



## Constraints Incommunication Behavior of Extension personnel

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### ABSTRACT

The study was conducted in four districts of Andhra Pradesh i.e. East Godavari, Guntur, Chittoor and Anantapur to identify the constraints of extension personnel. A well structured and pre tested interview schedule was used to collect data. The statistics employed for data analysis were Rank based quotient. Lack of transport facilities to visit the farmer's field was given first rank by the respondents related information input behaviour. Constraints in information processing are 'less resources for developing visual aids' was on first position followed by Non availability of materials for preparation the communication aids the major constraints information output are unfair Political interference in all activities and No physical/infrastructural facilities.

**Key words:** Constraints, Extension personnel.

Communication plays very important role in effective implementation of rural development programmes and adoption of new technologies. It is only through communication, the external ideas and new technologies enter the communities. This entails the extension personnel to have broad understanding of the communication process. The extension worker cannot expect change among farmers unless he is able to communicate effectively to them. He has to create conducive situation for the effective communication of information that leads to greater impact on the behaviour of farmers. The extension workers as communicators of farm information became an indispensable element in the process of communication in implementing and securing desired change in agriculture. The extension personnel frequently participate in training and visit (T&V) workshops and other subject matter trainings but trainings on communication/transfer of technology are comparatively less organised. The development in agriculture depends on communication

Thus, there is need to understand the constraints which hinder communication process of extension personnel.

### MATERIAL AND METHODS

The study was conducted by using ex-post facto research design. The state, Andhra Pradesh was selected purposively as the researcher

belonged to this state and well acquainted with the regional language i.e., Telugu which would help to build a good rapport and also facilitates for in depth study through personal observation and interview. Four districts were selected from Coastal Andhra and Rayalaseema which are having the highest number of extension personnel viz Anantapur and Chittoor from Rayalaseema region, Guntur and East Godavari from coastal Andhra region. A total of 240 extension personnel are selected from these four districts based on proportionate random sampling. The primary data were collected using a pre-tested structured interview schedule by conducting personal interview. The data obtained from the respondents regarding the problems faced with reference to communication behaviour was quantified in terms of the number of respondents who gave the particular rank. The ranks attributed for different problems and the frequency of respondents who gave ranks could be used for the calculation of Rank Based Quotient (RBQ). The formulae for RBQ calculation is as follows.

$$RBQ = \frac{\sum_{i=1}^n f_i (n+1-i)}{N \times n} \times 100$$

Where,  $F_i$  = Frequency of respondents  $i$  th rank  
 $N$  = Number of respondents  
 $n$  = Number of Ranks

$\sum_{i=1}^n$  = It directs to sum multiple factors

$$\sum_{i=1}^n f_i (n+1-i) = F_1 \times n + F_2 \times n-1 + F_3 \times n-2 + \dots + F_n \times 1$$

## RESULTS AND DISCUSSION

All the important constraints were not directly related to communication. But these constraints lead to non-effective communication on the part of Extension Personnel. Lack of transport facilities to visit the farmer's field was given first rank by the respondents there is no provision of vehicle facility for the extension personnel followed by 'Lack of time' was given second rank extension personnel are busy with other duties there is no sufficient time for the extension activities when compared to the previous years. 'Portals are not updated' was placed in third position the information in agricultural portals was not updated regularly in addition the frequent websites hangs due to heavy server load another constraint was non-availability of needed literature, the extension personnel doesn't have the facility to check for the reference books the only source was vyavasayapanchangam

Furthermore lacking authenticity information (V) followed by Lack of proficiency in handling computers was in sixth rank next to it is Identification of the credible source of information and a very little portion of the respondents facing the problems like Poor access to internet (VIII), Non-subscribers of relevant periodicals (IX), Lack of opportunities to interact with expert in concerned field (X), Lack of encouragement from superiors. (XI), Lack of co-operation from the colleagues. (XII). hence there is an urgent need to rectify these problems

Overall, it could be that extension personnel should be provided with transportation facility like a jeep/car the extra duties from the government should be curbed and the websites should be updated regularly the internet should be supplied with high bandwidth and trainings should be organised for the extension personnel to increase the group cohesion between them.

