

SHORT COMMUNICATION:

INFLUENCE OF EXTENSION METHODES OF CONTACT ON ADOPTION OF IMPROVED SORGHUM SEEDS AT JEBEL MARRA PROJECT

BY:

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ABSTRACT

This study was conducted in Jebel Mara Rural Development Project Western Darfur State, Sudan in December 2003. The main objective of the study is to assess the influence of some extension methods of contact on farmers to adopt the recommended improved sorghum seeds. A sample of (168) farmers are selected by stratified random method from three extension centers namely Garsila, Dankuch and Nyretete center. A questionnaire consisting of three sets of questions is developed. Participation of farmers in extension meetings and in demonstration field and frequency of extension agent visit to farmers' field are considered as independent variables, while adoption of recommended improved sorghum seeds represented the dependent variable.

Field personal interviews are used to collect the data. The questionnaire is conducted between 2-28Dec. 2003. The result revealed that adoption of improved sorghum seeds is significantly dependent on farmers participating in demonstration fields, and in extension meetings and frequency of extension agent visit to farmers field. It is recommended that reasonable number of extension agents should be trained for effective messages to become available to vast majority of farmers in the project, continuation of the project activities to increase the rate of adoption of sorghum technical packages and consequently to improve their productivity and their income.

ملخص:

هدفت هذه الدراسة لتحديد مدى تأثير بعض طرق الاتصال الإرشادية التي استخدمت في العمل الإرشادي الزراعي في مشروع جبل مرة للتنمية الزراعية على تبني المزارعين لبذرة النخلة المحسنة. تضمنت الدراسة المتغيرات التابعة الآتية: مشاركة المزارع في الاجتماعات الإرشادية، ومشاركة المزارع في الحقول الإيضاحية، وزيارة المرشد الزراعي لحقول المزارعين. في حين يمثل تبني المزارع لبذرة النخلة المحسنة المتغير