

## *Practical Exercise 23*

# **Conducting group discussion: meeting in the villages, demonstration in the villages**

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**Objective:** *To acquaint with the practical utility of group Discussion: meeting in the villages, demonstration in the villages:*

### **Group discussion**

Group Discussion is mainly a group activity carried out by participating individuals. It is an exchange of ideas among the individuals (Subject matter specialist and dairy farmers) of a group on a specific topic. It may be used to identify the problems faced by the dairy farmers and to prioritize those problems. It is informal discussion in which all the participants are free to express their views. Group discussion can also be used for identifying the natural leadership among dairy farmers. Initially subject matter specialist introduce the concept of discussion, later the farmers continue the discussion process.

### **Demonstration**

**Demonstration** means showing and explaining the scientific proven technologies or innovations in the field level using clear examples or experiments.



**Result demonstration:** It is a method of showing and motivating the people for adoption of a new practice/technology which has distinctly superior result. The demonstrations are conducted in the farm or home of selected individuals by the farmer himself under supervision of extension worker. This is a very effective method for the initial transfer of technology (TOT) in a community level.

## Objectives

1. To show the value, trustworthiness and applicability of a newly recommended practice in farmer's own situation.
2. To establish confidence and motivate groups of people in a community to adopt a new practice by showing its result.
3. It is mainly a Visual & objective type of demonstrations.

**Method demonstration:** It is relatively short-time demonstrations carried out by skilled extension worker or trained leader given before a group of people to show how to carry out entirely new practice or a old practice in a better way. It is essentially a step by step procedure, where the emphasis is on effectively carrying out a job through specific skill, which shall improve upon the result.

## Objectives

1. To teach skills and stimulate people's interest and action.
2. It is a spoken & visual type of demonstrations.

**Group meeting:** It is a method of democratically arriving at certain decisions by a group of people, by taking into consideration all the members' point of view. Group meetings and discussions aim at collective decision making and at improving individual decision making by using the knowledge and experience of group members.



## Objectives

1. To establish a favourable climate for discussion and help in better understanding of the problem by pooling the knowledge and experience of a number of persons.
2. To facilitate in-depth discussion by involving a small number of participants eventually stimulates conviction to act.

**Field day or farmers day:** A method of influencing the people to adopt a new practice or innovations by showing what has actually been achieved by applying the practice under field conditions. A field day or farmers' day may be held in a research farm or in a farmer's field or home to make all the experts, opinion leaders & other stakeholders in a single platform.

### Objectives

1. To convince the participants about the applicability of the practice in their own situations.
2. To motivate them to adopt the practice by showing its performance and profitability under field conditions.

**Mass meeting:** Normally this event conducted to communicate interesting and useful information to a large audience at a time. The size of the audience for mass meeting may be a few hundreds, but at the time of fairs or festivals, it may be few thousands.

### Objectives

1. To create and focus attention of the people on some important topic.
2. To emphasis general awareness about a programme or project and to announce its progress.

### Activity

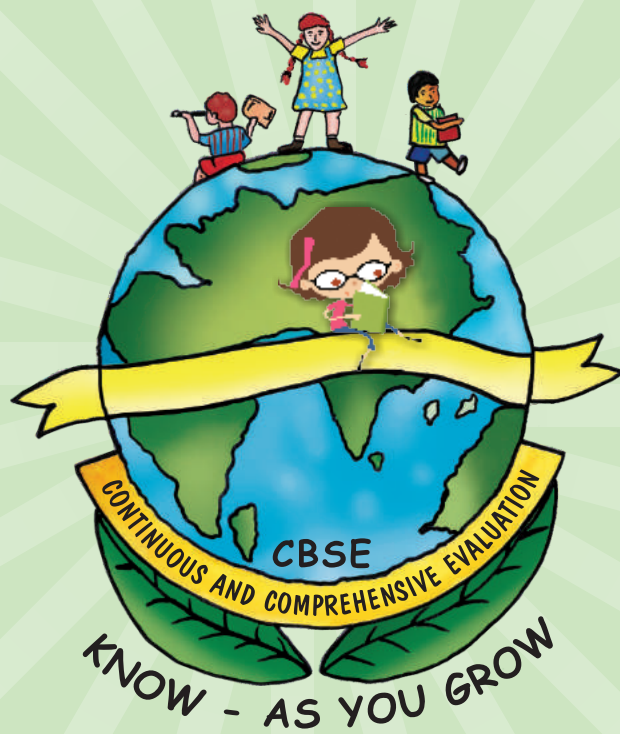
Conducting Group discussion or village meeting in the village.

## STUDY QUESTIONS

1. What is important for Group discussion?
2. Define result demonstration and write about its objectives.
3. Write the difference between Result demonstrations and method demonstrations.









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