

Effectiveness of Sources and Channels for the Adoption of Package of Practices for Sugarcane

By

K. NANJAIYAN¹, V. SRINIVASAN² and J. OLIVER³

ABSTRACT

The study was designed to find out the effectiveness of sources and channels in the adoption of improved agricultural practices with respect to sugarcane cultivation. The study revealed that for the practices like seed treatment, intercropping with sunn-hemp, foliar spray with urea and plant protection measures, most of the respondents utilized the channels followed by informal and formal sources and personal experience. Radio accounted very much to the adoption of almost all the practices for sugarcane crop.

INTRODUCTION

The various research findings indicate that farmers use different sources of information and channels of communication in the adoption of innovations. This study was taken up to find out the effectiveness of the sources and channels in the adoption of improved agricultural practices with respect to sugarcane cultivation.

MATERIALS AND METHODS

The study was undertaken in Karamadai block of Coimbatore district. Importance of the sources of information are (1) formal source like Deputy Agricultural officer (Extension), Deputy agricultural officer (Sugarcane), village level workers, (2) informal sources

like friends and village leaders, (3) channels of communication like radio, demonstration, literature and (4) personal experience, were taken to assess their effectiveness for the adoption of improved agricultural practices with respect to sugarcane cultivation. The respondents were selected by proportionate sampling technique based on the total number of sugarcane growers in the selected villages. A total of 120 respondents were selected from the list of farmers who have cultivated sugarcane in the year 1971-72 at random. The percentage analysis was used as statistical interpretations.

RESULTS AND DISCUSSION

The percentage analysis in Table 1 reveals that for all the package of pra-

1. Instructor 2. Associate Professor and 3. Assistant Professor, Department of Agricultural Extension Education, Tamil Nadu Agricultural University, Coimbatore-641003.

ctices of sugarcane crop except variety and season, seed rate and spacing and fertilizer application, most of the respondents utilized the channels followed by informal and formal sources and personal experience. In the case of selection of variety and season, the farmers utilised informal sources followed by channels and formal sources. In adopting the seed rate and spacing, channels ranked first in the utilization followed by personal experience of the farmers and informal and formal sources. With regard to fertilizer application the farmers utilized the channels for gaining information followed by personal experience, informal and formal sources.

Thus it is apparent that radio accounted very much to the adoption of almost all the practices namely seed treatment, seed rate and spacing, fertilizer application, intercropping with sunnhemp, foliar spray with urea and plant protection measures (Table 1). In the case of practice, however, selection of varieties and season, neighbours and friends were found to be the most important sources for the adoption. Neighbours and friends ranked second next to the radio in the adoption of the practices like seed treatment, intercropping with sunnhemp, foliar spray with urea and plant protection measures. But the sources' personal experience ranked

second next to radio in the adoption of practices like seed rate and spacing and fertilizer application. Radio ranked second next to neighbours and friends in the adoption of the practice, selection of varieties and season. This showed that there was slight variation in utilization of sources and channels from practice to practice. These findings are in agreement with findings of Hoffer (1946) and Sharma (1966) who generalised that mass media are supporting communication devices in the adoption of improved practices.

Similarity was also noticed in the utilization of sources and channels for the practices seed treatment and plant protection measures, intercropping with sunnhemp and foliar spray with urea and seed rate and spacing and fertilizer application. There was no similarity in the utilization of sources and channels for the practices, but there was similarity in utilization of Deputy agricultural Officer (Extension) and Government literature for the practices variety and season and seed rate and spacing. Similarity was also noticed in the utilisation of Government literature and training, for the practices fertilizer application and foliar spray with urea.

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Table 1. Effectiveness of sources and channels for the adoption of different practices

Sources and channels	Varieties and season (%)	Seed treatment (%)	Seed rate and spacing (%)	Fertilizer application (%)	Intercropping with sunn-hemp (%)	Foliar spray with urea (%)	Plant protection measure
	n=120	n=91	n=92	n=89	n=97	n=83	n=92
Sources							
Formal sources							
Deputy Agricultural Officer (Extension)	19.17	16.48	20.65	16.85	9.28	10.84	19.57
Deputy Agricultural Officer (Sugarcane)	6.66	4.40	10.87	7.87	5.15	7.23	7.61
Village Level worker	23.33	8.79	17.39	15.73	12.37	14.46	14.13
Other Agricultural department staff	2.50	4.40	2.17	—	5.12	6.02	3.26
Informal sources							
Neighbours and friends	72.50	46.15	70.65	76.40	57.73	50.60	58.70
Village leaders	0.83	—	1.09	1.12	—	1.20	—
Web-of-word-of mouth	1.66	2.20	3.26	17.98	24.74	21.69	7.61
Fertilizer and pesticide agents	2.50	1.10	1.09	4.17	—	—	1.09
Channels							
Demonstration	—	1.10	2.17	—	1.03	—	1.09
Radio	43.33	72.53	76.09	79.78	62.89	57.83	76.06
Exhibition	1.66	—	—	—	—	—	—
Government literature	18.33	21.98	19.57	28.09	17.53	16.86	22.83
Written materials issued by other agencies	1.66	9.89	7.61	8.99	7.22	8.43	11.96
Tours and visits	—	—	1.09	1.12	—	—	—
Lecture	—	1.10	1.09	13.48	18.56	—	2.17
Training	—	20.88	8.70	17.98	8.25	15.66	21.74
Personal experience	—	—	72.83	77.53	2.06	3.61	1.09

NB: Multiple responses are taken. So the percentage may not add upto 100

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