

RESEARCH NOTE

Communication Sources Utilized by Urd Growers in the Tribal Areas of Rajasthan

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INTRODUCTION

The scientific information and its effective communication by different scientific institutions, Department of Agriculture, other agencies and organizations is considered to be most important ingredient of rural development strategy. The communication requires a series of interrelated and communicable line system to generate and diffuse new information and technological innovations. In this process of transfer of technology, a large number of agencies are engaged where line of inter mediately field functionaries and several other types of media are working. Some of these agencies or media are very effective as compared to others and have their own credit worthiness in communication of messages.

In this study an effort has been made to identify different sources of information and to locate the most utilized sources for developing a suitable approach to evolve an effective communication strategy. Hence the study was undertaken with the following specific objectives;

1. To study the sources of Agricultural information being used by the farmers regarding the improved package of parctices of urd cultivation.

2. To find out the association between selected variables with sources of Agricultural information used by the urd growers.

METHODOLOGY

There are nine agro climatic zones in Rajasthan of which two zones namely Sub-humid southern plains & Araveli Hills (IV A) and Humid southern plains (IV B) were drawn on the basis of highest percentage of tribal population (45.70%) in the state and urd is grown as major pulse crop in kharif season. From each zone, three tehsils with maximum area from each of the three categories viz high, medium and low urd producing area, were drawn. At the next stage of sampling two VEW circles from each tehsil on the basis of highest pulse area were selected. Thus, 12 village circles were drawn from which 192 urd growers (50% small and 50% margind) were drawn by systematic random sampling technique.

RESULTS AND DISCUSSION

Extent of sources of information used by the urd growers of zone IV A

An over-view of Table 1 depicts that 'Village Extension Workers' (2.58ms) was the

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main source of information for small farmers. Next to him were 'Friends' (2.21 ms), Asstt. Agril. Officers (1.83 ms) and 'Neighbours' (1.83 ms). But in case of marginal farmers the order

had slightly changed i.e. Friends were given first priority instead of 'VEW' and vice-versa. The least used sources by small farmers were 'Krishi Upaj Mandi' and 'Film shows'. Similarly

Table 1 : Extent of sources of information used by Urd growers (mean score)

Sr. No.	Sources of Information	Zone IV A		Zone IV B		'F' value
		Small	Marginal	Small	Marginal	
1.	Neighbours	1.83	1.91	1.44	1.58	10.41**
2.	Friends	2.21	2.44	2.27	2.15	3.03*
3.	Relatives	1.58	1.60	1.25	1.27	5.02**
4.	Progressive farmers	1.90	1.99	1.88	1.81	0.65NS
5.	Local leaders	1.63	1.50	1.71	1.44	1.21NS
6.	Panchayat members	1.27	1.40	0.96	1.10	5.39**
7.	Village Extension workers	2.58	2.40	2.33	1.88	12.35**
8.	Asstt. Agril. Officers	1.83	1.65	1.15	1.02	11.24**
9.	Training in Dir. of Ext.Edu.	1.10	0.79	0.63	0.50	8.98**
10.	Group meeting	1.44	1.23	0.83	0.65	17.88**
11.	Demonstration	1.58	1.56	2.02	1.71	6.81**
12.	Farmer's fair	1.17	1.02	0.98	0.83	2.23**
13.	Radio	1.67	1.73	1.44	1.58	1.79NS
14.	Television	1.31	1.45	0.85	0.92	1024.00**
15.	News Paper	1.19	1.38	1.00	0.77	5.35**
16.	Film show	0.63	0.63	0.25	0.27	8.01**
17.	Farm literature	0.98	1.04	0.24	0.71	1.73 NS
18.	Fertilizer & chemical dealers	1.44	1.73	1.21	0.94	506.29
19.	Co-operative society	1.29	0.20	1.33	0.79	12.66**
20.	Krishi Upaj Mandi	0.58	0.92	0.29	0.25	15.87**

NS = Non-significant * Significant at 0.05 per cent level ** Significant at 0.01 per cent level

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among marginal urd growing farmers co-operative society' and 'Film shows' were least used.

