

## **THE EXTENT OF UTILIZATION OF DIFFERENT INFORMATION SOURCES BY THE GROUNDNUT CULTIVATORS**

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### **ABSTRACT**

The important groundnut producing states of the country are Gujarat, Andhra Pradesh, Karnataka, Tamil Nadu, Maharashtra, Madhya Pradesh, Rajasthan, Uttar Pradesh and Punjab. These states together account about 80 per cent of the total area and 74 per cent of the total production of groundnut in the country. The present study was conducted with the objective to study the extent of utilization of different information sources by the groundnut cultivators in Jaipur district of Rajasthan. It was found that the majority of farmers had medium extent of utilization of different sources of information. The most utilized source of information by the farmers was neighbors, followed by salesmen and dealers, village extension worker, television and radio. The most of utilized formal interpersonal sources of information were salesmen and dealers. The most utilized informal interpersonal sources of information were neighbours and relative and friends. The most utilized mass media sources of information were newspapers and television.

### **INTRODUCTION**

India accounted for 39.25 per cent of the total area and 41.04 per cent of the total production of groundnut in the world in the year 1997-98. In India total area under groundnut crop was 5.6 million hectares with total production of 4.9 million tonnes and productivity was 870 kg ha<sup>-1</sup> during the year 2006-07. Oilseed is a group accounts for about 16 per cent of the country's gross sown next only to food grains. The availability of edible oil in the country is only 12 gram per head per day as against a minimum requirement of 18 gm per head per day as recommended by the food and agriculture Organization (F.A.O.). The consumption of edible oils in country is 7.2 kg per head per annum compared with 10 kg of the world's average and 25 kg most of the European countries and in united states of America (Source : Ministry of Agriculture, Govt. of India). The important groundnut producing states of the country are Gujarat, Andhra Pradesh, Karnataka, Tamil Nadu, Maharashtra, Madhya Pradesh, Rajasthan, Uttar Pradesh and Punjab. These states together account about 80 per cent of the total area and 74 per cent of the total production of groundnut in the country. Rajasthan is one of the major oil seeds producing states in India. It occupies third position in respect of production (5.96 million tonnes) of oil seeds in the

country. It is the first largest rapeseed mustard producing state (4.39 million tonnes) and fourth largest groundnut producing state of the country. In Rajasthan the total area under groundnut crop was 1589814 hectare with production of 491013 tonnes and productivity of 1549 kg/ha during the year 2005-06 (Vital Statistics, 2005-06). It mainly grown in Jaipur, Chittorgarh, Bhilwara, Udaipur, Sikar, Dausa, Sawai Madhopur, Tonk, Bikaner, Churu and Sriganganagar districts of Rajasthan. Jaipur is one of the major groundnut producing districts in Rajasthan. It occupies first position in respect of groundnut production in Rajasthan. The area, production and productivity of Jaipur district under groundnut cultivation 52842 ha, 97366 tonnes and 1842 kg/ha, respectively in the year 2005-06 (Vital Statistics 2006-07). The study was conducted to study the extent of utilization of different information sources by the groundnut cultivators.

### **RESEARCH METHODOLOGY**

Utilization of farm information sources was measured with the help of scale developed by Ramchandran (1974). The scale consisted of formal and informal interpersonal and mass media sources. The scoring procedure adopted for measuring the variables was as follows along with weightage for technical competence of the different sources of farm information.

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## RESULTS AND DISCUSSION

In this part an attempt was made to measure the extent of utilization of different sources of information used by farmers. For this purpose the utilization responses of farmers were collected on a four point continuum namely most often, often, some time and never. The result have been presented in table 1.

**Table 1. Distribution of farmers in different level of utilization of information sources about recommended cultivation practices of groundnut n=124**

S.No.	Scores of utilization of sources of information	Frequency	Per cent
1	Low utilization (score below 35.79)	19	15.32
2	Medium utilization (score from 35.79 to 48.61)	82	66.13
3	High utilization (score above 48.61)	23	18.55

$X = 42.20$ ,  $s = 6.41$ ,  $\div^2 = 60.21$  Expected frequency = 41.33

The data in Table 1 reveal that the majority of farmers (66.13 per cent) utilized different sources of information up to medium level. Only 18.55 per cent respondents belonged to the category of high utilization of sources of information and 15.32 per cent respondents had utilized different sources of information of recommended cultivation practices of groundnut at low extent. There is no difference in the extent of utilization sources of information by the groundnut cultivators -was rejected. It means there is difference in the extent of utilization of different source of information by the groundnut cultivators.

Further each source of information utilized by farmers was measured and data were computed. These sources were ranked according to their respective mean scores. The results have been presented in Table 9.

The data reveal that out of all the sources of information, the 'Neighbours' source was most utilized by the farmers and was ranked first with mean score 2.71 as it was most often utilized by 83.06 per

cent of farmers, often by 8.88 per cent, some time utilized by 4.84 per cent and never utilized by 3.22 per cent of farmers. The information source 'Salesmen and Dealers' was ranked first with mean score 2.31 whereas 'Village Extension Worker' occupied second rank with mean scores 2.25 and 'News papers' was ranked third with mean score 2.04. The last rank was occupied by the information sources 'Government farm' (1.04 MS) which was utilized most often by 8.87 per cent farmers, often by 22.58 per cent, some time by 32.25 per cent and utilized never by 36.30 per cent farmers.

It can be concluded that the sources of information 'Neighbours' was most utilized by the farmers, which might be due to the reason that the farmers might have contacted frequently and easily with neighbours which were easily available with sufficient time. The 'Government farm' was the least utilized source of information because there was no government farms near the study area and the farmers might have very little chances of visiting these farms.

