



E-ISSN: 2278-4136

P-ISSN: 2349-8234

JPP 2019; 8(4): 2340-2342

Received: 14-05-2019

Accepted: 18-06-2019

Dr. Vishnukant S. Tekale
Head, Dept. of Extension
Education, Dr. P.D.K.V., Akola,
Maharashtra, India

Buddhabhushan D Tayade
Ex-PG Student Dept. of
Extension Education, COA,
Nagpur, Maharashtra, India

Dr. Vidya V. Tayde
Assistant Professor, COA,
Ambajogai. VNMKV, Parbhani,
Maharashtra, India

Communication behaviour of Agriculture Assistants in transfer of Agricultural Technology

Dr. Vishnukant S. Tekale, Buddhabhushan D Tayade and Dr. Vidya V. Tayde

Abstract

The study on communication behaviour of Agriculture Assistants in transfer of agricultural technology was conducted in Nagpur district of Maharashtra state by employing exploratory design of social research was used with 90 Agriculture Assistants from state department of agriculture. The data were collected with the help of a well-structured and pretested interview schedule. The findings were revealed that nearly half the respondents (48.89%) belonged to the medium category of communication behaviour, followed by 30.00 per cent were belonged to low category of communication behaviour and 21.11 per cent respondents were found in high category of communication behaviour respectively. In communication behaviour of Agriculture Assistants in transfer of agricultural technology majority of respondent 51.11 per cent information seeking behavior, Information processing behaviour of respondents 56.66 per cent and 55.55 per cent information transfer behavior respectively. The problems faced by agriculture assistants in communication of agriculture technology like lack of interest of farmers in participation of extension programme, political interference in extension activities, non-availability of vehicle (46.66%), lack of communication media (40.00%) and lack of Administrative training programme. It is need to be provided all the physical facilities for increasing communication behavior by providing training to them time to time and by organizing of some motivational programme to farmers for enhancing their communication behavior. So that communication gap will be filled.

Keywords: Communication behavior, agricultural assistant

Introduction

Communication is also considered as most vital tool that makes cultural transcends from one generation to another, its objectives is to bring about desirable changes in the behaviour of rural people. It improves their quality of living through transfer of appropriate technology and brings about changes in their knowledge, attitudes and skill. Good communication dose not consists of imparting knowledge, but it also includes helping people to gain a clear view of the meaning knowledge for transfer of technology. Thus, communication is very important in transfer of technology for the nation development.

Agriculture Assistants are the grass root level workers engaged in transfer of technology process in State Department of Agriculture. In Maharashtra, Department of Agriculture has well organizational set up with Divisional Joint Director, District Superintendent Agriculture Officer, Sub-divisional Agriculture Officer, (SDAO), Taluka Agriculture officer (TAO), Agriculture Officer (AO), Mandal Agriculture Officer (MAO), Agriculture Supervisor (AS), Agriculture Assistant (AA), and Krishi Sevak are working as extension functionaries performing the role of change agent among the farming community. Hence effective and efficient transfer of technology depends of role played by Agriculture Assistant. Thus, this study focused on Communication behaviour of agriculture assistants in transfer of agricultural technology.

Methodology

The present study was carried out in Nagpur district of Maharashtra state with exploratory design of social research was used. The sample of 90 Agriculture Assistants was purposively selected from five talukas viz. Nagpur, Kamp tee, Hingna, Kalmeshwar, and Saoner of drawn from Nagpur district from state department of agriculture. For the present study Agriculture Assistant having more than two year service experience was selected. Thus from selected each taluka 18 Agriculture Assistants were selected and these selected 90 Agriculture Assistants were considered as a respondents in the present study. The data were collected by personally interviewing the respondents with the help of a pre tested and structured interview schedule.

Correspondence

Dr. Vishnukant S. Tekale
Head, Dept. of Extension
Education, Dr. P.D.K.V., Akola,
Maharashtra, India

Collected data were analyzed tabulated and the statistical tools i.e. mean, standard deviation, percentage, co-efficient of correlation.

Results and Discussion

Communication behavior of agriculture assistants in transfer of agricultural technology

Table 1: Distribution of the respondents according to their information seeking behavior Information processing behavior and Information transfer behaviour.

1. Information seeking behavior			
Sr. No.	Category	Frequency (n=90)	Percentage (%)
1	Low	01	01.11
2	Medium	46	51.11
3	High	43	47.78
	Total	90	100.00
2. Information processing behaviour			
1	Low	30	33.34
2	Medium	51	56.66
3	High	09	10.00
	Total	90	100.00
3. Information transfer behaviour			
1	Low	50	55.55
2	Medium	36	40.00
3	High	04	04.45
	Total	90	100.00

From the above Table 1, it was observed that majority of the respondents (51.11%) belonged to the medium category of information seeking behaviour, followed by 47.78 per cent were belonged to high category of information seeking behaviour and 01.11 per cent respondents were found in low category of information seeking behaviour. This finding was supported by Uddhav (2002) [4].

It was observed that majority of the respondents (56.66%) belonged to the medium category of Information processing behaviour, followed by 33.34 per cent were belonged to low category of Information processing behaviour and 10.00 per cent respondents were found in high category of Information processing behaviour. The similar findings were also found by Ujwal Bhaltik (2000) [5].

