

Study on Publication Behavior of the Agricultural Scientists

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ABSTRACT

Agriculture remains the backbone of India as it still provides the means of livelihood to about two third of the work force. India has made tremendous progress in increasing the production of many crops but it has not been able to tap the full potential in the agri-food sector. Twenty per cent of India's GDP comes from agriculture. The key to this is modernization of agriculture with the full utilization of technology and management practices. The major issues of confront agriculture are excessive dependence on monsoon, lack to access an irrigation, market, inputs and wide information gap between the research institutions and farmers for modern agricultural technologies and practices. It is also true that India possesses agricultural improved valuable technologies, practices, inputs and expertise. Due to information gap, the majority of the farmers is not getting upper-bound yield. This information gap may be bridged by using cost effective and efficient support system print media. The success of agricultural development programmes in developing countries largely depends on the nature and extent of use of mass media in mobilization of people for development. The planners in developing countries realize that the development of agriculture could be hastened with the effective use of mass media. No doubt radio and television have been acclaimed to be the most effective media for diffusing the scientific knowledge to the masses, even though, in a country like India, where the socio-economic condition of the farmers is lower and literacy rate is also increasing day by day, choice of communication media is of vital importance. In this regard the print media is significant, as they transfer modern agricultural technology to poor and rich farmers alike even in interior areas, within short time. With the main stream of Indian population engaged actively in agriculture, publications could serve as a suitable medium of dissemination of farm information and latest technical know – how. The farmers can easily understand the operations, technology and instruction through publications. Thus, publication plays a crucial role between researchers and farmers.

Keywords : Behavior, publication

INTRODUCTION

But agricultural literature originates from the agricultural scientists' mind and hence, the skill and techniques which they utilized for preparing a literature is more important. Agricultural scientists play catalyst role for the transmission of farm innovative information and create interest and stimulate the farmers for modern agriculture. Farmers have also more reliance on agricultural scientists' advice than other informational sources. Looking to this, agricultural scientists can transmit their advice and expertise through various agricultural publications. Hence, they are the primal persons for educating the farmers about modern agricultural information. For this, present "Study on Publication Behavior of the Agricultural Scientists" was undertaken with following objectives.

OBJECTIVES

- 1 To study the selected characteristics of the agricultural scientists.
- 2 To study the publication behavior of the agricultural scientists.
- 3 To identify the constraints faced by the agricultural scientists for writing articles and their publication.
- 4 To seek suggestions from the agricultural scientists to overcome the constraints faced by them in writing articles and their publication

METHODOLOGY

The study was carried out in all the four Agricultural Universities of Gujarat state. Ex-post facto research design was applied for the study. Further, for the investigation, agricultural scientists were taken into consideration as professors and its equivalent, associate professors and its equivalent and assistant professors and its equivalent cadre and from each cadre, 17, 42 and 91 agricultural scientists were randomly selected by using stratified random sampling method respectively, to make a total sample size of 150 agricultural scientists. The methodological procedure consisted of dependent and independent variables. The publication behavior was measured by knowing the nature of publication, membership in scientific publication, involvement in editorial board and scientific interaction of the agricultural scientists, while other variables were measured by using well developed scales with due modifications. An interview schedule was developed in accordance with the objectives of the study. The information was collected through the schedules by personal contact. The data thus, collected were classified, tabulated and analyzed in order to make the finding meaningful. The statistical measures, such as percentage, mean score, standard deviation, coefficient of correlation, multiple regression and path analysis were used.

MAJOR FINDINGS

- 1 Majority (86.67 per cent) of the agricultural scientists had above 35 years of age with Doctorate Degree (76.67 per cent) and was up to the cadre of associate professors and its equivalent (88.67 per cent).
- 2 Majority (81.33 per cent) of the agricultural scientists had more than 12 years of job experience, had up to 16 years of writing experience (73.34 per cent) with rural background (74.67 per cent).
- 3 Majority (76.00 per cent) of agricultural scientists' parent had medium to low level of education, had small size of family (90.67 per cent) and did not win any kind of awards (50.67 per cent).
- 4 Majority (76.67 per cent) of the agricultural scientists had annual income up to Rs. 4.00 lakh, had average to adequate facilities in their departments (73.33 per cent) with medium to high level of library exposure (76.67 per cent).
- 5 More than one fourth (30.00 per cent) of the agricultural scientists acted as rector followed by member of extension club (27.33 per cent), member of SRC (24.67 per cent), NSS in charge (8.67 per cent) and NCC in charge (3.33 per cent).
- 6 Majority (82.00 per cent) of the agricultural scientists

had received training at national level, whereas 66.67 per cent, 50.67 per cent, 32.00 per cent and 10.67 per cent of them had received training at university level, state level, local level and international level, respectively.

- 7 More than half (54.67 per cent) of the agricultural scientists participated in TV programme followed by 54.00, 50.00 and 25.33 per cent of the agricultural scientists who participated in *Krishi goshti programme*, delivered radio talk and attended video conference, respectively.
- 8 A great majority (96.00 per cent) of the agricultural scientists had gained information from the text books/reference books, had excellent to good level of computer competency (67.33 per cent), had medium to low level of internet knowledge (72.00 per cent) and perceived heavy to average workload in their job (96.00 per cent).
- 9 Nearly three fourth (73.34 per cent) of the agricultural scientists had medium to low level of reading behavior, had medium to high scientific orientation (75.33 per cent) as well as had medium to high degree of job satisfaction (77.34 per cent).
- 10 A great majority (90.67 per cent) of the agricultural scientists had published their articles in research journals, subscriber of life time membership in scientific publication at national level (59.33 per cent), member in different editorial boards of scientific publications (18.00 per cent) and participated in conference / seminar / symposium at university / state / national / international level (84.67 per cent).
- 11 The major constraints faced by the agricultural scientists for writing articles and their publication were "more subscription rate and publication charges"(62.67 per cent), "lack of time due to more workload in job" (59.33 per cent) and "irregularity of scientific publications" (56.00 per cent) ranked first, second and third, respectively.
- 12 Major suggestions endorsed by the agricultural scientists were "subscription rate and publication charges should be affordable (65.33 per cent)" followed by "physical facilities should be provided by university (62.00 per cent)", and "publication should be published regularly (58.67 per cent)".

REFERENCE

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