

RELATIONSHIP BETWEEN PROFILE OF TRIBAL MAIZE GROWERS AND THEIR INFORMATION MANAGEMENT BEHAVIOUR

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ABSTRACT

The key component for societal advancement today is information. Everyday living depends on having access to information. There are many different places where information can be retrieved or obtained. Farmers constitute a particular group of users whose information needs are very specific. The present investigation was carried out in the Panchmahals district of Gujarat state with a specific objective to study Relationship between profile of tribal maize growers and their information management behaviour in Panchmahals District. Panchmahals district comprises 7 talukas out of these, four talukas viz, Godhra, Morva hadaf, Shahera and Kalol were selected considering the maximum tribal population. From each taluka, five villages and from each village ten tribal maize growers were selected randomly for the study. Hence, a total of 200 tribal maize growers were selected and interviewed. The data were collected through the personal interview method. From the above results, it can be concluded that More than half (52.50 per cent) tribal maize growers belong to middle age group, secondary to primary level of education (58.00 per cent), Slightly less than one-third (32.50 per cent) of tribal maize growers had experience up to nine to twelve years, Majority (72.50 per cent) of tribal maize growers had membership in more than one organization and membership in one organization, More than three-fifth of the tribal maize growers were medium to high level of extension contact (61.50 per cent), medium to high mass media exposure (65.00 per cent), marginal to small size of land holding (66.00 per cent). Education, Social participation, Extension contact and Mass media contact had positive and highly significant relationships with Information management behaviour. Age had a negative and highly significant relationship with Information management behaviour, whereas land holding and experience in maize cultivation had a positive and non-significant relationship with information management behaviour.

Keywords: information management behaviour

INTRODUCTION

Information is a basic necessity of everyday life. For everything and anything information required. Information can be obtained or retrieved from a variety of sources. Farmers constitute a particular group of users whose information needs are very specific. The present study deals with the information needs of the farmer's community in rural areas (Bora et al., 2023; Chaudhari et al., 2022). The present age has been rightly called as an information age. Information has become the most important element for progress in society. According to Kemp "Information has been described as the fifth need of man ranking after air, water, food and shelter". Everyone needs information about everything even in his day-to-day life. The concept of Agricultural Information Management Behaviour of tribal maize growers is gaining significance as they are emerging as a strong force in increasing agricultural production in the country. Keeping all this view, the research study "Relationship between profile of tribal maize growers

and their information management behaviour in panchmahals district" was taken.

OBJECTIVES

- (1) To study the profile of the tribal maize growers
- (2) To study the relationship between profile of tribal maize growers and their information management behaviour

METHODOLOGY

Gujarat state has 33 districts and out of these, the study was conducted purposively in Panchmahals district. Multistage random sampling technique followed for selection of District, Talukas, Villages and Tribal Maize Growers. Panchmahals district comprises 7 talukas out of these, four talukas viz, Godhra, Morva hadaf, Shahera and Kalol were selected considering maximum tribal population. From each taluka five villages and from each village ten tribal maize

growers were selected randomly for the study. Hence, total 200 tribal maize growers were selected and interviewed. The data were collected through personal interview method.

The data was analyzed and interpreted with Frequency and percentage and Correlation Coefficient (r).

RESULTS AND DISCUSSION

Table 1:-Profile of tribal maize growers of panchmahals district

(n=200)

| Sr. No. | Characteries /Category | Frequency | Percentage |
|---------|--|-----------|------------|
| 1 | Age | | |
| | Young Age (Up to 35 years) | 61 | 30.50 |
| | Middle Age (36 to 50 years) | 105 | 52.50 |
| | Old age (Above 50 years) | 34 | 17.00 |
| 2 | Education | | |
| | Illiterate | 31 | 15.50 |
| | Primary Education (Up to 7 th std.) | 54 | 27.00 |
| | Secondary Education (8 th to 10 th std.) | 62 | 31.00 |
| | Higher Secondary (11 th to 12 th std.) | 24 | 12.00 |
| | Graduate | 29 | 14.50 |
| 3 | Expeirience in maize cultivation | | |
| | Very low (Up to 4 year) | 32 | 16.00 |
| | Low (5 to 8 years) | 47 | 23.50 |
| | Medium (9 to 12 years) | 65 | 32.50 |
| | High (13 to 16 years) | 32 | 16.00 |
| | Very high (Above 17 years) | 24 | 12.00 |
| 4 | Social participation | | |
| | No membership | 24 | 12.00 |
| | Membership in one organization | 55 | 27.50 |
| | Membership on more than one organization | 90 | 45.00 |
| | Membership on more than two organization | 13 | 06.50 |
| | Position holder | 18 | 09.00 |
| 5 | Extension contact | | |
| | Very low (Up to 11 score) | 29 | 14.50 |
| | Low (12 to 14 score) | 33 | 16.50 |
| | Medium (15 to 17 score) | 56 | 28.00 |
| | High (18 to 20 score) | 67 | 33.50 |
| | Very high (21 to 24 score) | 15 | 07.50 |
| 6 | Mass media exposure | | |
| | Very low (Up to 11 score) | 22 | 11.00 |
| | Low (12 to 14 score) | 32 | 16.00 |
| | Medium (15 to 17 score) | 71 | 35.50 |
| | High (18 to 20 score) | 59 | 29.50 |
| | Very high (21 to 24 score) | 16 | 08.00 |
| 7 | Land holding | | |
| | Marginal (Up to 1.00 ha) | 68 | 34.00 |
| | Small (1.1 to 2.0 ha) | 64 | 32.00 |
| | Medium (2.1 to 4.0 ha) | 51 | 25.50 |
| | Large (Above 4.0 ha) | 17 | 08.50 |

