CREDIBILITY OF COMMUNICATION SOURCES UTILIZED
BY THE POMEGRANATE GROWERS

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ABSTRACT

The present study was carried out in Banaskantha district. The four talukas having highest area under pomegranate cultivation were selected purposively. Four villages from each selected talukas having pomegranate cultivation were selected randomly. Total 12 villages and 10 pomegranate growers from each village were selected randomly. The sample of study was 120 pomegranate growers. Credibility of communication sources used by pomegranate growers was measured with most least credibility index method developed by Sandhu, in 1973. Majority of the pomegranate growers were from middle age and had primary education. The 40.83 per cent of the pomegranate grower were small farmer and majority of them had medium income as well as farming with animal husbandry as their main occupation. Majority of the pomegranate growers had membership in one organization and medium extension participation. Among the all communication sources the most credible source used by pomegranate growers were: university scientist, subject matter specialist and progressive farmer which ranked first, second and third respectively.

Keywords: *communication sources, credibility, pomegranate growers*

INTRODUCTION

In agricultural development role of communication is of paramount significance with regard to transfer of latest technology from research station to its ultimate users, the farmers. In this context, the sources and channels of information utilized by the farmers with regards to agricultural technologies plays an important role. This information can be communicated through various media to the farmers and one has to take into account the preference of the farmers for a particular information source/ media. Among many sources of information, farmers may use few depending on the credibility of information sources.

The credibility of a source may vary according to type of farming, previous experience, socio-economic status, mass media exposure and other characteristics of receivers of message. Pomegranate is an important remunerative crop. The area under pomegranate is increasing day by day in Banaskantha district. Keeping this in view the present study entitled "Credibility of communication sources utilized by pomegranate growers" was carried out with following objectives.

OBJECTIVES

(1) To study the profile of pomegranate growers

(2) To study the communication sources used by pomegranate growers

(3) To study the credibility of communication sources used by pomegranate growers

METHODOLOGY

The present study was carried out in Banaskantha district. The multistage sampling technique was used. The district has 14 talukas of which, four talukas *viz;*Tharad, Lakhani, Deesaand Dhanera having highest area under pomegranate cultivation were selected purposively. Four villages from each purposively selected talukas having pomegranate cultivation were selected randomly. Total 12 villages were selected for the study. From each village 10 pomegranate growers were selected randomly. Thus, total 120 pomegranate growers were selected for the study.

The communication sources credibility is operationally defined as a degree to which pomegranate growers trust particular source of communication to be accurate and useful in their farming conditions. It will be

measured with most least credibility index method developed by Sandhu, in 1973. The sources of communication includes: Personal locality sources, Personal cosmopolite sources and Mass media. The pomegranate growers were asked to indicate most and least important sources used by them in getting the information about pomegranate technologies. The relative credibility index was worked out by using following formula.

$$\text{Relative credibility index} = \frac{X}{Y} \times \frac{100}{N}$$

Where,

X = Number of pomegranate growers who believed the source as most credible

Y = Number of pomegranate growers who believed the source as least credible

N = Total number of pomegranate growers

The relative credibility index of each source of communication was worked out and ranks were assigned as per order of preference of their use by the pomegranate growers.

The information was collected by personal interview. The interview schedule was developed in consultation with extension educationists and horticulturists working in area.

RESULTS AND DISCUSSION

Personal and socio-economic attributes

Table 1: Distribution of the respondents according to personal and socio-economic attributes

n = 120

Sr. No.	Attributes	Classification	Frequency	Per cent
1	Age	Young (Up to 35 years)	30	25.00
		Middle (35 to 50 years)	72	60.00
		Old (above 50 years)	18	15.00
2	Education	Illiterate	21	17.50
		Primary (1st to 8th std.)	32	26.66
		Secondary (9th to 10th standard)	24	20.00
		Higher secondary (11th to 12th standard/ Diploma course)	31	25.84
		Graduation and above	12	10.00
3	Land holding	Marginal farmers (up to 1.00 ha)	05	04.17
		Small farmers (1.01 to 2.0 ha)	49	40.83
		Medium farmers (2.01to 4.0 ha)	29	24.17
		Big farmers (above 4.0 ha)	37	30.83
4	Social Participation	No membership	20	16.67
		Membership in one organization	80	66.66
		Membership in more than one organizations	12	10.00
		Holding position in organization/ office bearer	08	6.67
5	Extension participation Mean=7.07 S. D.= 2.01	Low extension participation	27	22.50
		Medium extension participation	**79**	**65.83**
		High extension participation	14	11.67
6	Annual Income Mean=539150 S. D.= 273113	Low (up to ₹ 266037)	12	10.00
		Medium (₹ 266038 to 812263)	78	65.00
		High (above ₹ 812263)	30	25.00
7	Occupation	Only farming	48	40.00
		Farming and animal husbandry	60	50.00
		Farming and business	08	06.67
		Farming and service	04	03.33

