



Effectiveness of promotional plan to accelerate the transfer of research findings among wheat farmers Hashtroud province East Azarbaijan State Based on KASA

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The origin of this transition plan in collaboration with the research findings of the research centers for agricultural research and extension personnel is coming from farms in the country in 2006 have been implemented. Thus the effectiveness and impact of the project on “Knowledge”, “Attitudes”, “Skills” and “Aspirations” of farmers is a great review. To study the effect of the project on knowledge, attitudes, skills and aspirations of the city Wheat Hashtroud done. The study is a survey research design, causal - comparative and post-test control group occurred among the 100 patients carried wheat. Accordingly, the scheme covered 50 farmers and 50 farmers were selected to non-participants. For this purpose, a questionnaire was designed questionnaire with the assistance of professionals and faculty of Agriculture Extension and Rural Development, University of Tabriz was confirmed. The reliability of the questionnaire was calculated using Cronbach's alpha coefficient was 0.80. Statistical analysis of the data was done by SPSS software. Based on the findings, it leads to increase Knowledge, Improve attitudes, Skills and Aspirations of wheat compared with wheat participants are non-participants. And recommended that the project in collaboration with research institutions for wheat and other products with the comprehensive plan will also be implemented in other areas.

Key Words: Effectiveness, Plan to promotional Acceleration the transfer of research findings, Hashtroud province, East Azarbaijan State