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Purpose of visit and the expectations of the visitors of agricultural technology information centre

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Abstract

ATIC provides all the information on innovation technologies, techniques, knowledge and available materials of the host institution which includes planting material, seed, advisory services, diagnostic services etc. Considering the importance of ATIC in dissemination of the appropriate technology to the farming community the study was conducted with objectives to understand the purpose of visit, to understand the expectations of the visitors of ATIC. The study was conducted in Dapoli tahsil of Ratnagiri district. In all 200 despondences were interviewed with specially interview schedule. Majority (94.00 per cent) of the respondents visited the ATIC in order to get acquainted with the new technology generated by the university. To seek advice about agricultural development was the purpose of visit in respect of 48.50 per cent respondents it is noticed that 31.39 per cent of the respondents expected the demonstrations of working of different farm implements be organized while one fourth (25.69 per cent) of the respondents expected short duration trainings be organized at ATIC. Majority of the visitors was found visiting ATIC for seeking information about new technology, seeks advices about agriculture development to punches the seeds / grafts / publications and get solved the field problems. Regarding the expectations of the visitors from ATIC necessary step may be taken by the concerned to brin gout CD's of agricultural information and give advice through SMS on mobile phones possibilities of imparting training and arranging demonstrations of implements and tools may be explored.

Keywords: Agricultural, technology, information, centre

Introduction

The Agricultural Technology Information Centre (ATIC) is a "single window" support system linking the various units of a research institution (Teaching, Research and extension) with intermediary users and end users (farmers) in decision making and problem solving exercise on various aspects of agricultural and allied practices. Each ATIC serves as single window system at the entrance of the ICAR institutes /state agricultural universities enabling the farmers to have the required information for the solution to their problems related to area in which the concerned institute is involved along with technological inputs and products. ATICs are established as demand driven concept of technological parks, where in farmers use to come in search of appropriate technology or information.

ATIC provides all the information on innovative technologies, techniques, knowledge and available materials of the host institution, which includes planting material, seed, advisory services, diagnostic services etc. through single window system. This system allows optimistic interaction between farmers and scientists for effective technology transfer and livelihood improvement. The outstations regional centers and Krishi Vigyan Kendras situated in different districts are also involved and part of the system is meant for meeting the requirements of the farmers in various areas of farm activities. The ATIC so established, will be able to achieve the objectives, only when it fulfills the needs and expectations of visitors. It is important to have a strong database in respect of nature and subjects of guidance and services required by the individuals and group of different categories of people visiting to ATIC of the University. Considering the importance of ATIC in dissemination of appropriate technology to the farming community, a study entitled 'Opinion and Expectations of Visitors of Agricultural Technology Information Centre' was conducted with following specific objectives.

Objectives

The specific objectives of the study was as follows

1. To understand the purpose of visit.
2. To understand the expectations of the visitors of ATIC.

Material and Methods

The study was conducted in Dapoli tahsil of Ratnagiri district, which is head quarter of Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth and where the Agricultural Technology Information Centre is located. All the visitors visiting ATIC during month of November-December 2011 and January 2012 with or without prior intimation formed the universe. In all, 200 respondents were interviewed with the help of specially designed interview schedule and analyzed with frequencies

and percentage, average and standard deviation to interpreted the results.

Result and Discussion

The data pertaining to the purpose behind paying visit to ATIC were obtained from the respondents and different purposes reported by them are presented in Table 1.

Table 1: Distribution of the respondents according to their purpose of visit to ATIC

S. No.	Purpose	Respondents(N=200)	
		Number	Percentage
1.	To get acquainted with the new technology	188	94.00
2.	To seek advice about agricultural development	97	48.50
3.	To visit the research farms in university	94	47.00
4.	To purchase grafts/seedlings/seeds/ products/publications	75	37.50
5.	To get solved the field problems	73	36.50
6.	No specific reason	12	6.00

It is clear from Table 1 that majority (94.00 per cent) of the respondents visited the ATIC in order 'to get acquainted with the new technology generated by the University'. 'To seek advice about agricultural development' was the purpose of visit in respect of 48.50 per cent respondents. While, percentage of the respondents visiting ATIC 'to visit the research farms in the university' was 47.00 and nearly equal number of respondents had visited ATIC 'to get solved the field problems' (36.50 per cent) and (37.50 per cent) 'to purchase grafts / seedlings / seeds / products / publications. Only 6.00 per cent of the respondents visited the ATIC

without any specific reason. These findings clearly depict that visitors were curious about agricultural technologies, counseling on agricultural development and were interested in seeing demonstrations at University farm.

Expectations of the visitors of ATIC

It was gratifying to note that out of 200 respondents, 109 respondents (54.50 per cent) have expressed one or the other expectations. The expectations of the respondents from the ATIC are enlisted in Table 2.

Table 2: Distribution of the respondents according to their expectations from the ATIC.

S. No.	Expectations	(N=109)	
		Number	Percentage
1.	Demonstrations of working of different farm implements be organized.	34	31.19
2.	Short duration trainings be organized at ATIC.	28	25.69
3.	Information on various Government schemes be given.	22	20.18
4.	Farmers' rallies at each tahsil be arranged.	19	17.43
5.	Free of cost leaflets, pamphlets and booklets be made available.	17	15.60
6.	CD's of agricultural information be made available.	12	11.00

It is noticed from Table 2 that 31.19 per cent of the respondents expected the 'demonstrations of working of different farm implements be organized', while one fourth (25.69 per cent) of the respondents expected 'short duration trainings be organized at ATIC'. Other important expectations made by the visitors were, 'information on various Government schemes be given' (20.18 per cent), 'farmers rallies at each tahsil be arranged' (17.43 per cent), 'free of cost leaflets, pamphlets and booklets be made available' (15.60 per cent) and 'CD's of agricultural information be made available' (11.00 per cent). The expectations reflect the critical observations made by the visitors during their visit. It also indicates their desire to acquire more knowledge in agriculture.

Conclusion

The research findings revealed that majority of the visitors were from village area. This implies that the majority of the visitors had rural background and was engaged in farming. In this context, it is suggested to provide information on vocational aspects so that one can get the opportunity to create self employment and raise one's standard of living. majority of the visitors was found visiting ATIC for seeking

information about new technology, seek advice about agricultural development, to purchase the seeds/grafts/publications and get solved the field problems. In such a situation, the strong data base with ATIC is a must along with efficient arrangements for the sale of technology products. Regarding the expectations of the visitors from ATIC, necessary steps may be taken by the concerned to bring out CDs of agricultural information and give advice through SMS on mobile phones. Possibilities of imparting training and arranging demonstrations of implements and tools may be explored.

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