

APPENDICES

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APAU Campus,
 Bapatla - 522 101
 Dt: 5-2-1987.

Dear Sir,

I am extremely happy to inform you that one of my Ph.D scholar Sri P. Daivadeenam has undertaken a research project entitled "A Study of Communication Linkages in the context of Generation and Transfer of Dryland Agrotechnology in Anantapur district of Andhra Pradesh."

In this connection, I am to state that you are selected as one of the respondents. The relevant questionnaire with detailed instructions is enclosed herewith. I request you to kindly go through the questionnaire carefully and fill in the necessary information in the space provided thereon. I assure you that we shall keep the responses strictly confidential and will use the data only for research purpose.

We are aware of the pressure on your time, yet considering the importance of your information to the study, we request you to complete the questionnaire and return it preferably by 20-2-1987.

Thanking you,

With kind regards,

Yours sincerely,

Sd/-

(CH. SATYANARAYANA)

Encl: As stated above.

To

_____.

APPENDIX - I

A STUDY OF COMMUNICATION LINKAGES IN THE CONTEXT OF GENERATION
AND TRANSFER OF DRYLAND AGROTECHNOLOGY IN ANANTAPUR DISTRICT
OF ANDHRA PRADESH

QUESTIONNAIRE FOR RESEARCHERS

Section-A

Name ..

Designation ..

Address ..

I. Age (in completed years)

II. Educational qualifications:

III. Total experience (in completed years of service)

IV Cadre

Please check with tick (✓) mark against the cadre you belong.

- | | |
|---------------------------|-----|
| 1. Senior Scientist | () |
| 2. Scientist | () |
| 3. Asst. Research Officer | () |
| 4. Research Assistant | () |

V. Training:

Please mention the trainings undergone on dryland agriculture only.

| <u>Name of the training</u> | <u>Institute/organisation</u> | <u>Duration</u> |
|-----------------------------|-------------------------------|-----------------|
| 1. | | |
| 2. | | |

VI. Perception of workload:

What do you think your workload is:

Please check with tick (✓) mark in the appropriate column.

- | | | | |
|---------------|-----|----------|-----|
| 1. Very light | () | 2. Light | () |
| 3. Average | () | 4. Heavy | () |
| 5. Very heavy | () | | |

VII. Job satisfaction:

Please indicate your degree of satisfaction/dissatisfaction with the following items relating to your job. Please check with tick (✓) mark in the appropriate columns with regard to your degree of satisfaction viz. VMS; Very much satisfied, S: Satisfied; MS: Moderately Satisfied, D: Dissatisfied; VMD: Very Much Dissatisfied.

| <u>Items</u> | <u>VMS</u> | <u>S</u> | <u>MS</u> | <u>D</u> | <u>VMD</u> |
|---|------------|----------|-----------|----------|------------|
| 1. Your present salary | - | - | - | - | - |
| 2. Job security | - | - | - | - | - |
| 3. Praise and recognition for good work | - | - | - | - | - |
| 4. Physical facilities for work | - | - | - | - | - |
| 5. Residential facilities | - | - | - | - | - |
| 6. Opportunity to work with team spirit | - | - | - | - | - |
| 7. Help, guidance and encouragement from superiors | - | - | - | - | - |
| 8. Promotion policy of the department | - | - | - | - | - |
| 9. Opportunity for self development | - | - | - | - | - |
| 10. Freedom to pursue original ideas | - | - | - | - | - |
| 11. Freedom of flexibility in work | - | - | - | - | - |
| 12. Status and prestige as a person in the department | - | - | - | - | - |
| 13. Type of work done by you | - | - | - | - | - |
| 14. Scope to prove your merit and excellence | - | - | - | - | - |

VIII. Job commitment:

Please indicate the percentage of time actually spend on the following works out of the total 100% (If certain works indicated below are not applicable to you, please distribute your time only among those work applicable)

- | | |
|-------------------------|-------|
| 1. Research work | % |
| 2. Extension work | % |
| 3. Teaching work | % |
| 4. Administrative work | % |
| 5. Training work | % |
| 6. Farm management work | % |
| 7. Any other (specify) | % |
| | ----- |
| Total: | ----- |

IX. Facilities provided:

Please judge the adequacy of the following facilities provided by your organisation/institute by a tick (✓) mark in the appropriate column.

| <u>Facilities</u> | <u>Ade- quate</u> | <u>Less than adequate</u> | <u>Inade- quate</u> |
|---|-----------------------|-------------------------------|-------------------------|
| 1. In respect of laboratory facilities | - | - | - |
| 2. In respect of repairs and maintenance of lab-equipment | - | - | - |
| 3. In respect of office supplies | - | - | - |
| 4. In respect of transportation, communication etc. | - | - | - |
| 5. In respect of storage facilities | - | - | - |
| 6. In respect of library facilities | - | - | - |
| 7. In respect of funds for research | - | - | - |
| 8. In respect of input supplies for research | - | - | - |

X. Achievement motivation

Please indicate your degree of agreement or disagreement with the following statements. Please check with tick (✓) mark against each statement in the appropriate column which indicates your degree of agreement or disagreement viz. SA: Strongly Agree; A; Agree; UD: Undecided; DA: Disagree; SDA: Strongly Disagree.

| <u>Statement</u> | <u>SA</u> | <u>A</u> | <u>UD</u> | <u>DA</u> | <u>SDA</u> |
|--|-----------|----------|-----------|-----------|------------|
| 1. One should work like a slave at everything one undertakes until he is satisfied with the results | - | - | - | - | - |
| 2. One should have determination and driving ambition to achieve certain things in life even if these qualities make one unpopular | - | - | - | - | - |
| 3. Work should come first even if one cannot get rest in order to achieve one's goal | - | - | - | - | - |
| 4. Even when one's own interests are in danger he should concentrate on his job and forget his obligations to others. | - | - | - | - | - |
| 5. One should set difficult goals for oneself and try to reach them | - | - | - | - | - |
| 6. It is better to be content with whatever little one has than to be always struggling for more. | - | - | - | - | - |
| 7. The ways things are happening now-a-days discourages one to work hard. | - | - | - | - | - |
| 8. When working in groups one should try to excel others in similar tasks. | - | - | - | - | - |

XI. Organisational climate:

The statements below are designed to get an insight into the main motivational climate of the department. There are eleven groups each having six statements representing six motivational climates. Against each statement, there is a five point scale "Always true (AT); Often true (OT); Occasionally true (OCT); Seldom True (ST) and Never true (NT). You are requested to put tick mark in the appropriate column, which best characterise your department. Do this for all eleven groups.

