

Motivational Sources for Joining Correspondence Course on Scientific Wheat Cultivation

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INTRODUCTION

The education through correspondence is of recent origin. This method of education is used to train people by giving equal opportunities to them to become productive citizens. The learners here devote spare time to their studies and work at the speed that suit them. Needless to say, this method requires on the part of the learners a good deal of will-power, self discipline, a sense of innate curiosity and habit of self-study. Keeping this in view, the Gujarat Agricultural University had started a correspondence course on scientific wheat cultivation in 1984 in order to make available research findings to the mass of wheat cultivators. The subscribers of the course were made aware as well as motivated by different channels of communication. To collect some basic information about motivational sources for farmers to become subscribers of the correspondence course was thus deemed important. Considering this, the study was under taken with the following objectives:

OBJECTIVES

1. To study the profiles of subscribers, of

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wheat correspondence course.

2. To determine motivational sources for farmers to become subscriber of correspondence course.

METHODOLOGY

Maheshana district was specifically selected for the study because it had the highest number of subscribers amongst all the districts of Gujarat State. Likewise, Mahesana taluka in the district was selected for the study on the basis of highest number of subscribers. In Mahesana taluka, there were only five villages in which five and more than five subscribers of the correspondence course were residing. There were 100 subscribers from these five villages and all the subscribers were selected as respondents for the study. However, 80 respondents were available at the time of data collection. The data were collected by an interview schedule.

FINDINGS AND DISCUSSION

The results regarding socio-economic profile of respondents are presented in Table 1.

Table 1 : Distribution of farmers subscribers in relation to their Socio-economic variables.

Sr. No.	Variable	Category	Range	Respondents	
				Frequency	Percentage
1.	Age	Young	Below 30 years	11	13.75
		Middle	31 to 50 years	54	67.50
		Old	Above 50 years	15	18.75
2.	Education	Illiterate	--	21	26.25
		Primary	Up to VII Std.	41	51.25
		High school	VIII to XI Std.	9	11.25
		College	Above XI Std.	9	11.25
3.	Caste	Upper Caste	--	41	51.25
		Intermediate	--	36	45.00
		Lower Caste	--	3	3.75
4.	Type of Family	Nuclear	--	39	48.75
		Joint	--	41	51.25
5.	Size of Family	Small	Upto 6 members	27	33.75
		Medium	6 to 10 members	47	58.75
		Large	Above 10 members	6	7.50
6.	Occupation	Service	--	2	2.50
		Only farming	--	2	2.50
		Service farming	--	5	6.25
		Farming & Animal Husbandry	--	71	88.75
7.	Size of Land holding	Landless	0.00 ha.	2	2.50
		Marginal	Up to 1 ha.	21	26.25
		Small	1.01 to 2 ha.	44	55.00
		Medium	2.01 to 4 ha.	8	10.00
		Large	Above 4 ha.	5	6.25
8.	Social participation	Low	Up to 2 score	74	92.50
		Medium	2.01 to 4 score	4	5.00
		High	Above 4 score	2	2.50
9.	Participation in Extension Activities	Low	Below 1.96	21	26.25
		Medium	1.97 to 48.91	48	60.00
		High	Above 48.91	11	13.75
10.	Mass Media Exposure	Low	Below 2.09	19	23.75
		Medium	2.1 to 7.16	50	62.50
		High	Above 7.16	11	13.75

Age :

It is evident from the data presented in Table 1 that 67.50 per cent of the subscribers belonged to the middle age group, whereas, 13.75 per cent and 18.75 per cent of them belonged to young age and old age group respectively.

Education :

The data presented in Table 1 reveal that 51.25 per cent of the respondents had primary education followed by equal percentage of (11.25 per cent) respondents having high school and college education. About 26.00 percent subscribers were found illiterate.

Caste :

Caste is the most important character among the social characteristics of the individual in India. It is evident from the data that majority of the respondents were belonged to upper (51.25 per cent) and intermediate caste, (45.00 per cent). Respondents in the lower caste group were very less (3.75 per cent).