It was evident from the above table that 'less resources for developing visual aids' was on first position followed by Non availability of materials for preparation the communication aids (II), Non availability of easy internet connectivity facility (III), Lack of co-operation from clients in evaluation (IV), Lack of knowledge and skill in preparing communication aids (V), Transforming technical information into local language is difficult (VI), Security for storing information is not satisfactory (VII), Processing information in mobile phone is very difficult (VIII).

Thus it could be summarized that the department should allocate funds for the development of the visual aids and high speed

internet connection should be arranged in offices, on the other hand the extension personnel should be given training in technical writing skills, preparation of communication aids and accessing information in mobile phone.

Perusal of table 3 conveyed the constraints in information output behaviour the first constraint faced by them was unfair Political interference in all activities was escalated in recent years this causing a major setback for the extension activities second constraint was no physical/infrastructural facilities because there are no permanent offices for most of the agricultural officers.

In addition Non-availability of transport facilities and Non-availability of trained staff (IV) for disseminating the information. No knowledge about the time and schedule of extension activities was another constraint the schedules are frequently changing, insufficient staff for conducting meetings was placed in sixth position they don't have trained and qualified staff for conducting meetings.

The lack of knowledge about technique of radio talk and T.V. Programmes occupied seventh place because the respondents are not getting opportunity to participate in the TV and radio programmes followed by 'Lack of suitable infrastructure for conducting the training' was on eighth rank because they don't have meeting hall and audio equipment for organizing meetings.

A meager portion of them reported constraints such as non availability of funds (IX) A continuous two way flow between Department of Agriculture and university is lacking (X) and Wide publicity with mass media requires high cost (XI). Hence it could be concluded that the extension personnel should be provided with meeting halls and proper measures should be taken to check the unwanted political interventions and sufficient qualified staff should be arranged in AOs office for conducting extension activities.

## Conclusion

Based on the findings it could be concluded that Lack of transport facilities to visit the farmer's field was given first rank by the respondents related information input behaviour. constraints in information processing are 'less resources for developing visual aids' was on first position followed by Non availability of materials for preparation the communication aids the major constraints in information output are unfair Political interference in all activities and No physical/infrastructural facilities

**Table 1. Constraints faced by Extension Personnel in Information InputBehaviour**

S.No.	Information InputBehaviour	RBQ	RANK
1	Lack of time.	62.95	2
2	Lack of opportunities to interact with expert in concerned field	48.09	10
3	Non- subscribers of relevant periodicals	50.21	9
4	Lack of transports facilities to visit the farmer's field.	67.22	1
5	Poor access to internet.	51.22	8
6	Identification of the credible source of information	52.67	7
7	Lack of proficiency in handling computers.	55.66	6
8	Non-availability of needed literature	58.30	4
9	Lack of encouragement from superiors.	44.58	11
10	Lack of co-operation from the colleagues.	41.56	12
11	Portals are not updated	59.06	3
12	Lacking authenticity in information	57.81	5

**Table 2. Analysis of constraints faced by Extension Personnel in Information Processing Behaviour**

S.No.	Information InputBehaviour	RBQ	RANK
1	Non availability of materials for preparation the communication aids	62.66	2
2	Non availability of easy internet connectivity facility	60.21	3
3	Lack of co-operation from clients in evaluation	58.18	4
4	Lack of knowledge and skill in preparing communication aids	57.50	5
5	Less resources for developing visual aids	65.89	1
6	Transforming technical information into local language is difficult	51.51	6
7	Security for storing information is not satisfactory	47.86	7
8	Processing information in mobile phone is very difficult	46.20	8

**Table.3. Analysis of constraints faced by Extension Personnel in Information Output Behaviour**

S.No.	Information InputBehaviour	RBQ	RANK
1	Non availability of funds	49.65	9
2	Non availability of transport facilities	60.83	3
3	Lack of suitable infrastructure for conducting the training	51.41	8
4	No knowledge about the time and schedule of extension activities	57.24	5
5	Lack of knowledge about technique of writing script for radio talk and T.V. Programmes	54.87	7
6	Insufficient staff for conducting meetings	55.87	6
7	A continuous two way flow between dept and university is lacking	47.50	10
8	Wide publicity with mass media requires high cost	41.57	11
9	Unfair political interference in all activities	65.58	1
10	Non-availability of trained staff	60.06	4
11	No physical/infrastructural facilities	63.30	2

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