



COMMUNICATION SOURCES OF GROUNDNUT GROWERS FOR AGRICULTURE IN RAIGARH DISTRICT OF CHHATTISGARH

B. K. Chaturvedi¹, K.K. Shrivastava²

¹M.Sc. (Ag.), Department of Agricultural Extension, I.G.K.V., Raipur (C.G.) India

²Professor, Department of Agricultural Extension, I.G.K.V., Raipur (C.G.) India

Abstract

The present study was conducted in the Raigarh district of Chhattisgarh State. Out of 9 blocks, 4 blocks were selected based on total groundnut area and productivity. Total 160 farmers from 5 villages of each block were selected by random sampling method. The results of the research revealed that that majority (61.25%) of the respondents utilized medium level Sources of Information, the sources of information cent per cent of the respondents were receiving the agricultural informations from Friends/ Relatives/ Neighbors. Rural Agriculture Extension Officers (RAEOs) was also important sources of information to the respondents (98.13%) were sometimes seeking the information from them. Majority of the respondents had medium contact with extension agencies and Krishi sewa Kendra was found as the most frequent visiting extension agencies from where the respondents obtained latest information of agriculture.

Key words: Sources of information, respondents.

Introduction

According to Leagans (1961) communication is the process by which two or more people exchange their ideas, facts, feelings or impression in ways that each gains a common understanding of the meaning, intent and use of messages. In broad sense, communication means transmission of ideas, information, emotions, skills by use of symbols, words, pictures, figures, graphs etc.

India is the second largest producer of groundnut after China and has an area of over 4.85 million hectare with production of 5.79 million tons and productivity of 1188 kg /hectare. (State of Indian Agriculture, 2012-13).

In Chhattisgarh, total cereal crops cover an area of around 43,59,349 hectare, Raigarh covers an area 2,44,667 hectare under cereals with the production of 75,32,735 MT and 3,14,984 MT respectively and under pulses crops 8,55,944 hectare area and production of 4,85,635 MT among the all districts of Chhattisgarh state. In Raigarh 30,492 hectare area covers pulses with production of 9,600 MT. In Chhattisgarh 26,99,79 hectare area comes under oil seed crops, Raigarh has 2,09,766 hectare area and production of 14,996 MT in Chhattisgarh, 12,324 MT in

Raigarh. (Directorate, Land Record, Raipur C.G. 2013-14).

Out of the total oil seed crops groundnut covers an area of around 29,397 hectare with the production of 40,504 MT. Among all the districts of Chhattisgarh state, Raigarh district has highest area and production, covering an area of 7,572 hectare and production of 9,930 MT (Directorate, Land Record, Raipur C.G. 2013-14). <http://cg.nic.in/revenue/>.

In this district maximum groundnut growers is residing in Gharghoda, Tamnar, Lailunga, and Dharamjaigarh block. Maximum area covers groundnut crop under these blocks.

Objective of the Study:

1. To determine the sources of information of groundnut growers about agriculture.

MATERIALS AND METHODS:

The study was conducted in Raigarh district of Chhattisgarh state during the year 2014-2015. Raigarh district was selected purposively because the maximum groundnut growers is residing in comes under this district.

There are total nine blocks in Raigarh district namely, Pussor, Baramkela, Tamnar, Raigarh, Sarangarh, Lalunga, Dharamjaigarh, Gharghoda and Kharsia, out of which only four blocks *i.e.* Tamnar, Gharghoda, Lalunga and Dharamjaigarh were selected purposively for this study. Out of the total villages of Tamnar, Gharghoda, Lalunga and Dharamjaigarh blocks, five villages from each block were selected purposively, thus the total 20 villages from four blocks were selected for the study. For this study 8 groundnut growers from each village were selected randomly thus the total 40 groundnut growers from each block was selected. The total 160 groundnut growers from four blocks were selected randomly for the study.

Source of information are supposed to directly associate with the adoption of management practices. These information sources provide various information to the respondents regarding recommended management practices of groundnut crop. For assessing this variable, different 15 sources of information were identified. To determine the extent of utilization of each information source, the responses of the farmers were recorded and presented in frequency and percentage.

After wards the respondents were grouped in to three categories for use of information sources by using following formula:

$$\text{S.O.I.} = \text{Mean}(\bar{X}) \pm \text{S.D. (Standard Deviation)}$$

Sl. No.	Categories	
1	Low level of information sources	(< \bar{X} - S.D.)
2	Medium level of information sources	(in between $\bar{X} \pm$ S.D.)
3	High level of information sources	(> \bar{X} + S.D.)

