

PERCEPTIBLE INFLUENCE OF COMMUNICATION SOURCES IN DISSEMINATING INFORMATION REGARDING WHEAT TECHNOLOGY IN ALIGARH DISTRICT OF U.P.

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We are living in the age of information or communication. The international Scenario is changing and developing very fast in such a way the most of the developing nations can not cope with its speed. We have many revolutions in many parts of the world at different stages of history but no parallel can be seen for the revolution taking place today in the field of information technology which affects all walks of life in the developing nations like of ours. This unbridled and disoriented drive for development has given birth of enormous severe problems in the socio-economic, potential, cultural, religious and environmental spheres. We have to seriously think about the crisis, we were facing and the challenges, we are accepting to preserve peace, to eradicate poverty and to conserve the environment.

India is a country of villages. Its economy is labour-based and not the capital based as of the developed nations. Development strategy of the developed countries and of the developing countries may not be the same. Certainly each country has to develop its policies appropriate to their specific situation. India, the land of villages can not and should not follow the development model of heavy industrilization and very advanced mechanization, including very high advanced stage of computerization, leading to mass production.

India's agriculture from mid 60's has made significant strides in food grain production which has increased from a level of 72.35 million tonnes to 208.87 million tonnes during 1999-2000 and thus despite of the ever growing population and the

need for import of food grains for domestic use has virtually been eliminated.

Wheat is such a food grain which gives assurance to have success in battle against hunger and poverty. The population of India will be 1.25 billion by 2020 A.D. and by that time India's annual wheat production should reach 109 million tonnes from the present level of 75.7 million tonnes with an area of 27.43 million hectares. The present national average of 2.75 tonnes per hectare of wheat has to be raised to 3.5 tonnes per hectare, which is possible only by proper adoption of presently available package of wheat technology. In India the total wheat production in 2000-2001 was 8.4 million tonnes.

It is generally accepted that communication is the basic step in effecting changes in any system in the field of agriculture. The greater the number of in finding sought, the greater the adoption by contact among farmers with communication sources. Mass media plays an important role in agricultural communication and information sources. There are many sources of information about agriculture technology such as personal cosmopolite channel personal localite channel and impersonal cosmopolite channel. Source preference and source utilization may also differ at different stages of innovation may also differ at different stages of innovation and decision process depending upon socio-economic level and intrastructural background of the small farmers.

The present study is a slight variant of previous ones in the sense that it brings the multi-dimensional aspect of the development of

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small farmers. The study also highlight the socio-economic feature of the small farmers with a wide and detailed coverage of quite a new approach in the field of agriculture extension research. The study also takes into account the selected and proper use of communciation media as a source of information to the small farmers, towards new technology with following specific objectives.

1. To study the socio-agro-economic profile of the small farmers.
2. To study the relationship between communication pattern and socio-economic feature of small farmers.
3. To study the correlation between communication pattern and adoption behaviour of small farmers.

METHODOLOGY

The study was conducted in Aligarh district of U.P. State. Out of the 17 blocks in Aligarh district three block namely Dhanipur, Akrabad and Gangari were selected purposely as the transfer of technology programme of KUK and farmers training centre under CSA Kanpur are more concentrated in these blocks, because of this the farmers of this area are quite willing and cooperative to provide required information more reliable.

A list of all the villages of these three selected blocks was prepared and ten villages from this list were selected randomly. After this a list of small farmers growing wheat was prepared separately for each village with the help of concerning officials. Out of these lists, so prepared, thirty small farmers from each village selected randomly, making a total sample size of 300 small farmers for the present study. The socio-economic profile of these selected farmers for the final study was grouped into three strata (low, medium and high status) according to SES Scale developed by Trivedi and Pareek (1963).

RESULTS AND DISCUSSION

Relationship between communication pattern and socio-economic features of small farmers are presented in table-2. It is evident from the table that out of the 12 socio-economic variables and

their relationship with diffrent communication channel (Personal cosmopolite, Personal Localite and impersonal cosmopolite chanel) the caste, education, family size, size of holding, farm power, change agent linkage, socio-economic status, socio participation are found to be significantly correlated with the use of personal cosmopolite chanel caste, education, family size, income, size of holding, farm power, change agent linkage, contact with extension agencies, socio-economic status and social participation are found to be significant correlation with the use of impersonal cosmopolite channels.

