

**RESEARCH ARTICLE :**

Use of advance communication media by extension personnel of department of agriculture

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SUMMARY : The study on use of advance communication media by the extension personnel of department of agriculture in Amravati district was conducted in the Amravati district of Maharashtra state. The exploratory design of social research was used for the study. The 80 extension personnel were selected as sample for study by stratified sampling method. The data were collected by conducting personal interview of the each respondent with help of structured interview schedule. Careful analysis, tabulation and classification of the data were done. Mean, standard deviation, frequency, percentage and correlation of the data were employed for the interpretation of the results. Results obtained after analysis are summaries as below. In case of personal profile of the extension personnel majority of the respondents (52.50%) were found middle aged *i.e.* 36 to 50 years, 46.25 per cent were educated upto post-graduation along with MSCIT as compulsory course. Majority of the respondents had medium level experience (56.25%) and 50.00 per cent of the respondents had received medium number of trainings. Majority of the respondents (63.75%) were having medium facilities available, majority of the respondents (62.15%) had held lower level post held and majority of them were satisfied with their job (68.75%). Majority of the respondents (55.00%) were having medium innovativeness. Regarding the use of advance communication media that was found that majority of the respondents (71.75%) belonged to medium category of use whereas, 15.00 per cent were in high category and finally only 13.75 per cent were found in low category of use of advance communication media. The relationship of the selected variable *i.e.* age, education, service experience, facilities available and innovativeness had positive and significant relationship with the use of advance communication media whereas, variable job satisfaction had negative significant relationship with the use of advance communication media whereas, variable post held/cadre was found non-significant with the use of advance communication media.

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INDIASee end of the article for
authors' affiliations**BACKGROUND AND OBJECTIVES**

In this 'age of communication' information and wide access to it is considered as wealth. One of the keys to such a source lies in the application of information retrieval

techniques which have contributed a lot to the emergence of new communication technologies. But the use of the word 'new', 'advanced' or 'recent' is not appropriate, technologies are not new, but remarkable

transformation have taken place in their application of communication. They are now available for mass communication. These technologies have been defined as a micro electronic system, incorporating computers and telecommunications. The new technologies or advanced communication media are those based on the silicon chip, the laser, fibre optics and a set of varying and diversified technologies. Over the last two decades, remarkable developments have taken place in communication technology. They constitute an important and inevitable component of written and oral communication media network and are acting as a powerful tool for transfer of technology in agriculture and social transformation.

Thus, it can be said that in the twenty first century, it is necessary to use advanced communication media for rural and agricultural development in its proper perspective of message dissemination and feedback along with people's participation and contribution so as to meet the felt needs of the people living under diverse socio-economic conditions and here an extension agent should act as a catalyst, teacher, trainer, facilitator, spokesman, action researcher and to top it all, as a dedicated social workers, villager in spirit and a leader in action (Kumar, 1995). This can be seen as in the present era, an epoch making revolution is taking place in the communication systems in rural India. The modern technological know-how are being utilized by the State Agricultural Universities and State Department of Agriculture for the purpose of rural and agricultural development.

Specific objectives of study :

- To study the profile of extension personnel of department of agriculture
- To study the use of advanced communication media by extension personnel of agriculture department
- To study the relationship between profile of extension personnel and use of advanced communication media by extension personnel
- To study the constraints faced during the usage of advanced communication media by the extension personnel.

RESOURCES AND METHODS

Amravati district was purposively selected for the study. The study was conducted in Amravati district. The extension personnel were interviewed with the help of

structured interview schedule personally. Total 80 respondents were selected for the research purpose. The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to age, education, service experience, training received, facilities available, post held, job satisfaction, innovativeness, and use of advance communication media. The information from the respondent was collected by personal interview methods and their responses were considered for the purpose of present study. Data were collected. Mean, S.D. and co-efficient of correlation methods were used for analysis of the data.

