# Socio- Economic Charaterstics of Information Management Behaviour(IMB) Sugarcane Researchers

T. Kalidasan*
**Associate Professor*
*Department of Agricultural Extension*
*Faculty of Agriculture, Annamalai University,*
*Chidambaram- Tamil Nadu*
***Email- E.mail-kaliagru@gmail.com***

Santha Govind**
*** Professor*
*Department of Agricultural Extension*
*Faculty of Agriculture, Annamalai University,*
*Chidambaram- Tamil Nadu*

M. Natarajan***
****Assistant Professor*
*Department of Agricultural Extension*
*Faculty of Agriculture, Annamalai University,*
*Chidambaram- Tamil Nadu*

**Abstract- An agricultural information system is a system in which agricultural information is generated, transformed, consolidated and feedback received in such a manner that these processes function synergistically to understand knowledge utilization by agricultural producers. Generation of knowledge of information is not an end in itself but rather an indispensable means whereby the elements of the scientific research system are interconnected through the communication process to enable to work as a system. The study was conducted in cuddalore district of Tamil Nadu. Sixty farmers involved in the generation, dissemination and utilisation of sugar cane technologies formed the sample for the study. Appropriate statistical tools were used to measure the variables. Majority of the sugarcane researchers were middle aged (68.37 per cent) with doctorate degree (93.33 per cent). Majority of the researchers (73.33 per cent) had medium level of professional experience, had low level of training (71.67 per cent). Hence, in this chapter discussed about the Annual Income, Farm Size, socio economic status, infrastructure and cropping pattern.**

**Keywords –Socio- Economic Charaterstics, Information Management Behaviour(IMB) and Sugarcane Researchers.**

## INTRODUCTION

An agricultural information system is a system in which agricultural information is generated, transformed, consolidated and feedback received in such a manner that these processes function synergistically to understand knowledge utilization by agricultural producers (Rolling, 1988). Generation of knowledge of information is not an end in itself but rather an indispensable means whereby the elements of the scientific research system are

interconnected through the communication process to enable to work as a system. Kishore (1986) identified three systems of agricultural development process viz., agricultural research system-responsible for generating and evolving new agricultural technology/innovation, the extension system – responsible for transfer of technology to their users and to bring back the problems to the research system (feedback) and the client system (farmers) - the ultimate users of new knowledge and technology. Since the strength of the system's chain is decided by its weakest link, information management becomes almost important in each system so that it can plan intelligently for the future. If the information is not managed properly, timely and systematically by the researchers and agricultural workers, it may become absolute and sometimes may not reach the intended audience at all and consequently reflects on poor information management behaviour of different personnel manning in different systems. The best way to view information management behaviour is to treat it as an aspect of human behaviour in general, which yields the highest information satisfaction. So, over the years there has been a change in the understanding of the use of information management behaviour.

Sugar from cane accounts for approximately 70.00 per cent of the world's sweetener and is an economically important cash crop in the tropical and subtropical regions of many countries. In India, sugar industry is the second largest industry. Sugarcane is cultivated in 4.4 million hectares in India and in Tamil Nadu, it occupies 0.33 million hectares. India produces 300 million tonnes of sugarcane and 18 million tonnes of sugar in 2001-02. Tamil Nadu produced 36 million tonnes of sugarcane and 1.64 million tonnes of sugar during 2001-02. The average cane yield in India is 68.2 tonnes per hectare in India and 111.4 tonnes per hectare in Tamil Nadu.

## MATERIALS AND METHODS

This study was conducted in Cuddalore district of Tamil Nadu. It was decided to select the scientists working at sugarcane research station located at Cuddalore and scientists working at Faculty of Agriculture, Annamalai University located at Annamalainagar. It was decided to select the scientists in the cadre of Professor who are involved in the generation of sugarcane technologies. Accordingly, the available ten researchers from sugarcane research station, Cuddalore and 50 researchers from Faculty of Agriculture, Annamalai University were selected based on simple random sampling procedure. Thus, 60 respondents formed the sample of researchers for the study.

## FINDINGS AND DISCUSSION

### Profile of Researchers

The distribution of researchers based on their profile is given in Table 1.