It was revealed that from table no.1 majority of the respondents (55.55%) belonged to the low category of Information transfer behaviour, followed by 40.00 per cent were belonged to medium category of Information transfer behaviour and 04.45 per cent respondents were found in high category of Information transfer behaviour. By and large majority of respondents information transferred behaviour was low, it indicate that majority of Agriculture Assistant were transferring Agriculture Technology information to their client farmer at low level.

Overall communication behaviour of agriculture assistants in transfer of agricultural technology

Table 2: Distribution of the respondents according to their overall communication behaviour of Agriculture Assistants in transfer of agricultural technology

Sr. No.	Category	Frequency (n=90)	Percentage (%)
1	Low	27	30.00
2	Medium	44	48.89
3	High	19	21.11
	Total	90	100.00

From the above Table 2, it was observed that nearly half of the respondents (48.89%) belonged to the medium category of communication behaviour, followed by 30.00 per cent were belonged to low category of communication behaviour and 21.11 per cent respondents were found in high category of communication behaviour. By large respondent the Agriculture Assistant working in state department of Agriculture, Nagpur had medium to low level communication behaviour it needs to increase at high level.

Relationship between profiles of agriculture assistants with their communication behaviour.

Table 3: Relationship between profiles of agriculture assistants with their communication behaviour.

Sr. No.	Independent variable	Correlation (r)
1	Age	-0.1178 ^{NS}
2	Educational qualification	0.2767 ^{**}
3	Service experience	0.0470 ^{NS}
4	Training received	0.2419 ^{**}
5	Facilities available	0.3254 ^{**}
6	Achievement motivation	0.2776 ^{**}
7	Job satisfaction	0.3059 ^{**}

**Significant at 0.01 per cent level probability. N.S – Non significant.

Data presented in Table 3, reveals that among selected variable age has non-significant relationship with communication behaviour of respondent Agriculture Assistant to transfer of agriculture technology level to their client (farmers). These findings are in contradictory with the findings of Bala Subramanian and Perumal (1989) [1] line with the findings of who reported that, there was non-significant relationship between age and job performance of extension personnel behaviour to transfer of agriculture technology and educational qualification of the respondent had positive and significant at 0.01 per cent level of probability relationship with communication behaviour of respondents to transfer of agriculture technology. Higher was the education qualification from of respondent more effectively they communicated and better their communication behaviour.

The data presented in Table 3 revealed that, service experience of the respondent and communication behaviour respondents had non-significant relationship. It indicates that service experience of respondents had no any effect on their communication behaviour. Younger and less experienced Agril. Assistants communication more effectively and training received by the respondents had positive and highly significant relationship at 0.01 per cent level of probability and with communication behaviour of respondent more number of training received to Agriculture Assistant more better is their communication behaviour of respondents.

The data from Table 3 revealed that facilities available at the disposal of the respondent had positive and highly significant relationship with communication behaviour of respondent (r=32.54). It more communication facilities available to Agriculture Assistant they can transferred more effectively Agricultural Technology to farmers and achievement motivation of the respondents had positively and significant relationship with their communication behaviour at 0.01 per cent level. It shows that, higher the achievement motivation higher will be the communication behaviour of Agriculture Assistant.

The data revealed from the above Table 3 that job satisfaction of the Agriculture Assistant had shown positive and highly

significant relationship with each other ($r=0.3059$). It indicates that if Agriculture Assistants are satisfied with their job in agriculture department they will better way to transfer the agriculture technology to farmers.

Conclusion

The agriculture assistants who are engaged in transfer of technology in agriculture should be technological update by providing training to them time to time for enhancing their communication behaviour. There is need to establish a sound relationship with the farmers and the extension agencies and motivate the farmers by organization of some motivational programme to farmers. So that communication gap will be filled. It was observed that as farmers are not interested in agricultural extension programmes. So it is necessary start the motivational programme related to agriculture so they can motivate to participate in different agriculture programmes. The Agriculture Assistant also faced some technical problems to understand technology, so make the technical measure in simple language, visual, special pictorial form so that they can understand it very easily and transfer it more effectively. These is also need to provide vehicles to Agriculture Assistant as they are performing their job in rural area and also provide latest communication tools and special training on recent agriculture technology.

References

1. Balasubramanian S, Perumal G. Technology transfer effectiveness in island fish farming as perceived by extension personnel. *Indian J. Ext. Educ.* 1989; 25(3-4):8-15.
2. Ganorkar PL, Shikre RA. Communication behaviour of Extension Personnel in tribble area, *Agri. Extn, Rev.* 1991; 3(4):8-12.
3. Gupta AK. Use of extention methods in dissemination of farm information. *Maharashtra J Extn Educ.* 1999; 18:296.
4. Uddhav WN. Information utilization by the beneficiaries from Warana Wired Village Project. M.Sc. (Agril.) Thesis (Unpub.), Dr. PDKV, Akola, 2002.
5. Ujwala Bhaltiak. Communication behaviour of anganwadi worker. M.Sc (Agri.) Thesis (Unpub.), Dr. PDKV, Akola, 2000.