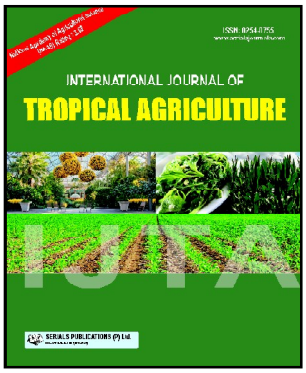

INTERNATIONAL JOURNAL OF TROPICAL AGRICULTURE

ISSN : 0254-8755

available at http: www.serialsjournal.com

Volume 35 • Number 2 • 2017

Information Source Use by the Extension Personnel

Padmakumar A. Patil[1*], S.B. Bhange[2], S.D. Patil[3] and S.B. Chougule[4]

[1,4] Ph.D. Scholar, Department of Extension Education, PGI, MPKV, Rahuri, Ahmednagar (M.S.) India.
[2] Head, Department of Extension Education, PGI, MPKV, Rahuri, Ahmednagar (M.S.) India.
[3] Assistant Professor, Department of Extension Education, PGI, MPKV, Rahuri, Ahmednagar (M.S.) India.
[*] E-mail: padmajay0123@gmail.com

Abstract: Information source use referred to the frequency of contact or exposure of the respondents to different information sources for obtaining the agricultural information.The present study aimed towards exploring information sources used by extension personnel in strengthening agriculture extension system. The study was conducted in Ahmednagar district of Maharashtra state including 110 extension personnel of State Agriculture Department. The study revealed that the majority (61.82 per cent) of the extension personnel had medium level of information source use. More than three-fifth (61.82 per cent) of the respondents had used personal localite sources of information to medium extent and 55.46 per cent of the respondents had used personal cosmopolite source of information to medium extent. About half of the (50.91 per cent) of the respondents had used extension education methods as source of information to medium extent and 48.18 per cent of the respondents had used electronic media as source of information to medium extent, while 56.36 per cent of the respondents had used print media as source of information to medium extent. The study revealed that there is need to supply various latest farm literatures on improved technologies to the extension personnel well in time and access to laptops with the free internet connection so that their field knowledge will be updated.

Key Words: Extension personnel, Extension System, Information Source Use, State Agriculture Department.

INTRODUCTION

The role of extension personnel of State Agriculture Department is important in agriculture development. In the process of communication of agricultural technologies, extension personnel plays very crucial role. Information source use referred to the frequency of contact or exposure of the respondents to different information sources for obtaining the

agricultural information. Use of proper information sources for obtaining agricultural information by the extension personnel will be helpful to perform their job efficiently. This will also help the extension personnel to be well updated with knowledge and transfer it to the farmers. In this study the extent of use of information sources was assured by taking into consideration all the possible sources available to the respondents like, personal localite, personal cosmopolite, extension education methods, electronic and print media.

Study of information source use by the extension personnel will help to know the various information sources used by the extension personnel and accordingly proper information source use can be suggested or made available to the extension personnel which will improve their job performance and great advantageous to the farmers. Also it will provide a guideline for the administrators providing suitable facilities to the extension personnel to facilitate them efficient use of different information sources. This will strengthen the hand of extension personnel in effective implementation of Agriculture department. By planning an effective strategy based on the results of this study, the Agriculture Department can ensure the best use of services of extension personnel to the farmers.

METHODOLOGY

The study was conducted in Ahmednagar district of Maharashtra state. Ex-post facto design was used for the study. Sample of 110 extension personnel of State Agriculture Department were selected. The data were collected by personal and well-structured interview schedule.

RESEARCH FINDINGS

Information Source Use by the Extension Personnel

The extension personnel seek the agricultural information through various sources. The extent of use of information sources was assured by taking into consideration all the possible sources available to the respondents like, personal localite, personal cosmopolite, extension education methods, electronic and print media. All these information sources were studied and with help of these five sources, total information source use of sampled extension personnel was measured and the data, thus obtained is presented in Table 1.

