

INFORMATION SEEKING BEHAVIOUR OF FARMERS ABOUT GUAVA PRODUCTION TECHNOLOGY

S.R. Meena*, S.S. Sisodia**, N.K. Punjabi*** and Chitranjan Sharma****

ABSTRACT

The present study was conducted in one of the Panchayat samities of Sawaimadhopur district of Rajasthan. From the selected panchayat samiti six villages were identified on the basis of maximum area under guava cultivation. The number of guava growers of each village was decided by proportionate sampling method and farmers of each village were selected by simple random technique. Total 120 guava growers were selected for the study purpose. The study revealed that progressive farmers and agriculture supervisors were the most preferred sources, whereas demonstration and radio were the most liked channel of information for the guava growers in the study area.

INTRODUCTION

Fruits have great importance in human diet. It is stated that the living standard of peoples of a country can be judged by its production and per capita consumption. Guava is the fifth most important sub tropical fruit crop of India after mango, banana, citrus and apple. It can be grown in varied soil types and climatic conditions. The high demand of guava is due to its high nutritive value, pleasant aroma, good flavor and availability at moderate price. This is also known as apple of poor man. During last 50 years a considerable research work has been done in the country on various aspects of this crop such as varieties, propagation techniques, irrigation, manure and fertilizers, plant protection, training and pruning etc. to increase the yield and quality of guava fruits and significant results have been achieved. However, the transfer of technology to the farmers is lacking one.

In many cases, sources and channels of information are not accessible to the farmers which ultimately results in poor adoption of improved production technology. Therefore, the present study was carried out with a specific objective to identify different sources and channels available to the farmers for seeking latest recommended guava production technology.

RESEARCH METHODOLOGY

The present study was conducted in Swai Madhopur panchayat samiti of Swai Madhopur district, Rajasthan. This panchayat samiti was selected purposively because it possessed maximum area under guava fruits among all panchayat samities of the district. For selection of villages, a list of all guava growing villages of this panchayat samiti was prepared in consultation with tehsil personnel and with the help of Horticulture Department (Govt. of Rajasthan). From this list six villages were selected on the basis of maximum area under guava cultivation.

Thereafter, a comprehensive list of guava growers of selected villages was prepared. The number of guava growers of each village was decided by proportionate sampling method. The farmers of each village were selected by simple random technique. In this way a sample of 54 small and 66 big guava growers were selected. Thus the total size of sample constituted of 120 guava growers. For data collection a comprehensive interview schedule was developed covering all sources and channels available to farmers for seeking latest information. Obtained response was recorded on a three point continuum scale i.e. most

* Ex-M.Sc. (Ag.) Scholar, Deptt. Extension Education, RCA Udaipur.

** Associate Professor, Deptt. Extension Education, RCA, Udaipur.

*** Associate Professor & Head, Deptt. Extension Education, RCA, Udaipur.

**** Associate Professor, DEE, MPUAT Udaipur.

often, often and seldom which were assigned 3, 2 and 1 score respectively. After recording the response on three point continuum, the same were counted and converted into mean per cent score and then ranked. Thereafter interpretation was made in the light of objective of the study.

RESULTS AND DISCUSSION

Important sources and channels of information available to the guava growers for seeking information about Guava Production Technology:

Efforts were made to know about the sources

and channels of information used by the guava growers for seeking information about improved guava production technology in the study area. To locate most utilized sources and channels, mean per cent score for each sources and channels in each category was worked out. The results are presented in following tables 1 to 6.

A. Information Sources It is clear from table 1 that among the personal localite sources of information, progressive farmers (87.50%) and experienced guava growers (85.28%) were the most important sources of information utilized the guava

Table 1. Personal localite sources of information utilized by the guava growers

S.No.	Personal localite sources of information	Small guava Growers (n = 54)		Big guava growers (n =66)		Total (n = 120)	
		MPS	Rank	MPS	Rank	MPS	Rank
1.	Progressive farmers	82.10	2.	91.92	1	87.50	1
2.	Neighbors	76.54	4	88.38	3.5	83.06	3
3.	Friends	70.99	5	88.38	3.5	80.56	4
4.	Relatives	85.19	1	72.22	5	78.06	5
5.	Local leaders	50.62	7	41.41	8	45.56	8
6.	Religious heads	33.33	9.5	33.33	9.5	33.33	9.5
7.	Panchayat members	33.33	9.5	33.33	9.5	33.33	9.5
8.	Agriculture students	59.88	6	71.72	6	66.39	6
9.	Experienced guava growers	78.39	3	90.91	2	85.28	2
10.	Members of Kisan Mandal Meeting	44.44	8	67.68	7	57.22	7
Over all		61.48		67.928		65.03	

