

CONTACT BEHAVIOUR OF THE BER GROWERS TO DIFFERENT EXTENSION FUNCTIONARIES IN JAIPUR DISTRICT OF RAJASTHAN

B. L. Dhayal*, I. M. Khan**, M. K. Jangid* and S. Kumhar*

ABSTRACT

The main draw back in India for low agricultural productivity is lack of integration of new technology into the farming practices. To achieve a high level of production accomplishment transfer of farm technology from the research labs to the ultimate until of consumption *i.e.* information flow system will have to be accelerated. An effective system is prerequisite for effective transferences of technology and higher production. This study was conducted in Chomu tehsil of Jaipur district of Rajasthan. From Chomu tehsil ten villages were selected on the basis of highest area and production of ber. A sample of 100 ber growers was selected by simple random sampling technique for the study purpose in such a manner that the number of ber growers selected was proportional to the size of the selected village. It was found that majority of the ber growers (65.00 per cent) belonged to medium contact to different extension functionaries, whereas only 18.00 per cent and 17.00 per cent respondents were having low and high contact of different extension functionaries respectively. Only 55.32 per cent peripheral ber growers had high extension contact, whereas 73.58 per cent distant ber growers had high extension contact. It was also found that the 'agriculture supervisor' (MPS 81.25) and 'NGO officials' (MPS 65.25) were the most frequently contacted extension functionaries by the ber growers in the study area, whereas the 'Asstt. Director' (MPS 18.25) was the least contacted extension functionary. The 'agriculture supervisor' was the most contacted extension functionary by the peripheral ber growers (MPS 81.91) as well as distant ber growers (MPS 80.66).

INTRODUCTION

Farmers contact different extension functionaries for getting the required information. They seek information from different extension functionaries like Agri. Officer, Asstt. Ag. Officer, Scientists of KVK/ARS, Agriculture supervisor, NGO officials, Asstt. Director at Distt. Level, village extension workers etc. for the promotion of agricultural production. It is also said that these are important means to fill the communication gap between the lab and the farm. These have brought the farmers and scientist closer to understand the suitability of technology in line with farmer's perspectives.

Farmers use many information sources and channels for seeking agricultural information on improved farm practices. They may come across large number of information sources and channels, but perceive and use only few of them. Farmers respond differently to the different information sources and

channels. The action of farmer mainly depends on his exposure to the sources and channels of agriculture information. Keeping in view the above importance of various sources and channels of agricultural information and varying preferences attached to those by ber growers, the present investigation "Extent of use of communication channels by the ber growers" was undertaken with an objective to find out extent of contact of ber growers to different extension functionaries.

RESEARCH METHODOLOGY

The present study was under taken in Jaipur district of Rajasthan. Jaipur district is having 13 tehsils, out of which Chomu tehsil was selected purposely due to having highest area and production of ber as compared to other tehsils. A list of all ber growing villages in the tehsil was prepared, out of which, 10 villages having highest area under ber cultivation were selected randomly for the study purpose. From

* Research Scholar, Department of Extension Education, S.K.N. College of Agriculture, Jobner, Jaipur.

** Professor, Department of Extension Education, S.K.N. College of Agriculture, Jobner, Jaipur.

the selected villages, a sample of 100 ber growers was selected by random sampling technique for the study purpose in such a manner that the number of ber growers selected were proportional to the total number of ber growers of the respective village. An interview schedule consisting of measuring devices along with the face data of ber growers was used for collecting responses of the ber growers. The data were collected by personal interview method, the data collected were classified, tabulated and inferences were drawn after subjecting the data to appropriate statistical analysis which led to the following major findings.

RESULTS AND DISCUSSION

Distribution of the ber growers according to their extent of contact to different extension functionaries

Table 1: Distribution of the ber growers according to their extent of contact to different extension functionaries

Frequency of extension contact	Peripheral ber growers (n = 47)		Distant ber growers (n = 53)		Total ber growers (n=100)		'Z' value
	f	%	f	%	f	%	
Low (Below 11.19)	11	23.40	7	13.21	18	18.00	0.154 NS
Medium (From 11.19 to 15.35)	26	55.32	39	73.58	65	65.00	
High (Above 15.35)	10	21.28	7	13.21	17	17.00	
Total	47	100	53	100	100	100	
NS = Non significant	X = 13.27		6 = 2.08				

The data in Table 1 indicate that majority of the total ber growers (65.00 %) were having medium extension contact followed by 18.00 per cent having low extension contact and only 17.00 per cent having high extension contact.