Sources of information used by the urd growers of zone IV B :

The data further depict that 'VEW' (2.33ms), 'Friends' (2.27ms) and 'Demonstration' (2.02 ms) were highly used by small farmers of zone IVB. 'Farm literature' and 'Film show' were least used by the group. Commonly used sources by marginal urd growing farmers were 'Friends' (2.15 ms), 'VEW' (1.88 ms) and "Progressive Farmers' (1.81 ms). Whereas "Krishi Upaj Mandi" (0.25 ms), "Film show" (0.27 ms) and 'Training at Extension Education' (0.50 ms) were least used sources for receiving agricultural information.

Comparison of extent of sources of information utilized by different categories of urd growers of zone IVA & IVB :

'F' test was applied to see the difference in the extent of use of sources of information by the small and marginal urd growers of both the zones. 'F' values for all the sources were significant except four i.e. 'progressive farmers', 'local leaders', 'radio' and 'Farm literature'. This leads to the conclusion that there was significant difference in the sources of information utilized by both the categories of farmers of zone IVA and IVB except above mentioned four sources. The findings are also supported by Soma sundaram and Singh (1978) who found that 'Neighbours' 'Progressive farmers' and 'Relatives' were the first three most utilized sources among 'Personal locality channels' by both adopter and non-adopter small farmers.

An effort was also made to find out the correlation between extent of sources of information used by urd growers of both the zones irrespective of farmers categories i.e. small and marginal farmers.

Perusal of Table 2 shows that respondents of zone IVA utilized relatively more sources of information viz; 'VEW', 'Friends', 'Progressive farmers' and 'Neighbours' with 1,2,3 and 4 ranks respectively. In contrast to this, urd growers of zone IVB utilized comparatively more sources like 'Friends', 'VEW', 'Demonstrations and Progressive farmers with 1, 2, 3, and 4 ranks respectively. Urd growers of zone IVA & B used "Training at Directorate of Extension Education", 'Krishi Upaj Mandi' and 'Film show' least.

Calculated value of rank correlation was positive and significant leading to conclusion that different sources of information were given similar priority used by urd growers of both the zones, though there was difference in magnitude of mean score. This means, the sources which were given higher priority by the farmers of one zone were also given higher priority in other zone and vice versa.

Observation of Table 2 also reveals various sources which urd growers had consulted in acquiring the information about improved package of practices of urd crop. It is evident from the data presented in the table that 'VEWs' was placed first for getting information. 'Friends', (2.26ms), 'Progressive farmers' (1.89 ms) were kept at second and third place respectively. 'Film show' (0.45

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ms), 'Krishi Upaj Mandi' (0.49) and 'Farm literature (0.74 ms) were least utilized sources for the purpose.

Further test of analysis of variance 'F' was also applied to see the difference if any in extent of use in various sources. Calculated

'F' value was highly significant which indicates that there was a great variation in different sources used by the urd growers. In other words, urd growing farmers used these sources with different intensity for getting the information for improved cultivation.

Table 2 : Comparison of extent of sources of information used by Urd growing farmers :

