

# INFORMATION SOURCES AND CHANNELS UTILIZED PATTERN BY THE FARM WOMEN FOR TECHNICAL KNOWHOW OF WHEAT PRODUCTION TECHNOLOGY

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## ABSTRACT

The present study was conducted in Udaipur district of southern Rajasthan. Only one tehsil namely Salumber has been selected on the basis of maximum area under wheat cultivation. Total 5 villages were selected from the identified tehsil and 25 respondents were randomly selected from each identified village. Thus, 125 respondents were selected for present study. The result of the study indicated that husband and friends were the major personal localities sources and agriculture supervisors were personal cosmopolite source. Trainings and farmers fairs were the major personal cosmopolite channels and exhibition, radio and television were the most preferential impersonal cosmopolite channels utilized by respondents.

## INTRODUCTION

Agriculture is the mainstay of nation's economy especially rural community of the Rajasthan state. In rural areas, women are equally the bread earners of the family and work as much as men in various agricultural operations. A large number of farm women are engaged in farming operations either as cultivators or helpers to cultivators or agricultural labourers.

It is evident from the researchers conducted and figures obtained as well as experiences gained that women are the key persons in agricultural production. The role played by women and their contribution in various economic activities in the developing countries have been ignored until recent years. In our country only men are exposed to formal/informal education through technological information sources such as mass media sources like electronic media, print media, kisan melas, exhibition, traditional media and interpersonal communication, trainings, results and methods demonstration, etc.

From the above account, it is very clear that even though farmers are in large number and can perform almost all farming operations. But they are not exposed directly to technological information sources. Whatever information women get for farm

operations, they get either through men of the family or any other women farmer who is also indirectly updated in technological information. In order to have effective and efficient contribution of women farmers on their farms, it is very important that technological information sources are available to them directly without any mediation

## RESEARCH METHODOLOGY

The present study was conducted in Udaipur district of southern Rajasthan. There are total eleven tehsils in Udaipur district, out of which, one tehsil namely salumber has been selected on the basis of maximum area under cultivation of wheat. Further, a comprehensive list of all the major wheat growing villages was prepared in consultation with the personnel of Revenue and Agriculture Department from the identified tehsil. Five villages from selected tehsil were taken on the basis of maximum area under wheat cultivation. Thus, total five villages were selected for the present investigation. For selection of respondents, a comprehensive list of wheat growers was prepared with the help of village patwari and agriculture supervisor of respective village. 25 respondents were randomly selected from each identified village. Thus, 125 respondents were selected for present study.

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**RESULTS AND DISCUSSION**

**1. Personal localite sources:**

The table 1 depicts that husbands (MPS 100), friends (MPS 99.60) and neighbours (MPS 98.88) were the major personal localities sources utilized by farm women for technical know-how of wheat production technology and were accorded first, second and third ranks respectively.

**Table 1. Personal Localite sources utilized by farm women for technical know-how about wheat production technology n=125**

S. No.	Personal localite sources	MPS	Rank
1.	Progressive farmers	51.60	6
2.	Village leader	52.40	5
3.	Friends	99.60	2
4.	Neighbours	98.88	3
5.	Relatives	50	7
6.	Religious heads	53.20	4
7.	Husband	100	1

MPS = Mean per cent score

Table 1 clearly revealed that relatives (MPS 50) were least preferred information source as perceived by the respondents. It is apparent from the table that husbands were most utilized personal localities sources of information in the study area. Conclusions can be drawn on the basis of data that husband, friends and neighbours were the major personal localite sources utilized by majority of the respondents for technical know-how of wheat production technology.

Therefore, it is suggested that efforts should be made to use husband, friends and neighbours to communicate utilization pattern in the study area. Devi and Verma (2010) also observed that neighbours, family members and friends were found very useful localite sources of information for farm women in wheat cultivation.