Type of Family :

The data reveal that 51.25 per cent respondents had joint family, while 48.75 per cent respondents were found to have nuclear family. Thus, the distribution of subscribers into joint and nuclear family was found to be almost equal.

Size of family :

Majority of the respondents (58.75 per cent) were from the medium size of family followed by 33.75 per cent from small size of family. Only 7.50 per cent of the respondents belonged to large family. It can be seen that two-third of the respondents were having more than five members.

Occupation :

It was observed that about 89 per cent of the respondents had farming and animal husbandry as their occupation, whereas, 6.25 percent subscribers were deriving their income both from service and farming. A meagre percentage of the subscribers were earning their livelihood either only from services or only from farming.

Size of land holding :

A perusal of data shows that 55.00 per cent and 26.25 per cent of the respondents were small and marginal farmers respectively. The subscribers from medium holding, large holding and landless categories were very few.

Social Participation :

A great majority (92.50 per cent) of the respondents had a low social participation. A very few respondents were found with medium and high social participations.

Participation in Extension Activities :

The data revealed that 60.00 per cent of the respondents of correspondence course had medium level participation in various extension educational activities, while 26.25 per cent and 13.75 per cent of the respondents had low and high extension participation respectively. Thus, it is clear that majority of the respondents of correspondence course had participated (73.75 per cent) in various non-formal educational activities including individual contact, group contact and mass contact method for knowing latest agricultural production technology.

Mass-media exposure :

Mass media channels help the farmers to become aware of new technology in farming. But, the farmers vary in mass media channels utilization. Keeping this in view, mass media exposure of the respondents was studied. The data indicated that 62.50 per cent of the respondents had medium mass media exposure, while 23.75 per cent and 13.75 per cent of the respondents had low and high mass media exposure respectively.

The motivational sources to become subscribers of correspondence course :

Motivation is the persuasion to the people to take part in the correspondence course on scientific wheat cultivation. The farmers were made aware as well as motivated by different channels/methods of communication such as radio, news papers, circular letter, personal contact method, group meeting etc. The information on motivational source/s by which the respondents had come to know about and were motivated to enroll in correspondence course is presented in Table 2.

Table 2 : Distribution of subscribers according to motivational sources for becoming a subscriber.

Sr. No	Sources	Respondents	
		Frequency	Percentage
1.	Village level worker	3	3.75
2.	Agricultural Extension Officer	3	3.75
3.	Subject-matter specialist	1	1.25
4.	University scientists/Teacher	73	91.25
5.	Radio, News Paper & Circular Letters etc.	0	00.00
TOTAL		80	100.00

Data reported in Table 2 indicate that major motivational source to respondents for becoming a subscriber of correspondence course was the university scientists/teachers. About 9.00 per cent of the respondents were made aware by Village level workers, Agricultural Extension Officers and Subject Matter Specialists of Training and Visit System. A striking observation was that nobody indicated mass media like radio, news papers etc. as a source of motivation for becoming a

subscriber of correspondence course on scientific wheat cultivation. The reason for such finding could be deduced that extension scientists/teachers of the Gujarat Agricultural University might have heavily used personal contact and/or group meeting methods to persuade the farmers to become subscriber of the correspondence course. Thus, the role of inter personal channel is especially important in persuading an individual to become subscriber of the correspondence course. The results

are in contradiction with that of the findings of Abdul Rahiman and Menon (1978). They have reported that news paper was an important source of information for farmers for the correspondence courses.

SUMMARY

From the forgoing discussion, it could

be summarised that majority of the respondents of correspondence source on scientific wheat cultivation were small farmers, of middle age, from higher and intermediate caste, having in joint family, having primary education, mixed farming, low social participation with medium extension participation, and using mass media exposure moderately.

REFERENCES

- Abdul Rahiman O. and Menon A.G.G. 1978 The correspondence course for farmers on paddy cultivation. Ind. Jour. of Extn. Edn., 14 (3&7) : 58.