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COMMUNICATION BEHAVIOUR OF FARMERS TOWARDS GROUNDNUT PRODUCTION TECHNOLOGY IN RAIGARH DISTRICT OF CHHATTISGARH, INDIA

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Abstract

Groundnut is one of the most important food and cash crop of our country. It is also called as wonder nut and poor men's cashew nut. It is a low price commodity and valuable sources of all the nutrients. An attempt has been made to know communication behavior of farmers towards groundnut production technology. The present study was conducted with a sample of 160 respondents drawn randomly from 20 purposively selected villages of four blocks of Raigarh district of Chhattisgarh state. The study revealed that Rural Agriculture Extension Officers (RAEOs), Farmers friend (Kisan mitra), Progressive farmers, T.V. and Friends were found major source of information and also having medium level of overall contact with extension agencies and use of information sources for seeking information regarding recommended groundnut production technology.

Key words : Information sources, communication behavior, groundnut, adoption and production technology.

Introduction

Information has a vital role to play in improving and sustaining agricultural production of any country. Information as a factor of production is necessary to increase productivity (Okereke *et al*., 2016). Effective communication from different sources and channels are the essence of extension, which provides knowledge and information for rural people to modify their behaviour in the ways that provide sustainable benefits to them and to the society (Gunawardana, 2005). An effective communication or information is pre-requisite for adoption of an innovation or a technology. Information is a critical input for agricultural development, which can be efficiently converted in to economically rewarding opportunities. A variety of means and techniques have been utilized by agricultural agencies to influence farmers to accept worthwhile recommendations. There are many agencies of farm information engaged in disseminating the scientific innovation on groundnut production technology.

The groundnut (*Arachis hypogaea* Linn.) is the most popular oilseed crop in India. In Chhattisgarh, Raigarh district is higher in both area and production which covers an area 7572 hectare and production 9930 MT (Anonymous, 2013-14). The majority of farmers were approaching many sources and channels for getting information on groundnut production technology. Various information sources and agencies *viz*. radio, television, newspapers, magazines, agriculture scientist, RAEOs, kisan mitra, progressive farmers, trainings, exhibition, university, KVK etc play a important role for disseminating new technologies related with groundnut production technology to the groundnut growers. The preference and selectivity of information sources varies among the farmers depending upon several conditions such as cosmopolitan/local, richness/poverty, liking/disliking, sources of availability and credibility of source. Hence, it is necessary to identify the different sources and extension agencies of groundnut growers and to know the most utilized sources and contact with extension agencies by groundnut growers. Keeping in view of the above facts, the present study was designed to know communication behavior of farmers towards groundnut production technology.

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Research Methodology

The study was conducted in purposively selected four

blocks *i.e.* Baramkela, Raigarh, Sarangarh and Pussor of Raigarh district of Chhattisgarh State during the year 2013-2014. Out of the total villages of Baramkela, Pussor, Sarangarh and Raigarh blocks, five villages from each block were selected purposively, thus the total 20 villages from four blocks were selected. Eight groundnut growers were selected randomly from each village. In this way, the total 160 groundnut growers (8 × 20 = 160) were considered as respondents for this study. Ex Post-facto research design was followed in this study. The data were collected personally through pre-tested interview schedule. The collected data were tabulated and analysed by using appropriate statistical tools *i.e.* mean, standard deviation, frequency, per cent etc.

Results and Discussion

Contact with extension agencies

The result of table 1 and fig. 1 indicates that majority (67.50%) of the respondents had medium level of extension contact, followed by 17.50 per cent respondents who had high level of extension contact while only 15.00 per cent respondents had low level of extension contact.

From the above findings, it can be concluded that slightly more than one sixth of the respondents (17.50%) had high level of extension contact. This may be due to that the respondents were busy in agricultural operation. There is a need to increase their level of extension contact so as the respondents will get the latest information about recommended groundnut production technology so that they can be able to use this effective information on their fields.

Kapse *et al*. (2000) concluded that majority of the respondents (64.17%) had medium level of extension contact. Padekar (2004) were also reported the similar findings in their study.

The data presented in table 2 shows that the distribution of the respondents with respect to their frequency of contact with each extension agencies separately. The maximum number of the respondents (63.76%) of the respondents had contacted with Govt. agriculture department once in a month, followed by 15.63 per cent had made contacted 2-3 times in a year, 13.12 per cent of the respondents had made contacted weekly and 7.50 per cent of the respondents had no contacted with Govt. agriculture department.

Table 1 : Distribution of respondents according to overall contact with extension agencies. (n=160)

S. no.	Contact with extension agencies	Frequency	Per cent
1.	Low (up to 7 score)	24	15.00
2.	Medium (8 – 10 score)	108	67.50
3.	High (11and above score)	28	17.50
	Total	**160**	**100.00**

$\bar{X}$ = 9.09 S.D. = 1.67

With regards to Agriculture University head quarter majority of respondents (96.25%) had never contact, while only 3.75 per cent of them had made contacted 2-3 times in a year. With regards to Krishi Vigyan Kendra, the study shows that 70.00 per cent of the respondents had no contacted with Krishi Vigyan Kendra, followed by 28.13 per cent of the respondents had contacted 2-3 times in a year, only1.87 per cent had contacted once in a month. None of the respondents had made contact weekly with Krishi Vigyan Kendra.