Data presented in Table 1 showed that More than half (52.50 per cent) tribal maize growers belongs to middle age group followed by old age (17.00 per cent) and young tribal maize growers are just (30.50 per cent).

More than half (58.00 per cent) of tribal maize growers had secondary to primary level of education, followed by 15.50, 14.50 & 12.00 per cent tribal maize growers had illiterate, college (graduate) and higher secondary level of education, respectively.

Slightly less than one-third (32.50 per cent) of tribal maize growers had experience up to nine to twelve years, followed by 23.50 (5 to 8 years), 16.00 (13 to 16 years), 16.00 (up to 4 years) and 12.00 per cent (Above 17 years) experience in maize cultivation, respectively.

Majority (72.50 per cent) of tribal maize growers had membership in more than one organization and membership in one organization followed by 12.00, 09.00 and 06.50 per cent of them had no membership, position holder and members in more than two organization, respectively.

More than three-fifth (61.50 per cent) of the tribal maize growers were medium to high level of extension contact followed by low (16.50 per cent), very low (14.50 per cent) and very high (07.50 per cent) level of extension contact.

More than three-fifth (65.00 per cent) of the tribal maize growers had medium to high mass media exposure, followed by 16.00, 11.00 and 08.00 per cent of them low, very low and very high mass media exposure, respectively.

Table 2 : Relationship between profile of tribal maize growers and components of Information management behaviour (n=200)

| Sr. No. | Name of the variables | Correlation with Information management behaviour |
|----------------|---------------------------------|---|
| X ₁ | Age | -0.219** |
| X ₂ | Education | 0.328** |
| X ₃ | Land holding | 0.035 NS |
| X ₄ | Experience in maize cultivation | 0.049 NS |
| X ₅ | Social participation | 0.321** |
| X ₆ | Extension contact | 0.216** |
| X ₇ | Mass media contact | 0.310** |

*Significance at 5 per cent level of probability, NS:- Non significant** Significance at 1 per cent level of probability

More than three-fifth (66.00 per cent) of tribal maize

growers had marginal to small size of land holding, whereas 25.50 and 08.50 per cent of them had medium and large size of land holding, respectively.

(1) Age

It is noticed in table 5 that there was a Negative and highly significant relationship between age with information management behaviour. It indicates that as age increases the information management behaviour decreases.

(2) Education

There was a positive and highly significant relationship between education with information information management behaviour. The comprehensive ability of an individual enhances with possessing educational qualification, which facilitates to understand the importance of information sources and application of various methods in sharing the information with other farmers.

(3) Land holding

There was a positive and non-significantly relationship between land holding with information management behaviour.

(4) Experience in maize cultivation

Experience in maize cultivation was positive and non-significantly related with information management behaviour. It indicates that as experience in maize cultivation increases the information management behaviour decreases.

(5) Social participation

There was a positive and highly significant relationship between social participation with information management behaviour. It indicates that as social participation increases information management behaviour also increases. The more the involvement in various organizations in terms of planning and organizing the activities, more the inclination to acquire, utilize and exchange the information with others.

(6) Extension contact

There was a positive and highly significant relationship between extension contact with information management behaviour. The reasonable level of interaction, discussions or meeting with the officials of State Department of Agriculture, SAU's scientists/Extensionists and officials of various departments at various platform might have forced to exhibit above relationship.

(7) Mass media contact

There was a positive and highly significant

relationship between mass media contact with information management behaviour. The exposure to various kinds of print/electronic or personal/impersonal media makes an individual to have more orientation on information management.

CONCLUSION

Majority of the tribal maize growers had membership in more than one organization and membership in one organization. More than three-fifth of the tribal maize growers had medium to high level of extension contact, medium to high mass media exposure and marginal to small size of land holding. More than half of the tribal maize growers belongs to middle age group and secondary to primary level of education. Slightly less than one-third of them had experience up to nine to twelve years in maize cultivation.

Education, Social participation, Extension contact and Mass media contact had positive and highly significant relationship with Information management behaviour. Age had negative and highly significant relationship with Information management behaviour, whereas land holding and experience in maize cultivation had positive and non-significant relationship with information management behaviour.

CONFLICT OF INTEREST

This is to declare that there is "No conflict of

interest" among researcher.

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