

Communication Behaviour of NAIP III Beneficiary Farmers

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ABSTRACT

The study was conducted to analyze communication behavior of NAIP III beneficiary farmers of Banaskantha district of Gujarat. One hundred twenty respondents were identified based on proportionate random sampling method and data were collected from them using a well-structured and pre-tested interview schedule. The collected data were analysed and tabulated. It was found that majority of NAIP beneficiary farmers had medium communication behavior. There was association between some of the selected characteristics viz., age, education, socieal participation, farming experience, innovative pronenss, cosmopoliteness, Extension contact and source of information and communication behavior of the NAIP benefical farmers.

Keywords: Communication behaviour, NAIP

INTRODUCTION

The India is a country of diversities. The diversity particularly acute among agricultural communities varies from well mechanism and resourceful farmers of Punjab to landless tribal farmers of Gujarat. Transfer of recommended crop technology from research stations to farmers is very important for developing these farming communities.

Communication plays key role in development process. According Berlo (1960), the sole purpose of communication is to influence. People communicate to influence to effect with intent. He says that all communication behavior has its purpose, its goal, as production of response. Lass well (1948) described communication sequence as who says; what, to whom, when, in what manner, under what circumstances and with what effect. The dissemination of any improved technology depends on how best the information regarding the particular technology is communicated. Today is the era of information explosion. Innumerable information is generated, synthesized and disseminated in each and every moment. Information technology has revolutionized the transfer of information through new ways, *i.e.*, internet, e-mail etc. Information from any part of the world could be easily made available through information technology there by changing the world into global village. Therefore, farmers should be also equally privileged to get informed of farm

related information without delay.

Research studies have also shown the importance of effective communication in promoting technological change in farming. The success of agricultural information sources and channels largely depends on their effectiveness of communication process.

Communication, especially human communication can be categorized into many levels. According to Thayer (1967) there are at least four levels of communication *i.e.*, (i) Intra personnel, (ii) Inter personnel, (iii) Intra organizational and (iv) Inter organizational communication.

Farmers use many information sources and channels for seeking agricultural information on improved farm practices. They may come across large number of information sources and channels but peruse only few of them. Credibility of information sources and channels affects the adoption of farmers. Hence this study was undertaken with an objective to know

OBJECTIVES

- 1 The communication behavior of NAIP III beneficiary farmers.
- 2 The association between personnel characteristics and communication behavior of NAIP III beneficiary farmers.

METHODOLOGY

The present study was conducted purposively in Banaskantha district. Among all the talukas of Banaskantha district, Amirgarh and Danta talukas were selected NAIP III project by Sardarkrushinagar Dantiwada Agricultural University. There were three villages from each talukas were selected purposively on the basis of NAIP III Project, thus total Six villages were selected for making a sample size of 120 respondents.

The present study was confined to “Ex-Post facto” research design. The selected thirteen independent variables were measured by using suitable scales and procedure adopted by various researchers in past with due modification. The size of sample of total 120 respondents was drawn randomly with the help of random sampling procedure. The data were collected with the help of structural and pre-tested interview schedule. The collected data were than analysed, tabulated and interpreted in the light of objectives for arriving at meaningful interpretation and findings.

RESULTS AND DISCUSSION

Communication behaviour of the naip farmers

The knowledge received through exposure to different sources of information influences the behavior of an individual as he decides his future action on the basis of the information gained through the different sources. Thus, communication behavior of an individual is termed as the degree of exposure of an individual to the various information sources through which the agricultural technology was transmitted. The respondents were classified into three categories viz., low (up to 28.605), medium (28.605 to 46.041), and high (more than 46.041) communication behavior score. The relevant data are presented in Table 1.