**2. Personal Cosmopolite Sources:**

It is clear from the data incorporated in Table 2 that Agriculture supervisors (MPS50) were the major personal cosmopolite sources of agriculture information's. SMS of Agriculture (MPS40), Input dealers (MPS20) and personnel of voluntary organization (MPS10) were accorded 2nd, 3rd and

4th ranks respectively. The accessibility of a certain sources of agriculture information has its bearing on the extent of its use by the farmers. So, the agriculture supervisors being easily accessible to the farmers might have in regular contact with farmers in the field for seeking information of improved agricultural practices.

It is suggested that authorities should be requested for filling existing vacant posts of agriculture supervisors and SMS of agriculture for the well being of the farmers in the study area. The similar findings are in line with findings of Ramasbramanian and Manoharan (2003).

**Table 2. Personal cosmopolite sources utilized by farm women for technical know-how about wheat production technology n=125**

S. No.	Personal cosmopolite sources	MPS	Rank
1.	Agriculture supervisors	50	1
2.	SMS of Agriculture	40	2
3.	Input dealers	20	3
4.	Personnel of voluntary organization	10	4

MPS = Mean per cent score

**3. Personal Cosmopolite Channels:**

The table 3 depicts that trainings (MPS50.40) and farmer's fairs (MPS50) were the major personal cosmopolite channels utilized by farm women for technical know-how of wheat production technology and were accorded first and second ranks by the respondents. Table 3 also clearly revealed that workshop (MPS15.40) was least preferred information source as perceived by the respondents. It is apparent from the table that trainings were most utilized personal cosmopolite channels of information in the study area.

Conclusions can be drawn on the basis of data that trainings and farmer's fairs were the major personal cosmopolite channels utilized by majority of the respondents for technical know-how of wheat production technology.

The findings are in line with findings of Meena et al. (2007) who also observed that channels (9.7%), trainings (6%), exhibitions (6%), farmers' fair (6.5%) and Kisan Gosthi (6%).

**Table 3. Personal cosmopolite channels utilized by farm women for technical know-how about wheat production technology n=125**

S. No.	Personal Cosmopolite Channels	MPS	Rank
1.	Trainings	50.40	1
2.	Kisan Mandal meetings	36.80	4
3.	Farmers fairs	50	2
4.	Educational tours	34.80	5
5.	Demonstrations (methods and results)	48	3
6.	Field trip	20	7
7.	Workshop	15.40	9
8.	Kisan Seva Kendra	33.40	6
9.	Mahila Mandal	18.80	8

MPS = Mean per cent score

#### 4. Impersonal Cosmopolite Channels:

Table 4 clearly indicates that exhibitions (MPS50), radio (MPS37.6), television (MPS32.8), farm publications (MPS10) and newspapers (MPS8) were the most preferred impersonal cosmopolite sources utilized by farm women for technical know-how of wheat production technology. The results clearly indicated that computer (Internet) were least preferred impersonal cosmopolite channel among the respondents. In other words it was concluded that exhibitions, radio and television were most popular impersonal cosmopolite channels of agriculture information as perceived by the farmers in the study area.

**Table 4. Impersonal cosmopolite channels utilized by farm women for technical know-how about wheat production technology n=125**

S. No.	Impersonal cosmopolite channels	MPS	Rank
1.	Radio	37.6	2
2.	TV	32.8	3
3.	Newspapers	8	5
4.	Cable connection	7	6
5.	Computer (Internet)	2.5	7
6.	Exhibitions	50	1
7.	Farm publications	10	4

MPS = Mean per cent score

It is suggested that extension workers in the area should arrange media forum group (radio, exhibition) to discuss the contents of radio/exhibition, agricultural programme which would enable effective transfer of new technology.

The present findings are in line with the findings of Darekar and Gholve (2002) who reported that they mainly used radio and television to acquire the information about improved package of practices of cotton.

## CONCLUSION

It was observed that husband, friends and neighbours were the major personal localities sources utilized by farm women for technical know-how in the study area. It was also found that agriculture supervisors were the most utilized personal cosmopolite source of agriculture information by respondents.

The study indicated that trainings and farmers fairs were the major personal cosmopolite channels utilized by farm women for technical know-how of wheat production technology. It was also observed that exhibition, radio and television were the most preferential impersonal cosmopolite channels among the respondents for seeking technical know-how of wheat production technology.

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