Agri. Res. J. Kerala, 19 (1) 84—88

AN OBJECTIVE EVALUATION OF THE AGRICULTURAL EXHIBITION CONDUCTED AT THE CAMPUS KERALA AGRICULTURAL UNIVERSITY VELLAYANI

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Evaluation is an integral part of any education programme. This is particularly essential when comprehensive exhibitions are organised by educational institutions. Such an objective analysis to assess the extent of effectiveness and in turn the attainment of the set objectives, would help one to re-orient such exhibitions to suit the needs of the farmers in future ventures. With the **above** objective in mind an attempt was made to evaluate the three day agricultural exhibition conducted at the Vellayani Campus of the Kerala Agricultural University during July, **1979.**

Meterials **and Methods**

All the teaching departments on the campus had displayed exhibits in their stalls. Each department was requested to communicate the name of the most important exhibit it had displayed in the exhibition. These exhibits were judged and ten exhibits were selected totally based on the perception of the judges. The exhibits thus selected constituted the objects for the evaluation.

Forty farmers who had visited all the stalls of the exhibition were selected at random and they formed the sample for the study. The respondents were personally interviewed immediately after they had visited all the exhibition stalls and were asked to indicate their perception about the treatment (coverage) and utility (usefulness) of each of the selected ten exhibits on a three point basis. When two-dimensionl rating of the individual item is done, it becomes difficult to express overall rating of items combining both the dimensions. To overcome this situation an effort was made to apply the treatment utility Index developed by Ambastha and Singh (1975), as a measure of overall rating of the topics on both the usefulness and coverage dimensions. Taking into consideration the usefulness and the coverage dimensions and the points of continum in their respective scales,a 3 x 3 table was constructed and the topics were posted in the respective cells as per raw score on both the dimensions. The formula used for this purpose was

$$TUI = \frac{\mathbf{Fi\ Ci}}{NX\ Y} \times 100, \text{ where}$$

TUI respresents the Treatment Utility Index, Fi the Frequedcy of exhibits in ith cell, Ci the Cell score of the ith cell (Product of the corresponding scale values as presented on the two dimensions in Table 1), N the total number of the exhibits, X the highest scale value on X dimension and Y represents the highest scale value on Y dimension.

To compute the concordance or discordance on the rating of the exhibits by the respondents, the treatment and utility scores for individual exhibits were calculated separately. Based on these scores, the exhibits were ranked accordingly. Thus there were two sets of ranks assigned to the exhibits; one for treatment and the other for utility. These data were further subjected to Spearman's 'Rank–order Correlation' using the formala

$$r_s = 1 - \frac{6\ d^2}{n\ (n^2-1)}$$

where r indicates the rank order correlation coefficient, d^2 the summation of the squares of differences in the two sets of ranks and n the number of exhibits evaluated. The rank order correlation coefficient was tested at 0.05 level of probability.

Results and Discussion

Treatment—Utility Index of the exhibition.

Table 1 gives the treatment-utility index of the exhibition. The treatment utility index of the exhibts as a whole works out to 64.80% which is high indicating the good job done in the selection and treatment of the materials for the exhibition. Again, the outcome of the analysis on this dimension is comparable to the trend obtained by Ambastha and Singh (1975).

Rank–order Correlation of the exhibits

The rank ordering of the exhibits on Treatment and Utility dimensions and computed Spearmasn' rank correlation coefficients are furnished in Table *2.*

The results reveal that there was a high degree of concordance in the ranking of the selected exhibits by the respondents on treatment and utility dimensions. This finding could be synthesised into the fact that those exhibits which had high treatment value were of proportionately higher utility also and vice–versa as perceved by the respondents. The ladder of rank ordering also points out to the important revelation that those exhibits relating to innovations which had greater applicability in the practical situation and were of immediate interest and appeal to the farmers had been assigned the highest ranks in contrast to the exhibits which had relatively lesser practical applicability.

Knowledge gain, skill acquisition and attitude re-orientation by the respondents

The results pertaining to the knowledge gain, skill acquisition and attitude re-orientation by the participants in the exhibition have been illustrated in Table 3.