OBSERVATIONS AND ANALYSIS

Table 1 shows that 52.50 per cent of the respondents were included in the middle age group of 36 to 50 years. Near about 27.50 per cent of the respondents were observed in young category that is below 35 years, followed by 20 per cent respondents who were in the old age group of above 50 years. This implies that extension personnel were in active age of life and had the advantage of increased investment and improved technology utilization and hence innovativeness. The findings on mean age of extension personnel agreed with those of Tayade *et al.* (2011) and Raksha *et al.* (2014) and Adetumbi *et al.* (2013) that most farmers in India are in their active stage of life. 46.25 per cent of the respondents were educated upto post graduate level, followed by 42.50 per cent of the respondents educated upto graduate level and 10.00 per cent of the respondents educated upto diploma level. Further, it was found that 1.25 per cent of them were educated upto doctorate. It can be concluded from the above findings that most of the extension personnel were educated upto post graduate. This education background might be creating interest among them to use of advance communication media. It is observed that maximum 56.25 per cent respondents were having medium service experience, followed by 22.50 per cent highly experienced and 21.25 per cent respondents belonged to less experience.

It is evident from Table 1 maximum number of the respondents 50.00 per cent belonged to category of medium training received by extension personnel. It was followed by 30 per cent of the respondents belonged to high training received and 20.00 per cent of the respondents were low training received. From the

distribution of the respondents according to facilities available in Table 1, it was revealed that 63.75 per cent of the respondents had facilities available. It was followed by 21.25 per cent respondents who were found to have low level facilities available. followed by 15.00 per cent respondents who were found to high level facilities

available. It was confirmed that the majority of the respondents 62.15 per cent who were using advanced communication media were found in lower level extension personnel category, followed by 35.00 per cent of the respondents were medium level extension personnel and only 3.75 per cent of respondents were higher level

Table 1 : Socio personal characteristics of extension personnel, 2017		(n = 80)	
Sr. No.	Variables	Frequency	Percentage
1.	Age		
	Young (Below 35)	22	27.50
	Middle (36-50)	42	52.50
	Old (Above 50)	16	20
2.	Education		
	Diploma	8	10.00
	Graduate	34	42.50
	Post graduate	37	46.25
	Doctorate	1	1.25
	Other qualification (MSCIT)	80	100
3.	Service experience		
	Less experience (Upto 4)	17	21.25
	Medium experience (5-24)	45	56.25
	Highly experience	18	22.50
4.	Training received		
	Low (1 to 4)	16	20.00
	Medium (5 to 7)	40	50.00
	High (Above 7)	24	30.00
5.	Facilities available		
	Low (Upto 7)	17	21.25
	Medium (8-10)	51	63.75
	High (Above 10)	12	15.00
6.	Post held/cadre		
	Higher level	3	3.75
	Middle level	28	35.00
	Lower level	49	62.15
7.	Job satisfaction		
	Highly unsatisfied (Upto 25)	0	00.00
	Unsatisfied (26 to 50)	4	5.00
	Satisfied (51 to 75)	55	68.75
	Highly satisfied (Above 75)	21	26.25
8.	Innovativeness		
	Low (Upto 9)	20	25.00
	Medium (10 to 14)	44	55.00
	High (Above 14)	16	20.00
9.	Use of advance communication media		
	Low (Upto 57)	11	13.75
	Medium (57 to 78)	57	71.75
	High (Above 78)	12	15.00

Source : Field survey, 2017

extension personnel. It was found that as majority of the respondents (68.75%) were satisfied with their job, followed by 26.25 per cent were highly satisfied with their job and only 5.00 per cent extension personnel were found unsatisfied with their job. It is observed that majority of the respondents (55.00 %) were included in the medium category of innovativeness. It was followed by 25.00 per cent of the respondents who were included in the low innovativeness category. In the category of high innovativeness only 20 per cent respondents are involved. It can be concluded from the above findings that most of

the extension personnel belonged to medium category of innovativeness. The findings on innovativeness of extension personnel agreed with those of Khuje (2011).

