

Concepts, Approaches and Methodologies for Technology Application and Transfer

- a resource book for KVKs

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**ZONAL PROJECT DIRECTORATE, ZONE – III
INDIAN COUNCIL OF AGRICULTURAL RESEARCH
UMIAM, MEGHALAYA**

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– 793103

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Dr. K.D. Kokate
Deputy Director General (Ag. Extension)

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FOREWORD

Extension plays an important role in the application of proven technologies in the micro-farming system locations. The activities of technology application system include technology assessment, refinement and demonstration along with human resource development through training of farmers, extension functionaries and rural youths. Right technology and methodology are the two key factors deciding the success of extension programmes. In view of this, efforts have been made by the authors to provide relevant and essential information regarding the methodological aspects involved in technology application and transfer.

The contents of the book is arranged in 12 chapters covering the details of extension systems functioning in the country, Farming System Research and Applications (FSR&A), methodologies for conducting training programmes, On-Farm Trials (OFTs)/Frontline Demonstrations (FLDs), etc. The chapters on impact evaluation, knowledge management, project management technologies and globalization issues will be of much useful to the readers in understanding the above concepts for applying them in their day to day activities.

I appreciate the sincere and timely efforts made by Dr. V. Venkatasubramanian and his team in bringing this publication for the benefit of extension professionals. I wish them all success.

(K.D. Kokate)

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-Authors

PREFACE

The Indian Council of Agricultural Research has established a wide network of Krishi Vigyan Kendras (KVKs) in the country aiming at assessment, refinement and demonstration of technology/products. The mandated activities of KVKs include conducting on – farm trials to identify the location specificity of technologies under various farming systems, frontline demonstrations to establish the production potentials of improved technologies on the farmers' fields, training of farmers to update their knowledge and skills, and training of extension personnel to orient them in the frontier areas of technology development. Seeds and planting materials produced by the KVKs are made available to the farmers. Large numbers of extension programmes are organized by the KVKs to create awareness about improved technologies about farmers.

The Zonal Project Directorate, Zone - III, coordinates and monitors the activities of KVKs under eight North Eastern states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. Under the tenth plan, 57 new KVKs were established in this Zone. The Directorate has given extensive orientation training to the new Scientists to make them aware of their mandated duties and ways to accomplish them. Of late, it has been noticed that KVK work being highly dynamic and oriented towards use of extension, management and other social science concepts, scientists from other disciplines are finding it difficult to cope up with. Considering the need to address this lacuna, the Zonal Project Directorate, Zone - III, initiated a project 'Standardising concepts, approaches and methodologies for Technology Application and Transfer by KVKs' and based on the findings has come up with this publication for the benefit of all KVK scientists in the system.

The book presents a comprehensive coverage including genesis, growth and importance of KVKs, tools to get started with problem identification in the district, guidelines to conduct technology assessment, refinement and demonstration with examples, training methodology, definitions of various social concepts used in extension, communication and management, tools for impact assessment and basic statistics. The Central schemes and innovations by various KVKs are also included along with Knowledge management strategies and project management techniques. A chapter on WTO and Agreement on Agriculture followed by useful action tools and associated reviews sums up the book.

We express our deep sense of gratitude to Dr. K.D. Kokate, Deputy Director General (AE), ICAR for his constant encouragement and support.

We also express our deep sense of gratitude to Dr. P. Das, former Deputy Director General (AE), Dr. Rajinder Parshad, former Assistant Director General (AE) and Dr. Ramchand and Dr. A.K. Mehta, Assistant Director Generals of Division of Agricultural Extension, ICAR, New Delhi, for their constant support and encouragement.

We also sincerely thank all our Zonal Project Director colleagues, Dr. Prabhukumar, Zone – VIII, Dr. M.K. Mandape, Zone – VI, Dr. A.K. Singh, Zone – IV, Dr. Sudhakar, Zone – V, Dr. A.K. Singh, Zone – II and Dr. U.S. Gautham, Zone – III for their encouraging words and support.

We hope the book will be highly useful as a day to day reference material and guide to all stakeholders engaged in the task of nation building through agriculture development particularly through KVKs.

**Barapani,
10-07-2009**

Authors

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