| S.No. | Statement | AT | OT | OCT | ST | NT |
|--|--|----|----|-----|----|----|
| 1. <u>Orientation:</u> | | | | | | |
| a. | People here are mainly concerned about following laidout rules and procedures. | - | - | - | - | - |
| b. | The main concern of the department is about the development of people | - | - | - | - | - |
| c. | Achieving goals or targets set or excelling them, seems to be the main concern | - | - | - | - | - |
| d. | Consolidating one's own position and influence seems to be the main concern | - | - | - | - | - |
| e. | The dominant concern here is to maintain friendly relations with others. | - | - | - | - | - |
| f. | The main concern of the department is to develop competence and expertise | - | - | - | - | - |
| 2. <u>Interpersonal Relationship:</u> | | | | | | |
| a. | Here competent persons are respected. | - | - | - | - | - |
| b. | The atmosphere here is very friendly and people spend enough time in informal social relations | - | - | - | - | - |
| c. | There are strong cliques (groups) in the department to protect their interests. | - | - | - | - | - |

| S.No. | Statement | AT | OT | OCT | ST | NT |
|-------|--|----|----|-----|----|----|
| d. | Business like relationship prevails here, people are warm but get together mostly for work. | - | - | - | - | - |
| e. | People having strong associations with their supervisors and mostly look for suggestions and guidance from them. | - | - | - | - | - |
| f. | People have great concern for one another and help others spontaneously when such help is needed. | - | - | - | - | - |
| 3. | <u>Supervision:</u> | | | | | |
| a. | Supervision here is usually to check mistakes and catch the person | - | - | - | - | - |
| b. | The main spirit of supervision is to guide the person supervised | - | - | - | - | - |
| c. | Supervisors are concerned about the growth and development of their subordinates | - | - | - | - | - |
| d. | Supervision is effective in creating a climate of commitment and achievement | - | - | - | - | - |
| e. | Supervisors try to use their expertise and competence rather than their formal authority in influencing subordinates | - | - | - | - | - |
| 4. | <u>Communications:</u> | | | | | |
| a. | Communication is usually one way from top to down in the department | - | - | - | - | - |
| b. | Most communication is informal and friendly and contributes to good relations at work. | - | - | - | - | - |
| c. | Relevant information is available to all who need and can use such information for achieving performance | - | - | - | - | - |

| S.No. | Statement | AT | OT | OCT | ST | NT |
|-------|---|----|----|-----|----|----|
| d. | People ask for information from those who are experts on the subject | - | - | - | - | - |
| e. | People communicate information, suggestions and even criticisms to others. | - | - | - | - | - |
| f. | Communication is often selective people usually hold back some crucial information as a way of control. | - | - | - | - | - |
| 5. | <u>Decision making:</u> | | | | | |
| a. | In decision making people usually involve their close friends | - | - | - | - | - |
| b. | Decisions are usually made at the top and communicated downward | - | - | - | - | - |
| c. | People who have demonstrated high achievement have a great say in the decisions made here | - | - | - | - | - |
| d. | Decisions are generally made without involving subordinate or colleagues | - | - | - | - | - |
| e. | Decisions are made and influenced by competent and knowledgeable persons | - | - | - | - | - |
| f. | Decisions are made by the concerned persons but others support | - | - | - | - | - |
| 6. | <u>Trust</u> | | | | | |
| a. | Only a few persons are trusted and they are quite influential | - | - | - | - | - |
| b. | Only close friends are trusted | - | - | - | - | - |
| c. | Both the superior and his subordinates trusting each other | - | - | - | - | - |
| d. | The specialists and the experts are highly trusted here | - | - | - | - | - |
| e. | Here a general helping attitude creates mutual trust | - | - | - | - | - |
| f. | Those who can achieve results are highly trusted. | - | - | - | - | - |

| S.No. | Statement | AT | OT | OCT | ST | NT |
|-------|---|----|----|-----|----|----|
| 7. | <u>Managing problems :</u> | | | | | |
| a. | People solve problems individually | - | - | - | - | - |
| b. | Experts are consulted and they play an important role in solving problems | - | - | - | - | - |
| c. | People consult their friends while dealing with the problems | - | - | - | - | - |
| d. | Problems are solved keeping in mind the needs and benefits in the department and the society at large | - | - | - | - | - |
| e. | People usually refer the problems and look for solutions from their seniors | - | - | - | - | - |
| f. | Problems are solved by superiors without involving any. | - | - | - | - | - |
| 8. | <u>Managing mistakes :</u> | | | | | |
| a. | The person making a mistake is not rejected, he is shown warmth and his friends support him | - | - | - | - | - |
| b. | People try to depend themselves when they make mistakes | - | - | - | - | - |
| c. | The person given help in analysing the mistake to prevent it in future | - | - | - | - | - |
| d. | A mistake is seen as an experience from which lessons are learnt to prevent failure and improve performance in future | - | - | - | - | - |
| e. | Subordinates expect guidelines from their superiors to correct or prevent making mistakes. | - | - | - | - | - |
| f. | Help of experts is sought in analysing and preventing mistakes | - | - | - | - | - |

| S.No. | Statement | AT | OT | OCT | ST | NT |
|-------|--|----|----|-----|----|----|
| 9. | <u>Managing conflicts:</u> | | | | | |
| a. | Most interpersonal and inter departmental conflicts arise out of striving for higher effectiveness of their roles, and being less concerned with other roles | - | - | - | - | - |
| b. | Conflicts are generally avoided to retain the friendly atmosphere | - | - | - | - | - |
| c. | Third party intervention(experienced persons) is sought and used | - | - | - | - | - |
| d. | In a conflict situation those who are stronger, force their point of view | - | - | - | - | - |
| e. | People try to help each other in resolving the conflict | - | - | - | - | - |
| f. | The problem is analysed and solution worked out in a dispassionate way. | - | - | - | - | - |
| 10. | <u>Managing rewards</u> | | | | | |
| a. | Only efficiency in work is rewarded | - | - | - | - | - |
| b. | Knowledge and expertise are recognised and rewarded here | - | - | - | - | - |
| c. | Loyalty is rewarded more than anything else | - | - | - | - | - |
| d. | The department rewards those who are able to get things done by others | - | - | - | - | - |
| e. | The ability to control subordinates and maintain discipline is given the highest weight in rewarding. | - | - | - | - | - |
| f. | Personal relations play a great role in the reward system | - | - | - | - | - |

| S.No. | Statement | AT | OT | OCT | ST | NT |
|-------------------------|---|----|----|-----|----|----|
| 11. Risk taking: | | | | | | |
| a. | Very little risk is taken by people here | - | - | - | - | - |
| b. | People here take very high risk | - | - | - | - | - |
| c. | Risk taking is fairly high but persons who seem to know the subject are involved in decisions | - | - | - | - | - |
| d. | People take risk with the approval of their superiors | - | - | - | - | - |
| e. | People take risk with confidence about the help and support they will get from their colleagues | - | - | - | - | - |
| f. | Calculated risk taken by individual. | - | - | - | - | - |

Section - BCommunication linkages - Modes - used for generation of technology.

Please check with tick (✓) mark against the mode which you use for getting information and ideas for generation of dryland agrotechnology and answer the questions against that mode only. Please indicate other modes which are not mentioned and which also you have used for generation of dryland agrotechnology.

| Name of the mode | Questions to be answered | Count Number |
|--|--|--------------|
| 1. Research materials (Research journals Reports, Abstracts etc.) | () How many research materials did you read during 1986 | --- |
| 2. Professional meetings (ZRAC Monthly, seasonal and annual meetings seminars, conferences, workshops etc) | () How many professional meetings did you attend during 1986. | --- |
| 3. Extension personnel | () How many extension personnel have you contacted/contacted you, during 1986. | --- |
| 4. Farmers | () How many farmers have you contacted/contacted you during 1986. | --- |
| 5. Self observation | () How many research ideas/field problems have you perceived out of your own observation during 1986. | --- |
| 6. Superior officers | () How many times have you contacted your superior officers during 1986. | --- |
| 7. Colleagues | () How many times have you contacted your colleagues during 1986. | --- |

