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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. Since then a separate development programme of HYV was launched in all the States in India. 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. Hence the attitude of Junior Agricultural Officers who are responsible for the implementation of the HYV Programme in the State was determined. The relationship of their attitude with their age, education and extension experience was also studied.

Data for the study were collected from 74 Junior Agricultural Officers, randomly selected from the State. A pre-tested schedule consisting of the background information of the respondents together with a scale to measure their attitude towards HYV 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 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 being 18. Thus scores above 18 indicate a favourable reaction towards HYV while those below 18 indicate unfavourable attitude.

The mean attitude score was 21.69 whereas the neutral score was 18 which indicates that the [respondents have a favourable attitude towards HYV of rice. In this study the respondent's attitude towards HYV 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. 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 the High Yielding Varieties programme. This is in agreement with the findings of Reddy and Shree (1972).

സംഗ്രഹം

കാർഷിക വിജ്ഞാന വ്യാപന പ്രവർത്തകർക്ക് (ജൂനിയർ അഗ്രിക്കൾച്ചറൽ ഓഫീസറന്മാർക്ക്) അത്യുൽപ്പാദനശേഷിയുള്ള നെൽവിത്തിനങ്ങളോടുള്ള അഭിഭാവം നിർണ്ണയിക്കുന്നതിന് വെള്ളായണി കാർഷിക കോളേജിൽ ഒരു പഠനം നടത്തുകയുണ്ടായി. കേരള സംസ്ഥാന കൃഷിവകുപ്പിലെ ജൂനിയർ അഗ്രിക്കൾച്ചറൽ ഓഫീസറന്മാരിൽ നിന്നുമാണ് ഈ പഠനത്തിന് വേണ്ട വിവരം ശേഖരിച്ചത്. ഇതിന് വേണ്ടി പ്രത്യേകം തയ്യാറാക്കിയ ഒരു സ്കെയിൽ ഉപയോഗിച്ചാണ് ഉദ്യോഗസ്ഥന്മാരുടെ അഭിഭാവം നിർണ്ണയിച്ചത്. ഈ വിജ്ഞാന വ്യാപന പ്രവർത്തകർക്ക് അത്യുൽപ്പാദനശേഷിയുള്ള നെൽവിത്തിനങ്ങളോടു് പൊതുവേ അനുകൂലമായ അഭിഭാവമാണ് കണ്ടത്. ഉദ്യോഗസ്ഥന്മാരുടെ വിദ്യാഭ്യാസം, വിജ്ഞാനവ്യാപന പ്രവർത്തനങ്ങളിലുള്ള പരിചയം എന്നിവയ്ക്ക് ഈ തരം വിത്തിനങ്ങളോടു് അനുകൂലമായ അഭിഭാവം ഉണ്ടാക്കുന്നതിൽ പ്രത്യക്ഷമായ സ്വാധീനം ഉണ്ടെന്നാണ് കണ്ടത്. അവരുടെ വയസ്സിന് ഇക്കാര്യത്തിൽ യാതൊരു സ്വാധീനവുമില്ലെന്നും കാണുകയുണ്ടായി.

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