

## **Differential Information Gaps at Various Levels Under T&V System**

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### **INTRODUCTION**

The main problem as it exists today, is that of effective dissemination of adequate agricultural information to the consumer farmers. Effective communication system occupies a place of pride in the rapid growth of agriculture. Despite the considerable advances in groundnut production technology the gap between the know-how already attained and their application in the fields, is still quite large. There is a wide scope for increasing groundnut production per unit area. However, majority of the groundnut growers did not know and adopt the improved groundnut production technology. This gap exists at various levels of the administrative or extension hierarchy but the gap existing at the operational level i.e between the grass root extension workers and the farmer is vital. Taking this in view, the study entitled, "Differential Information Gaps Under T&V System with respect to Groundnut production Technology" was undertaken with the following specific objectives :

(1) To explore the information gap at VLW and the Contact as well the Non-Contact groundnut growers' levels.

(2) To ascertain an association between the selected characteristics of the VLWs and their information gap.

### **METHODOLOGY**

The present investigation was conducted in junagadh district of Gujarat state, which was selected purposively as the groundnut is an age old major kharif cash crop and it is the highest groundnut producing district. Out of 15 talukas of junagadh district, total 6 talukas were selected purposively as the major groundnut growing talukas. 7 VLWs were randomly taken from each selected taluka. Thus, 42 VLWs were considered as respondents of the study. For the selection of contact groundnut (CGGs) and Noncontact groundnut growers (NCGs), 2 CGGs and 2 NCGGs from each selected VLW circle were taken randomly. Thus, 84 CGGs and 84 NCGGs were the universe of the investigation. The extent of information gap (dependent variable) was measured in terms of knowledgs gap by administering a knowledge test to all the three categories of the respondents. For measuring the selected independent variables, scales and indices developed by

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other researchers were used. The data were collected by personal interview with the help of interview schedule developed in light of the objectives of the study.

**FINDINGS**

1. Extent of information gaps at the

Data in Table 1 revealed that contact groundnut growers had higher information gap than the VLWs and statistically also found significant (t value = - 2.65), these may be due to the fact

**Table 1 : Test of significance of difference between the different categories of respondent and their information gaps.**

| Sr. No. | Categories of respondents      | Test of significance of information gaps. |                               |           |
|---------|--------------------------------|---|-------------------------------|-----------|
|         |                                | Percent mean (gap)                        | Difference between mean score | 't' value |
| 1.      | VLWs (N=42)                    | 20.47                                     | -4.43                         | -2.65 *   |
|         | CGGs (N=84)                    | 24.90                                     |                               |           |
| 2.      | VLWs (N=42)                    | 20.47                                     | -20.69                        | -11.31**  |
|         | NCGGs (N=84)                   | 41.16                                     |                               |           |
| 3.      | CGGs (N=84)                    | 24.90                                     | -16.26                        | -9.98**   |
|         | NCGGs (N=84)                   | 41.16                                     |                               |           |
| 4.      | VLWs (N=42)                    | 20.47                                     | -12.50                        | -7.49**   |
|         | Groundnut growers pooled N=168 | 32.97                                     |                               |           |

\* Significant at 0.05 level probability

\*\* Significant at 0.01 level probability

VLW and contact as well as the non-contact groundnut growers level with respect to groundnut production technology

that VLWs had got more education and training than the contact farmers and being the main carrier of messages from the research system to the farmers. Comparison of the mean information gap index of Non-contact and contact groundnut growers had greater information gap than the contact groundnut growers. Statistically significant difference was observed between the information gap of the contact and Non-contact groundnut

2. Information gap, in the present study, has been referred to the degree to which the original content of a message related to improved technology deviated from the origin of its transmission to the different levels of its recipients i.e. VLWs and contact as well as Non-contact groundnut growers.