| Name of the mode | Questions to be answered | Count Number |
|--|--|-----------------|
| 8. Farm broadcasts | () How many hours per week did you hear farm broadcasts during 1986. | --- |
| 9. Extension publications (Leaflets, folders, bulletins etc.) | () How many extension publications have you read during 1986. | --- |
| 10. Farm telecasts | () How many hours per week did you view farm telecast programmes during 1986. | --- |
| 11. Demonstrations (National Demonstrations Minikit demonstrations Onfarm trials etc) | () How many demonstrations have you supervised/conducted during 1986. | --- |
| 12. Farmers meetings (Field days, Farmers days, Campaigns at N.D, adaptive trials ect.) | () How many farmers meetings have you attended during 1986. | --- |
| 13. VIPs and Administrators (Public personalities like Ministers & Administrative officials) | () How many VIPs and Administrators visited you/you have contacted during 1986. | --- |
| 14. Extension personnel meetings (Kharif & rabi meetings, T&V system monthly workshops, ZRAC meetings) | () How many extension personnel meetings have you attended during 1986. | --- |
| 15. RAWEP students | () How many RAWEP students have you contacted/contacted you during 1986. | --- |
| 16. Farmers tours | () How many farmers tours called on you during 1986. | --- |

| Name of the mode | Questions to be answered | Count Number |
|------------------------|--|-----------------|
| 17. Field surveys | () How many field surveys have you conducted during 1986. | --- |
| 18. Information centre | () How many times per week, have you visited information centre located at your research station during 1986. | --- |

Any other (Specify)

19.

20.

21.

Section - CCommunication linkages - Sources - used for generation of technology.

Please check with tick (/) mark against the source which you use for getting information and ideas for generation of dryland agrotechnology and answer the question against that source only. Please indicate other sources which are not mentioned, which also you have used for generation of dryland agrotechnology.

| Name of the source | Questions to be answered | Count Number |
|--|--|--------------|
| 1. International level () research institutes (ICRISAT) | a) How many times have you visited International level research institutes during 1986. | --- |
| | b) How many International level research institutes scientists have you contacted/visited you during 1986. | --- |
| 2. National level () research institute (IARI, CRIDA, NIRD, DOR, CPPTI, AICRP on Sorghum) | a) How many times have you visited national level research institutes during 1986. | --- |
| | b) How many National level research institutes scientists have you contacted/visited you during 1986. | --- |
| 3. State level research () institutes (APAU, SIPP&PS, APAIDE, APSSDC, SIRD) | a) How many times have you visited State level research institutes during 1986. | --- |
| | b) How many State level research institutes scientists have you contacted/visited you during 1986. | --- |

| Name of the source | Questions to be answered | Count number |
|--|---|--------------|
| 4. Regional level research institutes (RARS) | a) How many times have you visited Regional level research institutes during 1986. | --- |
| | b) How many Regional level research institutes scientists have you contacted/visited you during 1986. | --- |
| 5. Local level research institutes (ARS) | a) How many times have you visited Local level research institutes during 1986. | --- |
| | b) How many local level research institutes scientists have you contacted/visited you during 1986. | --- |
| 6. Other state research institutes (Dryland research projects located in different states) | a) How many times have you visited Other state research institutes during 1986. | --- |
| | b) How many other state research institutes scientists have you contacted/visited you during 1986. | --- |
| 7. Private organisations (Fertiliser firms, Pesticides firms, Seed firms) | a) How many times have you visited private organisations during 1986. | --- |
| | b) How many private organisation personnel have you contacted/visited you during 1986. | --- |
| 8. Voluntary organisations (Rayalaseema Development Trust, Aurobindo project) | a) How many times have you visited voluntary organisations during 1986. | --- |
| | b) How many voluntary organisation personnel have you contacted/visited you during 1986. | --- |

| Name of the source | Questions to be answered | Count Number |
|---------------------------------------|--|-----------------|
| 9. Govt. organisations () (Banks) | a) How many times have you visited Govt. organisations during 1986 | --- |
| | b) How many Govt. organisations personnel have you contacted/ visited you during 1986. | --- |
| <u>Any other (Specify)</u> | | |
| 10. | | |
| 11. | | |
| 12. | | |

Section - DCommunication linkages used in transfer of technology to extension personnel.

Please check with tick (✓) mark against the communication linkage which you use for transfer of dryland agrotechnology to the extension personnel and also answer the questions against that communication linkage only. Please indicate other communication linkages which are not mentioned and which also you have used for transfer of dryland agrotechnology to the extension personnel.

| Type of communication linkage | Questions to be answered | Count Number |
|--|--|--------------|
| 1. Advisory letters () | On an average how many advisory letters have you written to extension personnel every month during 1986. | --- |
| 2. Office calls () | On an average how many extension personnel called on you at research station every month during 1986. | --- |
| 3. Telephone calls () | On an average how many telephone calls did you receive from extension personnel every month during 1986. | --- |
| 4. Personal contacts () | How many personal contacts did you have with extension personnel during 1986. | --- |
| 5. Training programmes (State level training programmes on Millets, Oilseeds etc) | How many extension personnel training programmes did you address during 1986. | --- |
| 6. Professional meetings (Kharif and rabi meetings T&V system monthly workshops, ZRAC meetings, Seminars etc.) | How many extension personnel professional meetings did you participate during 1986. | --- |
| 7. Farm broadcasts () | How many times did you participate in farm broadcast programmes/given radio talk during 1986. | --- |

| Type of communication linkage | Questions to be answered | Count Number |
|---|---|--------------|
| 8. Extension publications () (leaflets, folders, bulletins etc) | How many extension publications brought out for use of extension personnel during 1986. | --- |
| 9. Farm telecasts () | How many times did you participate in farm telecast programmes during 1986. | --- |
| 10. Demonstrations () (National Demonstrations, Minikit demonstrations, Onfarm trials etc.) | How many demonstrations have you supervised/conducted during 1986. | --- |

Any other (specify)

11.

12.

13.

Section - ECommunication linkages used in transfer of technology to farmers

Please check with tick (✓) mark against the communication linkage which you use for transfer of dryland agrotechnology to the farmers and answer the questions against that communication linkage only. Please indicate other communication linkages which are not mentioned and which also you have used for transfer of dryland agrotechnology to the farmers.

| Type of communication linkage | Questions to be answered | Count Number |
|--|--|--------------|
| 1. Advisory letters | () On an average how many advisory letters have you written to farmers every month during 1986. | --- |
| 2. Office calls | () On an average how many farmers called on you every month during 1986. | --- |
| 3. Telephone calls | () On an average, how many telephone calls did you receive from farmers every month during 1986. | --- |
| 4. Personal contacts | () How many personal contacts did you have with farmers during 1986. | --- |
| 5. Training programmes | () How many farmers training programmes did you address during 1986. | --- |
| 6. Farmers meetings (Farmers days, Field days, kharif and rabi meetings specially arranged for farmers) | () How many farmers meetings did you participate during 1986 | --- |
| 7. Farm broadcast | () How many times did you participate in farm broadcast programmes/ given radio talks during 1986 | --- |
| 8. Extension publications (Leaflets folders, bulletins etc.) | () How many extension publications brought out for use of farmers during 1986. | --- |

| Type of communication linkage | Questions to be answered | Count Number |
|---|--|--------------|
| 9. Farm telecasts () | How many times did you participate in farm telecasts programmes during 1986. | --- |
| 10. Demonstrations () (National demonstrations, Minikit demonstrations, onfarm trials etc.) | How many demonstrations have you supervised/conducted during 1986. | --- |
| 11. RAWEP () | How many RAWEP villages did you visit during 1986. | --- |
| | How many RAWEP farmers did you contact during 1986 | --- |
| 12. Exhibitions () | How many exhibitions did you organise/participate during 1986 | --- |
| 13. Farmers tours () | How many farmers tours called on you during 1986 | --- |
| <u>Any other (specify)</u> | | |
| 14. | | |
| 15. | | |
| 16. | | |

Section - FConstraints in generation of technology.

