

# **THE RELATIONSHIP BETWEEN GENDER AND EFFECTIVENESS IN TECHNOLOGY TRANSFER AMONG AGRICULTURE INSTRUCTORS: A CASE STUDY ON PADDY FARMERS IN ANURADHAPURA DISTRICT**

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The agricultural extension service contributes immensely to the performance of agriculture sector. Agricultural Instructors (AIs) are playing a major role here and their performance depend on many factors. A very few research on the relationship of gender of the AIs and the effectiveness of technology transfer is available in Sri Lanka. This study mainly attempted to identify farmers' satisfaction on technology transfer programmes. These included introducing mechanical instruments for their cultivation, integrated pest management, seeds and fertilizer promotion programmes and their relationships to the gender of AIs. Focus group discussions were carried out to identify the satisfaction of 12 farmer groups (each having 10-15 males and females) in six male and six female AI serving areas in Anuradhapura. Frequency and logistic procedures were used to perform statistical analysis. Results revealed that there was no significant effect of gender on the overall satisfaction of farmers ( $p=0.137$ ) in technology transfer. Majority of the farmers were satisfied about the abilities and services of the AIs, despite their gender and highly believed that both males and females have good abilities to organize, listen, communicate, maintain relationships with farmers, motivate, respond with suitable solutions and have commitment to their jobs. Most of the farmers (92%) were satisfied with both female and male AIs who are conducting the training programmes timely, with suitable teaching aids and relevant & accurate training programme contents while facilitating opportunities for feedback. According to the results, it could be concluded that farmers' overall satisfaction on effective technology transfer does not depend on the gender of the Agricultural Instructors in the Anuradhapura District.

**Keywords:** Agriculture instructors, Gender, Technology transferring