

Problems Faced by the Input Dealers in Their Communication Behaviour

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ABSTRACT

The study revealed that majority (75.00%) of the input dealers stated that 'Lack of sufficient knowledge about farm inputs' was the major problem followed by other problems like 'Lack of computer knowledge to diagnose the crop diseases' (66.67%), 'less exposure to mass media.' (63.33%), 'Less encouragement from agricultural officers' (58.33). Majority of the input dealers (73.33%) suggested that 'Training programmes should be conducted regarding new farm inputs and diagnosis of the diseases' followed by 'More number of training programmes should be conducted to impart computer knowledge' (70.00%), 'Agricultural officers and scientists should maintain continuous contact with the input dealers' (68.33%), 'Conducting frequent meetings and group discussions among input dealers and also with farmers' (46.67%), 'Input dealers should be given sufficient information material about new farm information for updating their knowledge' (45.00%). The suggested strategy includes providing training programmes about farm input and computer knowledge, low cost audio and video cassettes, CDs and DVDs, using interaction multi-media modules, information kiosks and ICT tools like mobiles and touch screen information centres for effective communication behaviour of input dealers

Key words : Communication behaviour, Input dealers, Problems, Strategy, Suggestions.