

Research Note :**ROLE OF FARM LEADER IN COMMUNICATION OF AGRICULTURAL INFORMATION****L. D. Nagalwade¹, R. M. Zinjarde² & S. S. Meshram³**

In Agricultural development of any country, the role of farm leader in communication of agricultural information is of a paramount significance. In rural development nothing is more important than the transfer of agricultural information from research station to its ultimate consumers viz., farmers. Thus there is great need to understand more about leadership and the farmers associated with the efficiency of farm leaders influence other farmers to accept and adopt innovations.

Keeping in view the increasing importance of farm leaders in communication, especially in the sphere of Agricultural development, the present field study was carried out with the following objectives.

To study the relationship between socio-economic characteristic of farm leaders and their role in communication of agricultural information.

METHODOLOGY

The present study was conducted in Bhiwapur panchayat samiti of Nagpur district in Maharashtra State. The sample of study comprised of 120 farm leaders selected by 'Informant rating' method of identification of leaders from ten villages. Data were collected with the help of pre-tested interview schedule. The data was subjected to a statistical test of co-efficient of correlation (r-value) to ascertain the relationship between independent and dependent variables.

RESULTS AND DISCUSSION

A perusal of table 1 indicates the level of role of farm leaders in communication of agricultural information. It could be seen that majority (61.67%) of farm leaders were grouped into

medium level 26.66% in the high level and only 11.67% grouped in the low category of their role in communication of Agricultural information about package of practices of chilli crop.

Table 1. Distribution of farm leaders according to these roles in communication and agricultural information

Category	Respondents (n=120)	
	Number	percentage
Low	14	11.67
Medium	74	61.67
High	32	26.66
Total	120	100

Table 2 : Relationship between personal and socio-economic characteristics of farm leaders and their role in communication of agricultural information

Characteristics	'r' Value
Age	-0.276**
Education	0.579**
Land holding	0.285**
Family size	0.285**
Annual income	0.420**
Socio-participation	0.438**
Socio-economic status	0.615**
Involvement in agri programme	0.617**
Cosmopolitaness	0.536**
Scientific orientation	0.405**
Adoption of new technology	0.645**
Extension contact	0.385**
Mass media exposure	0.485**

**Significant at 0.01 level of probability

The relationship of the personal and socio-economic characteristics of the farm leader and their role in communication of agricultural information was worked out. The result in this regards and presented in Table 2. The study

revealed that the education, land holding, family size, annual income, social participation, socio-economic status, involvement in agriculture programmes, cosmopolitaness, scientific orientation, adoption of new technology, extension contact and mass media exposure were significantly correlated with the role of farm leaders in communication of agricultural information, while age was negatively but significantly related with role performance of farm leaders. Similar findings were reported by Bhopale and Thakare (1994) and Kubde et al. (1989).

CONCLUSION

It could be concluded from the above findings

that the farm leaders had performed better role in the communication of agricultural information to the members of farming system. thus it is advisable for extension personnel to equip themselves about new agricultural practices, in order to timely supply of these ideas to farm leaders. The personal and socio-economic characteristics of farm leader may be considered at the time of establishing the linkages between extension agencies the and farmers as these characteristics were found significantly correlated with the role of farm leaders in the communication of agricultural technology.

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