

## Influence of Extension Method in Popularising High Yielding Varieties of Rice

Extension teaching methods are basic and proven methods of extension teaching to encourage people to accept and adopt improved practices. Proper and careful selection of extension methods based on their effectiveness is necessary to bring out the desired changes among farmers. A detailed investigation on the pattern of influence of extension methods on rural elites was taken up and the results presented.

The statistical analysis proved that the adoption of high yielding varieties of rice was significantly influenced by the six extension method presented in the Table-1.

Indirect influence caused awareness in 34.48 per cent of the farmers, but influenced 53.33 per cent of the farmers to adopt high yielding varieties of rice. Thus it is evident that some

Table 1. Effectiveness of extension methods in creating awareness and adoption of high yielding varieties of rice

Extension Methods	No. of Farmers			
	Aware		Adopted	
	No.	Percentage	No.	Percentage
Indirect influence	62	34.48	96	53.33
Individual contact	80	44.44	70	44.58
Farm broadcast	22	12.12	11	7.38
Visual material	14	7.77	1	0.06
Litreature	1	0.55	1	0.07
Illustrated talk	1	0.55	1	4.23

$\chi^2$  Value for adoption alone  
Significant at 1% level

of the farmers who become aware of the high yielding varieties of rice through other extension methods, finally cosulted the neighbours and friends to adopt the practice. Indirect influence in this study means the influence of the neighbours, friends, panchayat president, president of co-

operative societies and village officers. Rahubkar (1958) also found that neighbours are more effective in influencing rural people.

Individual contact method was next best to indirect influence method since it caused awareness in 44.44 per



cent of the farmers and influenced an almost equal percentage of the farmers to adopt high yielding varieties of rice. Individual contact in this study means the direct contact by the extension workers in the farm or at the farmers home for a specific purpose.

Though the farm broadcast caused awareness among 12.21 per cent of the farmers about the high yielding varieties of rice only 7.38 per cent of the farmers were influenced by the broadcast to adopt the practice. Since radio is an impersonnel media of communication many of the farmers who became aware of the practice have not adopted the practice without consulting other sources of information. Sharma (1966) found that mass media were only supporting the communication devices in the adoption of improved practices.

The use of visual material, literature and illustrated talk caused only

negligible influence in creating awareness and adoption of high yielding varieties of rice. This finding is in confirmity with the observations of Tripathy and Panday (1967).

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### Note on the Extension Methods Responsible for Plant Protection Knowledge

Adoption of improved farm practices depends upon the effective sources of information to which farmers are generally exposed directly or indirectly. Earlier studies show that in some cases dissemination of information is planned and intended while

in other cases exchange may take place through informal communication. Hence a study was undertaken in Coimbatore district with a sample of 20 cotton growers.

Of all the extension methods, the office call method ranked first with a