

Communication Training Needs of Extension Personnel In West Godavari District of Andhra Pradesh

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ABSTRACT

This study assessed the communication training needs among Agricultural Extension personnel in west Godavari district of Andhra Pradesh. A total of sixty eight extension personnel in the district were sampled. The primary data were collected using a structured interview schedule by conducting personal interview. The data was collected and analyzed in the form of Training Need Index (TNI) and accordingly ranks were allotted. The result of the finding reveals that Majority (48.52 per cent) of extension personnel require training to medium extent, followed by 33.82 per cent in high category and only 17.64 per cent in low category of training needs. The highest training need index (TNI) observed were in the areas of training in presentation skill (73.42%) ,Training in Communication methods (62.17%), Training in ICT (59.46%) followed by training in Interpersonal communication (54.83%), Preparation of communication literature(50.79%) , Communication strategies(50.17%) , Use of visual aids (47.17%) and Mobilization of farmers (44.17%).

Key words: *Communication training need, Training Need Index, Extension personnel.*