With regards to Kisan Call Centre, 56.25 per cent of the respondents had contacted with Kisan Call Centre 2-3 times in a year, 33.75 per cent of the respondents had never contacted Kisan Call Centre, 8.75 per cent of the respondents had contacted with Kisan Call Centre once in a month, however only 1.25 per cent had made contact with Kisan Call Centre weekly.

Table 2 : Distribution of respondents according to their extent of contact with extension agencies. (n=160)

S. No.	Extension agencies	Extent of contact			
		Never (f) (%)	Yearly (2-3 times) (f) (%)	Monthly (f) (%)	Weekly (f) (%)
1.	Govt. agriculture department	12(07.50)	25(15.63)	102(63.76)	21(13.12)
2.	Agriculture university head quarter	154(96.25)	06(03.75)	00(00.00)	00(00.00)
3.	Krishi Vigyan Kendra	112(70.00)	45(28.13)	03(01.87)	00(00.00)
4.	Kisan Call Centre	54(33.75)	90(56.25)	14(08.75)	02(01.25)
5.	Non govt. organization	142(88.75)	18(11.25)	00(00.00)	00(00.00)
6.	Others	160(100.00)	00(00.00)	00(00.00)	00(00.00)

Figure in parenthesis shows percentage.

Table 3 : Distribution of respondents according to overall use of sources of information. (n = 160)

S. no.	Sources of information	Frequency	Per cent
1.	Low (up to 19score)	20	12.50
2.	Medium (20 –21 score)	95	59.38
3.	High (22 and above score)	45	28.12
	Total	**160**	**100**

$\bar{X}$ = 20.93 S.D. = 1.49

Table 4 : Distribution of respondents according to use of sources of information.

S. no.	Source of information	Frequency	Per cent	Rank
1.	Friends	69	43.13	V
2.	Relatives	14	08.75	XV
3.	Neighbours	37	23.13	VIII
4.	Progressive farmers	99	61.87	III
5.	Sarpanch	16	10.00	XIV
6.	R.A.E.O.	137	85.63	I
7.	A.D.O.	40	25.00	VII
8.	Agriculture scientist	32	20.00	IX
9.	Newspaper	05	3.13	XVI
10.	Agriculture magazines	25	15.62	XI
11.	Radio	45	28.12	VI
12.	T.V	74	46.25	IV
13.	Farmers fair	23	14.37	XIII
14.	Training /visit	29	18.12	X
15.	Farmers friend (Kisan mitra)	128	80.00	II
16.	Others (Internet, sales agent etc.)	26	16.25	XII

*Frequency based on Multiple Responses

Regarding contact with Non Govt. Organization, majority of respondents (88.75%) had never contact, while only 11.25 per cent of them had contacted 2-3 times in a year and regarding contact with other extension agencies cent per cent of the respondents had never contacted with other extension agencies.

Use of Information sources

The table 3 indicates that majority (59.38%) of the respondents utilized medium level of information sources, followed by 28.12 per cent of the respondents who utilized high level of information sources, 12.50 per cent of the respondents who utilize low level of information sources.

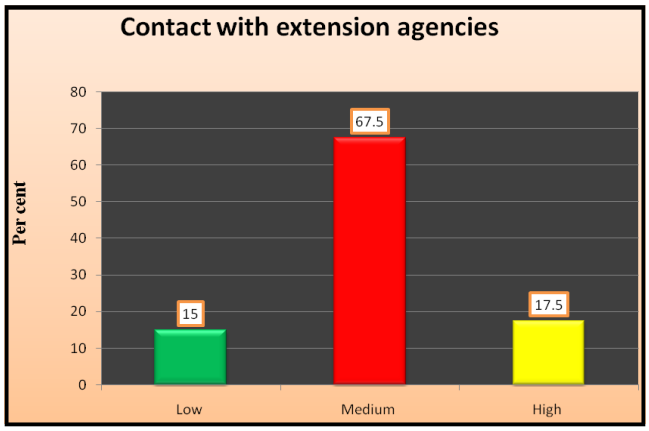

Fig. 1 : Distribution of respondents according to overall contact with extension agencies.

Patel (2008), Shriwas (2011) also found almost similar findings in their study.

The findings in relation to number of groundnut growers using different source of information about groundnut production technology presented in table 3 which indicate that 85.63 per cent of respondents were receiving the agricultural information related with groundnut production technology from Rural Agriculture Extension Officer (RAEO), followed by Farmers friend (80.00%), Progressive farmers (61.87%), T.V. (46.25%), Friends (43.13%), Radio (28.12%), A.D.O. (23.75), Neighbours (23.13%), Agriculture scientist (20.00%), Training /Visit (18.12%), Agriculture magazines (15.62%), Others *i.e.* internet, sales agent etc. (16.25%), Farmers fair (14.37%), Sarpanch (10.00%), Relatives (8.75%), and Newspaper (3.13%) respectively. It was evident from table 3 that RAEO was major source of information to the groundnut growers, followed by Farmers friend, Progressive farmers, T.V. and friends.

Conclusion

The study revealed that majority of the groundnut growers were found to medium level of contact with extension agencies and source of information and the rural agriculture extension officer (RAEOs), farmers friend and progressive farmers were found major source of information for seeking information about recommended groundnut production technology. It was also observed that training /Visit, printed matter, internet, sales agent, farmers fair and exhibition were limited uses as source of information by groundnut growers related to groundnut production technologies.

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