Please check with (✓) mark against the constraint faced by you for generation of dryland agrotechnology. Please indicate other constraints, which are not mentioned and which also you have experienced.

Constraints:

1. Lack of required funds ()
2. Lack of congenial work environment (Co-operation among research staff) ()
3. Lack of research facilities (equipment, laboratory, library land etc.) ()
4. Administrative problems to undertake research studies on their own ()
5. Lack of personnel interest and aptitude for research work ()
6. Lack of frequent contacts with other organisations ()
7. Lack of incentives and rewards for recognising good work ()
8. Lack of coordination among research, teaching and extension staff of University ()
9. Inadequate research staff ()
10. Lack of opportunities to participate in seminars, workshops, conferences etc. ()
11. Location of research stations far away from towns ()
12. Lack of on campus residential accommodation ()
13. Heavy workload due to diversified activities ()
14. More administrative than technical ()
15. Non-availability of required inputs ()
16. Any other (Specify) ()

Section - GConstraints in transfer of technology.

Please check with tick (✓) mark against the constraint faced by you for transfer of dryland agrotechnology to the extension personnel and farmers. Please indicate other constraints which are not mentioned and which also you have experienced.

Constraints:

1. Administrative problems in use of mass media channels like printed material, radio and television. ()
2. Non-conducting of field days, kisan melas/ farmers days etc. at research stations, regularly as per schedule ()
3. Lack of adequate subject matter knowledge among researchers ()
4. Non-involvement of researchers in formulation of production and contingent plans of extension personnel ()
5. Improper functioning of diagnostic teams at research stations ()
6. Lack of transport facilities to meet extension personnel and farmers ()
7. Lack of knowledge in use of communication techniques ()
8. Lack of opportunities to participate in meetings and training programmes of extension personnel and farmers ()
9. Inadequate research staff ()
10. Lack of personnel interest and aptitude for extension work ()
11. Non-availability of recommended input ()
12. Lack of sufficient time to contact extension personnel and farmers ()
13. Administrative policies and procedures ()
14. Heavy work load due to diversified activities ()
15. Lack of encouragement from superiors for extension work ()
16. Any other (Specify)

Section - HTime lag

There are four selected dryland management practices, mentioned below. Please indicate the year as your response against each statement for the four practices in the appropriate column.

| Statement | Name of the practices | | | |
|-----------|-----------------------|-------------|--------------|-----------------------|
| | Inter-cropping | Dead Furrow | Benati-gorru | Compartmental bunding |

Please mention the year(s) of

| | | | | |
|---|----|----|----|----|
| 1. Conception of the practice | -- | -- | -- | -- |
| 2. Development of the practice | -- | -- | -- | -- |
| 3. Testing the practice under adaptive trials | -- | -- | -- | -- |
| 4. Transferring the practice to extension personnel | -- | -- | -- | -- |
| 5. Transferring the practice to farmers directly | -- | -- | -- | -- |

If not transferred,
please write 'NO'

APPENDIX - II

A STUDY OF COMMUNICATION LINKAGES IN THE CONTEXT OF GENERATION
AND TRANSFER OF DRYLAND AGROTECHNOLOGY IN ANANTAPUR DISTRICT
OF ANDHRA PRADESH

QUESTIONNAIRE FOR EXTENSION PERSONNEL

SECTION - AName ..Designation ..Address ..I. Age (in completed years)

II. Total experience
(In completed years of service)

III. Training:

Please mention the trainings
undergone on dryland agriculture only.

| <u>Name of the training</u> | <u>Institute/Organisation</u> | <u>Duration</u> |
|-----------------------------|-------------------------------|-----------------|
|-----------------------------|-------------------------------|-----------------|

1.

2.

IV. Perception of work load:

What do you think your work load is:
Please check with tick (✓) mark in the appropriate column:

- | | |
|---------------|-----|
| 1. Very light | () |
| 2. Light | () |
| 3. Average | () |
| 4. Heavy | () |
| 5. Very heavy | () |

V. Job satisfaction:

Please indicate your degree of satisfaction/dissatisfaction with the following items relating to your job. Please check with tick (✓) mark in the appropriate columns viz.
 VMS: Very Much Satisfied; S: Satisfied; MS: Moderately Satisfied; D: Dissatisfied; VMD: Very Much Dissatisfied.

| <u>Items</u> | <u>VMS</u> | <u>S</u> | <u>NS</u> | <u>D</u> | <u>VMD</u> |
|---|------------|----------|-----------|----------|------------|
| How satisfied you are? | | | | | |
| 1. With the flexibility that you have been given by your superiors to do your job well. | - | - | - | - | - |
| 2. With the working facilities that you have in order to do your job well. | - | - | - | - | - |
| 3. With the opportunities provided in your job to utilise your personal abilities | - | - | - | - | - |
| 4. With the present job when you consider the expectations you had when you took up this job. | - | - | - | - | - |
| 5. With the work you are doing as VDO/AO/ADA/DDA/JDA. | - | - | - | - | - |
| 6. With job authority deligated to you in order to do your job. | - | - | - | - | - |
| 7. With the recognition given to your work by the people of your area | - | - | - | - | - |
| 8. With the recognition that you are getting from your colleagues | - | - | - | - | - |
| 9. With the promotional opportunities that you have in the present job | - | - | - | - | - |
| 10. About your salary in commensurating with your work and position in the job. | - | - | - | - | - |
| 11. About the rewards and incentives provided in your job. | - | - | - | - | - |
| 12. With people recognising your job in comparison with similar other jobs. | - | - | - | - | - |

| | <u>VMS</u> | <u>S</u> | <u>NS</u> | <u>D</u> | <u>VMD</u> |
|--|------------|----------|-----------|----------|------------|
| 13. With the security you have in your present job | - | - | - | - | - |
| 14. With the relations you have with your co-workers. | - | - | - | - | - |
| 15. With relations you have with your superiors in your work. | - | - | - | - | - |
| 16. With technical supervision from your superiors | - | - | - | - | - |
| 17. With the policies and practices of the Department in relation to your work. | - | - | - | - | - |
| 18. With your job which provides an excellent challenge that you are capable of. | - | - | - | - | - |

VI. Job commitment

Please indicate the percentage of time you have actually spend on the following works out of the total 100%. (If certain works indicated below are not applicable to you, please distribute your time only among those works applicable)

- 1. Extension work (including advisory supervision of extension field work, training) %
- 2. Arranging for supplies %
- 3. Office work %
- 4. Administrative work %
- 5. Other unforeseen works %

VII. Achievement motivation:

Please indicate your degree of agreement or disagreement with the following statements. Please check with (✓) mark against each statement in the appropriate column which indicates your degree of agreement or disagreement, viz. SA: Strongly Agree, A: Agree; UD : Undecided; DA: Disagree; SDA: Strongly disagree:

| <u>Statement</u> | <u>SA</u> | <u>A</u> | <u>UD</u> | <u>DA</u> | <u>SDA</u> |
|---|-----------|----------|-----------|-----------|------------|
| 1. One should enjoy work as much as play. | - | - | - | - | - |
| 2. One should work like a slave at everything one undertakes until he is satisfied with the result | - | - | - | - | - |
| 3. One should succeed in his occupation even if one has been neglectful of his family. | - | - | - | - | - |
| 4. One should have determination and driving ambition to achieve certain things in life even if these qualities make one unpopular. | - | - | - | - | - |
| 5. Work should come first even if one cannot get rest. | - | - | - | - | - |
| 6. Even when one's own interests are in danger, he should concentrate on his job and forget his obligations to others. | - | - | - | - | - |
| 7. One should set difficult goals for one self and try to reach them | - | - | - | - | - |

