Constraints Faced by NAIP III Beneficiary farmers in Information Seeking

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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 tried to find out in the study area the constraints regarding communication of improved information seeking faced by respondents in the study area. All the possible constraints, faced by NAIP beneficiary farmers were grouped into three major categories viz., technical, operational and miscellaneous constraints. Major constraints faced by NAIP beneficiary farmers were "Inappropriate time allocation in TV/Radio for agriculture news", "Difficulty of access to various TV channels", "Lack of agriculture information leaflets" were the most severe technical constraints. And also found that "Incompatible improved farm practices with farmer's economics condition", "Poor communication ability of extension workers" and "Highly advanced demonstration"were the most severe operational constraints. And found again that "Poor education/literacy of respondents", "Lack of success stories/examples in the study area", "Lack of time" and "Poor communication facilities" were perceived major miscellaneous constraints in information seeking by NAIP beneficiary farmers in study area.

Keywords: Constrains, NAIP, information seeking

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.

Research and extension are two important factors of agriculture development. During the past independence period, considerable efforts have been made resulting in appreciable increase in agricultural production. Yet agricultural production of the country is low comparing to potential yields. This can be expressed in terms of the gap between the available knowledge and its information to the ultimate users.

The research field of agriculture is moving very fast and even the present status of crop technology which has emerged from the researches carried out in the country for past few decades is capable of raising the food production to remarkable extent. But despite of rapid development of knowledge, much of research findings are hardly put into practices. The ultimate practitioners are the farmers. Hence, this knowledge must reach to farmers to make its optimum application.

Farmers respond differently to the different information sources and channels. The action of farmer mainly depends on his exposure to the sources and channels of agriculture information. Previous researches revealed that variability of knowledge acquired through different sources and channels by the farmer's accounts for their personnel characteristics *i.e.,* age, education, family back ground and farming experience.

Many obstacles can be affected to successful communication of improved farm practices to the farmers.

Some of the constraints are technical constraints like availability of television or radio, difficult accessibility of the message and low education level of the fanners. A successful communicator should identify these constraints and also should make remedial measures to overcome these constraints.

There may be many constraint, specially constraints regarding communication on improved agriculture information before the farmers, consequently they are not adopting agriculture technology to the extend and expected. The terms constraints means all the barriers or obstacles which were perceived by respondents about communication behaviors of NAIP beneficiary farmers. Hence this study was undertaken an objective to know The constraints being faced by NAIP III beneficiary farmers in information seeking.

METHODOLOGY

The present study was conducted purposively in Banaskantha district. Among all the talukas of Banaskantha district, Amirgarh and Dantatalukas 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

Constraints faced by NAIP III beneficiary farmers in information seeking

Scientific research in the field of agriculture is moving very fast. There is dearth of technical know-how of advanced agriculture technology. The most important and complex problems is dissemination of technology to the ultimate users i.e. farmers. There is a tremendous gap between existing knowledge on information seeking behavior and utilization of them. There may be many constraint, specially constraints regarding communication on improved

agriculture information before the farmers, consequently they are not adopting agriculture technology to the extend and expected. The terms constraints means all the barriers or obstacles which were perceived by respondents about communication behaviors of NAIP beneficiary farmers.

(A) Technical constraints

All the possible constraints, faced by NAIP beneficiary farmers were grouped into three major categories viz., technical, operational and miscellaneous constraints faced by the NAIP beneficiary farmers in study area. Show the result on this aspect in Table 1.

Table 1 : Technical constraints being perceived by the respondents in information seeking   n = 120

Sr. No.	Technical Constraints	M P S	Rank
1	Lack of farm magazines/ newspaper	61.32	VII
2	Lack of agriculture information leaflets	78.49	III
3	Difficulty of access to various TV channels	85.72	II
4	Lack of email-internet facilities	45.13	VIII
5	Lack of telephone facilities	77.82	IV
6	Lack of time allocation in Radio/TV for agriculture programmes	67.16	V
7	Lack of space covered in newspaper for agriculture news	63.44	VI
8	Inappropriate time allocation in TV/Radio for agriculture news	87.20	I

The data incorporated in Table 1 reveal that "Inappropriate time allocation in TV/Radio for agriculture news" (MPS 87.20) was perceived as the most severe constraint with top priority and accorded the first rank by the all respondents. "Difficulty of access to various TV channels" (MPS 85.72), was perceived as the next severe constraint. This was followed by "Lack of agriculture information leaflets" (MPS 78.49), "Lack of telephone facilities" (MPS 77.82),"Lack of time allocation in Radio/TV for agriculture programmes" (MPS 67.16), "Lack of space covered in newspaper for agriculture news" (MPS 63.44), "Lack of farm magazines/newspaper" (MPS 61.32) "Lack of email-internet facilities" (MPS 45.13), were assigned ranks viz., third, fourth, fifth, sixth, seventh and eighth in order

respectively.