The data in the Table 1 indicated that relatively higher proportion of the respondents (71.25 %) had medium use of advance communication media followed by 15.00 per cent of the respondents had high use of advance communication media and 13.75 per cent of the respondents were having low use of advance communication media. The findings on use of advance communication media of extension personnel agreed with

Table 2 : Extent of use of advanced communication media by extension personnel (n=80)

Sr. No.	Advance communication media	Extent of use		
		Regularly	Occasionally	Never
1.	Fax	50(62.50)	18(22.50)	12(15.00)
2.	Computer	80(100)	00(00.00)	00(00.00)
3.	Laptop/ LCD	44(55.00)	17(21.25)	19(23.75)
4.	Videoconferencing	12(15.00)	2(2.50)	66(82.50)
5.	Teleconferencing	11(13.75)	4(5.00)	65(81.25)
6.	VCD (Video compact disc)	79(98.75)	00(00.00)	1(1.25)
7.	Internet	80(100)	00(00.00)	00(00.00)
	e-Mail	75(93.75)	3(3.75)	1(1.25)
	SMS service	74(92.50)	5(6.25)	1(1.25)
	e-Magazine	33(41.25)	25(31.25)	22(27.50)
	e-Newspaper	64(80.00)	13(16.25)	3(3.75)
	e-Book	13(16.25)	26(32.50)	41(51.25)
	Information kiosks	24(30.00)	9(11.25)	47(58.75)
8.	Mobile phone	80(100)	00(00.00)	00(00.00)
9.	Smart phone	78(97.50)	00(00.00)	2(2.50)
10.	Facebook	42(52.5)	32(40.00)	6(7.50)
11.	What's up	77(96.25)	1(1.25)	2(2.50)
12.	Hike	9(11.25)	32(40.00)	39(48.75)
13.	International Journal	19(23.75)	24(30.00)	37(46.25)
14.	Communication monograph	16(20.00)	22(27.50)	42(52.50)
15.	Projector	75(93.75)	3(3.75)	2(2.50)
16.	Others	21(26.25)	7(8.75)	52(65.00)

Table 3 : Co-efficient of correlation of characteristics of the respondents with their use of advance communication media

Sr. No.	Variables	Co-efficient of correlation (r)
1.	Age	0.4843**
2.	Education	0.2398*
3.	Service experience	0.5344**
4.	Training received	0.6569**
5.	Facilities available	0.2824*
6.	Post held/ cadre	0.1300 ^{NS}
7.	Job satisfaction	-0.2415*
8.	Innovativeness	0.2311*

Source : Field survey, 2017 * and ** indicate significance of values at P=0.05 and 0.01 respectively NS =Non-significant

those of Chavhan (2015).

It is evident from Table 2 that, in the study observed that extension personnel 100 per cent use of computer, internet and mobile phone regularly for transfer of technology. Followed by VCD (98.75%) use by extension personnel.

It was evident from Table 3 that, the independent variable *viz.*, age, education, service experience, training received, facilities available and innovativeness were positively and significantly related with use of advance communication media. This mean age, education, service experience, training received, facilities available and innovativeness increased the level and there was corresponding increase in use of advance communication media. The independent variable job satisfaction was negatively and significantly related with use of advance communication media. The independent variable post held/cadre was negatively and non-significantly related with use of advance communication media.

Conclusion :

Most of the respondents (71.25%) perceived medium use of advance communication media. The zero order correlation co-efficient was determined, age, education, service experience, training received, facilities available and innovativeness were positively and significantly related with use of advance communication media. This mean age, education, service experience, training received, facilities available and innovativeness increased the level and there was corresponding increase in use of advance communication media. The independent variable job satisfaction was negatively and significantly related with use of advance communication

media. The independent variable post held/cadre was negatively and non-significantly related with use of advance communication media.

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