

**THE IMPACT OF INFORMATION
SOURCES ON THE ADOPTION
OF AGRONOMIC PRACTICES IN
PADDY FARMING AREAS OF
TRINCOMALEE DISTRICT**



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ABSTRACT

Farmers use many information sources and channels for obtaining agricultural information on improved agronomic practices in paddy cultivation. This study investigated the impact of information sources on the adoption of agronomic practices on paddy farming areas in Trincomalee district in terms of relevant socio-economical and technical factors. The specific objective of the study was to investigate the preferential agricultural information sources and channels of farmers for obtaining information about the agronomic practices on paddy farming.

For this purpose five Divisional Secretariat (DS) divisions were selected in Trincomalee District where comparably higher extents of paddy cultivation were done.

For the survey, AI ranges were selected as first elementary units and then Grama Niladary (GN) Divisions were randomly selected. Sample of 250 respondents were drawn by selecting ten farmers randomly in each GN division and data were collected by personnel contact using a pre tested questionnaires.

From the results it was found that own experience and fellow farmers were the most utilized sources of agricultural information related to improved agronomic practices on paddy cultivation in Trincomalee district. The sample farmers depended on their own experiences as the main source of information regarding the use of improved agronomic practices.

Agricultural extension officers and input dealers especially agrochemicals dealers were the second most preferred sources by the sample farmers in getting agricultural information related to agronomic practices on paddy cultivation.

Radio and television were also preferred by the farmers of Trincomalee district but only a small proportion of farmers received information from Agricultural department leaflets, News paper, Radio, T.V, and Posters.

It was suggested to establish a well equipped agricultural information center in the premises of each Agrarian Services Centre (ASC) in study area to provide necessary information to the paddy farmers in the area and to arrange media forum groups (radio and television) to discuss the content of radio/television agricultural programs which would enable effective transfer of new improved farm practices and new technologies.

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