Table 1
Overall Information Source use by the extension personnel

		Respondents (N = 110)	
Sl. No.	*Category*	*Number*	*Percentage*
1.	Low (up to 99 scores)	18	16.36
2.	Medium (100 to 112 scores)	68	61.82
3.	High (113 and above scores)	23	21.82
	Total	110	100
	Mean = 106.14		S.D. = 7.10

The data from the Table 1 revealed that a majority (61.82 per cent) of the respondent extension personnel had medium level of information source use, followed by high level of information source use (21.82 per cent) and low information source use (16.36 per cent).

Personal Localite Source of Information

It referred to the frequency of contact or exposure of the respondents to local personnel such as relatives, friends, colleagues, superior officers etc. for obtaining the agricultural information. The distribution of the respondents according to their extent of use of personal localite sources of information is given in Table 2.

The data from Table 2 revealed that a majority (61.82 per cent) of the respondents had used personal localite sources of information to medium extent, followed by low extent (22.73 per cent) and high (15.45 per cent) extent use of personal localite sources of information.

Table 2
Distribution of extension personnel according to their extent of use of personal localite source of information

		Respondents (N = 110)	
Sl. No.	*Category*	*Number*	*Percentage*
1.	Low (up to 16 scores)	25	22.73
2.	Medium (17 to 19 scores)	68	61.82
3.	High (20 and above scores)	17	15.45
	Total	110	100
	Mean = 17.72		S.D. = 1.78

Personal Cosmopolite Source of Information

It referred to the frequency of contact or exposure of the respondents to University scientists (Agricultural Assistant, SMS, Agricultural Scientist), KVK scientists (Programme Assistant, KVK Scientist, Head and Senior Scientist) etc. for obtaining agricultural information. The distribution of the respondents according to their extent of use of personal cosmopolite sources of information is given in Table 3.

Table 3
Distribution of extension personnel according to their extent of use of personal cosmopolite source of information

		Respondents (N = 110)	
Sl. No.	*Category*	*Number*	*Percentage*
1.	Low (up to 15 scores)	28	25.45
2.	Medium (16 to 18 scores)	61	55.46
3.	High (19 and above scores)	21	19.09
	Total	110	100
	Mean = 16.67		S.D. = 2.032

The data from Table 3 revealed that majority (55.46 per cent) of the respondents had personal cosmopolite source of information to medium extent, followed by low (25.45 per cent) and high (19.09 per cent) extent.

Extension Education Methods

It referred to the frequency of contact or exposure of the respondents to extension education methods such as, meetings, workshops, demonstration, farmer's rally, agricultural exhibition, exposure visits etc. for obtaining the agricultural information. The distribution of the respondents according to their extent of use of extension education methods is given in Table 4.

Table 4
Distribution of extension personnel according to their extent of use of extension education methods

		Respondents (N = 110)	
Sl. No.	*Category*	*Number*	*Percentage*
1.	Low (up to 16 scores)	20	18.18
2.	Medium (17 to 18 scores)	56	50.91
3.	High (19 and above scores)	34	30.91
	Total	110	100
	Mean = 17.77		S.D. = 1.58

The data from Table 4 revealed that majority (50.91 per cent) of the respondents had used extension education methods as source of information to medium extent, followed by high (30.91 per cent) and low (18.18 per cent) extent.

Electronic Media

It referred to the frequency of contact or exposure of the respondents to electronic media such as mobile phones, radio, television, internet, agricultural films (video CDs) etc. for obtaining the agricultural information. The distribution of the respondents according to their extent of use of electronic media sources is given in Table 5.

The data from Table 5 revealed that majority (48.18 per cent) of the respondents had used electronic media as source of information to medium extent, followed by low (26.36 per cent) and low (25.46 per cent) extent.