Sr. No.	Sources of Information	Zone IV A		Zone IV B		Pooled
		M.S.	Rank	M.S.	Rank	
1.	Neighbours	1.88	4	1.51	6.5	1.69
2.	Friends	2.32	2	2.21	1	2.26
3.	Relatives	1.59	7	1.26	8	1.43
4.	Progressive farmers	1.94	3	1.84	4	1.89
5.	Local leaders	1.56	10	1.57	5	1.57
6.	Panchayat members	1.33	12.5	1.03	12	1.18
7.	Village level workers	2.49	1	2.10	2	2.29
8.	Asstt. Agril.Officers	1.74	5	1.08	9	1.46
9.	Training in Dir. of Ext.Edu.	0.95	17	0.56	17	0.78
10.	Group meeting	1.33	12.5	0.73	16	1.03
11.	Demonstration	1.57	9	1.86	3	1.69
12.	Farmer's fair	1.09	15	0.91	13	1.05
13.	Radio	1.70	6	1.51	6.5	1.53
14.	Television	1.38	11	0.89	14.5	1.13
15.	News Paper	1.28	14	0.89	14.5	1.06
16.	Film show	0.63	20	0.26	20	0.45
17.	Farm literature	1.01	16	0.48	18	0.74
18.	Fertilizer &che. dealers	1.58	8	1.07	10	1.32
19.	Co-operative society	0.74	19	1.06	11	0.91
20.	Krishi Upaj Mandi	0.75	18	0.27	19	0.49

$r_s = 0.92$ F Value 123.83**

$t = 9.96**$

MS = Mean Score

r_s = Rank Correlation

** = Significant at 0.01 per cent level

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Table 3 : Association between different variables :

Sr. No.	Variables		Sources of Information			X ² value	C value
			Low	High	Total		
1.	Knowledge	Low	72 (80.90) 60.00	17 (19.10) 23.61	89 (100.00) 46.35	23.96**	0.33
		High	48 (46.60) 40.00	55 (53.40) 76.39	103 (100.00) 53.65		
	Total	120 (62.50) 100.00	72(37.50) 100.00	192 (100.00) 100.00			
2.	Adoption	Low	81 (91.01) 68.64	8 (8.99) 10.81	89 (100.00) 46.35	61.17**	0.49
		High	37 (35.92) 31.36	66 (64.08) 89.19	103 (100.00) 53.65		
	Total	118 (61.46) 100.00	74 (38.54) 100.00	192 (100.00) 100.00			
3.	Technological constraints	Low	28 (33.33) 31.46	56(66.67) 54.37	84 (100.00) 43.75	15.38**	0.27
		High	61 (56.48) 68.54	47 (43.52) 45.63	108 (100.00) 56.25		
	Total	89 (46.35) 100.00	103 (53.65) 100.00	192 (100.00) 100.00			

() = percentage of rows ** = Significant at 0.01 per cent level.
 || = percentage of columns

Association between different variables :

This section deals with the association between the selected variables with sources of agricultural information. For this purpose, Chi-square test (X²) was applied. The urd growers were grouped into low and high categories on the pass of means score of each variable. i.e. low : below mean and high : above mean. The results are presented in Table 3.

Table shows that extent of knowledge and extent of sources of information used by the urd growers for getting agricultural information are associated with each other.

The computed value of chi-square (X²) was 61.17, which is statistically significant at 1 per cent level of significance. It means extent of sources of information used by farmers have effect on extent of adoption of improved package of practices.

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In case of association with technological constraints, the calculated value of chi-square (X^2) was 15.38 which was greater than tabulated value at 1 degree of freedom at 1 per cent level of significance. From the above observation it could be concluded that there is significant association between the sources of information used and technological constraints perceived by urd growing respondents.

CONCLUSION

From the above results it could be concluded that

1. Small and marginal urd growing farmers used more frequently the sources like

'VEW', 'Friends', 'Relatives' and 'Progressive farmers'.

2. There was great variation in different sources used by urd growers of both the zones.
3. There was significant difference in extent to which different sources of information were used by small and marginal urd growers of zone IVA & IVB.
4. There was significant association between the use of sources of information with selected variables viz; knowledge, adoption and technological constraints.

❖ What we have to learn to do we learn by doing

- ARISTOTLE.

❖ It is better to be a dog in peaceful times than to be a man in times of unrest.

- CHINESE PROVERB.

❖ Since we can not get what we like let us like what we can get.

❖ Challenge is a part of life take it in stride knowing that you will win most of the time, lose some of the time but become a better person either way for having tried"

- PROMOD BATIA