said that non-existence of transport facility does not have any effect on chance of village being selected for laying down demonstration.

The respondent V.L.Ws. were asked to indicate different criterias which were taken into consideration by them in selecting village, demonstrator farmer and plot for laying down kit demonstration. The information in this regard is as under (Table 5).

TABLE 5

Distribution of V.L.Ws. according to criteria considered in selection of village, demonstrator and plot for layout of Demonstration.

Item	Respondent V.L.Ws. Number : Percent- age.	
	(N-362)	
(1) Selection of Village :		
(a) Road side village	119	32.87
(b) Transportation facilities	71	19.61
(c) Existence of irrigation facilities	86	23.75
(d) Interest and cooperation of people	103	28.45
(e) Crops raised in the village	31	8.56
(2) Selection of Demonstrator		
(a) Progressive in nature	310	85.63
(b) Possess irrigation facilities.	196	54.14
(c) Road side field	193	53.31
(d) Nearer to village site	120	33.15
(e) Small farmer	86	23.64
(3) Selection of plot for lay out:		
(a) Road side plot	305	84.25
(b) Nearer to village site	137	37.84
(c) Possibility of irrigating	257	70.99
(d) Fertile and levelled plot	166	45.85

One out of three V.L.Ws. said that they took into consideration criterion of "road side village" in selecting villages for laying down kit demonstration. One out of every four V.L.Ws. considered criteria of "existence of irrigation facilities" and interest and co-operation of village people. The criteria of "area under crop in the village" was taken into consideration by a few (8.56 p.c.) V.L.Ws.

The criterion "Progressive nature of demonstrator farmer" was taken into consideration by majority (85.63 p.c.) of V.L.Ws. in selection of the demonstrator farmer. The criteria of "possession of irrigation facilities" and

"road side field" were considered by one out of every two V.L.Ws. some (23.64 p.c.) of the V.L.Ws. also considered the area of land owned by the farmers.

Majority of the respondent V.L.Ws. (84.25 and 70.99 p.c.) considered the criteria of road-side plot and possession of irrigation facility respectively in the selection of field plot for laying down demonstration. Nearly one-half of the V.L.Ws. (45.86 and 37.84 p.c.) considered the criteria of "Fertile and levelled plot" and "Nearness of field to village site" respectively.

The number of criteria considered by respondent V.L.Ws. in selection of village, demonstrator farmer and demonstration plot was also studied. The relevant information is presented in (Table 6).

TABLE 6

Distribution of V.L.Ws. according to number of criteria considered in selection of village, demonstrator and plot for layout of demonstration.

Number of criteria considered in Respondent V.L.Ws. Number : Percent- age		
	(N-362)	
(1) Selection of village.		
(a) One	124	34.25
(b) Two	108	29.83
(c) Three	81	22.36
(d) Four	21	5.80
(e) Five	4	1.10
(2) Selection of Demonstrator.		
(a) One	65	17.96
(b) Two	137	37.85
(c) Three	93	25.69
(d) Four	39	10.77
(e) Five	13	3.59
(3) Selection of plot.		
(a) One	44	12.15
(b) Two	128	35.36
(c) Three	61	16.85
(d) Four	61	16.85

One out of every three V.L.Ws. considered one and two criteria in selecting the village. One out of every four V.L.Ws. considered three criteria. A few considered four criteria.

In selection of the demonstrator farmer nearly one out of every four V.L.Ws. considered three criteria. One out of every three respondents considered two criteria. One out of every five respondent considered only one criterion. A few considered four criteria.

One out of every three V.L.Ws. considered three and two criteria in selecting plot for laying down demonstration. One out of seven respondents took into consideration four criteria. A few considered only one criteria. Thus, village level workers did not consider all criteria which are important for selecting village, demonstrator farmers and field plot.

The kit demonstration programme was introduced in the kharif season of the year 1971. The department of Agriculture, Gujarat State thought it essential to undertake an evaluative study with a view to knowing mode of fixing target, feasibility of target, time of receipt of kits and their transportation, number of demonstrations in each of the selected village, criteria considered in selection of village, demo-

nstrator farmer and demonstration plot. The findings of the study are:

1. Targets were fixed in the meeting.
2. Allotted target was found to be adequate.
3. Source of kits was mainly taluka panchayat.
4. Kits were supplied well in time.
5. One demonstration was laid out in most of the selected villages.
6. Half of kit demonstrations were laid down in villages located within three kilometer radius of head quarter village.
7. Transport facilities were existing in half of the selected villages.
8. Criteria considered in selection of village, demonstrator farmer and demonstration plot were:
 - (i) road-side village and field,
 - (ii) existence of irrigation facilities.

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