

## **CONDUCTING METHOD DEMONSTRATION AND RESULT DEMONSTRATION**

Group extension methods occur when extension agent work with a group of farmers at the same time and extension agent facilitates group based learning situations and stimulates cooperative activities among the farmers so that members of the group may stimulate one another for learning to take place. Group extension methods are the core of extension service worldwide. Therefore, the group approaches have become the fundamental of development works of Bangladesh. The most important group methods are method demonstration, result demonstration, field days, group meetings, farm walks, and motivational tours, etc.

### **Method Demonstration:**

Method demonstration is a group extension teaching method by which a group of farmers are demonstrated the practice of an innovation or old practice in a new way step by step. It is essentially skill training, through which participant farmers skillup regarding the particular work(s). Extension agent demonstrates the practice by her/his own hands and explains every steps of work to the group of farmers in before. The participant farmers observe the practice attentively, listen to extension agent's explanation and ask question(s) for clarity of understanding. And then among the farmers one by one has to demonstrate the practice. They continue the demonstration of practice until they could achieve total learning. Method demonstration involves seeing and listening, practicing and practicing in a group, which stimulate their interest and action. When farmers practice by doing themselves then learning is strengthened.

### **Objectives:**

1. To skill up farmers for a particular practice and stimulate people to use the practice in their situations;
2. To build up confidence among the farmers regarding their efficiency and effectiveness of the practice;
3. To stimulate farmers to learn improved practices and practice in their farm conditions;
4. To strengthen the learning situations of new practice.

### **Planning:**

1. Selection of practice to be demonstrated should be identified based on farmers needs or problems;
2. The practice to be demonstrated should be consulted with the target audience;
3. Selection of a target audience and venue of demonstration;
4. After selection of target audience and they agree upon the demonstration topic a task analysis should be conducted (Task analysis means breaking down of methods into a series of small steps);
5. Date fixing and time consulting with local leaders;
6. Outline making of demonstration activities step by step;
7. Identification of key points to be emphasized under the each step;
8. Determination of demonstration materials required and making those available.

### **Rehearsal of Demonstration**

1. Before starting the implementation, the extension agent should be rehearsed the demonstration again and again until operation can be performed in a manner to inspire confidence;
2. Extension agent should be sure that from the audience's point of view every task of demonstration will be clear;
3. Preparation to be taken for the questions which may arise during the demonstration period.

### **Implementation**

1. Demonstration to be started in scheduled date and time;
2. The purpose of demonstration should be explained;
3. Each step of demonstration to be shown slowly and should be repeated (if needed);
4. Easy and simple words but attractive language should be used;
5. Audience must see and hear the operation of each step;
6. The points to be emphasized should be repeated;
7. Before going for next step, demonstrators should know whether the audience are capable to understand the step discussed and showed just now;

8. After demonstration that performed by extension agent farmers to be asked to demonstrate one by one;
9. When everybody has been practiced and learned successfully then the extension agent should summarize the whole matters again;
10. The demonstration should be finished by distribution of supporting materials.

### **Follow up**

1. After ending the demonstration task, the names and addresses of the willing farmers to be collected;
2. The message of demonstration should be published in the newspapers with the names of participants;
3. It is to be known whether the participant farmers use the learned skill.

### **Advantages**

1. Skill can be taught to a group of people at a time;
2. Seeing, hearing, doing, discussing and participating in a group stimulates action;
3. Extension agent can increase her/his self confidence if the demonstration has performed skillfully.

### **Limitations**

1. Shy participants cannot make them skillful properly;
2. If required materials can not make available on time participants may lose confidence;
3. Extension agent may not possess required amount of showmanship.

### **Result Demonstration:**

Result demonstrations show what happens as a result of using a particular technology in the field or homestead. It is a teaching method through which results of certain innovation(s) compared to old ones are shown in the farmers' own field. It establishes proof that the advocated innovation is locally applicable. It is carried out by farmers or

farm women under the supervision and direction of extension agent. Result demonstration is actually a comparative study between advocated new practice with the old one. The evidence of superiority of new advocated practice will be gotten from the potential results. It is a very effective method of transfer of technology in the farm community. Being inspired from the method demonstration some innovative farmers express their will to conduct result demonstrations in their fields. The demonstration objective(s) should be easy. Because, more complex the demonstration the greater the difficulty in evaluating the results. The simple, clear-cut result demonstrations are, therefore, preferable from the teaching point of view (Wilson and Gallup, 1969).