VIII. Facilities:

Please judge the adequacy of the following facilities provided by your organisation by a tick (✓) mark in the appropriate column.

| <u>Facility</u> | <u>Ade- quate</u> | <u>Less than adequate</u> | <u>Inade- quate</u> |
|--|-----------------------|-------------------------------|-------------------------|
| 1. In respect of field supplies | - | - | - |
| 2. In respect of office supplies | - | - | - |
| 3. In respect of audio-visual equipment- | - | - | - |
| 4. In respect of T.A | - | - | - |
| 5. In respect of transportation, communication etc. | - | - | - |
| 6. In respect of repairs & maintenance of equipment. | - | - | - |
| 7. In respect of storage facilities | - | - | - |
| 8. In respect of input supplies | - | - | - |

IX. Organisational climate:

The statements below are designed to get an insight into the main motivational climate of the department. There are eleven groups each having six statements representing six motivational climates. Against each statement, there is a five point scale 'Always true (AT), Often true (OT), Occasionally true (OCT), Seldom true (ST) and Never true (NT). You are requested to put tick mark in the appropriate column which best characterise your department. Do this for all eleven groups.

| S.No. | Statements | AT | OT | OCT | ST | NT |
|--|--|----|----|-----|----|----|
| <u>1. Orientation:</u> | | | | | | |
| a. | People here are mainly concerned about following laidout rules and procedure. | - | - | - | - | - |
| b. | The main concern of the department is about the development of people | - | - | - | - | - |
| c. | Achieving goals or targets set or excelling them, seems to be the main concern | - | - | - | - | - |
| d. | Consolidating one's own position and influence seems to be the main concern. | - | - | - | - | - |
| e. | The dominant concern here is to maintain friendly relations with others. | - | - | - | - | - |
| f. | The main concern of the department is to develop competence and expertise. | - | - | - | - | - |
| <u>2. Interpersonal relationship:</u> | | | | | | |
| a. | Here competent persons are respected | - | - | - | - | - |
| b. | The atmosphere here is very friendly and people spend enough time in informal social relations | - | - | - | - | - |
| c. | There are strong cliques (groups) in the department to protect their interest | - | - | - | - | - |
| d. | Business like relationship, prevails here, people are warm, but get together mostly for work. | - | - | - | - | - |

| | <u>AT</u> | <u>OT</u> | <u>OCT</u> | <u>ST</u> | <u>NT</u> |
|---|-----------|-----------|------------|-----------|-----------|
| e. People having strong associations with their supervisors and mostly look for suggestions and guidance from them. | - | - | - | - | - |
| f. People have great concern for one another and help others spontaneously when such help is needed. | - | - | - | - | - |
| <u>3. Supervision:</u> | | | | | |
| a. Supervision here is usually to check mistakes and catch the person | - | - | - | - | - |
| b. The main spirit of supervision is to guide the person supervised | - | - | - | - | - |
| c. Supervisors are concerned about the growth and development of their subordinates | - | - | - | - | - |
| d. Supervision is effective in creating a climate of commitment and achievement. | - | - | - | - | - |
| e. Supervisors try to use their expertise and competence rather than their formal authority in influencing subordinates | - | - | - | - | - |
| <u>4. Communications:</u> | | | | | |
| a. Communication is usually one way from top to down in the department | - | - | - | - | - |
| b. Most communication is informal and friendly and contributes to good relations at work. | - | - | - | - | - |
| c. Relevant information is available to all who need and can use such information for achieving performance. | - | - | - | - | - |
| d. People ask for information from those who are experts on the subject | - | - | - | - | - |

| | <u>AT</u> | <u>OT</u> | <u>OCT</u> | <u>ST</u> | <u>NT</u> |
|---|-----------|-----------|------------|-----------|-----------|
| e. People communicate information, suggestions and even criticisms to others. | - | - | - | - | - |
| f. Communication is often selective people usually hold back some crucial information as a way of control | - | - | - | - | - |
| <u>5. Decision making:</u> | | | | | |
| a. In decision making people usually involve their close friends | - | - | - | - | - |
| b. Decisions are usually made at the top and communicated downward | - | - | - | - | - |
| c. People who have demonstrated high achievement have a great say in the decisions made here. | - | - | - | - | - |
| d. Decisions are generally made without involving subordinates or colleagues | - | - | - | - | - |
| e. Decisions are made and influenced by competent and knowledgeable persons | - | - | - | - | - |
| f. Decisions are made by the concerned persons but others support | - | - | - | - | - |
| <u>6. Trust:</u> | | | | | |
| a. Only a few persons are trusted and they are quite influential | - | - | - | - | - |
| b. Only close friends are trusted | - | - | - | - | - |
| c. Both the superior and his subordinates trusting each other. | - | - | - | - | - |
| d. The specialists and the experts are highly trusted here. | - | - | - | - | - |
| e. Here a general helping attitude creates mutual trust | - | - | - | - | - |
| f. Those who can achieve results are highly trusted | - | - | - | - | - |

| | <u>AT</u> | <u>OT</u> | <u>OCT</u> | <u>ST</u> | <u>NT</u> |
|---|-----------|-----------|------------|-----------|-----------|
| <u>7. Managing problems:</u> | | | | | |
| a. People solve problems individually | - | - | - | - | - |
| b. Experts are consulted and they play an important role in solving problems | - | - | - | - | - |
| c. People consult their friends while dealing with the problems | - | - | - | - | - |
| d. Problems are solved keeping in mind the needs and benefits in the department and the society at large | - | - | - | - | - |
| e. People usually refer the problems and look for solutions from their seniors. | - | - | - | - | - |
| f. Problems are solved by superiors without involving any. | - | - | - | - | - |
| <u>8. Managing Mistakes:</u> | | | | | |
| a. The person making a mistake is not rejected, he is shown warmth and his friends support him. | - | - | - | - | - |
| b. People try to depend themselves when they make mistakes | - | - | - | - | - |
| c. The person given help in analysing the mistake to prevent it in future | - | - | - | - | - |
| d. A mistake is seen as an experience from which lessons are learnt to prevent failure and improve performance in future. | - | - | - | - | - |
| e. Subordinates expect guidelines from their superiors to correct or prevent making mistakes. | - | - | - | - | - |
| f. Help of experts is sought in analysing and preventing mistakes. | - | - | - | - | - |

| | AT | OT | OCT | ST | NT |
|---|----|----|-----|----|----|
| <u>9. Managing conflicts:</u> | | | | | |
| a. Most interpersonal and inter departmental conflicts arise out of striving for higher effectiveness of their roles and being less concerned with other roles. | - | - | - | - | - |
| b. Conflicts are generally avoided to retain the friendly atmosphere | - | - | - | - | - |
| c. Third party intervention (experienced persons) is sought and used | - | - | - | - | - |
| d. In a conflict situation those who are stronger, force their point of view. | - | - | - | - | - |
| e. People try to help each other in resolving the conflict | - | - | - | - | - |
| f. The problem is analysed and solution worked out in a dispassionate way. | - | - | - | - | - |
| <u>10. Managing rewards:</u> | | | | | |
| a. Only efficiency in work is rewarded | - | - | - | - | - |
| b. Knowledge and expertise are recognised and rewarded here | - | - | - | - | - |
| c. Loyalty is rewarded more than anything else | - | - | - | - | - |
| d. The department rewards those who are able to get things done by others. | - | - | - | - | - |
| e. The ability to control subordinates and maintain discipline is given the highest weight in rewarding | - | - | - | - | - |
| f. Personal relations play a great role in the reward system | - | - | - | - | - |
| <u>11. Risk taking:</u> | | | | | |
| a. Very little risk is taken by people here. | - | - | - | - | - |

| | AT | OT | OCT | ST | NT |
|--|----|----|-----|----|----|
| b. People here take very high risk | - | - | - | - | - |
| c. Risk taking is fairly high but persons who seem to know the subject are involved in decisions | - | - | - | - | - |
| d. People take risk with the approval of their superiors | - | - | - | - | - |
| e. People take risk with confidence about the help and support they will get from their colleagues | - | - | - | - | - |
| f. Calculated risk taken by individual. | - | - | - | - | - |

