

## Utilization Pattern of Different Sources and Channels of Agriculture Information used by the Fenugreek Growers

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### ABSTRACT

*India has one of the largest and most complex public systems for generation, testing and transfer of agricultural information. It is the information behaviour of the farmers, which can promote and spread the results obtained in the laboratories for their better utilization in farming community. Fenugreek growers seek information from different sources and channels of agriculture information which have brought the fenugreek growers and scientists close to understand the suitability of the technologies. The Jaipur region of Rajasthan has highest area and production under fenugreek cultivation. There are so many agricultural institutions, which are engaged in the research on fenugreek growers problems and transfer of technology to the fenugreek growers.*

**Key words:** Agriculture information; Information behaviour; Information technology; Utilization pattern;

The present era is the time of communication. Effective communication from different sources and channels are the essence of extension, which provides knowledge and information for rural people to modify their behaviour in the ways that provide sustainable benefits to them and to the society (Gunawardana, *et. al.*, 2005). These communication technologies serve both as direct information channels to farmers and as indirect channels improving extension agents, agribusinesses and other intermediaries access to information resources. Most extension programmes have yet to effectively integrate information communication technology into systems for supporting extension staff and making information available to clients at the earliest (Galindo, G.C., 1994).

The present agricultural extension system, which is highly compartmentalized, has several inherent weaknesses. To meet the needs of “Information Hungry” farmers and educated women and youth engaged in farming, the present extension system has to be geared. The information is also a critical input and as important as other key inputs such as credit, seeds, fertilizers and water. Different sources and channels of agriculture information can play important role to meet

this requirement. Television, radio, newspaper, magazines and other sources and channels of agriculture information should also be given proper attention.

India has been the ‘Home of Spices’ since time immemorial. Seed spices as a group of crop particularly Cumin, Coriander, Fennel and Fenugreek are very important not only for home consumption but also for improving economic status of the farmers at large. From these considerations, seed spices are not only cash crop but they can be termed as “dynamic crop commodities” particularly in the view of their great export potential.

Keeping in view the factual position the present study was undertaken with the following specific objective:

1. To study the utilization pattern of different sources and channels of agriculture information used by the fenugreek growers.
2. To measure Credibility of different sources and channels of agriculture information

### METHODOLOGY

The present study was conducted in Jaipur region of Rajasthan, which had maximum area (18375 ha) and production (18831 tonnes) of fenugreek as

compared to other regions. From selected region, two district namely Sikar and Jaipur were selected on the basis of maximum area and production. Five panchayat samities were selected from Sikar district (2) and Jaipur district (3) on the basis of proportionate random sampling. 7 per cent villages from each selected panchayat samiti were selected, hence 28 villages were selected from five selected panchayat samities. From each identified village 10 per cent respondents were selected randomly in proportion to the size of villages. Thus the study sample composed of total 240 respondents. The respondents were further divided into three categories according the size of land holding viz., big, small and marginal farmers.

The investigator collocated data by using structured schedule employing personal interview technique. Thereafter, data were analysed, tabulated and interpreted in the light of objective of the study.

### RESULTS AND DISCUSSION

*Extent of utilization of different personal localite sources and channels of agriculture information by different categories of fenugreek growers :* The data presented in Table 1 revealed that among the personal localite source of agriculture information the ‘progressive farmers’ was most utilized by total fenugreek (MPS 81.39) as well as by all the categories of fenugreek

growers i.e. big (MPS 84.85), small (MPS 81.77) and marginal (MPS 80.05) and placed at top priority and was accorded first rank. The ‘family members’ was second most utilized by total fenugreek growers (MPS 70.97) and categorized on second rank, it was placed at third rank by all the categories of fenugreek growers i.e. big (MPS 80.37), small (MPS 71.88) and marginal (MPS 67.42). The ‘neighbours’ was second most utilized by the small fenugreek growers (MPS 73.44) and marginal fenugreek growers (MPS 71.97) and it was awarded second rank, it was perceived as the third most used source of agriculture information by total fenugreek growers (MPS 70.42) while in case of big fenugreek growers (MPS 61.36) it was placed at seventh rank. The ‘opinion leader’ was second most utilized source of agriculture information by the big fenugreek growers (MPS 81.82) whereas in case of total fenugreek growers (MPS 69.17) it was fourth most utilized source of agriculture information as well as by small fenugreek growers (MPS 68.75) and marginal fenugreek growers (MPS 65.15) among personal localite sources of agriculture information.