**Table 1. Profile of researchers**

**(n = 60)**

| Category | Number | Per cent |
|---|---|---|
| **Age** | | |
| Young (upto 35 years) | 02 | 3.33 |
| Middle (36 – 50 years) | 41 | 68.33 |
| Old (above 50 years) | 17 | 28.34 |
| Total | 60 | 100.00 |
| **Educational qualification** | | |
| P.G | 4 | 6.67 |
| Ph.D | 56 | 93.33 |
| Total | 60 | 100.00 |
| **Professional experience** | | |
| Low (upto 10 years) | 3 | 5.00 |
| Medium (11 – 18 years) | 44 | 73.33 |
| High (above 18 years) | 13 | 21.67 |
| Total | 60 | 100.00 |
| **Training received** | | |
| Low (upto 5) | 43 | 71.67 |
| Medium (6 - 10) | 15 | 25.00 |
| High (above 10) | 02 | 3.33 |
| Total | 60 | 100.00 |
| **Possession of communication assets** | | |
| Low (upto 2) | 07 | 11.67 |
| Medium (2 – 4) | 13 | 21.67 |
| High (above 4) | 40 | 66.66 |
| Total | 60 | 100.00 |
| **Subscription to print media** | 34 | 56.67 |
| Low (upto 8) | | |
| Medium (9 – 11) | 17 | 28.33 |
| High (above 11) | 09 | 15.00 |
| Total | 60 | 100.00 |
| **Job satisfaction** | | |
| Low (upto 15) | 08 | 13.33 |
| Medium (16 – 28) | 20 | 33.34 |

| | | |
|---|---|---|
| High (above 28) | 32 | 53.33 |
| Total | 60 | 100.00 |
| **Organizational climate** | | |
| Low (upto 38) | 19 | 31.67 |
| Medium (39 – 50) | 28 | 46.66 |
| High (above 50) | 13 | 21.67 |
| Total | 60 | 100.00 |
| **Achievement motivation** | | |
| Low (upto 15) | 10 | 16.67 |
| Medium (16 – 25) | 24 | 40.00 |
| High (above 25) | 26 | 43.33 |
| Total | 60 | 100.00 |
| **Job commitment** | | |
| Low (upto 20) | 07 | 11.67 |
| Medium (21 – 38) | 45 | 75.00 |
| High (above 38) | 08 | 13.33 |
| Total | 60 | 100.00 |

The findings revealed that majority (68.37 per cent) of the researchers were middle aged followed by old age. This finding is in conformity with the findings of Rao (1987), Prabha (1994) and Shavitha (2002).

It was also observed that majority of the researchers (93.33 per cent) were doctorates, while the remaining 6.57 per cent of researchers possessed only PG qualification. The Ph.D qualification facilitates easy entry to the post and for promotion under carrier advancement in the university besides keeping the individuals with mastery and command over their field of specialization for endeavoring themselves towards accomplishing greater strides in the field of agriculture. Hence, majority of the scientists might have strived for obtaining their Ph.D degrees. This finding is in line with the findings of Rao (1987), Sawant and Shinde(1993) and Prabha (1994).

It could be noticed that majority of the researchers (73.33 per cent) had medium level of professional experience followed by high (21.67 per cent) and low (5.00 per cent) level of professional expereince. Perhaps, it might be due to the recruitment of large number of scientists with doctorates in the agricultural colleges during the last few years.

A great majority of the researchers (71.67 per cent) received low level of training followed by medium (25.00 per cent) and high (3.33 per cent) level of training. This trend might be due to lack of opportunities provided by the university. The scientists in the university cannot undergo any type of training unless they are deputed by the administration. Manpower is of prime importance in the process of development and proper development of human

resource can bring about all round development. Training is the most vital and important invisible input for consolidating the gains of researchers and breakthrough in agriculture. Training should become the mandate of the university and should provide training to all its scientists at frequent intervals to update their knowledge and keep pace with the changing scenario. This is in conformity with the findings of Prabha (1994) and Arunmozhi Devi (2004).

It was observed that majority of the researchers were found to fall under high (66.66 per cent) category of communication assets, followed by medium (21.67 per cent) and low (11.67 per cent) categery. This might be due to their personal preference in usage, as they could go beyond what they can afford in the absence of the usage and utility of high tech communication gadgets individually this finding is in contradictory with the findings of Sambi Reddy (1997)

More than half of the researchers (56.67 per cent) were found to subscribe the print media to a lower extent followed by medium (28.33 per cent) and high (15.00 per cent) level. This might be due to the fact that every university and research station is provided with an information documentation centre (library) on latest technological in agriculture and allied aspects. Every library in the research station is systematically maintained by way of getting different scientific journals through organizations' subscription for the benefit of the scientists and others in the research station. This situation holds good for the also where the subscription aspect of it to print media, has been taken care of by the organization itself. Naturally it provides scope for easy accessibility of different scientific journals to the scientists for updating their knowledge.

