

UTILIZATION PATTERN OF INFORMATION SOURCES RELATED TO DAIRY FARMING PRACTICES IN JHANSI DISTRICT

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ABSTRACT

An exploratory study to find out the use of information sources pattern was conducted in Jhansi district of Bundelkhand region. Proportionate random sampling technique was applied in the selection of respondents of different land holding categories. The information was gleaned by interviewing 240 farmers from 8 villages. Generally the farmers of Bundelkhand region used three types of information sources viz., mass media, personal-localite and personal cosmopolite channels. It was observed that majority (66.67%) of respondents used medium source of information. The analysed data revealed that most potential information sources were personal localite channels as the extent use of these channels was 60.48 per cent. Whereas, farmers were used mass media and personal cosmopolite channels up to 44.00 and 40.80 per cent, respectively for obtaining the information on recommended dairy farming practices in the study area. Over all reviews shows that among the various sources of information family members (75.33 %), progressive farmers (69.33%), radio (59.33%), TV (55.00%) and VDO (53.33%) were the mostly used by the farmers to obtain information for the betterment of dairy farming. Over all reviews of the table 1, 2 and 3 shows that among the various sources of information family members (75.33 %), progressive farmers (69.33%), radio (59.33%), TV (55.00%) and VDO (53.33%) were the mostly used by the farmers to obtain information for the betterment of dairy farming.

Key words : Information Sources, Mass Media, Personal Localite, Personal Cosmopolite, Correlation

INTRODUCTION :

In India, enough technical information related to the dairy development have been generated by SAUs and ICAR research Institutes. Information gap has been recognized as one of the important components in the overall agricultural development of the country (Rao, B.S. 1987). Still in reality, no major steps are being taken to enforce the transfer of scientific information system and strengthen the infrastructure facilities wherever they are weak. Without huge investment in this area for a country like India, the gap between the potential developed due to advanced production technologies and actual production performance in farmer's field would keep on widening. Due to this gap farmers are unable to provide balance diet to their animals that result low productivity of dairy cattle and buffaloes. Effective transfer of farm innovations and their practical application in the field situation is the key to the economic development of India. The role of modern technology in enhancing milk production in the country needs no further emphasis. It has been very well testified in few pockets of the country where there was substantial increase in the milk yield potential of the animals through the application of dairy production technologies. Therefore the main task of extension service is to narrow the information gap by enabling the farmers to get exposed to the latest technologies through various sources of information and to achieve the same production as obtained at the research station. The multiple sources of information for the dairy farmers are

Radio, TV, Scientists, Newspapers, VDOs, progressive farmers, neighbour, etc. in the case of farmers in general. However, such evidence from farmers with specialization in to dairying especially in semi-arid regions that wants from the key information sources for technology

Therefore, keeping in view of the above situation, an effort was made through this study to find out the farmers' source of information related to recommended dairy farming practices in Jhansi district.

METHODOLOGY :

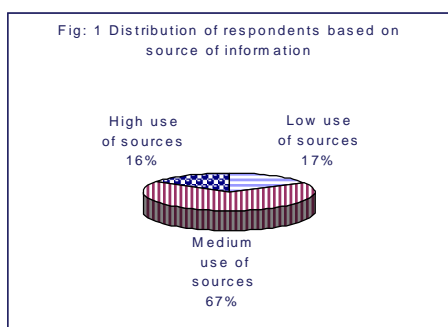
An exploratory study was conducted in Jhansi district of Bundelkhand region. Stratified random sampling technique was applied in the selection of eight villages of Jhansi district. From each selected village 30 farmers of different land holding categories (large, medium, small, marginal and landless) were selected for investigation through proportionate random sampling technique. Since the study focus is on dairying only those farmers were selected who have at least one milch animal at the time of investigation. Thus, the data regarding sources of information was gleaned by interviewing 240 farmers with the help of pre-tested interview schedule.

The sources of information were classified into three categories, viz., mass media, personal-localite and personal cosmopolite channels. Each farmer was asked to give responses according to his/her frequency of use of these communication channels on a three point continuum, viz., regularly, sometimes and never and score of 3, 2 and 1 were assigned, respectively.

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RESULTS & DISCUSSION :

Classification of respondents based on use of information sources: The access to information on dairy production technology was medium, as could be inferred from majority response (66.67%) of the sample farmers in this regard (fig-1). Only a few farmers (16.25%) upgraded themselves based on the information sources. The remaining 17.08 percent of sample respondents opined that their interaction with source of information was either low or almost nil.



Extent Use of Information Sources—The analysed data revealed that farmers were using the information sources up to the extent of 48.16 percent and the most potential information sources were personal localite channels as the extent use of these channels was 60.48 per cent. Whereas, farmers were used mass media and personal cosmopolite channels up to the extent of 44.00 and 40.80 per cent, respectively for obtaining the information on recommended dairy farming practices in the study area. During the course of investigation it was noticed that the visit of developmental/extension personals were less as a result farmers were depends on locally available information sources i.e. neighbour, progressive farmers, radio, television, etc. Detail analysis of each information sources was discussed under following sub heads.

Mass Media Channels—The extent use of mass media channels by the farmers presented in table-1, which reveals that radio was the most prominent source of information for the farmers. The extent of radio utilization score was 59.33 percent, which was ranked first followed by television (55.00%) and news paper (51.00%) second and third sources for the obtaining information on recommended location specific dairy farming practices, respectively. During the course of investigation it was observed that respondents were having radio and they considered it as a most effective communication channel. This is in conformity with the finding of Shrivastava *et.al.* (2000) they revealed that radio and new paper were most important sources of information for livestock owners.