The data in Table 1 further show that majority of the peripheral ber growers (55.32 %) were having medium extension contact followed by 23.40 per cent having low extension contact and only 21.28 per cent having high extension contact. In case of the distant ber growers 73.58 per cent were having medium extension contact followed by 13.21 per cent each having low and high extension contact.

The analysis of the data further indicate that the 'Z' value between the extension contact score of the peripheral and distant ber growers, was -0.1540,

The extent of extension contact of ber growers was measured by getting responses of the ber growers on a five point continuum namely 'once in a week', 'once in a fortnight', 'once in a month', 'once in a year' and 'never' with weightage of 4, 3, 2, 1 and 0, respectively. The scores of each item were added to obtain the overall scores of extension contact of a particular ber grower. The lowest extent of contact score obtained by the respondents was 8 and the highest was 17, out of the total maximum possible score of 24. The ber growers were categorized into three groups namely 'low contact', 'medium contact' and 'high contact' by using mean (13.27) and standard deviation (2.08). The data related to extent of extension contact of the peripheral and distant ber growers has been presented in Table 1.

which was non significant. This shows that there is no significant difference between the peripheral and distant ber growers in their extent of contact to different extension functionaries.

Contact of the ber growers to different extension functionaries

Tables 2 clearly indicates that 'agriculture supervisor' (MPS 81.25), 'NGO officials' (MPS 65.25), 'scientists of K.V.K./ARS' (MPS 63.50) were the most frequently contacted extension functionaries by the ber growers in the study area. The 'agriculture supervisor' being easily accessible to the ber growers might have been contacted regularly by both the peripheral (MPS 81.91) and distant (MPS 80.66) ber growers in the study area.

Table 2. Extent of contact of the ber growers to different extension functionaries

S.No.	Extension personnel	Peripheral ber growers (n=47)		Distant ber growers (n=53)		Total ber growers (n=100)	
		MPS	Rank	MPS	Rank	MPS	Rank
1.	Asstt. Director at Distt. Level	17.02	VI	19.34	VI	18.25	VI
2.	Agri. Officer	40.96	V	41.04	V	41.00	V
3.	Asstt. Ag. Officer	61.70	IV	54.24	IV	57.75	IV
4.	Scientists of KVK/ARS	62.76	III	64.15	III	63.50	III
5.	Agriculture supervisor	81.91	I	80.66	I	81.25	I
6.	NGO officials	64.36	II	66.04	II	65.25	II

The Asstt. Director at district Level was the least contacted extension functionary by peripheral (MPS 17.02), distant (MPS 19.34) and total ber growers (MPS 18.25).

CONCLUSION

Based on the findings, it can be concluded that majority of the ber growers (65.00 per cent) belonged to medium contact to different extension functionaries, whereas only 18.00 per cent and 17.00 per cent respondents were having low and high contact of different extension functionaries respectively. Only 55.32 per cent peripheral ber growers had high extension contact, whereas 73.58 per cent distant ber growers had high extension contact. The 'agriculture supervisor' (MPS 81.25) and 'NGO officials' (MPS 65.25) were the most frequently contacted extension functionaries by the ber growers in the study area, whereas the 'Asstt. Director' (MPS 18.25) was the least contacted extension functionary. The 'agriculture supervisor' was the most contacted extension functionary by the peripheral ber growers (MPS 81.91) as well as distant ber growers (MPS 80.66).

REFERENCES

- Bhagat, G.R., Nain, M.S. and Narda, R. (2004). Information sources for agricultural technology. *Indian Journal of Extension Education* vol. XXXX No 1 & 2 pp-111-112.
- Bordoloi, R.M., Makhija, V.K. and Laharia, S.N. (2004). Communication behaviour of extension personnel, *Indian Journal of Extension Education* vol. XXXX No 1 & 2, pp-18-22.
- Patil, V.G. Palkar, V.A. and Bhairmatar, M.S. (2009). Agricultural extension work by NGOs in Rathnagiri district. *Maharashtra Journal of Extension Education*. 20 : 114-116.
- Prameela, K. and Ravichandran, V. (2004). Utilization of interpersonal and mass communication channels by farm women. *Indian Journal of Extension Education*. Vol. XXXX No. 1&2, pp. 67-70.
- Shrivastava, J.P, Rai, R. and Kumar, K. (2008). Communication behaviour of field extension personnel under T and V system. *Indian Journal of Extension Education*. 34 (3-4) : 133.

□□□□

Received : June, 2013
Accepted : January, 2014