

**ASSESSMENT OF AGRICULTURAL EXTENSION AND TRAINING
PROGRAMMES CONDUCTED BY THE NORTH WESTERN
PROVINCIAL DEPARTMENT OF AGRICULTURE ON PADDY
FARMING**

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In order to raise the productivity in paddy farming, farmers should adopt new improved production technologies. The rate of adoption to modern production technologies had retarded by the information gap that is prevailing between farmers and researchers. The agricultural extension service is expected to disseminating technologies developed by the researchers to the farmers and the final rate of adoption of production technologies depends on the efficiency and effectiveness of the agricultural extension service. Therefore, this study attempted to assess the effectiveness of agricultural extension programs conducted by the Provincial Department of Agriculture, North Western province.

This study was conducted in purposely selected three Agrarian Service Center (ASC) areas of the district. ASCs were selected to represent wet, intermediate, and dry agro ecological regions of the province as well as three irrigation types namely major, minor and rain fed. Primary data were collected from a random sample of 50 farmers through a field survey and through informal discussion with the officials of the relevant institutions of the public sector. Study was conducted during the crop year 2008/2009.

There was a significant difference in mean yield of farmers who had fully adopted and not adapted to the extension message in 2008 *yala*. The average profits earned by fully adopters were always higher than that of the non adopters in both seasons. It was found that the rate of adoption to extension messages were low during *yala* due to unfavorable weather conditions prevailed. Constraints in financial, technical, time availability and resource availability were factors constrained the rate of adoption to extension messages. Field level officials have to visit a large number of farmers are scattered in a large geographical area in order to disseminate the extension messages effectively and their mobility has constrained by the movements of wild elephants.

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The existing extension system is already effective and that can be further improved by identifying the innovators, early adopters, and early majority groups in farming community. Rate of adoption to post harvest technologies such as parboiling of paddy was low as farmers are reluctant to invest in value addition.

Key words: Fully Adopters (FA), Non Adopters (NA), Partially Adopters (PA), Rate of Adoption (ROA)