The main purpose of result demonstration is the establishment of confidence on the part of both extension agents and farmers. The successful results of innovation stimulate general farmers to try out in their fields. Conducting demonstrations with own hands will surely encourage the farmers to act on a scientific basis, rather than something which is magical. Demonstrations should be effective and integrated with the total extension program (Ray, 1998). Result demonstration must be competent to cropping pattern of the area. The examples of result demonstration put by DAE of Bangladesh are growing transplanted Aman rice using balanced fertilizer, using integrated pest management in rice cultivation or demonstrating new cropping pattern. Result demonstration can be conducted over a single season, two seasons or a whole year. DAE conducted result demonstration with individual farmer as well as with a group of farmers.

DAE encourages the use of a range of different types of result demonstrations, depending on local conditions, local farmer problems, and the technologies that identified in response to farmer needs. The different types of result demonstrations include in DAE extension program are: Cropping pattern – it is implemented throughout a whole year and cover three seasons, Block demonstrations – it is implemented with a group of farmers who operate land next to one another and can be consisted of all kinds of demonstrations, Single season demonstrations – implemented with single aspect of crop production in a single season. Single intervention demonstrations – it is implemented with single adjustment in a crop production showing results of new variety or fertilizer, water management, etc. using two plots – one is control and other is demonstration, and package demonstrations – implemented with introduction of new crops packaged with required inputs.

## **Objectives**

1. To show the advantages and applicability of the recommended innovations in the farmers field condition;

2. To establish confidence of both extension agents and farmers in the recommended practices;
3. To motivate farmers to adopt the recommended technology by showing results; and
4. To develop leadership among the innovative farmers.

## **Planning**

1. Using the Upazila Plan: Every upazila has its demonstration plan, which was already prepared in Upazila Planning Workshop (UPW). Therefore, demonstration should be conducted keeping in view the plan made by UPW.
2. Selection of demonstration farmers: Demonstration farmers should be selected from the target group who are willingly interested in the demonstration idea.
3. Selecting the demonstration site: Consulting with the demonstration farmers a suitable site, which is visible, accessible and representative land type should be selected.
4. Planning the input required: On the basis of plot size and technology inputs requirement should be made.
5. Training of farmers: Demonstration farmers should be given training to make them more understandable what the demonstration is designed to achieve, and how it will be implemented.

## **Implementation**

1. Reviewing the written plan before starting demonstration;
2. Visiting demonstration sites and consulting with demonstrators about the plan of action, objectives, and steps of demonstration to be explained;
3. Required inputs and other materials should be made available;
4. A wide publicity by mike and poster should be ensured;
5. A method demonstration can be arranged where a skill is involved;
6. Demonstration to be started at scheduled date and time;
7. An attractive signboard containing sufficient demonstration information in detailed to be erected near the plots;

8. Demonstration site to be supervised with sufficient frequency to maintain demonstrator's interest, checking on progress, seeing the steps are performed according to plan;
9. Demonstration information to be published in news stories, farm radio talk and television talks;
10. To be sure that all the critical operations have been done perfectly;
11. Picture of the results to be taken and should be published in the newspapers;
12. Around successful demonstration plots result demonstration meeting, field day and farmers' day can be organized;
13. Demonstration farmers are to be allowed to explain the demonstration story to the visitors;
14. Finally, results of result demonstrations are to be interpreted, and analyzed in such a way that a comparative view can be seen against farmers' old practice.

### **Follow up**

1. The results of result demonstrations are to be published through electronic and printing mass media;
2. In farmers' meeting and training demonstration farmers are to be invited to hear success story of demonstrations from the successful farmer(s);
3. Video slides can be prepared on successful demonstrations for future extension program;

### **Advantages**

1. Successful demonstration increases extension agents' and farmers' confidence in the demonstrated practice and in extension service also;
2. It helps to introduce new innovations;
3. It helps to identify local leaders.

## Limitations

1. Time consuming;
2. Expensive;
3. The program may be get failed if good demonstrators are not found;
4. Unsuccessful demonstration may cause setback to future extension program;
5. Unfavorable weather damages the results of result demonstrations.

## Comparison between Result Demonstration and Method Demonstration

(Bhuiyan, 1988)

Comparison items	Result Demonstration	Method Demonstration
<b>Purpose</b>	Proving superiority of an innovation compared to others	Teaching a particular skill step by step until participants learn
<b>Who conduct</b>	Professional demonstrators, home-makers, and youth club members	Extension agents, trained local leaders, and trained youth club members
<b>Who learns</b>	Participating farmers as demonstrators and other farmers who intend to learn	Selected farmers present who intend to demonstrate after learning particular skill from method demonstration
<b>Location</b>	Farmers' field or at their home	At training premise
<b>Duration</b>	One crop season, several weeks or several months	Method demonstration implementing time only
<b>Number of participators</b>	A single farmer or a group of farmers	A group of farmers