On the other hand the ‘agriculture graduate’ was the least utilized personal localite source of agriculture information by total fenugreek growers (MPS 37.92) as well as big fenugreek growers (MPS 43.94) small fenugreek growers (MPS 42.71) and marginal growers

Table 1. Extent of utilization of different personal localite sources and channels of agriculture information as perceived by different categories of fenugreek growers (N=240)

S. No.	Personal localite sources and channels	Big (N=44)		Small (N=64)		Marginal (N=132)		Total (N=240)	
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank
1.	Progressive farmers	84.85	I	81.77	I	80.05	I	81.39	I
2	Family members	80.30	III	71.88	III	67.42	III	70.97	II
3	Friends	65.15	V	60.94	VI	60.86	V	61.67	VI
4	Opinion leader	81.82	II	68.75	IV	65.15	IV	69.17	IV
5	Neighbours	61.36	VII	73.44	II	71.97	II	70.42	III
6	Relatives	63.64	VI	59.38	VII	59.09	VI	60.00	VII
7	Agriculture graduates	43.94	VIII	42.71	VIII	33.59	VIII	37.92	VIII
8	Panchayat members	68.94	IV	63.54	V	58.84	VII	61.94	V
	Overall	68.75		65.30		62.12		64.18	

\*\* significant at 1 per cent level of significance

NS = Non significant

rs Between Big and Small

rs = 0.61NS

rs Between Big and marginal

rs = 0.54NS

rs Between Small and marginal

rs = 0.92\*\*

(MPS 33.59) and it was ranked last.

The value of rank order correlation ( $r_s$ ) between “small and marginal fenugreek growers” found to be 0.92 for which the calculated value of ‘t’ was higher than tabulated value at 1 per cent level of significance, which indicates a positive and significant correlation between small and marginal fenugreek growers. This leads to the conclusion that there is a highly significant correlation between the “small and marginal fenugreek growers”. The values of  $r_s$  between “big and small” and “big and marginal” fenugreek growers were found to be 0.61 and 0.54 respectively for which the calculated ‘t’ values were less than the tabulated values, which indicated that there is non-significant correlation between the “big and small fenugreek growers” and “big and marginal fenugreek growers”. It means there is a non-significant correlation between the “big and small fenugreek growers” and “big and marginal fenugreek

growers” in perceiving the availability of different sources and channels of agriculture information.

The findings revealed that the ‘progressive farmers’ was the most utilized source of agriculture information and get the first place in order of preference by all the categories of fenugreek growers. This might be due to the reason that the farmers remain more time in contact with progressive farmers. The progressive farmers used and adopt new technologies on their own field, which can easily be seen by the fenugreek growers with their own eyes and may easily be implemented in the same situation on their field.

*Extent of utilization of different personal cosmopolite source of agriculture information by different categories of fenugreek growers :* The data in Table 2 indicated that the personal cosmopolite source of agriculture information the ‘agriculture supervisor’ was most utilized by the total fenugreek growers (MPS 77.50)

Table 2. Extent of utilization of different personal cosmopolite sources and channels of agriculture information as perceived by different categories of fenugreek growers (N=240)

S. No.	Personal cosmopolite sources and channels	Big (N=44)		Small (N=64)		Marginal (N=132)		Total (N=240)	
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank
1.	Agriculture supervisor	84.09	I	79.17	I	74.49	III	77.50	I
2.	Agriculture Research scientist	56.82	XIV	50.00	XIV	49.24	XIII	50.83	XIV
3.	Salesmen and dealers	80.30	II	76.56	II	74.75	II	76.25	II
4.	NGOs personnel	65.15	XI	59.90	XI	49.75	XII	55.28	XIII
5.	Agriculture officers	70.45	VII	70.31	VI	67.17	V	68.61	VI
6.	Asstt. Ag. Officer	76.52	IV	72.92	V	64.14	VI	68.75	V
7.	Private agencies	78.79	III	75.00	III	75.25	I	75.83	III
8.	KVK officials	67.42	VIII	60.42	X	59.60	IX	61.25	X
9.	Plant clinic/ polyclinic center	57.58	XIII	51.56	XIII	43.43	XV	48.19	XV
10.	Co. operative officials	64.39	XII	57.81	XII	56.57	XI	58.33	XII
11.	Panchayat officials	66.67	IX	64.58	VIII	57.32	X	60.97	XI
12.	Group meeting/ Group discussion	67.42	VIII	67.19	VII	64.14	VI	65.56	VIII
13.	Demonstration	65.91	X	63.02	IX	62.63	VIII	63.33	IX
14.	Farmer’s fairs	72.73	VI	70.31	VI	63.89	VII	67.22	VII
15.	Kisan seva kendra	75.00	V	74.48	IV	71.97	IV	73.19	IV
16.	Educational tour	43.94	XVI	40.10	XVI	39.65	XVI	40.56	XVII
17.	Work shop/seminars	41.67	XVII	39.58	XVII	36.62	XVII	38.33	XVIII
18.	Training	53.03	XV	47.92	XV	44.44	XIV	46.94	XVI
	Overall	65.99		62.27		58.61		60.94	

