

PRELIMINARY ANALYSIS OF COMMUNICATION CHANNELS FROM A
BASELINE SURVEY CONDUCTED ON AGRICULTURAL MECHANIZATION

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A baseline survey of agricultural mechanization was conducted in 17 districts of the country. One of the main objectives of the survey was to identify the most suitable channels of communication with farmers on agricultural mechanization. This paper presents the analysis of results pertaining to communication channels.

A structured questionnaire was employed to collect the necessary information. A district was first stratified to represent the major agro-ecological zones. An agrarian service centre (ASC) was randomly selected from each stratum. Within this ASC range, one to three Grama Sevaka divisions were randomly selected to obtain farmers lists. These farmers lists comprised the sample frame. A randomly selected sample of 90-100 farmers from each district was interviewed to obtain the information.

Preliminary analysis of the data revealed that farmers are most exposed to radio, newspapers and television in that order. However, results clearly showed that among various sources of information used by the farmers, the frequently used sources of information are the other farmers, friends and family members.

Therefore, in regard to agricultural mechanization, the best method to disseminate necessary information is through farmers themselves. Not only the experience of innovative farmers encourage others to adopt technology but also enable them to perceive and identify their requirements and needs. Therefore, extension efforts should be geared in this direction to achieve successful dissemination of information.