Table 5
Distribution of extension personnel according to their extent of use of electronic media

		Respondents (N = 110)	
Sl. No.	*Category*	*Number*	*Percentage*
1.	Low (up to 19 scores)	29	26.36
2.	Medium(20 to 23 scores)	53	48.18
3.	High(24 and above scores)	28	25.46
	Total	110	100
	Mean = 21.23		S.D. = 2.72

Print Media

It referred to the frequency of contact or respondents to print media such as Agrowon, other newspapers, extension literature (leaflets, folders), Krishidarshini, farm and other magazines (Shetakari, Shrisugi, Balirja, Lokrajya) etc. for obtaining agricultural information. The distribution of the respondents according to their extent of use of print media sources is given in Table 6.

Table 6
Distribution of extension personnel according to their extent of use of Print media

		Respondents (N = 110)	
Sl. No.	*Category*	*Number*	*Percentage*
1.	Low (up to 29 scores)	23	20.91
2.	Medium (30 to 35 scores)	62	56.36
3.	High (36 and above scores)	25	22.73
	Total	110	100
	Mean = 32.59		S.D. = 3.88

The data from Table 6 revealed that majority (56.36 per cent) of the respondents had used print media as source of information to medium extent, followed by high (22.73 per cent) and low (20.91 per cent) extent.

CONCLUSIONS

Majority of the respondents were having medium level of information source use and having use of personal localite sources, personal cosmopolite sources, extension education methods, electronic media and print media as a source of information to medium extent.

The study indicated that there is need to supply various of farm literature to the extension personnel and access to laptops with the free internet connection so that their field knowledge will be updated. The exposure visits of extension personnel to the Agricultural University Campuses, Agricultural Research Stations, KVKs, NGOs etc. may be arranged and opportunity to visit the agricultural exhibitions may be provided with financial support of agriculture department to keep the update about recent knowledge.

REFERENCES

Borase, T.R (1997), Contribution of village Development Officer in extending agricultural information. *Maharashtra J. Extn. Edn.* **14**: 96-99.

Gaikwad, A. B. (2010), Knowledge and transfer of Horticultural recommendations by the extension personnel. *Ph. D. Thesis*, M.P.K.V., Rahuri.

Gurav, K.V. (2006), A study of role perception and role performance of the Agricultural Assistants from Single Window System of the Department of Agriculture in Maharashtra State. *Ph.D. Thesis*, M.P.K.V., Rahuri.

Mandavi Phooldas, (2002), A study on communication behaviour of Village Extension Workers working under Training and Visit System in Anand District of Gujarat State. *M.Sc. (Agri.) Thesis,* A. A. U., Anand.

Manjunath, B.N., Lakshminarayan, M. T. and Pilegowda, S. M. (1997), Training needs of field extension functionaries on extension teaching methods. *Maharashtra J. Extn. Edn.* **16**: 356-368.

Misha Madhavan M. (2015), Constraints faced by extension personnel from Kolhapur district. *M.Sc. (Agri.) Thesis,* M.P.K.V., Rahuri.

Mishra D. (2005), A comparative study on the job performance, job satisfaction and constraints of men and women extension officers of Karnataka State Department of Agriculture. *M.Sc. (Agri.) Thesis*, University of Agricultural Sciences, Dharwad.

Perne Sujata. (2005), Knowledge of Agriculture Assistant about the agriculture and allied recommendations of Mahatma Phule Krishi Vidyapeeth, Rahuri. *M.Sc. (Agri.) Thesis*, M.P.K.V., Rahuri.

Shinde, C. G., Wakle, P.R. and Ingale, V. M. (1997), Communication behaviour of VLWs and contact farmers under T and V system. *Maharashtra J. Extn. Edn.* **16**: 269 - 271.

Shrivastava, J. P., Rai, R. and Kumar, K (1998), Communication behaviour of field extension personnel under T and V system. *Indian J. Extn. Edn.* **34**(3 and 4): 133-137.

Thorat, K. S. (2008), Job perception, Job performance and Job satisfaction of Agricultural Assistants working in the M.P.K.V. Rahuri. *Ph. D. Thesis,* M.P.K.V., Rahuri.