The numerical figures in table 1 shows that majority of pomegranate growers (60.00 %) were found in the middle age group, followed by 25.00 per cent in young age group and remaining 15.00 per cent in old age group. The data on formal education of pomegranate growers data reveal that 26.66 per cent of the pomegranate growers had primary education followed by 25.84 per cent and 20.86 per cent who had higher secondary and secondary level of education respectively. The 10.00 per cent pomegranates growers had graduation and above while 17.50 per cent farmers were illiterate. The 40.83 per cent of pomegranate growers had land between 1.01 to 2.0 ha, while 30.83 per cent of the respondents had land above 4.0 ha. The respondents who had land between 2.01 to 4.0 ha were 24.17 per cent and up to 1.00 ha were 4.17 per cent. It is clear from the table that 66.66 per cent of the pomegranate growers had membership in one organization, followed by 16.67 per cent pomegranate growers did not enrolled themselves in any organization. The 10.00 per cent pomegranate growers had membership in more than one organization. Only 06.67 per cent of pomegranate growers were holding position in organization.

The majority (65.83 per cent) of the pomegranate growers had medium level of extension participation, followed by low (22.50 per cent) and high level of (11.67 per cent) extension participation, respectively. The 65.00 per cent of the pomegranate growers were found with medium annual income ranging from ₹ 2,66,038/- to ₹ 8,12,263/-.On the other hand, 25.00 per cent of the pomegranate growers were in high income group above to ₹ 8,12,263/-. Only 10.00 per cent of the pomegranate growers felled in low income group up to ₹ 2,6 6,037/-. It is evident from the table that 50.00 per cent of the pomegranate growers were found to be dependent on farming and animal husbandry followed by 40.00 per cent engaged in only farming while, 6.67 per cent farming with business and rest 3.33 per cent had farming with service as on occupation.

Communication sources

The relative credibility index of communication sources used by pomegranate growers were worked out and ranks were assigned as per order of preference of their use. The data in this regard are presented in table 2.

Table 2 : Credibility of communication sources used by pomegranate grower n=120

Sr. No.	Communication sources	Most credible	Least credible	Relative credibility Index	Rank
1	Personal localite sources				
	(i) Friend/Neighbor/ Relative	81	39	1.73	VI
	(ii) Progressive farmer	99	21	3.93	III
	(iii) Agril. Input Dealer	15	105	0.12	XIV
2	Personal cosmopolite sources				
	(i) VLW	45	75	0.50	XI
	(ii) Agril. Officer	52	68	0.64	IX
	(iii) University Scientist	102	18	4.72	I
	(iv) KVK Scientist	100	20	4.17	II
3	Mass Media				
	(i) Radio	38	82	0.39	XIII
	(ii) Television	61	59	0.86	VIII
	(iii) News paper	70	50	1.17	VII
	(iv) Leaflet / fodder	50	70	0.60	X
	(v) Crop demonstration	94	26	3.01	IV
	(vi) Field day	85	35	2.02	V
	(vii) Exhibition	40	80	0.42	XII

It is reveled from table 2 that among the personal localite sources progressive farmer, friend/neighbor/relative and agricultural input dealer ranked third, sixth and fourteenth respectively. The university scientist, subject matter specialist, agricultural officer and village level worker ranked first, second, ninth and eleventh in personal cosmopolite sources. In mass media sources crop demonstration, field day, newspaper, television, leaflet/folder, exhibition and radio ranked fourth, fifth, seventh, eighth, tenth, twelfth and thirteenth respectively.

CONCLUSION

Majority (60.00 %) of the pomegranate growers were from middle age and had primary education. The 40.83 per cent of the pomegranate grower were small farmer, had medium income and farming with animal husbandry as their main occupation. Majority (66.66 %) of the pomegranate growers had membership in one organization and medium extension participation. Among the all communication sources the most credible source used by pomegranate growers were: university scientist, subject matter specialist and progressive farmer which ranked first, second and third respectively.

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