

## **CREDIBILITY DEVELOPED BY THE EXTENSION FIELD STAFF AMONG THE FARMING COMMUNITY**

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Demonstration techniques are considered to be more effective as compared to other extension teaching methods and an extension agent is expected to adopt these techniques frequently for convincing the illiterate population. The extent to which the extension field staff adopts these techniques would indicate their success. Therefore, 150 respondents of 10 randomly selected villages of Tehsil Bori, District Loralai were interviewed. The analysis of data revealed that the demonstration plots were considered informative, interesting and useful by the farmers. The respondents were, however, interested to learn the total process and not merely the end results. Thus, the credibility of the extension staff could not be established fully well.

### **INTRODUCTION**

The major function of Agricultural Extension Service is to educate the farmers to a level that they recognize their difficulties, understand solutions thereto in the light of research findings can put them to practice. The extent of adoption of modern techniques by the farming community directly reflects the efficiency and effectiveness of extension field staff. Bradfield (1975) observed that there was no doubt that effective extension workers could speed up the rate of development.

According to Supe (1987), for successful demonstration, one must also know perfectly every step in the job. A successful demonstration generally leads to the adoption of improved methods and techniques besides bringing about a positive change. The activity of establishing model farms/demonstration plots is to make the farmer a demonstrator, who will apply all the latest agricultural techniques at their farms under the supervision and guidance of the extension field staff. As a result, other farmers will also be motivated to adopt the

new methods/practices as they are practicable under local conditions and beneficial in terms of yield, quality and profitability. Thus, considering demonstration method as an indicator of the efficiency of extension field staff, this study was conducted to determine the opinion of farmers in this respect.

### **MATERIALS AND METHODS**

Keeping in view the objective of the study, 10 villages of Bori Tehsil of Loralai District of Balochistan Province formed the sample. By selecting 15 farmers randomly from each village, a total number of 150 respondents were interviewed. The data were analysed and interpreted to draw conclusions.

### **RESULTS AND DISCUSSION**

Table 1 indicates that the extension field staff mostly exhibited comparison of different varieties in result demonstration but did not give due weightage to the comparisons of different fertilizers, methods of

sowing and irrigation. Regarding the use of result demonstration, Sanders (1966) considered it to be one of the most effective but an expensive extension teaching method which could not be used more often.

phasis on the demonstration of different implements, use of fertilizers and plant protection measures. Kelsey (1963) suggested the frequent use of method demonstration because it is used to show how to carry out a

**Table 1. Knowledge of respondents about the type of result demonstration conducted by extension field staff**

Nature of result demonstration	Aware		Unaware		Total	
	No.	%age	No.	%age	No.	%age
Comparison of different varieties	131	87.33	19	12.67	150	100
Comparison of different fertilizers	50	33.33	100	66.67	150	100
Comparison of irrigation applications	4	2.67	146	97.33	150	100
Comparison of different sowing methods	34	22.67	116	77.33	150	100

**Table 2. Type of method demonstration conducted by extension field staff**

Nature of method demonstration	Aware		Unaware		Total	
	No.	%age	No.	%age	No.	%age
Different sowing methods	128	85.33	22	14.67	150	100
Use of different implements	5	3.33	145	96.67	150	100
Use of plant protection measures	16	10.67	134	89.33	150	100

**Table 3. Usefulness of demonstration plots as reported by respondents**

Usefulness	Number of respondents	%age
Informative	82	63.21
Interesting	81	61.83
Beneficial	80	61.06

Table 2 reveals that according to majority of the respondents, the extension field staff demonstrated various sowing methods in method demonstration, but laid less em-

phasis on certain practice.

Table 3 shows that most of the respondents considered demonstration plots informative, interesting and beneficial. The views of majority are supported by Morgan *et al.* (1976) who described that the demonstrations were most likely to be successful in securing the acceptance of new and improved ways of doing things.

These results indicated that the majority considered result demonstrations useful. They were, however, not fully satisfied since the extension field staff limited demonstrations to just one or two steps and did not cover each step due to unknown reasons.

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