Information dissemination behaviour of extension personnel of selected sugar factories of Cuddalore district of Tamil Nadu

T. KALIDASAN AND SANTHA GOVIND

See end of the article for
authors' affiliations
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Correspondence to:
SANTHA GOVIND
Department of Agricultural
Extension, Faculty of
Agriculture, Annamalai
University, ANNAMALAI
NAGAR (T.N.) INDIA

ABSTRACT

In India, sugar industry is the second largest industry. Tamil Nadu produced 36 million tonnes of sugarcane and 1.64 million tonnes of sugar during 2001-02. The average cane yield in India is 68.2 tonnes per hectare and in Tamil Nadu 111.4 tonnes per hectare. The study was taken up in Cuddalore district of Tamil Nadu with sixty extension workers of two sugar factories *viz.*, M.R.K. Sugar factory, Sethiathope and EID Parry (India) Ltd., Nellikuppam. The findings revealed that majority of the extension personnel belonged to high category of information dissemination behaviour.

Indian Agriculture in recent years has shown encouraging changes from traditional to modern one through conversion of agricultural technology into production accomplishment. But this change has been confined to certain states, certain types of farmers and selected crops only. The main reason for this is not the lack of technological need for higher production but converting them into production accomplishment and using the same as an instrument of economic growth and social change. Thus, the scientific farm information and its communication must be regarded as an essential ingredient of agricultural development strategy and not merely as facilitating influence.

An agricultural information system is a system in which agricultural information is generated, transformed, consolidated, received in such a manner that these processes function synergistically to understand knowledge utilization by agricultural producers (Rolling, 1988).

The complimentary function of communication is to provide situationally relevant information. Information is an aggregation or processing of data to provide knowledge. It is, therefore, necessary that the information generated at any point has to be acquired, processed, stored, retrieved and disseminated expeditiously to its users for its optimum use. Hence, a study was taken up to assess the unformation dissemination behaviour of extension personnel of selected sugar factories.

METHODOLOGY

The study was conducted in Cuddalore district of Tamil Nadu. It was decided to select extension personnel working in one co-operative sugar factory and one private sugar factory. M.R.K. Co-operative Sugar factory located at Sethiathope in Cuddalore distrit was the only co-operative Sugar factory. EID Parry (India) Ltd., Sugar factory, Nellikuppam is the private factory established in Cuddalore district. Hence, it was considered to select the extension workers working in these factories. The information dissemination behaviour of extension personnel was measured with the scale developed by Arunachalam (1991) and adopted by Sampath (1994). Percentage analysis was worked out to obtain the pertinent results.

Ambastha (1978) referred information dissemination behaviour as the dissemination of information to subordinates and farmers and transmission of farm problems to higher officials or researchers. In this study information dissemination behaviour referred to all the activities performed by the respondents for disseminating the scientific and technical information. Information dissemination behaviour was measured as the regularity in the extent of use of individual, group and mass contact methods for dissemination of sugarcane technologies.

The respondents were classified into low, medium and high categories based on cumulative frequency method.

OBSERVATION AND DISCUSSION
Information dissemination bevahiour:

The individual, group and mass contact methods used by the extension workers for the dissemination of