



RESEARCH ARTICLE

IMPACT OF FRONTLINE DEMONSTRATION ON PRODUCTIVITY AND PROFITABILITY OF TENAI VARIETY CO 7

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Abstract

The frontline demonstrations are designed to overcome the problems in a scientific way in order to show the worth of the new evolved variety and improved package of practices for enhancing the productivity. The Krishi Vigyan Kendras (KVK) is of national importance which would help in accelerating the agricultural production and also in improving the socio-economic conditions of the farming community. Demonstrations is generally conducted by the Krishi Vigyan Kendras to farmers to introduce new technologies and varieties to the farmers. The study was conducted during front line demonstration (FLD) on Demonstration of Tenai variety CO 7 at the farmers' field of Thirumangalam and usilampatti blocks of Madurai District during the year 2017-18. The present study aims at the transfer of technology by demonstration method among farmers. Findings of the study revealed that most of the farmers reported increased yield (29.00%).

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Introduction:-

The front line demonstration (FLD) is an important method of transferring the latest package of practices in totality to farmers. Further, these demonstrations are designed carefully where provisions are made for speedy dissemination of demonstrated technology among farming community through organization of other supportive extension activities, such as field days and farmers convention. During demonstration, the scientists study the factors contributing to higher crop production, field constraints, generate production data and feed-back information (Meena et al, 2018). The farmers of the Thirumangalam and usilampatti blocks of Madurai District cultivating low yield tenai varieties. Therefore, to enhance the production and income per unit area, it is very essential to grow new Tenai variety CO 7, which will not only increase awareness about this crop in this area, which will result in an increased production and thus, enhance the income of farmer. Hence, the present study was undertaken to demonstrate the cultivation of Tenai variety CO 7, through front line demonstration in the Thirumangalam and usilampatti blocks of Madurai District.

Methodology:-

Krishi Vigyan Kendra, Madurai conducted Front Line Demonstration (FLD) on Demonstration of Tenai variety CO 7 at the farmers' field of Thirumangalam and usilampatti blocks of Madurai District during kharif season of the year 2017-2018. FLD on cultivation of Tenai variety CO 7 were conducted as ten demonstrations on an area of four ha respectively. The various aspects included in the FLD were introduction of high value new crops, variety, integrated nutrient management, weed management, proper irrigation schedule, integrated pest management and

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harvesting. The detail guidance regarding scientific cultivation practices of Tenai variety CO 7 were given to the farmers to increase the awareness of improved technology and to increase productivity. The special features of Tenai CO7 is drought tolerant, high protein content and grown as a rainfed crop by the farmers. Due to its resistance to blast and rust diseases, farmers are willing to adopt this variety in future. Tenai CO7 which has lesser duration of 90 days with rich in protein, besides higher yield. Farmers are very much interested to take up this new variety, in view of its economic benefits during the upcoming years which has lesser duration. The yield data was recorded from demonstrated as well as control (Farmers' practice) fields.

Findings and Discussion:-

The Demonstration of Tenai variety CO 7 performed better in demonstration plots owing to best management practices like integrated nutrient management, weed management, irrigation and pest management practices. The data regarding performance of Tenai variety CO 7 in front line demonstration is presented in Table 1.

Table 1:- Performance of Tenai variety CO 7.

Details		Demo		Check			
Yield (q/ha)		14		10			
Economics of demonstration (Rs./ha)				Economics of check (Rs./ha)			
Gross Cost	Gross Return	Net Return	BCR	Gross Cost	Gross Return	Net Return	BCR
16285	29800	13515	1.82	14220	20580	6360	1.44

The average green yield of demonstration plots in usilampatti block were 14.00q/ha respectively, whereas, the average yield of control plots were 10.00 q/ha respectively. The net return was Rs 13515/- in demonstration plots, whereas, the net return was Rs 6360/- in control plots respectively. The BCR ratio was 1.82 in demonstration plots, whereas, in the control plot is with BCR ratio of 1.44. There was overall 29.00 per cent increase in yield respectively, in demonstration plots where all the best management practices were adopted over the control plots.

This findings is similar with the findings of Dhemre and Desale (2010) in radish crop, the increase in yield in demonstration over control plots was due to new short duration variety, integrated nutrient management. This findings is also similar with the findings of Nikulsinh.M. Chauhan (2012) that the Front Line Demonstration conducted on Integrated Nutrient Management in gram at farmer's fields in Tapi district of Gujarat revealed that the farmers can get increased gram yield by following the recommended package of practices. The similar type of findings reported by Rai et al (2015) on vegetable pigeon pea crops.

Conclusion:-

Farmers cultivated long duration, low yielding and desi varieties which had lower productivity per unit area. In contrast tenai CO7 was shorter in duration (80 days) coupled with higher yield which impressed the farmers. The yield in demo plot was higher (14 q/ha). In view of all the above parameters this variety was well appreciated by the farmers. The feedback received from the farmers are increased yield. Hence, it can be concluded that KVK, Madurai is playing a vital role in disseminating the new varieties, improved crop production technologies and helps in increasing the crop yield. The technology transferred is also profitable and acceptable to the farming community and produced a significant positive result and give researchers an opportunity to demonstrate the productivity potential and profitability of the recent developed technology under real farming situation. The results of front line demonstrations convincingly brought out that the yield of tenai CO7 could be increased by 29.00 per cent with intervention on high yielding variety. This would sustainably increase the income as well as the livelihood of the farmers of this District.

References:-

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