### Formal interpersonal sources

The data in Table 9 depict that the source of information 'Salesman and Dealers' (2.31 MS) was the most perceived formal inter personal sources by the farmers as it was utilized most often by 52.42 per cent farmers, often by 30.65 per cent some time by 12.90 per cent and never utilized by 4.03 per cent farmers, hence it was occupied first rank. The second rank was accorded to information source 'Village Extension Worker' (2.25 MS), which was utilized most often by 54.84 per cent farmers, often by 21.78 per cent, sometime by 14.51 per cent and never utilized by 8.87 per cent farmers. The third rank was occupied by the information source 'Assistant Agriculture Officer' (1.65 MS) followed by 'Co-operative officials' (1.64 MS), 'Panchayat officials' (1.61 MS), 'Agriculture officers' (1.59 MS), which occupied fourth, fifth and sixth ranks, respectively, whereas, the seventh rank was accorded to information source 'Block Development Officer' (1.43 MS). The last rank was awarded to source of information 'Agriculture Research Scientist' (1.42 MS) which was utilized most often by 15.32 per cent, often by 35.48 per cent, some time by 25.80 per cent and never utilized by 23.39 per cent farmers.

The findings reveal that the 'Salesmen and Dealers' was the most utilized sources of information. This might be due to the reason that the Salesmen and Dealers strive to increase their sale of agriculture inputs, so they might have sufficient time to contact the farmers.

The farmers ranked the source 'Village Extension Worker' as the second most utilized source of information. This might be due to the reason that the village extension worker is a technical person appointed by government to assist farmers at local level and it is his duty to provide knowledge about latest improved technology to the farmers. The 'Agricultural Research Scientist' source of information was least perceived as the scientist neither have time to visit farmers field so frequently nor in sufficient number of staff engaged in transfer of technology so this type of result might have occurred

#### **Informal interpersonal sources**

The data in Table 2 and fig. 8 reveal that the source of information 'Neighbours' (2.71 MS) was most utilized informal interpersonal sources by the farmers as it was utilized most often by 83.06 per cent, often by 8.88 per cent, some time by 4.84 per cent and never utilized by 3.22 per cent farmers.

The rank second was occupied by the information source 'Relative and friend' (1.86 MS) whereas the third and last rank was awarded to 'Progressive farmers' (1.69 MS), which was least utilized informal interpersonal source by the farmers as it was utilized most often by 21.78 per cent, often by 38.71 per cent, some time by 26.61 per cent and never utilized by 12.90 per cent farmers.

It can be concluded from the findings that the source of information 'Neighbours' was the most utilized sources of information and got the first place in order of preference. This might be due to the fact that the farmers might have contacted frequently and easily with neighbours with sufficient time as they are easily available. The technology used by neighbours can easily be judged and implements in the same situation as their field proving the principle of seeing is believing. The farmers believe more in the techniques they see on neighbours field and enquires more and about the improved practices.

The 'Relatives and friends' was ranked sec-

ond most utilized source of information by the farmers which might be due to the reason that wherever two or more farmer's Relative or friends meet, they transact their views, ideas and means which they heard, seen or used on their farms. The information source 'Progressive farmers' was least utilized. This might be due to the fact of progressive farmer's superiority complex and least contact with the farmers.

#### **Mass media sources**

The data in Table 2 depict that the source of information "Newspaper (2.04 MS) was the most utilized mass media source by the farmers as, it was most often by 46.77 per cent, often by 21.77 per cent, some time by 16.93 per cent and never utilized by 14.51 per cent farmers and hence it was occupied the first rank.

The second rank was awarded to the sources of information 'Television' (2.04 MS) which was utilized most often by 43.55 per cent farmers, often by 25.80 per cent, some time by 20.16 per cent and never utilized by 12.09 per cent farmers. The source of information 'Radio' (1.94 MS) was occupied third rank, followed by 'Folders, leaflets and bulletins' (1.50 MS), 'Farm journals and magazines' (1.37 MS) and 'Demonstration plots' (1.33 MS) which was assigned fourth, fifth and sixth ranks, respectively. The last rank was occupied by the information source 'Government farm' (1.04 MS) which was utilized most often by 8.87 per cent farmers, often by 22.58 per cent, some time by 32.25 per cent and never by 36.30 per cent farmers.

The findings reveal that the "Newspaper" was the most utilized source of information. This might be due to the reason that most of the farmers used to read the newspapers and are getting knowledge about improved cultivation practices through reading newspapers. The farmers ranked the 'Television' second most utilized mass media source. This might be due to the reason that most of the farmers had television. Many programmes which is related to agriculture are telecasted through television. The farmers used to view these programmes and gained knowledge about improved practices. The government farm was least utilized source of information because there was no such government farms in the study area and farmers might had less opportunity to visit these farmers located in other areas.

The finding of the present study are inline with the findings of Sisodia (1993), Thakur (1996), Singh, (1999) and Yadav (2006).

## CONCLUSION

The majority of farmers (66.13 per cent) had medium extent of utilization of different sources of information, 18.55 per cent respondents belonged to the category of high extent of utilization source of information and 15.32 per cent respondents belonged to the category of low extent of utilization. The most utilized source of information by the farmers was 'Neighbours' (2.71 MS), followed by 'Salesmen and Dealers' (2.31 MS), 'Village Extension Worker' (2.25 MS), 'Television' (2.00 MS) and 'Radio' (1.94 MS). The most of utilized formal interpersonal sources of information were 'Salesmen and Dealers' (2.31 MS) and 'Village Extension Worker' (2.25 MS). The most utilized informal interpersonal Sources of information were 'Neighbours' (2.71 MS) and 'Relative and friends' (1.86 MS). The most utilized mass media sources of information were 'Newspapers' (2.04 MS) and 'Television' (2.00 MS).

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