

The effectiveness of promotional activities Agriculture of the city shaft on technical knowledge of farmers

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Abstract The main trustee transfer of knowledge, skill and vision and attitude change in rural communities promote agriculture. Promote communication channel or tool for transferring knowledge and skills to farmers, extension training courses are attended. to increase productivity and acceleration in achieving the desired goals of promotional activities should be the most appropriate methods used to way. lack of attention and accuracy in each of the two cases , achieving the goals and impossible or a waste of time and money . The study in response to questions that: 1. Is between promotional activities and increasing agricultural products in the township of the shaft connection ? 2. Is between promotional activities and manufacturing products in the shaft connection ? 3. Is between promotional activities and the second killed in the shaft township relationship ? To achieve the goals , research examining the library records, taking advantage of the questionnaire and cluster sampling method , to rural farmers and collected using SPSS software to wrap up the data , information and determine the correlations , regression calculation and data analysis was action . areas of study, research has been the shaft township . according to the results of the study between some of the characteristics of the respondents (including : The level of their education , Persian service and specialty) and their opinions about the impact of some factors in choosing and significant correlation promotional methods . that have been proposed to promote education , work , benefiting participatory approaches and the use of training methods promotional commensurate with the various stages of the adoption of the innovation (the effectiveness of interest , awareness, etc.) , achieving the goals of the Persian more concrete and faster .

Keywords : Keywords: effectiveness, promotional activities , technical knowledge, Agricultural Jihad shaft.