(B) Oprational constraints perceived by the respondents

Operational constraints being perceived by the NAIP beneficiary farmers in study area. The results in this regards are depicted in Table 2.

Table 2 : Operational constraints being perceived by the respondents in information seeking n = 120

Sr. No.	Technical constraints	M P S	Rank
1	Less usage of local language in TV/radio/newspaper	61.33	IV
2	Highly technical farm magazines/agriculture leaflets	40.83	XI
3	Highly advanced demonstration	69.38	III
4	Highly technical advices of research/Extension officers	43.27	X
5	Lack of knowledge & agriculture input dealers	46.61	VIII
6	Lack of knowledge of neighboring farmers	44.72	IX
7	Poor communication ability of extension workers	71.05	II
8	Less suitability of improved farm practices	61.05	V
9	Cosmo politeness of extension workers	51.05	VII
10	Incompatible improved farm practices with farmers economics condition	77.33	I
11	Low accessibility of VEW when requirement	53.00	IV

Observations of the Table 2 reveals that "Incompatible improved farm practices with farmers' economics condition" was realized as major operational constraint (MPS 77.33) faced by the NAIP respondents. This was indicated by the first rank. This was followed by "Poor communication ability of extension workers" (MPS 71.05), "Highly advanced demonstration" (MPS 69.38), "Less usage of local language in TV/radio/newspaper" (MPS 61.33), "Less suitability of improved farm practices" (MPS 61.05), "Low accessibility of VEW when requirement" (MPS 53.00), and "Cosmo politeness of extension workers"(MPS 51.05), with second, third, fourth, fifth, sixth, and seventh ranks assigned in order respectively. The other operational constraints were "Lack of knowledge & agriculture input dealers" (MPS 46.61), "Lack of knowledge of neighboring

farmers" (44.72), "Highly technical advices of research/ Extension officers" (MPS 43.27) and "Highly technical farm magazines/agriculture leaflets" (MPS 40.83) comparatively less severe as perceived by the respondent of the study area.

(C) Miscellancous constraints being perceived by the respondents

Miscellaneous constraintsbeing perceived by the NAIP beneficiary farmers in study area. The results in this regards are depicted in Table 3.

Table 3: Miscellaneous constraints being perceived by the respondents in information seeking

n = 120

Sr. No.	Technical constraints	M P S	Rank
1	Lack of time	72.00	IV
2	Poor communication facilities	75.81	III
3	Poor education/literacy of respondents	79.17	I
4	Distance of demonstration plots	51.56	VII
5	Lack of knowledge of contact farmers	58.17	VI
6	Lack of use of teaching aids by extension workers	44.33	VIII
7	Lack of success stories/examples in the study area	78.00	II
8	Lack of teaching aids with mobile agriculture units	58.33	V

An observation of Table 3 depicts that "Poor education/literacy of respondents" (MPS 79.17) was perceived as most severe constraints with high priority and accorded the first rank by total respondents, "Lack of success stories/examples in the study area" (78.00), and "Poor communication facilities" (75.81), were the next severe constraints. This was followed by "Lack of time" (MPS 72.00), and "Lack of teaching aids with mobile agriculture units" (MPS 58.33) "Lack of knowledge of contact farmers" (MPS 58.17), "Distance of demonstration plots" (MPS 51.56), "Lack of use of teaching aids by extension workers" (MPS 44.33), with fourth, fifth, sixth, seventh and eighth rank respectively.

CONCLUSION

Major constraints faced by NAIP beneficiary farmers were "Inappropriate time allocation in TV/Radio for agriculture news", "Difficulty of access to various TV channels", "Lack of agriculture information leaflets"

were the most severe technical constraints. And also found that "Incompatible improved farm practices with farmer's economics condition", "Poor communication ability of extension workers" and "Highly advanced demonstration"were the most severe operational constraints. And found again that "Poor education/literacy of respondents", "Lack of success stories/examples in the study area", "Lack of time" and "Poor communication facilities" were perceived major miscellaneous constraints in information seeking by NAIP beneficiary farmers in study area.

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