The results reveal that most of the participants acquired more knowledge and skill ond had also indicated that the exhibition served an important purpose of re-orienting their attitude towards agricultural innovations. However, it has

Table—1

Treatment-Utility Index

Utility / Trearment	Very useful	Moderately useful	Not useful
	3	2	1
Very much Adequate (3)	f=96 c=3x3=9	f=84 c=3x2=6	f=44 c=3x1=3
Moderately Adequate (2)	f-67 c=2x3=6	f-51 c-2x2-4	f-17 c=2x1=2
Inadequate ' (1)	f=18 c=1x3=3	f=16 c=1x2=2	f=7 c=1x1=1

TUI=64.80%

Table—2

Rank order correlation of the exhibits

Treatment Mean score	Rank	Exhibit	Utility Mean Score	Rank
2.48	I	Dapog Nursery	2.41	I
2.28	II	Silkworm rearing	1.90	VI
2.27	III	Plant propagation methods	2.16	II
2.16	IV	Pumpsets	2,01	V
2.06	V	Mushroom culture	2.05	IV
1.91	VI	Balanced Diet	1.81	VII
1.79	VII	Tapioca varieties	1.52	VIII
1.78	VIII	Tapioca preservation	2.06	MI
1.47	IX	TxD Coconut variety	1.45	IX
1.37	X	Sheep breeds	1,22	X

Spearmans's Rank order correlation coefficient =07.21*

*Significant at 0.05 level of probability

also to be pointed out that the respondents who indicated only medium and low levels of 'skill acquisition' were in greater numbers. This clearly brings out the fact that the exhibition could provide only a little scope for the participants to acquire more skills in order to enhance their ability to handle enterprising innovations,

General suggestions by the respondents for improving future exihibitions

Data in Table 4 relate to the general suggestions by the respondents for improving future exhibitions. In the opinion of the majority of the respondents 'Provision of adequate space' (70.00%), 'Explanations in local dialect '(40.00%),

and 'Longer duration of the exhibition (37.00%) were some of the most important aspects to be kept in view to make the exhibitions more effective in future.

Based on the participants' reaction at the end of the exhibition, it could be assured that the exhibition situation provided the participants with a satisfying learning opportunity in an appreciable physical environment and comforts. Since the evaluation was done objectively and there was opportunity to record observations during the programme operation and in that respect this evaluation report has been free from flaws.

Table—3

Knowledge gain, skill acquisition and altitude re-orientation of the respondents

Items	Categories	Frequency	Percent
Knowledge Gain	High	27	67.50
(N=40)	Medium	10	25.00
	Low	3	7:50
Skill acquisition	High	19	47.50
(N=40)	Medium	11	28,50
	Low	10	25.00
Attitude re-orientation	High	24	60.00
(N-40)	Medium	10	25.00
	Low	6	15.00

Table—4

General suggestions by the respondents for improving future exhibitions

Suggestions	Frequency* (N-40)	Percent
Provision of adequate space	28	70.00
Explanalions in local dialect	16	40.00
Involvement of other agencies	13	32.60
Longer duration	15	37.50
Inclusion of more of local crops	10	25.00
Wider publicity	8	20.00
More number of Demonstrations	9	22.5

The total frepuency exeeds 40 since more than one suggestion was prmittede.

Summary

An attempt was made to evaluate the three day Agricultural Exhibition conducted at the Vellayani Campus of the Kerala Agricultural University during July, 1 979. Forty participant farmers were randomly selected and were personally inierviewed to assess their perception about the treatment and utility of the selected exhibits. The treatment utility index of the exhibition was quite high being 64.80

per cent. The Rank order correlation coefficient also indicated greater degree of concordance in the treatment and utility of the individual exhibits. In general, the exhibits relating to innovations which had high practical applicability and of immediate interest to the farmers were assigned higher ranks in the treatment-utility ladder.

സംഗ്രഹം

1979 ജൂലൈ മാസത്തിൽ വെള്ളായണി കാർഷികകോളേജിൽവച്ചുനടത്തിയ കാർഷിക പ്രദർശനത്തെപ്പറ്റി, പ്രദർശനം കാണനെത്തിയ കർഷകരിൽ നിന്ന് 40 പേരെ ഉൾക്കൊള്ളിച്ചു കൊണ്ട് പ്രദർശനവസ്തുക്കൾ പ്രദർശിപ്പിച്ച രീതിയെപ്പറ്റിയും അവയുടെ ഉപയോഗ യോഗ്യതയെപ്പറ്റിയും ഒരു പഠനം നടത്തി. ഈ പഠനത്തിൽ പ്രദർശനവസ്തുക്കൾ പ്രദർ ശിപ്പിച്ച രീതിയും ഉപയോഗ യോഗ്യതയും തമ്മിൽ വളരെ ബന്ധമുള്ളതായി കണ്ടു. പൊ തുവെപറഞ്ഞാൽ പ്രായോഗികമായി നടപ്പാക്കാൻ കൃഷിക്കാർക്ക് കൂടുതൽ താൽപ്പര്യമുള്ള തും മനസ്സിലാക്കാൻ എളുപ്പമുള്ളതുമായ നൂതന കൃഷിരീതികളെസംബന്ധിച്ചുള്ള പ്രദർശന വസ്തുക്കൾ കൃഷിക്കാർക്കു കൂടുതൽ സ്വീകാര്യമായി കണ്ടു.

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(M S *Received*: *31-12-1979*)