Section - BCommunication linkages used in acquisition of technology

Please check with tick (✓) mark against the communication linkages, which you use for acquiring dryland agrotechnology and answer the questions against that communication linkages only. Please indicate the other communication linkages which are not mentioned and which also you have used for acquiring dryland agrotechnology.

| Type of communication linkage | Questions to be answered | Count Number |
|--|--|--------------|
| 1. Research publications (Research journals, research reviews, research reports etc) | () How many research publications did you read during 1986. | --- |
| 2. Professional meetings (monthly workshops, seasonal ZRAC meetings, kharif and rabi meetings, Departmental meetings etc.) | () How many professional meetings did you attend during 1986. | --- |
| 3. Extension publications (Leaflets, bulletins, folders etc) | () How many extension publications did you read during 1986. | --- |
| 4. Farm broadcasts | () How many hours per week did you hear farm broadcasts during 1986 | --- |
| 5. Superior officers | () How many times have you contacted your superior officers during 1986 | --- |
| 6. Colleagues | () How many times have you contacted your colleagues during 1986. | --- |
| 7. Farm telecasts | () How many hours per week did you view farm telecasts during 1986. | --- |

| Type of communication linkage | Questions to be answered | Count Number |
|---|--|--------------|
| 8. Training programmes () | How many extension personnel training programmes did you attend during 1986. | --- |
| 9. Research scientists () | How many Agricultural University research scientists have you contacted/visited you during 1986. | --- |
| 10. Visit to research stations () | How many times did you visit research stations during 1986 | --- |
| 11. Demonstrations (National demonstrations Minikit demonstrations onfarm trials etc) () | How many demonstrations did you visit during 1986. | --- |
| 12. Advisory letters () | a) How many times did you correspond with researchers every month during 1986. | --- |
| | b) How many advisory letters have you received due to such official correspondence from researchers during 1986. | --- |
| 13. ICAR schemes (NDS, KVK, ORP, LLP) () | How many times did you visit ICAR schemes programmes during 1986. | --- |

Any other (Specify)

14.

15.

16.

Section - CCommunication linkages used for transfer of technology to the farmers

Please check with tick (✓) mark the various communication linkages which you use for transfer of dryland agrotechnology to the farmers and answer the questions against that communication linkage only. Please indicate other communication linkages which are not mentioned which also you have used for transfer of dryland agrotechnology to the farmers.

| Type of communication linkages | Questions to be answered | Count Number |
|--|---|--------------|
| 1. Farm and home visits () | On an average how many farm and home visits do you make per month during 1986. | --- |
| 2. Office calls () | On an average how many farmers called on you at your office per month during 1986. | --- |
| 3. Advisory letters () | On an average how many advisory letters did you write to farmers per month during 1986. | --- |
| 4. Telephone calls () | On an average how many telephone calls did you receive from farmers per week during 1986. | --- |
| 5. Demonstrations () (Result and Method demonstratons) | How many demonstrations did you conduct/supervise during 1986. | --- |
| 6. Training programmes () | How many farmers training programmes did you attend during 1986. | --- |
| 7. Farmers meetings () (Farmers days, field days, kharif and rabi meetings specially arranged for farmers) | How many farmers meetings did you attend during 1986. | --- |
| 8. Extension publica- () tions (Leaflets bulletins, folders etc) | How many extension publications did you distribute during 1986. | --- |

| Type of communication linkage | Questions to be answered | Count Number |
|-------------------------------|--|--------------|
| 9. Farm broadcasts | () How many times did you participate in farm broadcast programmes/given radio talks during 1986. | --- |
| 10. Farm telecasts | () How many times did you participate in farm telecast programmes during 1986. | --- |
| 11. Exhibitions | () How many exhibitions did you arrange/participate during 1986. | --- |
| 12. Group discussions | () On an average how many farmers group discussions per month did you organise during 1986. | --- |
| 13. Farmers tours | () How many farmers tours like field trips did you organise during 1986. | --- |
| 14. RAWEP | () a)How many RAWEP villages did you visit during 1986. b)How many RAWEP students/farmers did you contact/contacted you during 1986. | --- |
| <u>Any other (Specify)</u> | | |
| 15. | | |
| 16. | | |
| 17. | | |

Section - DConstraints in acquisition of technology.

Please check with tick (✓) mark against the constraints faced by you in acquisition of dryland agrotechnology. Please indicate other constraints which are not mentioned and which also you have experienced.

Constraints

1. Administrative problems to visit research stations and to contact researchers ()
2. Lack of supply of research publications ()
3. Heavy workload due to diversified activities ()
4. Lack of timely and proper instructions from superiors ()
5. Lack of conduct of short term and preseasonal trainings on locally relevant technologies ()
6. Lack of technical support at all levels ()
7. Non-availability of radio and television at all levels ()
8. Lack of proper utilization of radio and television channels ()
9. Lack of proper supply of extension publications on field and farmer oriented information ()
10. Non-participation in seminar, workshops, training programmes ()
11. Lack of congenial work environment ()
12. More administrative than technical ()
13. Lack of proper instructions from superiors ()
14. Any other (Specify)

Section - EConstraints in transfer of technology.

Please check with tick (✓) mark against the constraint faced by you for transfer of dryland agrotechnology to the farmers. Please indicate other constraints, which are not mentioned and which also you have experienced

Constraints

1. Inadequate field staff ()
2. Lack of knowledge in use of communication techniques ()
3. Inadequate knowledge on crops and subsidiary enterprises ()
4. Lack of conveyance facilities ()
5. Heavy workload due to diversified activities ()
6. Lack of funds for organising extension activities ()
7. Non-availability of recommended inputs both locally and timely ()
8. Inadequate supply/availability of extension publications ()
9. Lack of audio-visual equipment in required quantity ()
10. Lack of incentives and rewards in recognition of good work ()
11. Frequent transfers ()
12. Administrative problems in use of mass media channels like printed material, radio and television ()
13. Lack of personal interest and aptitude for extension work ()
14. Administrative policies and procedures ()
15. Illiteracy of farmers ()
16. Large and unwidely jurisdiction ()
17. Any other (Specify)

Section - FTime lag:

There are four selected dryland management practices mentioned below. Please indicate the year as your response against each statement for the four practices. If you have not heard please write 'NO'.

| Statement | Name of the practices | | | |
|--|-----------------------|-------------|--------------|-----------------------|
| | Inter-cropping | Dead furrow | Eenati-gorru | Compartmental bunding |
| 1. Please mention the year in which the practice was received by you from researchers | — | — | — | — |
| 2. Please mention the year in which the practice was transferred by you to the farmers | — | — | — | — |

