

## **FACTORS AFFECTING THE INFORMATION DISSEMINATION BEHAVIOUR OF CONTACT FARMERS UNDER TRAINING AND VISIT SYSTEM**

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Very few studies have been done to explore possible consequences effective dissemination of technology in the context of behavioural changes. The socio-economic characters of farmers play an important role in effective dissemination of technology to their peers. The study in depth is needed to ascertain by ascertaining the contribution of individual character to technology dissemination with its proper accountability in making strategy of planning as well as its execution in development of the rural community. Keeping this in mind, the researcher has undertaken the with following specific objectives.

1. To findout the association between the socio-economic characteristics of the contact farmers and information dissemination behaviour.
2. To find out the relative importance and extent of contribution of socio-economic characteristics on their information dissemination behaviour.

### **METHODOLOGY**

The present study was undertaken in Morar block of Gwalior district in Madhya Pradesh. Multistage random sampling method was adopted for selection of the sample. The Morar block comprises of 17, Rural Agricultural Extension Officer (RAEO) circles. Out of these, 10 RAEOs circles were selected randomly in first stage. In second stage, 12 contact farmers were selected randomly from each selected RAEOs circle. In all, 120 contact farms were selected for the present investigation. The socio-economic characters and information dissemination behaviour of respondents were studied through structured schedule developed for the purpose. Primary data were collected from the selected contact farmers (respondents) with the help of interview schedule by personal interview method. The data were analysed by using co-relation and regression methods.

### **FINDINGS**

Association between information dissemination behaviour and socio personal as well as economic characteristics of contact farmers was worked out. The findings are presented as under :

1. Correlation coefficients obtained between information dissemination behaviour and socio personal and economic characteristics of contact farmers are presented in Table 1. Relationship of information dissemination behaviour with socio-personal and economic characteristics of contact farmers reveal that information dissemination behaviour was positively and significantly correlated with caste, education, family size socio-economic status, extension participation, social participation, cosmopolitaness and progressiveness of contact farmers. Its relationship with age was found positive, but it was statistically significant. The association between information dissemination behaviour and land holding was observed highly non-significant negatively. In other words, we can say that age and risk preference of the contact farmers does not have any bearing on information dissemination behaviour, while other factors considered under the study did have strong impact. Similar findings were also reported by Patel etc. (1995).

**Table-1: Association between socio-economic characteristics of the contact farmers and information dissemination behaviour of contact farmers.**

S.No.	Variable	'r' value
1.	Age (X1)	0.081 N.S
2.	Caste (X2)	0.728**
3.	Education (X3)	0.811**
4.	Land holding (X4)	-0.293**
5.	Family size (X5)	0.380**
6.	Socio-Economic status (X6)	0.256**
7.	Extension Participation (X7)	0.516**
8.	Social participation (X8)	0.627**
9.	Cosmopoliteness (X9)	0.779**
10.	Risk preference (X10)	-0.048 N.S
11.	Progressiveness (X11)	0.882**

\*\* = Significant at P = 0.01

NS = Non significant

2. Since a character like information dissemination behaviour is associated with or dependent on a number of socio personal and economic characters, simple correlation coefficient alone is not sufficient in ascertaining the intensity of association between characters. Studies with partial regression coefficients are very useful in determining precisely such relationship. In order to study the relative influence of the eleven socio-personal and economic characters, values for standard partial regression coefficients (values) were made use of because the wide difference in the original units of measurements. The values (Table-2) indicate that information dissemination behaviour was significantly and positively. Influenced by education, progressiveness, cosmopoliteness and family size of contact farmers; influence of land holding was found negatively significant. The influence of caste, socio-economic status, extension participation, social participation and risk preference on information dissemination behaviour of contact farmers were found positive, though not significant. However, the influence of age on information dissemination behaviour was observed negative as well as very low.

**Table-2: Standard Partial Regression coefficient (b=values) of information Dissemination Behaviour of contact farmers with their socio-economic characterists**

S.No.	Variable	'b' value
1.	Age (X1)	-0.0427 N.S
2.	Caste (X2)	0.1203 N.S
3.	Education (X3)	0.5176**
4.	Land holding (X4)	-0.197**
5.	Family size (X5)	0.1826**
6.	Socio-Economic status (X6)	0.0831 N.S
7.	Extension Participation (X7)	0.0392 N.S
8.	Social participation (X8)	0.0239 N.S
9.	Cosmopoliteness (X9)	0.2114*
10.	Risk preference (X10)	0.0732 N.S
11.	Progressiveness (X11)	0.3949**

Coefficient of Determination ( $R^2$ ) = 0.7943, Multiple Correlation coefficient (R) = 0.8912\*\*

\*\* = Significant at P = 0.01, \* = Significant at P = 0.05

3. The standard partial regression co-efficient of information dissemination behaviour with socio personal and economic characteries when some of the characters considered for omission are presented in Table-3. The caste, education, cosmopoliteness and progressiveness positively and significantly influenced the information dissemination behaviour of contact farmers. Education also showed its superiority over caste, cosmopoliteness and progressiveness in respect to their capability of information dissemination behaviour of contact farmers.

**Table-3: Standard Partial Regression coefficient ( $\beta$ =values) of information Dissemination Behaviour of contact farmers with their socio-economic characterists (According to Step down method)**

S.No.	Variable	' $\beta$ ' value
1.	Caste (X2)	0.1889 N.S
2.	Education (X3)	0.54997**
3.	Cosmopoliteness (X9)	0.3898**
4.	Progressiveness (X11)	0.4377**

Coefficient of Determination ( $R^2$ ) = 0.7664

Multiple Corelation coefficient (R) = 08754\*\*

Multiple regression equation :

$$Y = 1.6175 + 0.1185 X_2 + 0.2700 X_3 + 0.1771 X_9 + 0.1094 X_{11}$$

Hence, it can be concluded that caste, education, cosmopoliteness and progressiveness had strong contribution towards information dissemination behaviour when the effect of all other factors were constant.

All the standard partial regression coefficients were converted into partial regression coefficients and thereafter, multiple regression equation was fitted to the data to serve as the selection index. All the multiple correlation coefficient were found to be significant (Table 2 and 3).

The selection index in which all the eleven characters, were included accounted for 79.43 per cent variation in information dissemination behaviour, when, caste, education, cosmopolitenss and progressiveness only were considered by using step down method the percentage variation in information dissemination behaviour accounted for by the selection index reduced to 76.64 i.e. only 2.79 per cent variation was unexplained by the choice of only four characters in place of all eleven characters. The multiple regression equation based on caste, education, cosmopoliteness and progressiveness thus appeared to be fairly effective selection index for information dissemination determination and these socio-personal characters may, therefore, be considered a reliable criterion for selection.

## CONCLUSION

1. The socio-personal and economic factors like caste, education, land holding, family size, cosmopoliteness and progressiveness had influence on information dissemination behaviour of contact farmers.

2. Education showed its superiority over caste, education, cosmopolitaness and progressiveness in respect of their capability to influence the information dissemination behaviour of contact farmers.
3. The socio personal and economic characters like caste, education, cosmopolteness and progressiveness may be considered in fitting of multiple regression equation for determination of information dissemination behaviour of contact farmers.

### **IMPLICATIONS**

The findings of present investigation suggested that while selecting contact farmers, socio-personal & economic factors like caste, education, cosmopolitaness and progressiveness of the farmers may be considered as the important factors for better and effective dissemination of information to the farmers for maximum diffusion of the technology in farmers community.

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