

Research Note**SOURCES OF INFORMATION USED BY THE FARMERS REGARDING THE IMPROVED TECHNOLOGY OF WHEAT CULTIVATION**Shriram¹ & M. S. Chauhan²

In agriculture sources and channels of agricultural information plays an important role in the dissemination of information in villages of Rajasthan. An effective communication system requires a series of interrelated and communicable link systems to generate and diffuse new information and technology with greater efficacy. For increasing the production of wheat crop. it is necessary to prioritise a strategy and several programmes to transfer the new technology in agriculture are in operation throughout India but the new technology has not yet reached the grassroot level, where it can be put into practice. Sources of information used by the farmers regarding the improved technology of wheat cultivation are identified for developing a suitable approach to evolve an effective communication strategy.

METHODOLOGY :

This research was conducted in two panchayat samities of Banswara district in South Rajasthan. The sample of 240 respondents among tribal and non-tribal wheat growers was drawn with random sampling technique. Relevant information were collected with the help of personal interview schedule. The collected information related to sources of information were placed into four groups namely, personal localite, personal cosmopolite, interpersonal cosmopolite or mass media and commercial agencies for further analysis. The rank order correlation test was used to see the significant relationship in the sources of information regarding the improved technology of wheat cultivation.

RESULTS AND DISCUSSION :

(A) Personal localite sources : It is clear from the data incorporated in table 1 that progressive farmers (MS 2·25), neighbours (MS 2·62) and local leaders (MS 2·55) were the major personal localite sources of information used by the majority of selected growers regarding improved technology of wheat and were accorded rank 1st and 2nd, respectively.

A close observation of the data in table indicates that agricultural students were a least preferred source of information for the wheat growers in the study area. The rank order correlation value between the ranks accorded by tribal and non-tribal respondents was found to be 0·43, which was statistically non-significant. This infers that both tribal and non-tribal respondents have used personal localite sources of information at the different magnitude for seeking information on improved technology of wheat cultivation. As mention earlier, accessibility of a particular source of information has its bearing on the extent of its use by the farming community. Neighbours and progressive farmers being easily accessible in the village itself might have contributed towards the extent of their use by the wheat growers in the Banswara research area.

(B) Personal cosmopolite sources : Data show in table 1 as regards to personal cosmopolite sources of information, Village extension worker (MS-2·92) was most used source for the wheat growers and was accorded 1st rank. Group meetings (MS-2·75), farmer's fair (MS-2·69), demonstration (MS-2·61), training in directorate of extension education and agricultural

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department (MS-2.50) and assistant agriculture officer (MS-2.20) were also used by relatively less numbers of respondents for seeking information on improved technology of wheat cultivation and were accorded 2nd, 3rd, 4th, 5th and 6th place in the rank order. Training in directorate of extension education and agricultural departments and assistant agriculture officer were not preferred by majority of respondents as indicated by their last rank 5th and 6th, respectively in the rank order. Analysis of the table further indicates that the rank correlation value between non-tribal and tribal respondents was found to be 0.95 which is statistically significant at 1 per cent level of significance. This show that the respondents of different categories seek information from personal cosmopolite sources at the similar magnitude.

(C) Impersonal cosmopolite or mass media sources : The data in the table 1. show that television (MS-2.92) and radio (MS-2.83) were the chief impersonal cosmopolite or mass media sources for majority of wheat growers in the

Table 1. Sources of information used by the farmers regarding the improved technology of wheat cultivation

