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Assessment of effectiveness of extension methods for dissemination of soil and water conservation technologies

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ABSTRACT

Study was initiated during 2004 with the objective to find out effective extension methods for dissemination of Soil and Water Conservation (SWC) technologies for watershed development. Frequency use and effectiveness indices along with structured schedules were developed to assess and evaluate different extension methods. The study revealed that majority of farmers were using radio and television more frequently for information on different agricultural and SWC technologies. The less frequently used extension methods by the farmers were bulletin and documentary film show, exhibition, study tour, result demonstration and method demonstration. It was also found that the most effective extension methods as perceived by farmers for dissemination of SWC technologies were farm and home visit in individual contact, discussion meeting and result demonstration in group contact and film show in mass contact. Whereas, according to officers of watershed development team and extension scientists the highly effective extension methods were farm and home visit in individual contact methods, result demonstration, study tour, lecture and discussion meeting in group contact methods and they considered none of extension method highly effective in mass contact methods. The study concludes that most effective extension methods as perceived by both, the farmers and officers were, farm and home visit in individual contact, result demonstration in group contact and bulletin as well as documentary film show in mass contact methods, for effective dissemination of SWC technologies for watershed management.

Key words :

Assessment,
Dissemination,
Extension methods,
Soil & water conservation
technologies