

# Conducting field demonstrations (2)



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developments and problems that may be arising – either through incorrect application of the technology or due to unforeseen circumstances.

Reactions of the collaborating farmers should be regularly requested.

It may be necessary to guarantee that any shortfall in yield will be covered by the project, but farmers should not be paid to participate. During the field day, and wherever possible, farmers should present at least some of the results from their fields to other farmers.

## **Conducting the field demonstration:**

The researcher and/or extension workers should visit the sites the day before the demonstration Field day. It may be necessary to provide some refreshment.

Plan whether farmers will move to different sites and if so, how?

Keep explanations of technologies and demonstrations as simple as possible. Allow the collaborating farmer to make observations and comments.

Be prepared to accept criticism of the technology – do not stifle this, as the farmers need to see you are genuinely interested in their perspectives. Use such feedback to improve – what's the problem—the technology or understanding of the technology, etc.

Use field days to informally (and in a nonthreatening manner) collect feedback on technology and farmer needs—what do they like? What are their farming needs? Would they use the technology—if not, why?, etc.

Be prepared to accept questions outside the area of technology being tested.

Move general discussion to areas where all participants can see and hear. If possible hold discussions under shaded areas of the field.

If necessary provide a portable loudspeaker system or megaphone.



**Assam Agribusiness and Rural Transformation Project (APART)**

The World Bank is the funding agency of APART  
Department of Agriculture, Assam is the nodal department for implementation of APART  
ARIAS Society is the State Level coordinating and monitoring agency for APART  
Assam Agricultural University is the leading Agricultural University of the State and implementing agency of APART, imparting research and scientific support.  
International Rice Research Institute (IRRI) is the rice global leader providing technical and hand-holding support in the implementation of APART