

EFFECTIVENESS OF COMMUNICATION FOR ADOPTING RICE PRODUCTION TECHNOLOGY

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ABSTRACT

The present study was conducted at KVK farm in Janjgir-champa district of Chattisgarh. A sample of 120 rice growers was used for the study. Study revealed that there was a communication gap of 48.90 per cent in rice production technology among the farmers. Study further revealed that non-availability of information in time, non-adoptability of information and unavailability of inputs or resources were major constraints perceived by the rice growers.

INTRODUCTION

Rice is the most important cereal crop grown in Janjgir-Champa district of Chattisgarh state. The agricultural scientists have no doubt thrived very hard to increase the production and productivity per unit area and per unit time of this important cereal. The genetic potential and cultural practices have tremendously been worked out in this direction. The ivory is that the farming population is unable to work with the speed of the scientific walk. The main reason behind this is communication gap which in turn affects adoption of the improved rice production technology. In order to communicate rice production technology, training as a tool has extensively been used. Similarly the experience in farming also has a bearing on adoption of new technology. An in-depth study was planned in major rice producing pocket in central Chattisgarh with the objectives to know the area and extent of communication gap regarding rice production technologies to identify the barriers in communication of rice production technologies.

RESEARCH METHODOLOGY

The study was conducted in Kharif season of 2008 at newly established Krishi Vigyan Kendra farm in Janjgir-Champa district of Chattisgarh. Ten different varieties of rice including four hybrids were grown in order to demonstrate production

performance of different rice varieties in the area. Farmers of the district visited and learned different techniques of growing rice. The results are based on the sample of 120 rice cultivators of three categories-big, medium and small who visited the demonstration site.

The communication gap was measured on the basis of knowledge possessed by the farmers regarding various recommended package of practices of rice crop. To measure the communication gap, the formula adopted for the study was-

Expected knowledge level – Actual knowledge possessed = Communication gap among the farmers.

To assess the area and extent of communication gap in adoption of recommended rice technologies five improved practices were selected for the study.

Knowledge of each practice was given weightage and scored according to the importance laid out by rice scientists of Agriculture University. The mean of each practice was calculated on the basis of score allotted by scientists. The total score of information of rice production technology was 28.

The data were collected by using a structured schedule and were tabulated and discussed on

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percentage basis.

RESULTS AND DISCUSSION

The data in Table 1 shows that 48.9 per cent communication gap was observed in rice production technology among the respondents. Among the

practices, the highest communication gap (68.2 %) was found in the practice of weed management, followed by 52.50 per cent in fertilizer doses and method of application, 46.70 per cent communication gap was seen in sowing time, seed rate and method of sowing and 37.50 per cent gap was noticed in

Table 1. Communication gap among the farmers about rice cultivation technologies

S. No.	Package of practices	Expected total information		Actual information received		Communication gap	
		Average score	%	Average score	%	Average score	%
1	Improved varieties	8	100.00	5.0	62.5	3.0	37.5
2.	Seed treatment	2	100.00	1.2	60.0	0.8	40.0
3.	Sowing period, seed rate and method of sowing	3	100.00	1.6	53.3	1.4	46.7
4.	Fertilizer doses and method of application	4	100.00	1.9	47.5	2.1	52.5
5.	Weed management	11	100.00	3.5	31.8	5.4	68.2

Table 2. Barriers in communication of rice cultivation technologies (n=120)

S. No.	Communication barriers	N	%	Rank
1.	Uninterested information	22	18.3	9
2.	Lack of skill	21	17.5	10
3.	Unsuitable language	24	20.0	7
4.	Unclear information	23	19.1	8
5.	Unimportant information	12	10.0	17
6.	Unavailability of inputs	59	49.1	3
7.	Disqualification of informants	17	14.1	14
8.	Unsatisfactory information	18	15.0	13
9.	Non-availability of information in time	93	77.5	1
10.	Improper use of communication media	20	16.6	11
11.	Selection of media not pertaining to objectives	19	15.8	12
12.	Unreliable information	16	13.3	15
13.	Not considering the information	31	25.8	6
14.	Not trying to get more information	57	47.5	4
15.	Non adoptability of information	90	75.0	2
16.	Not adopting the information after getting	55	45.8	5
17.	Non cooperative attitude of the informants	13	10.8	16

improved varieties. The least communication gap was found in improved varieties of rice. It is thus interpreted that improved varieties were well communicated among the farmers.

Table 2 indicates that the majority (77.50%) of the farmers reported with regard to the constraints in communication, non availability of information in time, three fourth (75.00%) reported non-

adaptability of information, 49.10 per cent expressed unavailability of inputs, 47.50 per cent reputed that they did not try to get more information, 45.8 per cent farmers said that they do not use to adopt the information after getting it. Besides these barriers, there were other obstacles in properly practicing the information.

The other obstacles mentioned by the respondents were not considering the information (25.8%), unsuitable language (20.0%), unclear information (19.10%), uninterested in information (18.30%), lack of skill (17.50%), communication media not properly utilized to convey the information (16.60%), selection of the information media does not confirm the objectives or the communication media is not suitable to fulfill the objectives of the information (15.80%), unsatisfactory information (15.00%), disqualification of informants (14.1%), unreliable information (13.3%), non-cooperative attitude of the informants (10.80%) and unimportant information (10.00%).

CONCLUSION

It is concluded from the findings that there is a communication gap of 48.9 per cent in rice production technology among the farmers. Highest communication gap was found in the practices of weed management, whereas minimum communication gap was observed in the practices of improved varieties of rice. Regarding the various constraints which hampered the process of communication, the study revealed that the non-availability of information in time, non-adaptability of information, unavailability of inputs or resources, lack of will to get more information and non-adoption of technology were major constraints.

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