Sources	Non-tribal		Tribal		r_s
	M.S.	Rank	M.S.	Rank	
A. Personal localite :					
1. Neighbours	2.14	II	2.62	I	0.43 ^{NS}
2. Friends	2.05	III	2.41	III	
3. Relatives	1.65	V	2.34	IV	
4. Progressive farmers	2.25	I	1.96	VI	
5. Local leaders	1.87	IV	2.55	II	
6. Panchayat members	1.32	VI	2.00	V	
7. Agricultural students	1.18	VII	1.72	VII	
B. Personal cosmopolite :					
1. Village extn. worker	2.92	I	2.72	I	9.95
2. Asstt. Agril. Officer	2.22	VI	2.30	VI	
3. Training in DEE/Ag. Deptt.	2.40	V	2.50	V	
4. Group meeting	2.75	II	2.70	II	
5. Demonstration	2.61	III	2.60	IV	
6. Farmer's fair	2.57	IV	2.69	III	
C. Impersonal cosmopolite :					
1. Radio	2.45	II	2.83	I	0.80 ^{NS}
2. Television	2.92	I	1.93	II	
3. Newspaper	1.66	III	1.45	III	
4. Film show	1.22	V	1.24	IV	
5. Farm literature	1.41	IV	1.16	V	
D. Commercial agencies :					
1. Krishi upaj mandi	1.41	IV	1.33	IV	0.20 ^{NS}
2. Fertilizer & chemical dealers	2.85	II	2.86	II	
3. Cooperative societies	2.90	I	2.80	III	
4. Seed merchant	2.83	III	2.89	I	

NS-Non-significant.

identified area. This was followed by newspapers (MS-1.66), farm literature (MS-1.41) and film shows (MS-1.22) were accorded 3rd, 4th and 5th rank by the respondents. Farm literature and film shows has hardly attracted attention of wheat growers. Analysis of the table further indicate that the rank order correlation value between the rank accorded by non-tribal and tribal respondents was found to be 0.80, which is statistically non-significant. Therefore, it can be deduced that both tribal and non-tribal wheat growers are using impersonal cosmopolite or mass media sources at the different magnitude for seeking information on improved technology of wheat.

(D) Commercial agencies sources : An observation of the data in table 1 demonstrate that cooperative societies (MS 2.90), seed merchant (MS 2.89) and fertilizer and chemical dealers (MS 2.86) were preferential major commercial agencies regarding sources used by the majority of respondents for seeking information on improved technology of wheat cultivation. These sources were accorded 1st, 2nd and 3rd rank respectively, by the wheat growers. It was noted from the table that Krishi upaj mandi was least preferred commercial agencies source of information and was assigned rank 4th by the wheat growers.

The analysis of the table further indicates that the rank correlation value between tribal and non-tribal respondents was found to be 0.80, which is statistically non-significant. Therefore, it can be inferred that both tribal and non-tribal wheat growers are using commercial agencies sources at the different magnitude for seeking information on improved technology of wheat cultivation.

Category wise sources of information used by the farmers regarding the improved technology of wheat cultivation :

It is clear from the data incorporated in Table 2. that wheat growers of the study area have used personal localite sources (MS 15.85) of information with the top priority which is indicated by their 1st rank. Whereas, personal cosmopolite sources (MS 15.55) were used by slightly lesser number of respondents for seeking information pertaining to wheat cultivation. Next in the order was commercial agencies (MS 10.00) and impersonal cosmopolite or mass media sources (MS 9.69) of information with 3rd and 4th rank, respectively.

Information Sources	Non-tribal		Tribal	
	M.S.	Rank	M.S.	Rank
1. Personal localite	12.50	II	15.58	I
2. Personal cosmopolite	15.55	I	15.51	II
3. Impersonal cosmopolite	9.69	IV	8.63	IV
4. Commercial agencies	10.00	III	9.89	III

The rank order correlation value between the ranks accorded by the different category of respondents was found to be 0.80, which was statistically non-significant.

Thus, it can be concluded that both tribal and non-tribal respondents have perceived the listed categories of sources at the dissimilar magnitude. The dissimilarity with regards to use of different sources among both the categories of respondents was not unexpected. The tribal and non-tribal respondents of the study were from the same villages but were exposed with different type of agricultural sources media. This might have reflected in the results. Findings are supported by Sharma (1966).

CONCLUSION :

Findings reveal that both the categories of growers have received most of the information from personal localite sources. Neighbours and local leader were the major personal localite sources of information used by the majority of selected growers regarding improved technology of wheat. This was followed by personal cosmopolite, commercial agencies and impersonal cosmopolite or mass media in the research area Banswara of Southern Rajasthan.

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