Naturally the findings observed under the low category of subscription, could very well be justifiable on the part of scientists who had been provided with an opportunity to go through all the journals at the organizational cost. However it could be better if the scientists himself had a sprit of desire to possess a copy of the journal for which he may strive for to contribute personally, for future reference and guidance as and when he want to have it. This is in conformity with the findings of Sampath (1994).

Majority of the researchers (53.33 per cent) were found to have high job satisfaction, followed by medium (33.34 per cent) and low (13.33 per cent) level of satisfaction. This might de due to recognition of their work and abilities resulting in terms of either for position or for awards and rewards. The scientists might have been dissatisfied with their status in the organization and credit they receive for their accomplishments and contributions and lack of awards and rewards. This calls for the realization of responsibility of the organization to provide scope that can ensure higher job satisfaction, which would ultimately motivate them to concentrate on higher generation and dissemination of technology. This finding is in conformity with that of Devi (1981), Samantha (1985) and Prabha (1994).

Nearly half of the researchers (46.66 per cent) had medium level of organisational climate followed by low (31.67 per cent) and high (21.67 per cent) levels Respondents perceived guidance and supervision, team work and interpersonal relationships under medium category. This might be due to inadequate guidance and supervision received from the higher ups, lack of belonging to the organisation and ineffective team work and ineffective

interaction among the researchers and administration in rank and file. This finding is in line with those of Samantha (1985) and Prabha (1994).

Regarding achievement motivation, 43.33 per cent of the respondents fell under high category followed by medium (40.00 per cent) and low (16.67 per cent) levels. This might be due to the fact that majority of the scientists perceived high organisational climate and job satisfaction. Because of high level of organizational climate and job satisfaction, scientists might have been with greater enthusiasm and ambition to achieve something in their carrier. This finding is on par with the observation made by Rani (1985).

Majority of the respondents (75.00 per cent) were found under medium level of job commitment followed by medium (75.00 per cent) and low (11.67 per cent) level of job commitment. This would be quite evident in the public sector organisations where responsibility coupled with dedication would be minimal for job commitment, compared to that of private organizations, where the job commitment could be seen to the maximum. Hence, the researchers of government organisations should cultivate the spirit of commitment in their endeavours to do their jobs efficiently this finding derives support from the findings of Sambi Reddy (1997).

**SUMMARY AND CONCLUSION**

Majority of the sugarcane researchers were middle aged (68.37 per cent) with doctorate degree (93.33 per cent). Majority of the researchers (73.33 per cent) had medium level of professional experience, had low level of training (71.67 per cent), majority of the researchers (66.67 per cent) possessed communication assets and more than half of the researchers (56.67 per cent) were found to subscribe print media to a lower extent. Majority of the researchers (53.33 per cent) were found to have high level of job satisfaction and nearly half of the researchers (46.67 per cent) opined that they had medium level of organizational climate. Regarding achievement motivation, 43.33 per cent of the researchers fell under high category and majority of the reserchers (75.00 per cent) were found under medium level of job commitment.

## REFERENCES

[1] Arunmozhi Devi, M.C. 2004. Research – Extension – Clientele Linkages in Dairy Sector in Karnataka".Unpublished Ph.D Thesis, Annamalai University, Annamalainagar.

[2] Devi, P.C. 1981. A Comparative Study of Professional Attitude and Values of Four Professional Groups. A Thesis Submitted to The Department of Psychology, Osmania University, Hyderabad, India.

[3] Prabha, S.S. 1994. Utilization of Mass Media by APAU Scientists.Unpublished M.Sc. (Ag.) Thesis, APAU,Hyderabad.

[4] Rani Ghanta, J. 1985. Scientific Productivity of Agricultural Scientists: An Activity Analysis Approach. Unpublished Ph.D. Thesis, APAU, Hyderabad.

[5] Rao, A.A. 1981. "Strengthening the Capability of Experimental Stations of Agricultural Research Management", AISA, 3: SEARCA, College, Laguna, Philippines. 267.

[6] Samantha, R.K. 1985. "Perception of Work Environment by Agricultural Research Service Scientists of ICAR Institutes", Indian Journal of Extension Education, 24(3&4): 53-61.

[7] Sambi Reddy. 1997. Information Management Behaviour of Sugarcane Researchers, Extensionists and Farmers – A System Analysis. Unpublished Ph.D Thesis, N.G.Ranga Agricultural University, Hyderabad.

[8] Sampath, S.P. 1994. Information Management Behaviour of Extension Personnel.Unpublished M.Sc. (Ag.)Thesis, TNAU, Madurai.

[9] Sawant, G.K.H.S and S.B.Shinde. 1993. "Constraints of Farm Scientists in Generating the Farm Technology". Maharashtra Journal of Extension Education, 12: 103 –108.