Table 1. Extent of use of mass media channels by the respondents N = 240

S.No	Source/Channel	Mean Score	Percentage	Rank
1	News paper	1.53	51.00	III
2	Television	1.65	55.00	II
3	Radio	1.78	59.33	I
4	Maggines/ bulletins	1.08	36.00	IX
5	Kisan Mela	1.35	45.00	IV
6	Campaign	1.16	38.68	VII
7	Field/livestock day	1.21	40.33	VI
8	Kisan gosthi	1.27	42.33	V
10	Demonstration	1.08	36.00	IX
11	Institute visits	1.09	36.33	VII
12	Pooled	13.20	44.00	

Personnel Localite Channels—The use of personal localite channels/sources of information, which the farmers used, presented in the table-2 showed that the extent use of family members (75.33%), neighbours and progressive farmers (69.33%), relatives (58.00%), and friends (58.00%), individually and these were ranked as first, second and third respectively, in the field of dairy farming. During the investigation it was observed that farmers were discussed with in the family to solve their problem related to dairy farming. Similar findings were also reported by Jha (1994).

Table 2. Use of personnel localite channels by the respondents, N = 240

S.No.	Source/Channel	Mean Score	Percentage	Rank
1	Family member	2.26	75.33	I
2	Relatives	1.74	58.00	III
3	Friends	1.74	58.00	III
4	Neighbour	2.08	69.33	II
5	Progressive Farmers	2.08	69.33	II
6	Sarpanch	1.15	38.33	IV
7	Village quack	1.12	37.33	V
	Pooled	12.70	60.48	

Personal Cosmopolite Channels—The data regarding contact of farmers with extension personals/ cosmopolite channel for obtaining the latest know-how in the field of dairy farming was analysed. A cursory look on table -3 reveals that VDO was the most prominent source of information for the farmers. The extent of VDO utilization score was 53.33 per cent, which was ranked first followed by SMS/Scientist and VLDA ranked second and third source for obtaining information regarding dairy farming, respectively. Thus, it can be inferred that farmers had very low communication exposure with high-level authority and they had communication linkage with village level officers only and also frequently meet with them. Similar findings were also reported by Khatik (1994), Jha (1994), Meena (2000) and Kumar (2001). Over all reviews of the table1, 2 and 3 shows that among the various sources of information family members (75.33 %), progressive

farmers (69.33%), radio(59.33%), TV (55.00%) and VDO (53.33%) were the mostly used by the farmers to obtain information for the betterment of dairy farming. The findings were also supported by Goyal and Singh (2003). Locally available sources of information like neighbour, progressive farmers and VDO plays an important role to advise the farmers regarding scientific information and required inputs for the same farmers are also innovative in these days for getting latest information's and taking interest to listen the extension personnel for their advice.

Table 3. Cosmopolites Source of information of the Respondents, N = 240

S.No	Source/Channel	Mean Score	Percentage	Rank
1	VDO	1.60	53.33	I
2	VLDA	1.14	38.00	III
3	Vety. Officer	1.11	37.00	IV
4	BDO/AEO	1.09	36.33	V
5	SMS/Scientists	1.18	39.33	II
	Pooled	6.12	40.80	

These finding shows the changing pattern of studied area. Advantage of this may be taken for popularizing dairying as an enterprises and this is in line with findings of Kokate (1984), Jha (1994) and Khatik (1994).

Relationship–The data were further analyzed to see the relationship between selected traits of respondents and sources of information. The correlation analysis unearthed (table 4), that out of 10 independent variables four namely, milk production, risk orientation, attitude and knowledge were significantly and positively correlated at 1.00 percent level of probability whereas two variables (education and herd size) was significantly related at 5 percent of level of probability to the use of mass media channels for obtaining information on dairy farming. Further variables such as risk orientation, attitude and knowledge exhibited positive and highly

significant relationship with the use of personal localite channels. Where as attitude (0.3168**) and herd size (0.2136*) were showing significant relationship with the use of personal cosmopolite channels. This analysis revealed that more milk production, high risk taking capacity, positive attitude, high knowledge, higher education and large herd size leads higher use of information channels to obtaining latest know-how in the field of dairy farming.

Table 4. Correlation analysis of selected independent variables with source of information N=240

S. No.	Variables	“r” Value		
		Mass Media	Personal channels localite	Personal cosmopolite
1	Age	0.0143	0.0264	-0.0115
2	Education	0.1971*	0.0830	0.1691
3	Land holding	0.0032	0.0147	0.0943
4	Occupation	0.0928	0.0087	0.0562
5	Social participation	0.1218	0.0622	0.0636
6	Herd size	0.1922*	0.0632	0.2105*
7	Milk production	0.2547**	0.1403	0.1336
8	Risk orientations	0.4962**	0.4732**	0.0624
9	Attitude	0.5345**	0.5563**	0.3168**
10	Knowledge	0.5481**	0.5395**	0.1586

* Significant at 5 percent level of probability

** Significant at 1 percent level of probability

CONCLUSIONS :

Thus to popularize the dairy farming in the Bundelkhand region more information should be provided through radio, TV, village development officers as farmer were trust them and obtaining the on latest know-how related to dairy farming. Further farmers must be motivated for more milk production, high risk taking capacity, positive attitude, high knowledge, higher education and large herd size which lead higher use of information channels.

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