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AN INVESTIGATION INTO THE ATTITUDE OF JUNIOR AGRICULTURAL OFFICERS TOWARDS HIGH YIELDING VARIETIES OF RICE

High yielding dwarf varieties of cereal crops were introduced in India during 1966-'67. Closely on the heels of the introduction of this innovation, a separate development programme viz. High yielding varieties programme was launched in all the States in India aiming at substituting the local traditional varieties of cereals with improved high yielding varieties. Junior Agricultural Officers are the key persons involved in the implementation of this programme in Kerala State. The success of the extension efforts made by Extension personnel depends to a large extent on their attitude towards the message diffused by them. It was, therefore, considered necessary to find out the attitude of Junior Agricultural Officers who are responsible for the implementation of the High Yielding Varieties programme in the State. The present study was therefore conducted (i) to determine the attitude of Junior Agricultural Officers of the Department of Agriculture, Kerala State towards High Yielding Varieties of Rice, and (ii) to find out the relationship between their attitude with their age, education and extension experience.

Data for the study were collected from 74 Junior Agricultural Officers, randomly selected from among the Junior Agricultural Officers of the Department of Agriculture, Kerala State. A pre-tested schedule consisting of the background information of the respondents together with a scale to measure their attitude towards High Yielding Varieties of Rice was developed. The scale was constructed employing Likert technique. Each statement in the scale was provided with five response categories, namely, 'Strongly agree', 'Agree', 'Undecided', 'Disagree' and "Strongly disagree" with scores of 5, 4, 3, 2 and 1 respectively for positive statements. These were reversed in negative statements. The total score of a respondent was obtained by summing of weights of the responses made to the individual scale items. The General attitude of the Junior Agricultural Officers towards the High Yielding varieties of Rice was arrived at by finding out the mean attitude scores. The highest possible score that any respondent can make on this scale is 30 where the respondent gives 'strongly agree' response to every positive item and 'strongly disagree' response to every negative item in the scale, indicating a strongly positive attitude towards the specific issue covered by the single item. On the other hand the lowest individual score on this scale is 6 where the respondent selects a 'strongly agree' response to every negative item and a 'strongly disagree' response to every positive item expressing a strongly negative attitude. A neutral position or one of indecision obtains a score of three on each item, the

theoretical mid point or neutral score on the scale Thus scores above 18 indicate a favourable reaction towards High Yielding varieties while those below 18 indicate unfavourable attitude.

The mean attitude score was 21.69 where as the neutral score was 18 which indicates that the respondents have a favourable attitude towards High Yielding Varieties of Rice. In this study the respondent's attitude towards High Yielding Varieties was statistically tested for significant association with their age, educational level and extension experience. Education and extension experience of the respondents are significantly and positively related to the attitude towards High Yielding Varieties., while age is not related to the attitude. This is in agreement with the findings of Reddy and Shree (1972). Based on age, the level of education and extension experience, the respondents were classified into different groups.

Attitude and level of education The analysis of variance technique employed to find out whether there are significant difference among these groups with regard to attitude revealed that the level of education of the respondents has significant influence on their attitude. This is in conformity with the findings of Reddy and Shree (1972).

Attitude and extension experience The analysis of variance of attitude scores of respondents classified according to extension experience showed that there is a strong and positive correlation between the number of year of service put in by the respondents as Junior Agricultural Officers and their attitude towards the High Yielding Varieties of rice. The trainees who had longer experience in field work, had an insight into the problems and were having well developed mental faculty to grasp and appreciate the advantages of new programmes like High Yielding Varieties programme.

സംഗ്രഹം

കാർഷിക വിജ്ഞാന വ്യാപന പ്രവർത്തകർക്ക് (ജൂനിയർ അഗ്രിക്കൾച്ചറൽ ഓഫീസറന്മാർക്ക്) അത്യുല്പാദന ശേഷിയുള്ള നെൽ വിത്തിനങ്ങളോടുള്ള അഭിഭാവം നിർണ്ണയിക്കുന്നതിന് വെള്ളായണി കാർഷിക കോളേജിൽ ഒരു പഠനം നടത്തുകയുണ്ടായി. കേരളസംസ്ഥാന കൃഷി വകുപ്പിലെ ജൂനിയർ അഗ്രിക്കൾച്ചറൽ ഓഫീസറന്മാരിൽ നിന്നുമാണ് ഈ പഠനത്തിനുവേണ്ട വിവരം ശേഖരിച്ചത്. ഇതിനുവേണ്ടി പ്രത്യേകം തയ്യാറാക്കിയ ഒരു സ്കെയിൽ ഉപയോഗിച്ചാണ് ഉദ്യോഗസ്ഥന്മാരുടെ അഭിഭാവം നിർണ്ണയിച്ചത്. ഈ വിജ്ഞാന വ്യാപന പ്രവർത്തകർക്ക് അത്യുല്പാദന ശേഷിയുള്ള നെൽ വിത്തിനങ്ങളോടു് പൊതുവേ അനുകൂലമായ അഭിഭാവമാണ് കണ്ടത്. ഉദ്യോഗസ്ഥന്മാരുടെ വിദ്യാഭ്യാസം, വിജ്ഞാനവ്യാപന പ്രവർത്തനങ്ങളിലുള്ള പരിചയം എന്നിവയ്ക്ക് ഈ തരം വിത്തിനങ്ങളോടു് അനുകൂലമായ അഭിഭാവം ഉണ്ടാക്കുന്നതിൽ പ്രത്യക്ഷമായ സ്വാധീനം ഉണ്ടെന്നാണ് കണ്ടത്. raiDCUfIB@5 വയസ്സിന് യാതൊരു സ്വാധീനവുമില്ലെന്നും കാണുകയുണ്ടായി.

REFERENCE

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