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growers (t value= -9.98\*\*), This may be due to the fact that the contact groundnut growers was 20.47 and 41.16 percent, respectively and there were highly

**Table 2 : Zero-order co-rrelation co-efficient between VLW's extent of information gap about groundnut prod. techno. and their selected characteristics.**

| Sr.No. | Name of the Variables    | 'r' Value |
|--------|--------------------------|-----------|
| 1.     | Age                      | -0.2588   |
| 2.     | Education                | -0.3549*  |
| 3.     | Experience               | -0.5140** |
| 4.     | Training acquired        | -0.7634** |
| 5.     | Family type              | +0.0293   |
| 6.     | Family background        | +0.2060   |
| 7.     | Physical facilities      | -0.0978   |
| 8.     | Job Satisfaction         | -0.0401   |
| 9.     | Job commitment           | -0.1655   |
| 10.    | Jod preference           | -0.1646   |
| 11.    | Communication behaviour. | 0.4791**  |

\* Significant at 0.05 level

\*\* Significant at 0.01 level

growers were having higher extension participation, localite cosmopoliteness than the Non-contact groundnut growers.

significant difference between the VLWs and Non-contact groundnut growers. (t value= -11.31\*\*), The pooled sample of groundnut growers a highly significant difference between the information gap of the groundnut growers and VLWs.

Further, the mean information gap index of the VLWs and Non-contact

**Table 3 : Multiple regression analysis between information gap of VLWs and four independent variables**

| Sr. | Indepent Variables                       | Partial 'b' value | 't' Value for partial | Standand partial beta (b) | Rank order | R <sup>2</sup> |
|-----|--|-------------------|-----------------------|---------------------------|------------|----------------|
| 1.  | x <sub>2</sub> Education                 | -1.7592           | -1.815                | -0.1716                   | III        |                |
| 2.  | x <sub>3</sub> Experience                | -0.1417           | -1.734                | -0.1171                   | IV         |                |
| 3.  | x <sub>4</sub> Training acquired         | -2.3201           | -5.277**              | -0.5733                   | I          | 0.6889**       |
| 4.  | x <sub>11</sub> Communication behaviour. | -0.0749           | -2.072                | -0.2050                   | II         |                |

\*\* Significant at 0.01 level.

The zero-order correlation Co-efficient between VLW's extent of information gap about groundnut production technology and their selected characteristics shown in the table 2. It is revealed that education, experience, training acquired, communication behaviour were negatively significant with the information gap. The negative direction of association indicated that extent of information gap decrease significantly with increase in these variables. These variables were entered in the multiple regression analysis for predictive abilities on information gap and is presented in Table 3.

The data in table-3 shows that  $R^2$  value (0.6889)\*\* indicated that four independent variables contributed towards 68.89 per cent of the variation in the extent of information gap with respect to groundnut production technology of VLWs.

The calculated 't' value for the partial regression co-efficient were significant at 0.01 level, in case of two variables namely, training acquired (-5.277)\*\* and communication behaviour (-2.072)\*\*

Further, it can be revealed on the basis of standard partial 'b' values that the order of contribution of these four variables from highest to lowest was  $x_4$  training acquired  $x_{11}$  communication behaviour  $x_2$  education and  $x_3$  experience. Relative contribution of training acquired was more than communication behaviour, education and experience.

## CONCLUSION

1. The overall information gap in the area of groundnut production technology was observed at VLWs level (20.47 percent), NCGGs level (41.16 per cent) CGGs level (24.90 percent), and pooled sample of the groundnut growers level (32.97 per cent).
2. There was a significant difference between the VLWs and the contact as well as the Non-contact, pooled sample of GGs and information gaps with respect to GPT such as VLWs and CGGs, VLWs and NCGGs, CGGs and NCGGs, and VLWs pooled sample of GGs.
3. There was negative and significant association between VLWs extent of information gap about GPT and their characteristics like education, experience, training acquired by them and communication behaviour. They jointly contributing significant 68.89 per cent of the variation in the extent of information gap of VLWs.

## IMPLICATIONS

The loss of information at various level was found to be quite substantial which must be minimized to zero level if the technology has to play its full role. which can be achieved by following ways

1. While selecting VLWs, the management of T & V system should take into consideration the VLWs characteristics such as education, training acquired by them, experience and comm. behaviour.

2. Scientists should be motivated to pay frequent visits to observe the field problems of the performance of their recommendations communicated to the extension worker, so far as to correct the mistake prevailing at any level.

3. The management of T&V should be geared up to transmit the latest message of GPT, In view of this, the systematic farm visit and contact with farmers should be rigidly follow and adequately supervised at all levels.

### MANAGE

M : Man Power utilization  
A : Active supervision  
N : Negotiate well  
A : Attend your duty  
G : Goal setting  
E : Efficient Marketing

### MOTHER

M : Motivation  
O : Optimism  
T : Training  
H : Health care  
E : Education  
R : Responsible