MPS: Mean per cent score

growers and they have ranked them on 1 and 2 rank respectively. The other important utilized sources of information by the guava growers were; neighbors (83.06%), friends (80.56%), relatives (78.06%), agriculture students (66.39%) and members of Kisan Mandal Meeting (57.22%) as they were ranked them on 3, 4, 5, 6 and 7 rank respectively. On the other hand, least important sources of information were; local leaders (45.56%), religious heads (33.33%) and panchayat members (33.33%) which were ranked on 8 and 9.5 rank as they were less preferred by the guava growers for seeking information.

The data presented in table 2 indicates that among the personal cosmopolite sources of information agriculture supervisors (90.28%) and subject matter specialists (Horticulture) (74.17%)

were the most important sources of information utilized by the guava growers as they were ranked on 1 and 2 rank respectively. The other personal cosmopolite sources of information utilized by the guava growers were; input dealers (71.67%), Assistant Agriculture officers (64.72%) and Agriculture Research Scientists (ARS & KVK) (54.17%) considered credible personal cosmopolite sources of information as they were indicated on 3, 4 and 5 rank by the respondents respectively. Contrary to this personal cosmopolite sources of information were; any others (38.33%) and Non Govt. Organizations Personnel's (33.33%) which accorded last ranks 7 and 8 in the rank order. They were least utilized by the guava growers for seeking information.

Table 2. Personal cosmopolite sources of information utilized by the guava growers

S.No.	Personal cosmopolite sources of information	Small guava Growers (n = 54)		Big guava growers (n = 66)		Total (n = 120)	
		MPS	Rank	MPS	Rank	MPS	Rank
1.	Input dealers	77.78	2	66.67	4	71.67	3
2.	Agriculture supervisors (Ag. Department)	93.83	1	87.37	1	90.28	1
3.	SMSs (Horticulture)	67.28	3	79.80	2	74.17	2
4.	AAOs (Ag. Department)	53.09	4	74.24	3	64.72	4
5.	Research scientists (ARS & KVK)	43.21	5	63.13	5	54.17	5
6.	NGO's personnel	33.33	7	33.33	7	33.33	7
7.	Any others	38.89	6	37.88	6	38.33	6
Over all		58.20		63.20		60.95	

MPS: Mean per cent score

B. Channels of Information

It is clear from table 3 that among all the personal cosmopolite channels of information, the demonstration (87.22%) and discussion (83.89%) proved to be the most important channels of information much utilized by the guava growers and

they were ranked 1 and 2. The other important personal cosmopolite channels of information utilized by the guava growers were training program (81.11%), educational tour (76.67%), Kisan gothi (64.72%) and Kisan mandal meeting (59.17%) which were placed at 3, 4, 5 and 6 ranks, in the rank hierarchy respectively.

Table 3. Personal cosmopolite channels of information utilized by the guava growers

S.No.	Personal cosmopolite channels of information	Small guava Growers (n = 54)		Big guava growers (n = 66)		Total (n = 120)	
		MPS	Rank	MPS	Rank	MPS	Rank
1.	Discussion	78.39	3	88.38	3	83.89	2
2.	Demonstration	79.01	2	93.94	1	87.22	1
3.	Farmer's fair	33.33	8.5	33.33	9	33.33	9
4.	Educational tour	88.89	1	66.67	6	76.67	4
5.	Field trip	33.33	8.5	33.33	9	33.33	9
6.	Training program	66.67	4	92.93	2	81.11	3
7.	Kisan gothi	62.35	5	68.67	5	64.72	5
8.	Kisan Mandal Meeting	48.15	6	68.78	4	59.17	6
9.	NGO mobile services	33.33	8.5	41.41	7	37.78	7
10.	Workshop	33.33	8.5	33.33	9	33.33	9
Over all		55.68		61.82		59.055	

MPS: Mean per cent score

Whereas, (Non-Govt. Organization) mobile services (37.78%), farmers fair (33.33%), field trips (33.33%) and workshops (33.33%) did not attract much to the respondents and hence they were utilized by comparatively less number of guava growers which were ranked on 7 and 9 in the rank order.

