

Comparative analysis of information acquisition pattern of extension personnel working in government and private sectors

K.A. JAHAGIRDAR, A.S. BALASUBRAMANYA AND S.V. HALAKATTI

See end of the article for authors' affiliations

Correspondence to :

K.A. JAHAGIRDAR

Department of
Agricultural Extension,
College of Agriculture,
University of
Agricultural Sciences,
DHARWAD
(KARNATAKA)
INDIA

ABSTRACT

The study conducted in North Karnataka revealed that majority (71 %) of the government extension personnel working in Karnataka State Department of Agriculture' (KSDA) were found in 'medium information acquisition' category and about half of the private extension personnel (45 %) were in 'medium information acquisition' category. Very low percentage of government extension personnel (13 %) and private extension personnel (29 %) were found in 'high information acquisition' category. Further, 'meetings' ranked first as the information source consulted by the government extension personnel, where as 'Consultation with superiors' ranked first by the private extension personnel.

Communication and information play very important role in public as well as private extension. Information is a critical resource in the operation and management of extension organizations. Timely availability of relevant information is vital for effective transfer of technology. An information system in an organization is like a nervous system in the human body. It is the link that connects all the organizations components together and provides for better operation and survival in a competitive environment. Indian farmers will have to be more competitive and quality oriented to find an established berth in the global market. All these calls for effective communication and information management system by each system engaged in designing and implementing agricultural programmes in which extension system is one of it. This necessitates the extension workers to have through understanding of the communication process and communication skills.

To achieve differing agricultural goals and serve diverse target population, a combination of public, private and voluntary extension efforts is needed. In the present context of 'Globalization' and 'Privatization', no study has been attempted to know the communication pattern and different dimensions of communication particularly 'Information Acquisition' and feedback pattern of extension

personnel working in government and private sectors.

This research study would provide an insight for studying the information acquisition pattern of extension personnel working in government sectors. Accordingly, the present study was planned and conducted in North Karnataka to critically analyze the information acquisition pattern of extension personnel working in the government and private sectors and to assess the relationship of selected personal, socio-psychological characteristics of government and private extension personnel in respect of their information acquisition pattern.

The study was conducted in four districts of North Karnataka namely, Dharwad, Belgaum, Gadag and Haveri. The extension personnel of 'Karnataka State Department of Agriculture' [KSDA] were considered as respondents. The total sample size was 360, among them extension personnel of 'Karnataka State Department of Agriculture' were 180 and the Sales Officers, Marketing Officers, Sales Executives, consultants, managers of private input agencies / firms comprised of 180 respondents.

Dependent variable was information acquisition dimension of communication behaviour which refers to the activities performed by the extension workers for the

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