

Use of Communication Sources by Tribal Dairy Farmers – A Study

Jitendra Chauhan¹ and A K Singh²

1. Introduction

Tribals constitute almost 8.02 per cent of country's population. Various efforts had been done in past to develop agricultural, livestock and allied resource under various tribal development programme. Development of dairy potentials of tribal areas was also emphasized during past, keeping in view the possibility of subsidiary sources of income through this enterprise. The present study aimed to investigate various sources of communication used by Munda tribal dairy farmers to obtain useful information.

2. Methodology

The study was conducted in the district of Ranchi, Jharkhand having high concentration of tribal population. 200 tribal dairy farmers were selected from eight villages situated in four different development blocks, by using multi-stage sampling. Investigation was conducted through interview method with the help of structured schedule.

3. Result and Discussion

3.1. Personal Locality Sources

Majority of tribal dairy farmers (80%) consulted tribal leader to seek information on different aspects followed by progressive farmers (73%) and neighbours (65.5%). However, friends were consulted by 43 per cent respondents and relatives acted as source of information for more 40 per cent respondents. Bhati (1971 and 1976) has also reported that local leaders were the major source of information in tribal community.

3.2. Personal Cosmopolite Source

The extension personnels serve as the nearest experts on practical matters for the villagers. Table 1 clearly indicates that Gram Sevak were consulted by 48.5 per cent respondents followed by personnel from cooperative department (37.5%) and scientist/staff of the nearby agricultural university (24.5%). Assistant Extension Officer were mentioned by 17 per cent whereas, Bank personnel were consulted by 11 per cent. Only 2.5 per cent respondents consulted with Live Stock Development Officer.

3.3. Mass Media

Among sources of mass communication, majority used radio (21.5%) followed by newspapers (5.5%) and Television (1.5%). Similar findings have also been reported by Singh and Mishra (2000).

3.4. Credibility of Communication Sources

The choice of respondents regarding most influential source of information were sought in order of preference out of which the first choice was considered as given in Table 2.

1. Reader, Department of Agricultural Extension, R.B.S. College, Bichpuri, Agra.
2. Assistant Professor, Department of Agricultural Communication, College of Agriculture, GBPUA & T, Pantnagar - 263145

Majority of tribal dairy farmers had considered progressive farmers (31.5%) as most credible source of information followed by tribal leaders (29.5%), relative and friends (13.5%) and neighbours (11%). Village Level Workers (7%) were considered as fifth credible source of information. The findings of this study are partially in line with the findings of Vidyarthi; (1963), Sadmate (1978) and Singh and Mishra (2000).

Table 1 Distribution of the Tribal Dairy Farmers on the Basis of Their Use of Communication Sources

Sl No	Communication sources	Frequency	% ge
1.	Personal Localite		
i.	Neighbours	131	65.50
ii.	Friends	86	43.00
iii.	Progressive farmers	146	73.00
iv.	Relatives	80	40.00
v.	Tribal leader	160	80.00
2.	Personal Cosmopolite		
i.	Gram Sevak	97	48.50
ii.	Asst. Extn. Officer (Asst. stockman)	34	17.00
iii.	Cooperative personnel	75	37.50
iv.	Bank personnel	22	11.0
v.	University staff	49	24.50
Vi.	Livestock Development officers	5	2.50
3.	Mass Media		
i.	News paper	11	5.50
ii.	Radio	43	21.50
iii.	T.V.	3	1.50

Table 2 Source Credibility Pattern Operating Among Tribal Dairy Farmers

Sl No	Source	Respondent s' first choice (no.) n=200	% ge	Rank
1.	Village level worker	14	7.00	V
2.	Progressive farmers	63	31.50	I
3.	Tribal leader *	59	29.50	II
4.	Relative and friends	27	13.50	III
5.	Neighbours	22	11.00	IV
6.	Asst. Development Officer (ADO)	7	3.50	VI
7.	Livestock Development Officer (LDO)	2	1.00	VIII
8.	Bank personnel	3	1.50	VII
9.	News paper	0	0.00	NIL
10.	Radio	2	1.00	VIII
11.	T.V.	1	0.50	IX

Assistant Development Officers were expressed as most credible source by mere 3.5 per cent tribal dairy farmers followed by Bank personnel (1.5%) and L.D.Os and Radio were reported by 1 per cent respondent each followed by Television (0.5%). No one mentioned Newspapers as the first choice.

4. Conclusion

The study indicates that personal localite sources, which are part and parcel of the tribal social life are being used more than personal cosmopolite sources consisting of extension personnel from state development departments or State Agricultural University. Mass media of communication are used least. While tribal leaders are used by vast majority, progressive farmers and neighbours are also quite popular. This indicates preference for intimate local sources. Among official, Gram Sevaks and Cooperative personnel are used by many. Radio is most popular among tribal dairy farmers. The first preference, on the basis of influence of the source was expressed by majority in favour of tribal leaders and progressive farmers. Thus, it is clear that tribal society being close knit, depends mostly on inter-personal sources. Tribal leaders have social authority and thus, the command respect. Progressive farmers by virtue of their expertise are most sought after.

5. References

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