ABSTRACT

Key words: Feedback, Feedback Mechanism, Agricultural Extension Services, Saurashtra Region

Feedback increases linkage between the clientele, technologies and the development agencies. It is essential to analyse the factors and suggest strategies to the stakeholders for its effective functioning. Hence, the study entitled “A study on Feedback Mechanism of Agricultural Extension Services in Saurashtra Region of Gujarat” was undertaken.

Ex-post facto research design was followed. The present investigation covered five districts of the Saurashtra Region of Gujarat. A Purposive multistage sampling method was used with a sample size of 240 respondents. Interview schedule was used for data collection.

The research scientists possessed doctoral degree with medium experience and low training undergone. Their utilization of extension teaching methods, communication media and level of interaction was medium having high ability to give feedback.

The extension personnel were graduates with low experience and medium job commitment and high extension service orientation. Their utilization of extension teaching methods, communication media and level of interaction was medium having medium ability to give feedback.

The farmers were middle aged, possessed secondary education and medium farming experience with medium training undergone. Their utilization of extension teaching methods was low and communication media and level of interaction was medium having medium ability to give feedback.

The awareness and perception of the respondents indicated that majority of the research scientists, extension personnel and farmers had medium awareness about feedback mechanism. The extent of participation and utilization in feedback mechanism by the respondents indicated medium participation by research scientists and extension personnel and low participation by farmers.
The correlation analysis revealed that the variables like extension teaching methods, ability to give feedback, level of interaction, reporting, extension service orientation were positively and significantly associated with extent of participation and utilisation in feedback mechanism by research scientists and extension personnel. While for farmers the variables like education, experience, training undergone, extension teaching methods, communication media used, farm size and level of interaction were positively significant with extent of participation and utilisation in feedback mechanism.

During the study the major problems expressed by research scientists, extension personnel and farmers were: during the workshops and other meetings the farmers/extension personnel do not provide sufficient feedback; Insufficient extension personnel to cover huge farm population; Lack of techniques and skills to give feedback to the extension personnel/researchers and Inadequate contacts by the extension personnel and the research scientists with farmers.

The major suggestions offered by research scientists, extension personnel and farmers were: Ensure/Train the farmers and extension personnel in giving accurate feedback during workshops and other meetings in written form; Recruitment of field level staff to fill up the vacant posts to ensure better services; As a part of the regular job, routine based activity should be undertaken to collect feedback from the farmers after conducting every program, Teach / guide the farmers to use the feedback mechanisms to express freely and accurately of extension activities in a comfortable way.

Documenting the feedback given at various level by concerned stakeholders, improve the extension contacts by utilizing the existing ICTs like mobile telephony (SMS), networking of farmers groups and specific need based trainings for effective getting/giving feedback, farmers organisations/groups may be initiated and strengthened to improve the effective utilization of feedback mechanism in Agricultural Extension Services.