\*\* significant at 1 per cent level of significance

$r_s$  Between Small and marginal  $r_s = 0.92^{**}$

NS = Non- significant

$r_s$  Between Big and Small

$r_s = 0.92^{**}$

$r_s$  Between Big and marginal

$r_s = 0.95^{**}$

as well as by big fenugreek growers (MPS 84.09) and small fenugreek growers (MPS 79.17) and it was accorded first rank whereas, in case of marginal fenugreek growers (MPS 74.49) it was third most utilized source of agriculture information as well as all the categories of fenugreek growers i.e. big (MPS 80.30), small (MPS 76.56) and marginal (MPS 74.75) and it was given second rank. The ‘private agencies’ was most utilized by the marginal fenugreek growers (MPS 75.25) it was third most used by total fenugreek growers (MPS 75.83) as well as big fenugreek growers (MPS 78.79) and small fenugreek growers (MPS 75.00) and it was place at third rank.

The ‘workshop/ seminars’ was found as the least utilized personal cosmopolite source of agriculture information by total fenugreek growers (MPS 38.33) as well as by all the categories of fenugreek growers i.e. big (MPS 41.67), small (MPS 39.58) and marginal (MPS 36.62) were least utilized it and accorded last rank.

The values of rank order correlation (rs) between ‘big and small fenugreek growers’, ‘small and marginal fenugreek growers’ and ‘big and marginal fenugreek growers’ were found to be 0.92, 0.92 and 0.95, respectively for which the calculated values of ‘t’ were

found higher than their tabulated values at 1 per cent level of significance which indicates a positive and highly significant correlation between ‘big and small fenugreek growers’, ‘small and marginal fenugreek growers’ and ‘big and marginal fenugreek growers’. This leads to the conclusion that there is a highly significant correlation between the ‘big and small fenugreek growers’, ‘small and marginal fenugreek growers’ and ‘big and marginal fenugreek growers’ in perceiving the utilization of different personal cosmopolite sources and channels of agriculture information.

The findings revealed that among different personal cosmopolite sources and channels of agriculture information the ‘agriculture supervisor’ was most utilized by all the categories of fenugreek growers. This might be due to the fact that the ‘agriculture supervisor’ is a technical person appointed by government to assist farmers and he also supplies agricultural inputs to the farmers so the fenugreek growers are attracted towards him and they utilize him mostly as a preferred source of agriculture information (Yadav and Khan, 2005).

*Extent of utilization of different impersonal cosmopolite sources and channels of agriculture information by different categories of fenugreek growers :* The data presented in Table 3 indicated that

Table 3 : Extent of utilization of different impersonal cosmopolite sources and channels of agriculture information as perceived by different categories of fenugreek growers (N=240)

S. No.	Impersonal cosmopolite sources and channels	Big (N=44)		Small (N=64)		Marginal (N=132)		Total (N=240)	
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank
1	Radio	83.33	II	81.25	II	75.25	II	78.33	II
2	Television/ film shows	90.91	I	84.38	I	83.08	I	84.86	I
3	News paper	75.00	IV	75.00	IV	74.24	III	74.58	IV
4	Farm journals/ magazines	68.18	V	63.02	V	61.11	V	62.92	V
5	Traditional media	48.48	VIII	47.40	VIII	45.96	VIII	46.81	VIII
6	Exhibitions	59.85	VII	59.38	VII	59.09	VII	59.31	VII
7	E-mail/ internet	43.18	X	36.46	X	34.09	X	36.39	X
8	Charts/ poster	62.88	VI	60.94	VI	60.35	VI	60.97	VI
9	Telephone/ mobile phone	82.58	III	76.04	III	73.99	IV	76.11	III
10	Youth club/ mahila mandal	49.24	IX	45.31	IX	42.93	IX	44.72	IX
	Overall	66.36		62.92		61.01		62.50	