It means the frequency of contact by respondents with extension workers of different organizations for acquiring information about agriculture. The list of all possible extension workers concerned with dissemination of recommended groundnut production technology was prepared. Only six extension agencies that is Govt. agriculture department, agriculture university head quarter, Krishi Vigyan Kendra, Kisan call centre, non govt. organization, Krishi Sewa Kendra and others were identified. The selected farmers were asked to indicate the contact, which they consulted to a particular extension worker for seeking of information about management practices of prevalent insects and diseases of groundnut crop. The responses were rated on four point continuums *i.e.* never, two to three times in a year, once in a month,

once in a week with numerical score of 1, 2, 3 and 4 respectively.

The respondents were grouped into three categories *viz.* low, medium and high on the basis of mean (\bar{X}) \pm S.D.

Sl. No.	Categories	
1	Low level	(< \bar{X} - S.D.)
2	Medium level	(in between $\bar{X} \pm$ S.D.)
3	High level	(> \bar{X} + S.D.)

Result and Discussion

1. Sources of Information

The sources of information were also assessed on the basis of individual information sources utilized by respondents. The data given in table 1 indicate that cent per cent of the respondents were receiving the agricultural information from Friends/ Relatives/ Neighbors followed by Rural Agriculture Extension Officers (RAEO) (98.13%), Progressive farmers (90.00%), A.D.O. (56.25%), Farmers friend (52.50%), Television (35.00%), Agricultural magazines (32.50%), Agriculture scientist/ SMS (27.50%), Sarpanch (30.00%), Farmers fair (24.37%), Newspaper (10.00%), Radio (8.75%), Visit (03.13%) and Training (2.50%).

Table 1: Distribution of respondents according to use of sources of information. (n=160)

Sl. No.	Source of information	Freq- uency	%	Rank
1	Friends/ Relatives/ Neighbors	160	100.00	I
2	Progressive farmers	144	90.00	III
3	Sarpanch	48	30.00	VIII
4	R.A.E.O.	157	98.13	II
5	A.D.O.	90	56.25	IV
6	Agriculture scientist/SMS	44	27.50	IX
7	Newspaper	16	10.00	XI
8	Agricultural magazines	52	32.50	VII
9	Radio	14	08.75	XII
10	TV	56	35.00	VI
11	Farmers fair	39	24.37	X
12	Training	04	02.50	XIV
13	Visit	05	03.13	XIII
14	Farmers friend (Kisan mitra)	84	52.50	V

*Data are based on multiple responses.

It can be concluded that the majority of respondents were receiving the information related with agriculture from Friends / Relatives / Neighbors, R.A.E.Os, Progressive farmers and A.D.O.

Table 2: Distribution of respondents according to overall sources of information. (n=160)

Sl. No.	Source of information	Frequency	%
1	Low (up to 19score)	19	11.87
2	Medium (20 –23 score)	98	61.25
3	High (24 and above score)	43	26.88
Total		160	100

\bar{X} =22.00

S.D.= 2.19

The findings of table 2. indicate that majority (61.25%) of the respondents utilized medium level Sources of Information, followed by 26.88 per cent of the respondents who utilized high level sources of information and 11.87 per cent of the respondents who utilize low level of information sources. Shrivastava (2005) also found almost similar findings. Raghuwanshi (2005) revealed that majority of the respondents (59.30%) utilized medium level of information sources

2. Contact with extension agencies

The findings pertaining to the extent of contact of respondents with extension agencies are presented in table 3. shows the distribution of the respondents with respect to their frequency of contact with each extension agency separately. The maximum number of the respondents (58.12%) had contacted with Govt. agriculture department 2-3 times in a year, followed by 41.25 per cent who had no contacts with Govt. agriculture department and only 0.63 per cent of the respondents had made such contacts monthly.

Table 3: Distribution of respondents according to their extent of contact with extension agencies. (n=160)

Sl. No.	Extension agencies	Extent of contact			
		Never f (%)	Yearly (2-3 times) (%)	Monthly f (%)	Weekly f (%)
1	Govt. agriculture department	66 (41.25)	93 (58.12)	01 (0.63)	00 (00.00)
2	Agriculture university head quarter IGKV	158 (98.75)	02 (1.25)	00 (00.00)	00 (00.00)
3	Krishi Vigyan Kendra	141 (88.13)	19 (11.87)	00 (00.00)	00 (00.00)
4	Kisan Call Centre	144 (90.00)	16 (10.00)	00 (00.00)	00 (00.00)
5	NGOs,	91 (56.87)	69 (43.13)	00 (00.00)	00 (00.00)
6	Krishi sewa kendra	01 (0.63)	89 (55.62)	69 (43.13)	01 (0.62)

Figure in parenthesis shows percentage

With regards to Agriculture university head quarter, majority of the respondents (98.75%) never contacted the head quarter, while only 1.25 per cent of them had made contacts 2-3 times in a year.

