B-75 : TARGET CATEGORIES FOR TECHNOLOGY GENERATION AND TRANSFER : A CONTRIBUTION TO FSR/E METHODOLOGY

Mahinda Wijeratne, Dept. of Agric. Econ., Fac. of Agriculture, University of Ruhuna.

The Farming Systems Research and Extension (FSR/E) Methodology emphasises the importance of identifying target categories or recommendation domains for agricultural research and extension programmes. The essence of this concept is to offer location specific recommendations to well defined homogeneous farmer groups after a process of experimentation designed on farmers' needs. This paper attempts to identify target categories in an agro-ecological zone in one of the southern rice-growing district, *Matara*. A series of exploratory studies and a sample survey have been conducted in the study area. Results demonstrate that three recommendation domains can be identified on the production conditions experienced by the farmers. Such domains can be explained on the basis of three landscape levels and farmers belonging to one domain were confronted with similar problems. The upper domain has experienced surface soil acidification and water stress whereas lower domain is subjected to salinization and excess water condition. Such problems too, were observed in the intermediate domain, but comparatively at a low intensity. Further, differences were observed in yield potential and cropping intensity among the identified recommendation domains. Therefore, it is worthwhile to orient technology generation and dissemination programmes according to the three pre-identified target categories.