APPENDIX - III

**A STUDY OF COMMUNICATION LINKAGES IN THE CONTEXT OF GENERATION
AND TRANSFER OF DRYLAND AGROTECHNOLOGY IN ANANTAPUR DISTRICT
OF ANDHRA PRADESH**

INTERVIEW SCHEDULE FOR FARMERSSection-AName ..Village ..Address ..**I. Age (in completed years)**

- II. Education:**
- | | |
|-------------------------------|-----|
| 1. Illiterate | () |
| 2. Primary | () |
| 3. Middle | () |
| 4. Metric/SSLC/SSC | () |
| 5. Intermediate/PUC/ MSSLC | () |
| 6. Bachelor's Degree | () |
| 7. Masters Degree | () |
| 8. Doctoral degree | () |

III. Training:

Have you attended any training programme on dryland agriculture since your involvement in farming. YES/NO

If Yes:

| <u>Name of the training</u> | <u>Institute/Organisation</u> | <u>Duration</u> |
|-----------------------------|-------------------------------|-----------------|
|-----------------------------|-------------------------------|-----------------|

1.

2.

IV. Social Participation:

- | | | |
|---|---|---|
| 1. No membership | (|) |
| 2. Member of one organisation | (|) |
| 3. Member of more than one organisation | (|) |
| 4. Office bearer | (|) |
| 5. Distinctive features | (|) |

V. Scientific orientation:

Please state the degree of your agreement or disagreement with each of the following statements on the following five-point scale viz. Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (DA) and Strongly disagree (SDA).

| | <u>SA</u> | <u>A</u> | <u>UD</u> | <u>DA</u> | <u>SDA</u> |
|---|-----------|----------|-----------|-----------|------------|
| 1. New methods of dryfarming give better results to a farmer than the traditional ones. | - | - | - | - | - |
| 2. The way farmer's fore-fathers followed is still the best way to follow today. | - | - | - | - | - |
| 3. Even a farmer with lot of experience should use new methods of dryfarming | - | - | - | - | - |
| 4. Though it takes time for a farmer to learn new methods in dryfarming it is worth the efforts. | - | - | - | - | - |
| 5. A good farmer experiences with new ideas in dryfarming. | - | - | - | - | - |
| 6. Traditional methods of dry farming have to be changed in order to raise the standard of living of a farmer | - | - | - | - | - |

VI. Economic motivation:

Please state the degree of your agreement or disagreement with each statement on the following five point scale; viz., Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (DA), and Strongly Disagree (SDA).

| | <u>SA</u> | <u>A</u> | <u>UD</u> | <u>DA</u> | <u>SDA</u> |
|---|-----------|----------|-----------|-----------|------------|
| 1. A farmer should work towards economic gains | - | - | - | - | - |
| 2. The most successful farmer is one who makes more profits | - | - | - | - | - |
| 3. A farmer should grow highyielding varieties to increase monetary profits than local varieties | - | - | - | - | - |
| 4. A farmer should try the new dryfarming ideas which may earn him more money | - | - | - | - | - |
| 5. It is difficult for the farmer's children to make good start unless they are provided with economic assistance | - | - | - | - | - |
| 6. A farmer must earn his living but the most important thing in life cannot be defined in economic returns. | - | - | - | - | - |

VII. Risk preference:

Please state the degree of your agreement or disagreement with each statement on the following five point scale; viz. Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (DA) and Strongly Disagree (SDA).

| | | | | | |
|--|---|---|---|---|---|
| 1. A farmer should grow large number of crops to avoid risk involved growing only one or two crops. | - | - | - | - | - |
| 2. A farmer should rather take more of a chance in making a big profit than be content with smaller but less risky profit. | - | - | - | - | - |
| 3. A farmer who is willing to take greater risks than average farmer usually do better. | - | - | - | - | - |

| | <u>SA</u> | <u>A</u> | <u>UD</u> | <u>DA</u> | <u>SDA</u> |
|--|-----------|----------|-----------|-----------|------------|
| 4. It is good for a farmer to take risk when he knows the chances of success is very high. | - | - | - | - | - |
| 5. It is better for a farmer not to try new method in dry farming unless most other farmers have used them successfully. | - | - | - | - | - |
| 6. Trying on entirely new method in dry farming by a farmer involves risk but it is worth it. | - | - | - | - | - |

VIII. Facilities:

How many of the following facilities are provided and to what extent these are available to you. Please check with tick (✓) mark the appropriate column against each facility.

| <u>Facilities</u> | <u>Easily available</u> | <u>Available with difficult</u> | <u>Not available</u> |
|--|-------------------------|---------------------------------|----------------------|
| 1. High yielding varieties and Hybrid seeds of groundnut, Sorghum, Bajra, Setaria, Redgram easter etc. | - | - | - |
| 2. Credit | - | - | - |
| 3. Technical advice | - | - | - |
| 4. Chemical fertilisers | - | - | - |
| 5. Pesticides | - | - | - |
| 6. Agricultural implements | - | - | - |
| 7. Plant protection equipment | - | - | - |
| 8. Marketing | - | - | - |

IX. Innovativeness:

Please indicate the answer with which you agree for each of the following statements:

1. If Government helps you to establish a 20 acre farm elsewhere would you move?
 - i) Certainly I would move ()
 - ii) I will think and take some time to move ()
 - iii) I won't move at all ()
2. Your extension worker introduces you the details of a new technology, what will be your relation to it?
 - i) Accept and adopt immediately ()
 - ii) I will observe others before adoption ()
 - iii) I won't adopt ()
3. Do you want a change in your way of life?
 - i) Certainly ()
 - ii) not willing to have a change ()
4. A farmer should try to farm the way the parents did.
 - i) Certainly ()
 - ii) He should change according to latest practices ()

X. Socio-economic status.

1. House

- | | | |
|--------------|-------|---|
| 1) Number :: | One | 1 |
| | Two | 2 |
| | Three | 3 |
| ii) Type: | Kacha | 1 |
| | Mixed | 2 |
| | Pacca | 3 |

2. Occupation:

- 1) Only farming 1
- ii) Some occupation
other than farming 2

3. Farm size (Dryland only)

- 1) Upto 5 acres 1
- ii) 5.1 to 10 acres 2
- iii) 10.1 to 15 acres 3
- iv) 15.1 to 20 acres 4
- v) Above 20 acres 5

4. Caste

- 1) Schedule caste/tribe 1
- ii) Service castes 2
(Chakali, Mangali)
- iii) Artisan castes 3
(Kummari, Kammari,
Vadrangi, Kamsali)
- iv) Upper castes 4
(Reddi, Kapu, Kamma)

5. Family

- 1) Type :: Single 1
- Joint 2
- ii) Size upto 5 1
- Above 5 2
- iii) Distinct feature 2

6. Farm power

| | |
|-----------------------------------|---|
| i) Country plough | 1 |
| ii) Guntaka | 1 |
| iii) Gorru | 1 |
| iv) Hoes | 1 |
| v) Iron plough/sprayer/ duster | 2 |
| vi) Bullocks | 3 |
| vii) Oil engine/electric motor | 4 |
| viii) Tractor | 5 |

7. Material possession

| | |
|---------------------------|---|
| i) Cycle | 1 |
| ii) Radio | 1 |
| iii) Chair/Table | 1 |
| iv) Watch | 1 |
| v) Fan | 1 |
| vi) Almirah/Iron cots | 2 |
| vii) Television | 3 |
| viii) Motor cycle/Scooter | 4 |
| ix) Car/Jeep | 5 |
| x) Telephone | 6 |

