EFFECTIVENESS OF SELECTED EXTENSION METHODS IN TRANSFER OF TECHNOLOGY

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CERTIFICATE

This is to certify that the thesis entitled **"Effectiveness of Selected Extension Methods in Transfer of Technology"** submitted in part fulfilment of the requirement for the Degree of **Master of Veterinary Science** in Animal Husbandary Extension to the Tamil Nadu Veterinary and Animal Sciences University, Madras is a record of bonafide research work carried out by **Dr.K.NATCHIMUTHU** under my supervision and guidance and that no part of this thesis has been submitted for the award of any other degree, diploma, fellowship or similar titles or prizes and that the work has not been published in part or full in any other scientific or popular journal or magazine.

Date : 6.11.93
Place: Madras.

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ABSTRACT

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Name and degree	:	**K. NATCHIMUTHU, B.V.Sc.,**
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The selection and use of suitable audio visual aid is important in the transfer and adoption of any technology. Keeping this in view an experimental study was conducted to findout the relative effectiveness of selected extension methods viz. Video show, Slide show with lecture and Method demonstration in the transfer of enrichment of paddy straw with urea. The study was conducted in Gobichettypalayam block of Periyar District in Tamil Nadu. For this study three villages were selected by random sampling technique. In each village 30 respondents 10 each for three educational groups were selected by random sampling thus makes the total respondents selected to 90.

The relative effectiveness of the three selected extension methods were evaluated based on knowledge gain, retention of knowledge and symbolic adoption. The level of knowledge of the respondents were measured at pre-exposure, immediate post-exposure and fifteenth day of exposure stages to assess the initial knowledge, gain in knowledge and the retention of knowledge gained respectively. The symbolic adoption was measured on the 45^{th} day of exposure and the salient findings are as follows.

Majority of the respondents were small farmers, practicing dairy as a subsidiary occupation with medium dairy farming experience and maintained medium size herd. More than two-thirds of the respondents had nuclear and small family with medium level of annual income, innovativeness, economic motivation, personal localite exposure and risk preference.

A significant level of gain in knowledge and retention was observed in all the treatment groups. Method demonstration was found to be superior followed by slide show with lecture and video show in terms of gain in knowledge, retention and symbolic adoption. The illiterate respondents gained more knowledge and retained the same than the middle and secondary educational groups.

In method demonstration the level of knowledge gain among the respondents was influenced by the variable - innovativeness. The variables farmsize, herd size and paddy cultivating area had a positive and significant association with symbolic adoption.

In slide show with lecture the only variable farm size had positive and significant association with symbolic adoption. In video show the variables farm size, paddy cultivating area, annual income and innovativeness had positive and significant association with symbolic adoption. The variable innovativeness contributed significantly to the symbolic adoption.

The respondents expressed that Non-availability of labour; Lack of time to the respondents; Fear of urea toxicity and want of further technical guidance were the main reasons for non adoption/non-acceptance of 'enrichment of paddy straw with urea' technology.