The data presented in table 4 makes it clear that among the impersonal cosmopolite channels of information, radio (89.17%) and traditional media

(84.17%) with rank 1 and 2 were much preferred channels of information among the guava growers in the study area. The other important impersonal cosmopolite channels of information utilized by the guava growers were televisions (83.89%), newspapers (80.56%), exhibition (73.89%) and farm publication (72.22%) which was placed at 3, 4, 5 and 6 ranks respectively in the order of preference. The least important impersonal cosmopolite channels of information were film shows (47.78%) with last rank 7.

Table 4. Impersonal cosmopolite channels of information utilized by the guava growers

S.No.	Impersonal cosmopolite channels of information	Small guava Growers (n = 54)		Big guava growers (n =66)		Total (n = 120)	
		MPS	Rank	MPS	Rank	MPS	Rank
1.	Radio	79.63	3	96.97	1	89.17	1
2.	Television	75.93	4	90.40	2	83.89	3
3.	News papers	87.04	2	75.25	6	80.56	4
4.	Farm publications	66.66	6	76.76	5	72.22	6
5.	Exhibition	69.14	5	77.78	4	73.89	5
6.	Film shows	35.19	7	58.09	7	47.78	7
7.	Traditional media	88.27	1	80.81	3	84.17	2
Over all		71.69		79.44		76.03	

MPS: Mean per cent score

The data of table 5 make it clear that among marketing agencies as channels of information, Krishi Upaj Mandi (89.17%) was used with rank I was much utilized channels of information among the guava growers. This was followed by the

fertilizers and chemical dealers (74.17%) and seed dealers (70.83%) were placed at 2 and 3 rank respectively in the order of preference. The co-operative societies (66.67%) with rank 4 was least utilized by the guava growers.

Table 5. Marketing agencies as channels of information utilized by the guava growers

S.No.	Marketing agencies as channels of information	Small guava Growers (n = 54)		Big guava growers (n =66)		Total (n = 120)	
		MPS	Rank	MPS	Rank	MPS	Rank
1.	Seed dealers	75.31	3	67.17	4	70.83	3
2.	Co-operative societies	45.06	4	84.34	2	66.67	4
3.	Krishi Upaj Mandi	81.48	1	95.45	1	89.17	1
4.	Fertilizers & chemical dealers	80.25	2	69.19	3	74.17	2
Over all		70.525		79.04		75.21	

MPS: Mean per cent score

CONCLUSION

It was found that the progressive farmers, experienced guava orchard growers, neighbors and friends were most utilized sources of information by the guava growers under the personal localite sources of information. On the other hand, among the impersonal cosmopolite category of sources, agriculture supervisors and subject matter specialists were much utilized by the guava growers.

In case of personal cosmopolite channels of information, the guava growers were utilizing channels like demonstration, discussion, training and educational tour on rank 1, 2, 3 and 4. On the other hand, among the impersonal cosmopolite channel category the radio, traditional media, television and news papers were much utilized with rank 1, 2, 3 and 4 respectively. Whereas, among marketing agencies the channels of information like

Krishi Upaj Mandi and Fertilizers and Chemical dealers were more utilized with rank 1 and 2 by the guava growers.

REFERENCES

- Girase, K.A. and Desai, B.R. 1993. Communication behaviour of tribal contact farmers selected under training and visit system. *Maha. J. Extn. Edu.*, 12.
- Saxena, A.K., Thakur and Shrivastava, A. 1995. Utility of farm information dissemination through radio and television. *Maha. J. Extn. Edu.*, 14.
- Seema, Malaviya, A. and Singh, Vinod 1992. Sources credibility; farm messages. *Maha. J. Extn. Edu.*, 11.
- Ganesan, R., Shanmugn, M.A. and Noorjehan, H. A.K.A. 2004. Information management for sustainable cotton production. *Agricultural Extension Review*, 16:10-15

□□□