

Information Input Behaviour of Contact and Non-Contact Farmers Under T & V System in District Gwalior of Madhya Pradesh

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1. Introduction

Daniel Benor rightly remarked that T & V is an important and powerful extension tool which can cater the need of producers in achieving the planned or targeted objectives. India has also adopted this extension model in thirteen major states according to the needs of the respective state. This extension model of T & V has the aim of ensuring transfer of know how through S.M.S to the farmers in large area through effective time bound scientific training and feedback to the scientists (S.M.S) through well defined linkage among research, extension and client system has professionalism, single line command, concentration, continuous and regular training and close association with research.

The new agricultural strategy visualized such opinion leaders as contact farmers as a new type of effective tool who serve the role of catalyst media between the extension system and farming community. These contact farmers adopted the agriculture innovation in their farming systems and the results which they achieved, communicate to their fellow farmers known as non-contact farmers effectively and inspire them to do the same for their betterment.

Acquisition of farm information from various communication sources and channels is an important function of an individual with respect to high yielding varieties of paddy cultivation. For that they use number of sources and channels. Thus, this study has been designed to find out the relationship between selected socio-economic variables and information input behaviour of contact and non-contact farmers of T & V system

2. Methodology

The study was carried out in Dabra sub-division of Gwalior district because T & V system was introduced in this district for the first time during 1978. Hence, the farmers as well as the extension workers might have been well aware of role and functioning of the system. Five villages of Dabra block were selected randomly for this study. A total of 100 respondents (50 contact farmers and 50 non-contact farmers) twenty from each village were randomly selected and interviewed with the help of structured interview schedule developed for the study. The data after collection were then analyzed statistically for fruitful generalization.

3. Results and Discussion

Table 1 indicates the extent of use these sources and channels. The farmers belonging to two groups were analyzed in terms of their per centage of use.

It is interesting to note that the cent per cent contact farmers obtained farm information through village extension workers (100 per cent) followed by contact farmers (94 per cent), progressive farmers (92 per cent) and friends and neighbours (90 per cent) in the descending order. More than 70 per cent of

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them received farm information through farmers days followed by leaflets/bulletins (80 per cent), B.A.E.Os. meeting (74 per cent) in the descending order.

The remaining used sources/ channels were sought by the 65 per cent of them. The sources /channels like compaign meetings, S.M.S., seed/fertilizer/dealers, visit to research centers, film show, popular Agriculture Journals, letters to researchers/extension personnels and K.V.Ks. used by a few of the contact farmers (less than 22 per cent).

The non-contact farmers, mostly used the sources/channels more or less on the similar pattern as followed by the contact farmers. However, a very high per centage of them sought farm information

Table 1 Percentage Use of Different Sources and Channels for Information Input by the Contact and Non-contact Farmers

Sources/Channels	Percentage		
	Contact farmers (N=50)	Non-contact farmers (N = 50)	Average (N= 100)
Farm radio broadcast	64	26	45
Compaign meeting	22	10	16
R.A. E. Os. Meeting	74	16	45
Farmers day	80	42	61
Visit to research centres	20	8	14
Visit to K.V.Ks.	6	—	3
Film show	20	6	13
Demonstrations	64	12	38
Field days lecture	30	18	24
Leaflets/bulletins	80	44	62
Popular agril. Journals	10	—	5
Letters to researchers/ extrn. Personnels	8	—	4
Co-operative members	60	54	57
Friends and neighbours	90	84	87
Progressive farmers	92	78	85
Contact farmers	94	80	87
Seed/fertilizers dealer	20	22	21
Village extension workers	100	76	88
Agricultural development officers	42	10	26
Subject matter specialist	20	8	14

from friends and neighbours (84 per cent), contact farmers (80 per cent). More than 70 per cent of them received farm information through progressive farmers and R.A.E.O., more than 50 per cent of them used the source like cooperative members. The remaining used sources/ channels were sought by less than 45 per cent of them. Out of which a few sources/channels like leaflets/bulletins farmers day farm radio broadcast, R.A.E.Os. meetings, demonstrations, field days, seed/fertilizer

dealer, Agriculture Development Officers, Subject Matter Specialist were very rarely sought for receiving information, related to farm technology.

Table 2 reveals that input indices had significant association with education, knowledge, size of holding, social participation, socio-economic status, communication, progressive farmers and out put indices of contact, non-contact and total farmers. Its relationship with caste indices of total farmers and occupation indices of contact farmers was significant.

Table 2 Correlation of Independent Variation with Information Input

Variables	Contact farmers (N=50)	Non-contact farmers (N = 50)	Average (N= 100)
Age	-0.07	-0.02	-0.04
Caste	0.26	0.05	0.23*
Education	0.59**	0.52**	0.54**
Knowledge	0.63**	0.33**	0.59**
Occupation	0.28**	0.14	0.10
Size of holding	0.39**	0.39**	0.51**
Social participation	0.52**	0.53**	0.59**
Socio-economic status	0.45**	0.51**	0.67**
Communication	0.94**	0.95**	0.97**
Information processing	0.63**	0.48**	0.58**
Information output	0.68**	0.26**	0.66**

* - Significant at 0.05 level, ** - Significant at 0.01 level

4. Conclusion

While analyzing the findings, it was observed that the dependency of contact and non-contact farmers regarding information receiving pattern of farm technology was mostly on personal localite sources like neighbours, friends, contact farmers and on the other hand on VEW among the personal cosmopolite sources. This finds confirmation with the conclusion made by Singh and Sahay (1970), Khan (1965), Singh and Jha (1965), Panday (1966) and Pandey (1979).

The analysis further revealed that three sources out of 20 were not at all used by the non-contact farmers. These were, K.V.Ks., popular agricultural journals and letters to researches/extension personnels. The source/channels such as, popular agricultural journals /magazines, cooperative members and S.M.S. were found to be least used by the contact farmers. In case of non-contact farmers, sources/channels like R.A.E.Os. meeting, demonstration, comparing meeting, A.D.O. and S.M.S. in the areas of T&V system indicated their poor familiarity among the farmers and it suggests that they needed much to improve their mobility in view of making closer contact, particularly with non-contact farmers. The case studies conducted by N.I.R.D. and the S.M.Ss. were not found visiting their areas satisfactorily.

Visits to the village by subject matter specialists were very less and the extension workers did not motivate the farmers to read popular agricultural journals. Thus, these may be the probable reasons for which the contact farmers did not use of the sources like popular agricultural journals and subject matter specialists to the expected level.

5. References

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