

Practical Exercise 22

Organization of exhibition and cattle show with the emphasis on dairy and animal husbandry

Objective: *To acquaint with different aspect of exhibition and cattle show.*

Introduction

Exhibition is one of the most important group contact method to display models, specimen, posters, charts, pictures, multimedia so that interest can be generated among the dairy farmers about improved dairy farming practices. Thus, exhibition generates interest among farmers and creates awareness about improved technologies developed in the laboratory. Exhibition and cattle shows are organized in the villages to generate awareness among the farmers in the dairy farming and to motivate them to take up their dairy farming activities in a more efficient way.

Exhibition: Exhibition can improve the understanding of the farmers and farmers can make decision about adoption of improved technologies to improve productivity of their animals. But this method is having certain limitation also. This method of extension teaching cannot be used for mass communication. For preparation of good exhibits need lots of time and cost.



A good exhibition should have the following property:

- The exhibits in the exhibition must be attractive. The exhibition counter must be well decorated.
- The exhibits in the exhibition counter should be self explanatory.
- Exhibition for dairy farmers should be simple in nature.
- Exhibition should provide needed information at the right time.
- Exhibitions can be arranged on the occasion of local festivals or rituals so that more participation from the farmers can be ensured.

Cattle show

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A **cattle show** is a unique extension teaching method in which dairy farmers are encouraged to bring their animal in a common ground and compete for prizes on the basis of certain phenotypic characters. Dairy animals are judged on the basis of the milk yield, beauty, body condition etc. It gives the common platform to the dairy farmers to share their views with each other and gain knowledge by the experience of other farmers. Every year in the month of February National Dairy Research Institute, Karnal, Haryana organizes 'National Dairy Mela'.



Certain benefits of cattle shows are as follows:

- Cattle shows provide common platforms to the farmers to exchange their ideas and views. It encourages group thinking.

- Farmers can be encouraged by observing the good quality animals of other farmers.
- Cattle shows motivate winning farmers to keep their animals in more efficient way.
- Cattle shows encourage the competitive attitude among the farmers to perform better and adopt new technologies for improved dairy farming practices.
- It helps the farmers to feel satisfaction from success.

Activities

Visit any cattle show and prepare a report on the show.

STUDY QUESTIONS

- What do you understand by the term 'exhibition'?
- How you are going to develop exhibits for any exhibition related with animal husbandry?
- Why 'Cattle show' is an important extension method? By organizing cattle shows how dairy farmers can be benefitted?