

EVALUATION OF USEFULNESS OF AN EXHIBITION OF COLLEGE OF AGRICULTURAL ENGINEERING AND TECHNOLOGY, JUNAGADH AGRICULTURAL UNIVERSITY, JUNAGADH BY THE VISITORS

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ABSTRACT

Department of Agricultural Engineering Extension Education, College of Agricultural Engineering and Technology, Junagadh Agricultural University, Junagadh established an exhibition related to the latest agricultural engineering technology developed by the college. The main aim of the exhibition is to transfer of technology through systematically display of specimens, models, charts, posters, etc., which can create the interest in the people to aware about agricultural engineering technology. The analysis of data revealed that higher percent of the visitors were students of Agricultural Education Institute as sources of information for visiting exhibition obtained first rank, followed by visitors of Agricultural Technology Management Agency ranked second and Gujarat State Fertilizer Company ranked third. The majority of the visitors were opined that live demonstration, new improved implements and video show were very useful items in transfer of agricultural engineering technologies got rank 1st, 2nd and 3rd, respectively.

KEY WORDS: *Agricultural engineering, exhibition, rank, technology,*

INTRODUCTION

Exhibition is an important mass media method for the transfer of new technology. It is a systematically planned display of specimens, models, charts, posters, information etc., in order to make aware with the latest know how, create interest in the people, provide the information and promote the understanding. The agricultural exhibitions are one off the extension and educational methods in agriculture. The exhibitions goals should be clear to all the cooperatives/institutes, if they have to

be successful (Edward, 1982). The success of extension programmes depend greatly on the ways of selecting the best extension methods that suit the nature and goals of the extension programme and the kind of the beneficiaries and their characteristics (Seevers *et al.*, 1997). There are various methods of agricultural extension, which are used by agricultural extensions. The Agricultural Exhibitions is one of the best tools used in agricultural extension fields (Shaibah, 1994). The agricultural exhibitions are useful in

facilitating chances for more contacts between farmers, agricultural researcher and extension workers and also in developing the area in which the exhibitions are be situated (Al-Tanobee, 2000). The agricultural exhibitions are organized in general closed areas and link many other agricultural activities (Al-Remawi *et al.*, 1995). Furthermore, the organization of the exhibitions is governed by the planning and carrying out processes and also following-up and evaluation (Al- Shayaa, 2007).

Department of Agricultural Engineering Extension Education established an exhibition related to agricultural engineering technology of last five years at College of Agricultural Engineering and Technology, Junagadh Agricultural University, Junagadh. It influences people to adopt new agricultural engineering technology by orienting the requirement of the farming community. To work in this direction, information from the visitors for the effectiveness of the exhibition and also their opinion were studied with respect to organize exhibition in a better way. Keeping this in view, the main objective of present study was to evaluate the usefulness of an exhibition.

RESEARCH METHODOLOGY

Exhibition related to agricultural engineering technology was established in the Department of Agricultural Engineering Extension Education, College of Agricultural Engineering and Technology, Junagadh Agricultural University, Junagadh. The farmers, farmwomen, students and youths visited the exhibition every year. During the year of 2012, 315 visitors of the exhibition were selected as sample of the study. In order to evaluate the level of usefulness of each items of exhibition

by the visitors, three point rating scale i.e., more useful, useful and less useful with 3, 2, and 1 score, respectively was used. To know the opinions from the visitors, three points rating scale was used for more effective organization, subject matter coverage and arrangement of exhibition. The structured interview schedule was developed and used for data collection. The visitors of the exhibition were interviewed.

RESULTS AND DISCUSSION

Personal characteristics

The distribution of visitors according to personal characteristics is presented in Table 1.

1.Age

The result revealed that majority of the respondents (62.90 per cent) belonged to young aged group, whereas 29.50 per cent and 7.60 per cent of them belonged to middle age and old age group, respectively.

2.Education

Majority of the respondents (68.26 per cent) were high school educated, whereas 18.41 per cent and 12.38 per cent of them were having primary education and higher college education, respectively. Only 0.95 per cent of the respondents were illiterate.

3.Occupation status

Majority of the respondents (65.72 per cent) were doing farming as main occupation, whereas 29.84 per cent of them were UG students of the Junagadh Agricultural University. Only 3.49 per cent and 0.95 per cent of the respondents were rural artisan and farm women as main occupation status, respectively.

4.Sex

Great majority of the respondents (95.55 per cent) were male, while 4.45 per cent were female visitors of the exhibition.

5.Marital status

Majority of the respondents (58.10 per cent) were married, whereas 41.90 per cent were unmarried visitors.

