

**INFORMATION TRANSFER TO FLUE CURED TOBACCO FARMERS  
IN SRI LANKA**

By

**RUKSHAN DEEPTHI GUNATILAKA**

Thesis

Submitted in partial fulfillment of the requirements

for the degree of

**DOCTOR OF PHILOSOPHY**

in the

**POSTGRADUATE INSTITUTE OF AGRICULTURE**

of the

**UNIVERSITY OF PERADENIYA**

**PERADENIYA**

**OCTOBER 2006**

C 630.715

G75



592480

AGRICULTURE LIBRARY  
UNIVERSITY OF PERADENIYA

## ABSTRACT

Tobacco remains an important and predominant cash crop in Sri Lanka. However a lower level of adoption of improved technologies in tobacco farming and weakness in transferring of information to tobacco farmers has been partly responsible for the low yields per hectare. Therefore tobacco farmers in Sri Lanka have a great potential to improve their yields, and also to reduce their cost of production. The objective of this study is to investigate the present situation with regard to transferring of information to tobacco farmers in order to make the necessary recommendations to improve the process.

Both primary and secondary data were used in the study. 160 flue-cured tobacco farmers (10 % of the total flue-cured tobacco farmer base) who are registered with Ceylon Tobacco Company (CTC) were interviewed to collect primary data.

Data were analyzed both by descriptive statistical approach (frequency distribution, summary tables, percentage and row percentage) and inferential statistical approach (chi-square and categorical modeling) using standard statistical computer software packages.

Only socio-economic factor education had a significant association with knowledge and adoption of fertilizer application. Overall usefulness had no significant associations with knowledge or adoption levels of selected agricultural practices. Results were obtained with overall knowledge level and socio-economic factors of selected agriculture practices.

But only income had a significant association. Seminars also had a significant association with overall knowledge level and exhibitions had significant association with overall adoption.

Farmers stated that the following extension methods were used to transfer information to tobacco farmers. They are individual visits, training programmes, seminars, exhibitions, audio / video aids, news bulletins / leaflets and banners / posters. But only news bulletins / leaflets had a significant association with the adoption of clipping.

Farmers perceived that overall usefulness of information transfer by extension officers and higher officers of CTC was high. The overall usefulness of neighboring tobacco farmers is received as moderate. The amount, relevance, timeliness, understandability, and trustworthiness of the technical information to tobacco farmers by extension officers of CTC are the highest. The main reason mentioned by farmers for adopting clipping, as an agricultural practice is to produce a strong stem. The reason for de-topping and applying the correct level of fertilization is to increase yield.

It is proposed to conduct comprehensive in-service training programs for extension officers and higher officers of CTC. It is also recommended to conduct an independent survey to identify specific needs of farmers to increase the overall usefulness of the information transfer. Further studies are recommended to identify the priorities and information requirements of tobacco farmers.