Table 1 : Distribution of the beneficiary farmers according to their level of communication behavior
n=120

Sr. No.	Communication behavior	Number	Per cent
1	Low (up to 28.605 score)	11	9.16
2	Medium (between 28.605 to 46.041 score)	90	75.00
3	High (above 46.041 score)	19	15.83

Mean = 37.458

SD=8.583

The data in table 1 indicated that 75.00 per cent of the NAIP farmers were in medium group, whereas, 15.83 per

cent and 9.16 per cent of them were in high and low level of communication behaviour respectively. The probable reason might be that the most of respondents were had illiterate, low level of innovative proneness and contact with extension agency. These findings are in line with the findings of Jahagirdar (2010) and Pallabi Phukan *et al* (2013).

Association between selected independent variables with the communication behavior of naip iii beneficiary farmers

The association between the communication behavior of NAIP beneficiary farmers and the some of the selected personal characteristics viz., age, education, social participation, farming experience, innovative proneness, cosmopolitaness, extension contact, sources of information, size of family, type of family, land holding, occupation, annual income of the NAIP beneficiary farmers were measured by computing “coefficient of correlation” (r). The data have been presented in Table 2.

Table 2 : Association between the characteristics of NAIP III beneficiaries and communication behavior of farmers

Sr. No.	Independent Variables	Correlation-Coefficient ('r' value)
1	Age	-0.1803*
2	Education	0.4070**
3	Size of family	-0.0685 NS
4	Type of family	-0.1220 NS
5	Social participation	0.1898*
6	Land holding	-0.0202NS
7	Farming experience	0.1963*
8	Occupation	0.0646 NS
9	Annual income	0.0820 NS
10	Innovative proneness	0.2830**
11	Cosmopolitaness	0.1851*
12	Extension contact	0.5178**
13	Sources of information utilization	0.9167**

* : Significant at 0.05 level ** : Significant at 0.01 level

NS : Non significant

It is apparent from the data presented in the Table 2 that the age of the NAIP beneficiary farmers had negative and significant correlation (-0.1803) with their communication behavior of NAIP beneficiary farmers. Thus, the null hypothesis was rejected.

The data presented in Table 2 reflect that the level of communication behavior of NAIP beneficiary farmers had positive and highly significant (0.4070) correlation with their level of education, which indicate that education play an important role in influencing the level of communication behavior of NAIP beneficiary farmers Thus the null hypothesis was rejected.

The data presented in Table 2 clearly indicate that social participation by the NAIP beneficiary farmers had significant correlation (0.1898) with their communication behavior.

While there was significant association (0.1963) between farming experience and communication behavior of NAIP beneficiary farmers.

The data depicted in Table 2 show that the innovative proneness of the NAIP farmers had positive and highly significant correlation (0.2830) with their communication behavior of NAIP beneficiary farmers. T

While there was significant association (0.1851) between cosmopolitaness and communication behavior of NAIP beneficiary farmers. Thus the null hypothesis H_0 was rejected.

The data presented in Table 2 clearly indicate that extension contact of the NAIP beneficiary farmers had positive and highly significant correlation (0.5178**) with their communication behavior of NAIP beneficiary farmers.

Where as the sources of information utilized by of the NAIP beneficiary farmers had positive and highly significant correlation (0.9167) with their communication behavior of NAIP beneficiary farmers.

CONCLUSION

The study was conducted to analyze communication behavior of NAIP III beneficiary farmers of Banaskantha district of Gujarat. One hundred twenty respondents were identified based on proportionate random sampling method and data were collected from them using a well-structured and pre-tested interview schedule. The collected data were analysed and tabulated. Found that majority of NAIP beneficiary farmers had medium communication behavior.

It was found that there was association between some of the selected personal characteristics viz., age, education, social participation, farming experience, innovative proneness, cosmopolitaness, Extension contact and sources of information, and communication behavior of the NAIP beneficiary farmers. The study revealed that there was no association between some of the selected personal characteristics viz., size of family, type of family, land holding, occupation, annual income and communication behavior of the NAIP beneficiary farmers.

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