

EFFECTIVENESS OF DIFFERENT COMMUNICATION CHANNELS ON MUSTARD GROWERS

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ABSTRACT

The present study was conducted in Mehgaon block of Bhind district of Madhya Pradesh (India) during the year 2002-2003. The data were collected with the help of structured interview schedule through 120 farmers (mustard grower) selected on the basis of simple random sampling scheme. The findings of the investigation indicate that television was observed the most effective and credible channel of communications to transfer the improved mustard technology. The progressive farmer and radio were preferred in order to communicate the technology. R.A.E.O. also plays important role in communicating to the improved mustard technology. A significant association between utilization of communication channels and caste groups was also observed.

Key Words : Television, Communications.

INTRODUCTION

The present age has been rightly termed as an "information age". People want adequate and authentic information as early as possible. Farmers as human beings are also anxious and become more desirous with the advancement in science and technology to know what is happening in the field of agriculture. In India, it is very difficult to contact each and every farmer in limited time in an effective manner to transfer agricultural technology. The use of various communication sources and channels, is certainly most effective avenues to convey information to the broad mass of people, particularly to the huge illiterate segment of the farmers. Utilization of improved agricultural technology by the farmers to a large extent depends upon the effective communication channels to which they are generally exposed directly or indirectly. It is, therefore, necessary that suitable extension teaching methods are properly selected and used for transferring mustard technology. In the light of the above discussion, the study was conducted with the following objectives:

- (i) To study the comparative effect and credibility of different communication channels
- (ii) To study the association between caste of the respondents and utilization of different sources of information.

METHODOLOGY

The Mehgaon block of Bhind district of Madhya Pradesh (India) was purposively selected for the study due to the convenience. Mehgaon block consists of 35 R.A.E.O. circles. Out of these circles, 6 R.A.E.O. circles were selected randomly and from each selected R.A.E.O.

circle, two village having maximum mustard growers were selected randomly. From each selected village, 10 farmers were selected on the basis of simple random sampling method. In this way, 120 farmers were selected for the investigation. The data were collected by structured interviews schedule specially designed for the objectives of the study. Various statistical tools viz. frequency; percentage and chi-square test were used for analyzing the data and interpreting the results.

RESULTS & DISCUSSION

Distribution of Respondents according to Utility Levels of Communication Sources and Channels- The distribution of respondents according to utility levels of communication sources and channels in obtaining information of improved mustard technology is depicted in Table 1.

Table 1. Distribution of respondents according to utility levels of communication sources and channels

| S. No. | Communication sources and channels | Credibility | |
|--------|------------------------------------|-------------|------|
| | | Score | Rank |
| 1. | Television | 123 | I |
| 2. | Progressive farmer | 94 | II |
| 3. | R.A.E.O. | 78 | III |
| 4. | Radio | 56 | IV |
| 5. | Neighbour | 42 | V |
| 6. | Printed material | 41 | VI |
| 7. | News paper | 39 | VII |
| 8. | Relative | 38 | VIII |
| 9. | Friend | 35 | IX |
| 10. | Village leader | 33 | X |
| 11. | Agril. scientist | | |

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The data in Table 1 revealed that maximum score (123) was reported by the respondents utilizing television in getting information of improved mustard technology followed by progressive farmer (94) and R.A.E.O. (78). Whereas, agricultural scientist was scored minimum with score point 31. Association between utilization of different communication sources and channels and caste groups.

Table 2. Distribution of respondents according to caste groups utilizing different communication sources and channels.

| S. No. | Communication source & channel | General Caste N = 38 | | O.B.C. N = 28 | | S.C./S.T. N = 16 | |
|--------|--------------------------------|-------------------------|-------|------------------|-------|---------------------|-------|
| | | No. | P. | No. | P. | No. | P. |
| A. | Institutional Unit | | | | | | |
| 1. | R.A.E.O. | 4 | 10.53 | 3 | 10.71 | 2 | 12.50 |
| 2. | Agril. scientist | 2 | 5.26 | 1 | 3.57 | — | — |
| B. | Non Institutional | | | | | | |
| 1. | Neighbour | 4 | 10.53 | 2 | 7.14 | 1 | 6.25 |
| 2. | Friend | 1 | 2.63 | 1 | 3.57 | 1 | 6.25 |
| 3. | Relative | 2 | 5.26 | 1 | 3.57 | — | — |
| 4. | Progressive farmer | 7 | 18.42 | 5 | 17.86 | 3 | 18.57 |
| 5. | Village leader | 1 | 2.63 | 1 | 3.57 | — | — |
| C. | Mass media | | | | | | |
| 1. | Radio | 3 | 7.89 | 4 | 14.29 | 5 | 31.25 |
| 2. | Television. | 10 | 26.32 | 7 | 25.00 | 4 | 25.00 |
| 3. | News paper | 2 | 5.26 | 2 | 7.14 | — | — |
| 4. | Printed material | 2 | 5.26 | 1 | 3.57 | — | — |

$\chi^2 = 10.16$ Significant at $p = 0.05$

It is apparent from the data in Table 2 that among the farmers of general caste, television was liked by the maximum (26.32 per cent) respondents followed by progressive farmers (18.42 per cent) in receiving the information regarding plant protection measures in

mustard crop. The next in the series of utilization of communication sources and channels were R.A.E.O. and neighbour (10.53 per cent each) sharing equally among the farmers of other backward caste (O.B.C.), television (25.00 per cent) was found the most popular channel in receiving the information in relation to adopt the plant production measures in mustard crop followed by progressive farmers (17.86 per cent). In case of the respondents of scheduled caste and scheduled tribe (SC/ST), a higher percentage was reported for radio (31.25 per cent) in receiving the information regarding the use of plant protection measures in mustard crop. The findings are similar to those of Kashem and Hossain (2000) and Patil *et al.* (2000).

χ^2 - test proves the significant association between the attributes, utilization of communication channels and caste groups. It means that caste groups were affected with the different communication sources and channels.

CONCLUSION

The findings of the present investigation indicate that television was observed the most effective and credible channel of communication. The progressive farmer and radio are put in the sequence of utilization of the sources of communication. R.A.E.O. also plays an important role in communicating the improved mustard technology. The caste groups were associated significantly with the different sources and channels of communication to transfer the improved mustard technology. As television is considered to be a useful information medium to farmers, government may take initiative to distribute television sets on minimum price to different clubs and societies, administered and managed by different organizations at the village level.

REFERENCES

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