

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).

M. MUTHIAH

S. SOMASUNDARAM

VE. SABARATHNAM

Agricultural College and  
Research Institute,  
Madurai.

#### REFERENCES

- RADHUDKAR, W. B. 1958. Impact of fertiliser extension programme. *Indian J. Agron.* 3: 119-36.
- SHARMA, D. K. 1966. Role of information sources and the communication channel in adoption of improved farm practices. *Indian J. Extn. edn.* 2.
- TRIPATHY, S. I. and L. R. PANDAY. 1967. Comparative effectiveness of the extension teaching methods in a C. D. Block. *Indian J. Extn. edn.* 3: 15—63.

*Madras agric. J.* 62 (10—12) : 834—835, Oct—Dec., 1975.

### 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

Table 1. Effectiveness of Extension Methods

Source of information	Type of contact									
	Individual					Group			Mass media	
Type of practice	Farm home visit	Office call	Panchayat Union staff	Commercial agents	Neighbours and friends	Demonstrations	Field trips	Training and discussion	Radio	Press
About No. of sprays	2	16	4	2	15	6	—	—	—	—
Seed treatment	4	18	6	2	11	3	—	—	1	6
Cotton wilt	5	18	3	1	14	2	—	—	—	7
Cotton boll worm	7	19	4	1	12	4	—	—	2	—
Jassid and aphids	6	18	4	1	13	5	—	—	1	—
Total	24	89	21	7	65	20	—	—	3	30
Mean	4.8	17.8	4.2	1.4	13.0	4.0	—	—	0.6	0.2

mean value of 17.80. The indirect influence by neighbours and friends was considered as the next best which scored a mean value of 18.00. These two are the methods under individual contacts. This finding is in conformity with Singh and Prasad (1966). Literature, farm and home visit, panchayat union staff and demonstrations follow in the order mentioned. As such, it could be concluded that the individual contact is a more effective method than group contact and mass contact.

This study implies that office calls should be attended with utmost care, since most of the information diffuse

through this source. The panchayat union staff and other staff can make the farm and home visit more useful and effective. Literature can also be printed in vernacular and passed on to the farmers.

O. SUNDARAM  
K. CHANDRAKANDAN

Agricultural College and Research Institute,  
Tamil Nadu Agricultural University,  
Coimbatore-641003.

#### REFERENCE

- SING, P. R. R. and R. Prasad. 1966. Sources of information as related to adoption process of some improved farm practices. *Ind. J. Ext. Edn.* 11: 86-92.