Summary
V. SUMMARY

Communication is a complex process. Every element of communication should be carefully chosen and applied for the success of any task. Development of communication process requires thorough understanding of the audience and message to be communicated for effective persuasion. The channel employed and the messages selected play a key role in communication. Communicators are the best processors of message. They act as a transmission belt bringing the organization and people together. They play a vital role in transmitting the benefits of scientific research to the users for their betterment. Efficiency in communication has always been a matter of concern in all walks of life and more so for agricultural development. The process of modernizing agriculture involves three basic systems, the 'Research', the 'Extension' and the 'Client System'. Each of these systems is equally important in the process of modernizing agriculture.

Based on review of literature and consultation with experts, relevant variables were selected for the study. They were: Dependent variable: Communication efficiency, Independent variables: Job satisfaction, job commitment, information input, information evaluation, information storage, transfer of information, information
output and its dimensions, interpersonal communication, communication with farmers, decision-making ability and facilities.

Different statistical tests were employed to analyze the data. Besides frequency and percentage and mean, various descriptive and inferential statistics like ‘t’ test, Pearson’s Correlation Coefficient, Multiple regressions were used.

**Major Findings:**

**Results of Differential Statistics:**

1. It was observed that there was no much significant difference between the different types of the extension workers working in private and co-operative sugar industries.

2. There is a significant difference between different educational qualifications of the extension workers in both types of sugar industries.

3. There is a significant difference between the annual incomes among the respondents with respect to their position.
4. Results indicated that there is no significant difference between different types of extension workers working in private and co-operative sugar industries with respect to their radio listening pattern, television viewing behavior and newspaper reading habit.

5. There is no significant difference between different types of extension workers working in sugar industries with respect to their communication efficiency.

6. There is no significant difference between different types of extension workers working in sugar industries with respect to their job satisfaction.

7. There is no significant difference between different types of extension workers working in sugar industries with respect to their job commitment.

8. There is no significant difference between different types of extension workers working in sugar industries with respect to their information input.
9. There is no significant difference between different types of extension workers working in sugar industries with respect to their information evaluation.

10. The data indicated that there is no significant difference between different types of extension workers working in sugar industries with respect to their information storage.

11. There is no significant difference between different types of extension workers working in sugar industries with respect to their transfer of information.

12. There is no significant difference between different types of extension workers working in sugar industries with respect to information output processing and its dimensions such as individual contact method, group content methods, mass contact methods and visual aids.

13. There is no significant difference between different types of extension workers working in sugar industries with respect to their interpersonal communication skills.
14. There is no significant difference between different types of extension workers working in sugar industries with respect to their communication with farmers.

15. There is no significant difference between different types of extension workers working in sugar industries with respect to their decision-making ability.

16. There is no significant difference between different types of extension workers working in sugar industries with respect to their facilities.

17. There is no significant difference between different positions of extension workers working in sugar industries with respect to their communication efficiency, job satisfaction, job commitment, information input, information evaluation, information storage, transfer of information, interpersonal communication skills, communication with farmers and decision-making ability.

18. There is no significant difference between different age groups of extension workers working in sugar industries with respect to their communication
efficiency, job satisfaction, job commitment, information input, information evaluation, information storage, transfer of information, interpersonal communication skills, communication with farmers and decision-making ability.

19. There is no significant difference between different educational qualifications of extension workers working in sugar industries with respect to their communication efficiency, job satisfaction, job commitment, information input, information evaluation, information storage, transfer of information, interpersonal communication skills, communication with farmers and decision-making ability.

Results of Correlation Analysis:

20. The analysis points out that there is no significant relationship between communication efficiency with job satisfaction, job commitment, information input, information evaluation processing, information storage, transfer of information, information output, interpersonal communication skills, communication with farmers, decision making ability and facilities of agriculture graduates workers working in private sugar industries.
21. There is no significant relationship between communication efficiency with job satisfaction, job commitment, information input, information evaluation processing, information storage, transfer of information, information output, interpersonal communication skills, communication with farmers, decision making ability and facilities of agriculture graduates working in co-operative sugar industries.

22. There is no significant relationship between communication efficiency with job satisfaction, job commitment, information input, information evaluation, information storage, transfer of information, information output, interpersonal communication skills, communication with farmers, decision making ability and facilities of non-agriculture graduates working in private sugar industries.

23. There is no significant relationship between communication efficiency with job satisfaction, job commitment, information input, information evaluation, information storage processing, transfer of information processing, information output processing, interpersonal communication skills, communication with farmers, decision making ability and facilities of non-agriculture graduates working in co-operative sugar industries.
Results of Multiple Regression Analysis:

24. Job satisfaction, job commitment, information input, information evaluation, information storage, transfer of information, information output, interpersonal communication skills, communication with farmers, decision making ability and facilities would not be significant assumptions of communication efficiency of extension workers working in sugar industries.

25. Job satisfaction, job commitment, information input, information evaluation processing, information storage processing, transfer of information processing, information output processing, interpersonal communication skills, communication with farmers, decision making ability and facilities would not be significant assumptions of communication efficiency of agriculture graduates working in private sugar industries.

26. Job satisfaction, job commitment, information input, information evaluation processing, information storage processing, transfer of information processing, information output processing, interpersonal communication skills, communication with farmers, decision making ability and facilities would not be significant assumptions of communication efficiency of agriculture graduates working in co-operative sugar industries.
27. Job satisfaction, job commitment, information input, information evaluation processing, information storage processing, transfer of information processing, information output processing, interpersonal communication skills, communication with farmers, decision making ability and facilities would not be significant assumptions of communication efficiency of non-agriculture graduates working in private sugar industries.

28. Job satisfaction, job commitment, information input, information evaluation, information storage, transfer of information, information output, interpersonal communication skills, communication with farmers, decision making ability and facilities would not be significant assumptions of communication efficiency of non-agricultures workers working in cooperative sugar industries.

**Conclusion:**

The higher percentage of communication efficiency is observed with non-agricultural graduates in private sugar industries. This may be due to job security as it may have more weightage in private industries. If extension work found to be
inefficient, he may loose job. Further private sugar industries are providing incentives, increments and promotions based on the performance of the individual extension worker. These factories are also providing basic facilities such as conveyance and communication allowances for their field visits and to interact with sugarcane cultivators and superior officers in the organization. Besides, they are supplied with sugarcane cultivation information literature and dairy to note down the important information, which may be helping them to refer the same while disseminating the information. These facilities may be the possible reason for higher job satisfaction, information input, information evaluation, information storage and transfer of information by the agricultural graduates in private sugar industries.

It is observed that the hypothesis for different types of extension workers differs significantly with most of the variables. This may be due to their position, qualification, age and experience. The postgraduates with management level will be having sound technical knowledge, decision-making ability, innovativeness, involvement etc., for transfer of technology as compared to non-agricultural graduates.
Suggestion for future research:

1. Problems associated in transfer of technology with different types of extension workers in sugar industries may be taken up.

2. The application of different types of audio and visual aids / extension methods used by the extension workers for transfer of sugarcane technologies in sugar industries could be investigated.

3. Sugarcane knowledge level and communication efficiency of the agricultural and non-agricultural graduates working as extension workers in sugar industries could be examined.

4. Communication pattern of the extension workers in sugar industries could also be investigated.