6.Land holding

Majority of the respondents (40.02 per cent) were having big land holding, whereas 34.27 per cent and 17.14 per cent of the visitors were having small and marginal land holding, respectively. But, 8.57 per cents respondents were not having farming land.

7.Annual family income

Nearly one half of the respondents (49.21 per cent) were having medium family income and 41.27 per cent were having low annual family income. Only 9.52 per cent of the respondents were having high annual family income.

Sources of information

The distribution of respondents according to their sources of information for visiting the exhibition is showed in Table 2. It is cleared from the data that students of Agricultural Education Institute as sources of information for most of the visitors (28.58 per cent) for getting the information about exhibition obtained first rank followed by Agricultural Technology Management Agency (25.71 per cent), Gujarat State Fertilizer Company (13.65 per cent), Indian Farmers Fertilizer Corporation (11.43 per cent) ranked second, third and fourth, respectively. Non Government Organization (10.79 per cent), ranked fifth, Sardar Smruty Kendra (5.40 percent) ranked sixth and District Industry centre (4.44 per cent) ranked seventh in descending order.

Usefulness items of exhibition

The usefulness items of exhibition on the basis of opinion by the visitors were calculated and mean weighted score was given as per the items described in Table 3. The results revealed that majority of the visitors

expressed their opinion about live demonstration, new improved implement and video show items, got rank 1st, 2nd and 3rd, respectively. This was followed by models (4th rank), pictures (5th rank) and actual things specimens (6th rank), respectively. The less usefulness items were charts (7th rank), layouts (8th rank) and diagrams (9th rank), respectively.

CONCLUSION

The results were summarized as under:

- Majority of the respondents were young age group with high school level education, male, married and were doing farming. Higher percent of the respondents were having big land holding with medium level of family income.
- Students of Agricultural Education Institute as sources of information for visiting exhibition obtained first rank, followed by visitors of Agricultural Technology Management Agency ranked second and Gujarat State Fertilizer Company ranked third in that order as the sources of information for visiting exhibition.
- The majority of the visitors were opinion about live demonstration, new improved implement and video show very useful items related Agricultural engineering technologies got 1st, 2nd and 3rd rank, respectively.

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Table 1: Distribution of visitors according to their personal characteristics

N=315

Sr. No.	Characteristics & Category	Number of Respondents	Percentage
1	Age 1) Young (up to 35 year) 2) Middle (36 to 55 year) 3) Old age (above 55 year)	198 93 24	62.90 29.50 7.60
2	Education 1) Illiterate 2) Primary education (up to 7 th std.) 3) High school (8 th to 12 th std.) 4) Higher education (above 12 th std.)	3 58 215 39	0.95 18.41 68.26 12.38
3	Occupation Status 1) Farmers 2) Farm women 3) Students 4) Rural arties	207 3 94 11	65.72 0.95 29.84 3.49
4	Sex 1) Male 2) Female	301 14	95.55 4.45
5	Marital Status Married Unmarried	183 132	58.10 41.90
6	Land Holding No Marginal (up to 1.0 ha.) Small (1.1 to 2.0 ha.) Big (above 2.1 ha.)	27 54 108 126	8.57 17.14 34.27 40.02
6	Family Income 1) Low (up to 2.0 lac.) 2) Medium (2.1 to 4.0 lac.) 3) High (above 4.0 lac)	130 155 30	41.27 49.21 9.52

Table 2: Distribution of respondents according to their sources of information for visiting exhibition

N= 315

Sr. No.	Sources of information	Frequency	Percentage	Rank
1	ATMA	81	25.71	II
2	DIC	14	4.44	VII
3	GSFC	43	13.65	III
4	IFFCO	36	11.43	IV
5	NGO	34	10.79	V
6	SSK	17	5.40	VI
7	Student of Agricultural Education Institute	90	28.58	I

Table 3: Usefulness items of exhibition on the basis of opinion expressed by the Visitors

N=315

Sr. No.	Name of Items Score	More Useful (Score 3)	Useful (Score 2)	Less Useful (Score 1)	Total Score	Mean Score	Rank
1	Actual things (Specimens)	150	152	13	767	2.43	VI
2	Live demonstration	234	68	13	851	2.70	I
3	Video show	206	88	21	815	2.59	III
4	New improved implements	222	88	5	847	2.69	II
5	Charts	54	193	68	616	1.95	VII
6	Diagrams	56	135	124	562	1.78	IX
7	Pictures	166	123	26	770	2.44	V
8	Layouts	54	143	118	566	1.80	VIII
9	Models	164	139	12	782	2.48	IV

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