

Information processing and contribution of farm scientists

U.D. JAGDALE, S.B. SHINDE, R.P. KHULE AND G.K. SASANE

ABSTRACT

The present study was an attempt to study the information input, processing and contribution of Farm Scientists. The large majority (95.00 per cent) of farm scientists evaluated agricultural information by 'discussion with fellow scientists and extension personnel', 'examine the validity of it' and 'consider the technical feasibility' 'Analysis in the light of past experience' and 'judge against the socio-economic and agro-climatic condition of the area' were the most commonly used methods of evaluation by more than 90.00 per cent of the farm scientists. that large majority (90.00 per cent) of farm scientists stored agricultural information by 'writing in notebooks' closely followed by 'maintaining the specified notebook' 82.00 per cent. The majority (92.50 per cent) of APs stored information by 'making subject wise file' followed by 84.00 per cent JRA/SRAs and 74.00 per cent Asso. Prof./Prof. The majority (90.00 per cent) of JRA/SRAs stored information by method of 'memorizing' followed by 75.00 per cent APs and 70.00 per cent Asso. Prof./Prof. The large majority (94.00 per cent) of Asso. Prof./Prof. transformed information by radio talk followed by APs (91.00 per cent) and JRA/SRAs (72.00 per cent), 8 out of 9 variables had positive and significant relationship with contribution of farm scientists in transfer of technology (except workload received by them).

See end of the article for authors' affiliations

Correspondence to :

U.D. JAGDALE

Department of
Extension Education,
College of Agriculture,
KOLHAPUR (M.S.)
INDIA

INTRODUCTION

A great deal of farm information is being generated by the Agricultural Universities and Research Institutes for large scale adoption by the farmers. The success or failure of an extension programme is largely dependent on the speed with which the information is disseminated to the farmers in a form acceptable to them. In this context, the job of farm scientists is most challenging and does not end with dissemination of knowledge alone. They have to persuade, motivate and convince the farmers to accept his advice and act upon it. It is therefore imperative that the farm scientists should not only have a sound knowledge of the subject matter but also conversant with various communication methods and media to pass on the information to the farmers for adoption under different situations. Keeping the above information in view, a research based study was undertaken to find out the sources and channels of Farm Scientists use to get latest farm information, how do they process the information and finally what are the methods and media they employ to pass on the information to the farmers. The specific objectives of the study are : to study the information processing behaviour of the farm scientists and to study the relationship between contribution in transfer of technology

and characteristics of farm scientists.

METHODOLOGY

The farm scientists viz., Junior Research Assistants, Senior Research Assistants, Assistant Professors, Associate Professors and Professors working at the Central Campus of the University, Agricultural Colleges, N.A.R.P. headquarters and main research stations under the jurisdiction of the university was the universe of the investigation. At present, there are 754 farm scientists working under the jurisdiction of the University With the help of the list so prepared, thirty per cent farm scientists were selected on a random basis from each of the selected College/ Research station, thus, making the total number of respondents 226.

RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been summarized below:

Information processing:

Information evaluation method:

The methods of evaluation of agricultural information used by the farm scientists is presented in Table 1.

It is revealed from Table 1 that large

Key words :

Information input,
Information
processing, Farm
scientist

Accepted :
May, 2010