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Information source use by the farm scientists

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ABSTRACT

Modernization of agriculture greatly depends on creation of farm technology, but full use of available technology is not being made in many areas of the country.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 overall level 73.00 per cent of farm scientists have sometimes used personal letters and majority (63.27 per cent) always used the self observation methods as individual source.The majority (64.00 per cent) of farm scientists always used group contact sources like discussion with colleagues and discussion with farmers and sometimes used training class, seminars/workshops/symposia and professional meetings.The print media *viz* ; extension publications, newspapers and research journals were always used by majority (70 per cent) of farm scientists

Key words : Farm scientists, Information source, Transfer of technology

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INTRODUCTION

Mahatma Phule Krishi Vidyapeeth, Rahuri in Maharashtra have been established with the three-fold objective of research, education and extension**.** Modernization of agriculture greatly depends on creation of farm technology, but full use of available technology is not being made in many areas of the country. By and large, the results remain unused in laboratories and research stations. Only a fraction of this useful information reaches the farmers. Besides this, agricultural technology is changing at an increasing rate. It is necessary to select quick and effective system of communication to keep farmers in tune with these research technologies. Individual and group contact methods such as telephone calls, personal letters, demonstrations, meetings as well as print and electronic media such as farm publications, newspaper, posters, radio, T.V., films are widely used for communicating the new technologies to the farming community. These activities have made a decisive impact on the agricultural, socio-economic and psychological conditions of the farmers. Hence , it was thought worthwhile to asses how information seeking behaviour of the farm scientists is in obtaining information for transfer of technology.

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. Information seeking behavoiur refers to all the activities performed by the farm scientists for acquiring technical and scientific information related to technologies from various sources. Information seeking behavoiur of farm scientists was studied by finding out the channels ,sources used by them. For mesasuring information seeking behaviour method developed by Veerasamy *et al.* (1992) with some modification was used. The farm scientists were asked to give their responses on sources and channels used by them for acquiring the information along with frequency of use and they were grouped in the three categories.

RESULTS AND DISCUSSION

For studying the information source use of the farm scientists they were exposed to five information sources use. They were asked to indicate always and sometimes sources used