XI. Achievement motivation

Please state the degree of your agreement or disagreement with each of the following statements on the following five point scale viz. Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (DA) and Strongly Disagree (SDA).

| <u>Statement</u> | <u>SA</u> | <u>A</u> | <u>UD</u> | <u>DA</u> | <u>SDA</u> |
|--|-----------|----------|-----------|-----------|------------|
| 1. Work should come first even if one cannot get proper rest in order to achieve ones goal | - | - | - | - | - |
| 2. To spend one's life trying to be successful is not worthy of one's time. | - | - | - | - | - |
| 3. One should have determination and deriving ambition even if these qualities make him unpopular. | - | - | - | - | - |
| 4. It is better to be content with whatever little one has than to be always struggling for more. | - | - | - | - | - |
| 5. No matter, what I have done, I always want to do more. | - | - | - | - | - |
| 6. The way things are happening now-a-days discourages one to work hard. | - | - | - | - | - |
| 7. One should succeed in occupation even if one has to neglect his family. | - | - | - | - | - |
| 8. I would like to try hard at something really difficult even if it proves that I cannot do it, | - | - | - | - | - |

Section - BIndividual communication linkages used for acquiring technology

A set of communication linkages are given below. Please let us know the communication linkages which you use for acquiring dryland agrotechnology and also answer the questions against that communication linkage only. Please indicate other communication linkages which are not mentioned and which also you have used for acquiring dryland agrotechnology.

| Type of communication linkage | Questions to be answered | Count Number |
|---|---|--------------|
| 1. Farm broadcasts () | How many hours per week did you hear farm broadcasts during 1986. | --- |
| 2. Farmers meetings () (Farmers days, field days, kharif and rabi campaigns etc.) | How many farmers meetings did you attend during 1986 | --- |
| 3. Farmers training programmes () | How many farmers training programmes did you attend during 1986. | --- |
| 4. Farm telecasts () | How many hours per week did you view farm telecasts during 1986. | --- |
| 5. Demonstrations () (On farm trials, minikits demonstrations, ND, RD & MD) | How many demonstrations did you visit during 1986. | --- |
| 6. Extension publications () (Leaflets bulletins, folders etc.) | How many extension publications did you read/hear while others are reading during 1986. | --- |
| 7. Group discussions () | On an average how many group discussions per month did you participate during 1986. | --- |
| 8. Farmers tours () | How many times did you participate in farmers tours during 1986. | --- |

| Type of communication linkage | Questions to be answered | Count Number |
|---|---|--------------|
| 9. Advisory letters () | a) How many letters did you write to researchers/extension personnel during 1986. | --- |
| | b) How many advisory letters have you received due to writing of such letters to researchers/extension personnel during 1986. | --- |
| 10. Visit to research stations () | How many times did you visit research station during 1986 | --- |
| 11. Exhibitions () | How many exhibitions did you visit during 1986. | --- |
| 12. Agril. films () | How many agricultural films did you view during 1986. | --- |
| 13. Research scientists () | How many times did you contact researchers during 1986 | --- |
| 14. Extension personnel () | How many times did you contact extension personnel during 1986. | --- |
| 15. ICAR Schemes (LLP, KVK, ORP, NDS) () | How many ICAR Schemes programmes did you visit during 1986. | --- |
| 16. RAWEP students () | How many RAWEP students called on you/you have contacted during 1986. | --- |
| 17. Other States Research institutes () | How many other states research institutes did you visit during 1986. | --- |
| 18. Progressive farmers () | How many progressive farmers called on you/you have contacted | --- |
| <u>Any other (Specify)</u> | | |
| 19. | | |
| 20. | | |

Section - CConstraints in acquisition of technology.

A set of constraints in acquiring dryland agrotechnology are given below. Please indicate the constraint faced by you for acquiring dryland agrotechnology. Please indicate other constraints which are not mentioned and which also you have experienced.

Constraints

1. Lack of knowledge/awareness about latest technology ()
2. Lack of conviction about the utility of the practice ()
3. Unsatisfactory experience with earlier technologies ()
4. Lack of technical guidance ()
5. Lack of skill ()
6. Lack of innovativeness ()
7. Illiteracy ()
8. Lack of proper demonstration in use of the latest technologies ()
9. Lack of participation in extension activities ()
10. Lack of personal contacts with extension personnel and researchers ()
11. Less contacts with mass media channels ()
12. Traditionalism and isolationism characters of the farmers ()
13. Personal attitude towards the technology ()
14. Transport problems to meet extension personnel and researchers ()
15. Lack of conduct of regular preseasonal trainings on locally relevant technologies ()
16. Any other (Specify)

Section - DConstraints in utilization of technology:

A set of constraints in utilising dryland agrotechnology are given below. Please indicate the constraints faced by you in utilising dryland agrotechnology. Please indicate other constraints which are not mentioned and which also you have experienced.

Constraints

- | | |
|--|-----|
| 1. Lack of required finance | () |
| 2. Personal attitude towards the technology | () |
| 3. High initial cost of the recommended input | () |
| 4. Lack of proper resources | () |
| 5. Non-availability of recommended input | () |
| 6. Lack of market facilities and economic price to the produce | () |
| 7. Lack of supply of recommended input on subsidiary/ credit basis | () |
| 8. More complexity in use of the technology | () |
| 9. Traditionalism and isolationism character of the farmer | () |
| 10. Government policies and procedures | () |
| 11. Adverse climatic conditions | () |
| 12. Non-trialability of the technology | () |
| 13. Less farm size | () |
| 14. Risk in use of the technology | () |
| 15. Any other (specify) | () |

Section - ETime lag:

There are four selected dryland management practices mentioned below. Please answer the questions for each practice separately.

| Practices | Questions to be answered for each practice | YES/NO |
|--------------------------|---|-------------------------------------|
| 1. Inter cropping | 1. Do you aware of the practice | YES/NO |
| 2. Dead furrow | 2. If yes; | Researche Extension personnel |
| 3. Benatigorry | 1) From whom you could get the information about the practice | _____ |
| 4. Compartmental bunding | ii) Indicate the year in which you were aware of the practice | _____ |
| | 3. Did you utilise the practice | YES/NO |
| | 4. If yes, indicate the year in which you have utilised the practice. | _____ |

V I T A

I, Pujari Daivadeenam, was born on July 1, 1947 to Smt. Venkatamma and Sri P. Anjaneyulu in Dharmavaram, Anantapur district, Andhra Pradesh. I married Miss. Jayalakshmi of Dharmavaram on February 18, 1972 and we have a son and daughter.

I obtained my B.Sc.(Ag) degree in 1968 and M.Sc(Ag) degree in Extension Education in 1970 both from Andhra Pradesh Agricultural University, Rajendranagar, Hyderabad.

I joined in APAU service as Instructor in 1971 and promoted to the cadre of Assistant Professor in 1976 and Associate Professor in 1985.

I was deputed by the APAU for Doctoral Programme at the same University in 1984. I worked for my Ph.D degree on "A study of communication linkages in the context of generation and transfer of dryland agrotechnology in Anantapur district of Andhra Pradesh" under the guidance of Dr. Ch. Satyanarayana, Professor & Head, Extension Education Institute, Rajendranagar, Hyderabad.

I am life member of Journal of Research, APAU and Member of Indian Society of Extension Education, New Delhi. and author of five publications.