

Short Communication

## Effectiveness of Certain Extension Methods in Knowledge Gain of Cultivation Practices of Mung Bean

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The extension teaching methods are effective tools for dissemination of improved technologies to the farmers. The extent of knowledge gained and retained depends on the effectiveness of extension methods. Therefore, the present study was undertaken to find out the knowledge gained and retained through four selected extension methods.

The study was conducted in Satheen village of Jodhpur district of Rajasthan. The farmers with comparable level of literacy, between the age group of 25 to 45 years, owning upto 5 acres of land and growing mung bean crop, were selected. The extension methods selected were training, demonstration, discussion and literature distribution. The package of practices on improved methods of mung bean cultivation was the subject matter knowledge to be imparted through each of these methods. After exposure, 15 farmers, in each group (training, demonstration, discussion and literature), were asked to recall certain factual information on selected practices after an interval of 15 days. The information recall was scrutinized against a list of simple, short and direct objective form of questions. The responses given by the respondents were quantified by assigning a score of

one for each correct answer. Maximum possible score was 15. The retention of knowledge was determined in terms of scores obtained by individual respondents after exposure to the selected extension methods. The data were analyzed statistically following methods used by Singh *et al.* (2002).

Demonstration was found to be the most effective extension method in retaining the knowledge pertaining to mung cultivation (Table 1). Training and discussion were significantly superior to literature distribution in retention of knowledge. There was no significant difference in the amount of knowledge retained by the farmers through training and discussion, but farmers retained significantly more knowledge through these two methods as compared to literature. The low literacy of the respondents made it difficult to read the literature and understand subject matter.

Maximum knowledge was retained through demonstration method (24.0%), followed by training (16.6%), discussion (12.8%) and literature (5.73%). Demonstration involved seeing, hearing and doing, therefore the knowledge gained and retained was maximum through this method.

Table 1. Effectiveness of selected extension methods in knowledge retained by farmers

Method	Mean		Calculated 't' value
	Pre-test	Retention	
Training	7.78	10.00	5.93**
Demonstration	7.50	11.10	8.10**
Discussion	7.08	9.00	4.84**
Literature	7.20	8.20	2.03 (NS)

\*\* Significant at 0.01% level; NS = Non-significant.

The transfer of improved technologies to the farmers depends to a great degree on the effectiveness of the methods used for communicating the message. In the present study demonstration was found to be the most effective method compared to training, discussion and literature. The extension personnel may, therefore, strive

to use this method more often in dissemination of improved technologies to the farmers.

### Reference

- Singh, B., Waris, A. and Chauhan, K.N.K. 2002. Knowledge gain of extension personnel to training programme. *Annals of Arid Zone* 41(1): 105-107.