Table 1. Distribution of small farmers according to socio-economic status

S. No.	Socio-economic Status	No. of Respondent	%
1.	High Status	56	18.67
2.	Medium Status	94	31.33
3.	Low Status	150	50.00
	Total	300	100.00

Table 2. Relationship between communication pattern and socio-economic features

S. No.	Socio-economic Characteristics	Communication Channels		
		PCC	PLC	ICC
1.	Age (r)	-0.094NS	-0.077NS	-0.079NS
2.	Caste (X ²)	65.270**	72.112**	66.91**
3.	Education (X ²)	78.512**	108.313**	98.918**
4.	Family Type (X ²)	8.205NS	8.545NS	23.550NS
5.	Family Size (X ²)	27.815**	33.355**	5.216NS
6.	Income (r)	0.072NS	0.338**	0.415**
7.	Size of Holding (r)	0.162**	0.241**	0.203**
8.	Farm Power (r)	0.228**	1.168**	0.399**
9.	Change agent linkage (X ²)	92.912**	122.543**	16.615**
10.	Contact with extension agencies (X ²)	15.882 NS	110.545**	92.512**
11.	Socio-economic Status (X ²)	0.329**	0.114**	0.505**
12.	Social participation (r)	93.554*	142.22**	125.544**

**Significant at 1% level, NS-Non significant,

*Significant at 5% level

The significant correlation clearly indicates that the use and effectiveness of communication channels very much depends on the general background of the small farmers. In other words the variables which are found to be significantly correlated with the communication channels are the indication of

the influence over the acceptance and overall adoption of new technology. The Findings are supported by Srivastava (1999).

Table 3. Correlation coefficient between communication pattern and adoption behaviour

S. No.	Adoption behaviour	Communication Channels		
		PCC	PLC	ICC
1.	Seed Technology	0.332**	0.402**	0.325**
2.	Nitrogenous Fertilizers	0.177**	0.325**	0.367**
3.	Phosphatic fertilizers	0.082NS	0.024NS	0.302NS
4.	Pottasic fertilizers	0.054NS	0.012NS	0.023NS
5.	Plant Protection Technology	0.011NS	0.266**	0.304**
6.	Weedicides	0.198**	0.186**	0.170**
7.	Irrigation	0.056NS	0.089NS	0.222**

**Significant at 1% level, NS-Non-significant

Correlation coefficient between communication pattern and adoption behaviour of small farmers is presented in table-3. It is evident from the table that a significant correlation between seed technology and PCC, PLC and ICC nitrogenous fertilizer within all the three categories of channel, weedicide with PCC, PIC and ICC and irrigation and phosphatic fertilizer with ICC is observed. The significant result clearly indicates that the extent of adoption of agricultural technology is certainly influenced by the use and availability of different communication channels to the farmers. Though the phosphatic and potassic fertilizers, insecticides and irrigation are the four important technological components affecting wheat production, which in this study are not found significant.

Thus, the conclusion may be drawn from the above explanation that the seed technology, fertilizer technology (nitrogenous) and weedicides are the three important components of wheat technology, which had shown positive trend so far the adoption of these practices, are concerned. The use and availability of communication channels influence the adoption of these practices positively. The Findings are supported by Satsangi & Dwivedi (2002).

CONCLUSION

From the present study it can be concluded that this research article has been laid on three basic issue viz. Socio-agro-economic profile of small farmers, relationship between socio-agro-economic profile and communication sources and correlation between communication pattern and adoption behaviour of small farmer. Majority of small farmers has 'medium status'. Majority of the small of farmers get communication by training, method demonstration and result demonstration in case of personal cosmopolite channel and in case of impersonal cosmopolite channel Radio, Film and printed media are the most utilizing communication sources. Different communication channels influence seed technology, fertilizer technology (nitrogenous fertilizer) and weedicides technology is positive component in addition wheat technology.

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