With regards to Krishi Vigyan Kendra, the study shows that 88.13 per cent of the respondents had no contacts with Krishi Vigyan Kendra, followed by 11.87 per cent of the respondents who had contacted 2-3 times in a year.

With regards to Kisan Call Centre, 90.00 per cent of the respondents had no contact with Kisan Call Centre, 10.00 per cent of the respondents had contacted Kisan Call Centre 2-3 times in a year.

With regards to Non Govt. Organization, maximum number of respondents (56.87%) had never contacted it, while 43.13 per cent of them had contacted it 2-3 times in a year.

Regarding the contacts with Krishi Sewa Kendra, majority of respondents (55.62 %) had contacts 2-3 times in a year, followed by 43.13 per cent of them who had contacted monthly, while 0.62 per cent of them contacted weekly and again 0.62 per cent of the respondents never contacted Krishi Sewa Kendra.

Table 4: Distribution of respondents according to overall contact with extension agencies. (n=160)

Sl. No.	Contact with extension agencies	Frequency	%
1	Low (up to 7 score)	37	23.13
2	Medium (8 – 9 score)	78	48.75
3	High (10 and above score)	45	28.12
Total		160	100.00

\bar{X} = 8.69

S.D. = 1.40

The data presented in the table 4. indicate that maximum number of the respondents (48.75%) had medium level of contact with extension agencies, followed by 28.12 per cent respondents who had high level of contact with extension agencies while 23.13 per cent of respondents who had low level of contact with extension agencies.

From the above findings it can be concluded that almost one fourth of the respondents (23.13%) had low level of extension contact. There is thus a need to increase their level of extension contact so that they could get the latest information about Agriculture and they could use this effective information on their fields.

3. Correlation analysis of factors associated with

utilization of number of information sources

It was found from the data that out of all selected eleven factors, the eight factors *viz.* education, social participation, land holding, annual income, contact with extension agencies, scientific orientation, knowledge and adoption were found to be positive and having highly significant correlation with utilization of number of information sources at 0.01 per cent level of probability. There were no significant correlation with the size of family, occupation and credit acquisition.

Table 5: Correlation analysis of factors associated with utilization of number of information sources.

(n=160)

Sl. No.	Factors	Coefficient of correlation "r" value
1	Education	0.51118**
2	Size of family	0.01147
3	Social participation	0.39448**
4	Land Holding	0.46104**
5	Occupation	-0.18699
6	Annual income	0.37923**
7	Credit acquisition	0.01967
8	Contact with extension agencies	0.62635**
9	Scientific orientation	0.67909**
10	Knowledge	0.48094**
11	Adoption	0.44933**

** Significant at 0.01 level of probability (0.202)

Conclusion

From the result of this study, it can be concluded that cent per cent of the respondents were receiving the agricultural information's from Friends/ Relatives/

Neighbors. Rural Agriculture Extension Officers (RAEOs) was also important sources of information to the majority of respondents (98.13%) were sometimes seeking the information from them. The majority of the respondents (61.25%) utilized medium level sources of information.

Maximum numbers of respondents (48.50%) were found to medium level of contact with extension agencies. The farmers generally contacted to Krishi Sewa Kendra, for getting the information and guidance about Agriculture.

References

- Anonymous (2014). Third Advance Estimates of Production of Oilseeds & other Commercial Crops for 2013-14. Agricultural Statistics Division, Directorate of Economics & Statistics, Department of Agriculture & Cooperation.
- Anonymous (2014). Statistics Crops Division, Department of Agriculture & Cooperation, Ministry of Agriculture, GoI.
- Anonymous (2013-14). Annual Plan. Department of Agriculture & Cooperation, Ministry of Agriculture, Krishi Bhawan New Delhi. pp- 17-18.
- Leagans, J.P. (1961). Characteristics of Teaching and Learning in extension education, extension teaching methods, the communication process and programme planning to meet people's needs, in extension education in community development. Directorate of Extension, Govt. of India, New Delhi.
- Raghuwanshi, H. S. (2005). "Adoption Behaviour of Rice growers regarding control measures of various insect pests of rice crop in dhamtari district of chhattisgarh state". Unpublished M.Sc.(Ag.)Thesis IGAU, Raipur: 62-83
- Shrivastava, R. (2005). "Attitude of farmers regarding adoption of control measure practices of various diseases of rice crop in Dhamtari district of Chhattisgarh State" Unpublished M.Sc.(Ag.) Thesis, IGAU, Raipur: 55-82.