\*\* significant at 1 per cent level of significance  
 rs Between Small and marginal rs = 0.98\*\*  
 NS = Non- significant

rs Between Big and Small rs = 0.98\*\*  
 rs Between Big and marginal rs = 0.97\*\*

among the impersonal cosmopolite source of agriculture information the 'television/ film shows' was the most utilized by total fenugreek growers (MPS 84.86) as well as by all the categories of fenugreek growers i.e. big (MPS 90.91), small (MPS 84.33) and marginal (MPS 83.08) and it was ranked first. The 'radio' was second most utilized source of agriculture information by the total fenugreek growers (MPS 78.33) as well as all the categories of fenugreek growers i.e. big (MPS 83.33), small (MPS 81.23) and marginal (75.25) and it was placed at second rank. The third most utilized source of agriculture information was 'telephone/mobile phone' by total fenugreek growers (MPS 76.11) as well as by big fenugreek growers (MPS 82.58) and small fenugreek growers (MPS 76.04) and it was ranked third whereas, in case of marginal fenugreek growers (MPS 73.99) it was fourth most utilized source of agriculture information. The 'newspaper' was the third most utilized source of agriculture information by the marginal fenugreek growers (MPS 74.24) it was utilized as the fourth most by total fenugreek growers (MPS 74.58) similarly, it was also fourth most utilized source by big fenugreek growers (MPS 75.00) and small fenugreek growers (MPS 75.00) and it was awarded fourth rank.

The 'e-mail/internet' was least utilized impersonal cosmopolite source of agriculture information by total fenugreek growers (MPS 36.39) as well as all the categories of fenugreek growers i.e. big (MPS 43.18) small (MPS 36.46) and marginal (MPS 34.09) and it was placed at last rank.

The values of rank order correlation ( $r_s$ ) between "big and small fenugreek growers", "small and marginal fenugreek growers" and "big and marginal fenugreek growers" were found to be 0.98, 0.98 and 0.97, respectively for which the calculated values of 't' were found higher than their tabulated values at 1 per cent level of significance which indicates a positive and highly significant correlation between "big and small fenugreek growers", "small and marginal fenugreek growers" and "big and marginal fenugreek growers". This leads to the conclusion that there is a highly significant correlation between the "big and small fenugreek growers", "small and marginal fenugreek growers" and "big and marginal fenugreek growers" in perceiving the utilization of

different impersonal cosmopolite sources and channels of agriculture information.

The findings revealed that among different impersonal cosmopolite sources and channels of agriculture information the 'television / film shows' was most utilized source for getting information about improved fenugreek cultivation. This might be due to the reason that the present time is a period of information technology and due to their reasonable cost of televisions most of the fenugreek growers were having television sets for getting information about latest technology related to the agriculture. Also the Doordarshan channel telecasts many useful programmes like Choupal, Krishi Dharshan and Navankur etc. in which much related and useful information about agriculture production technology telecasted for the farmers. This, findings were in accordance with *Jat, et.al. (2003)*, *Malik (1991)*, *Singh, V. (2002)* and *Sisodia, S.S. (1993)*.

#### *Suggestions:*

1. It is suggested to establish a well equipped agriculture information centre in which there different journals, magazines, newspapers and other printed material related to agriculture information may be provided.
2. It is also suggested that the agriculture programmes may be broadcasted at morning time, day time and late night or frequently broadcasted as well as news.
3. The agriculture graduates and agriculture research scientists may be paid some attractive honorarium for teaching and training to the farmers at on-campus and off-campus.
4. The publicity of different extension activities like exhibition, field days, farmer's fairs, workshops, seminars and trainings etc. may be done well in advance before starting the activities through the media like newspaper, radio and television to which the fenugreek growers were found most exposed.

#### **CONCLUSION**

Form the above findings it can be concluded that the agricultural information sources like television/film show, progressive farmers, radio, agriculture supervisor and salesmen and dealers were found as the most

utilized sources of agriculture information by the fenugreek growers, whereas the e-mail/internet, agriculture graduates, workshop/seminar, educational tour and youth club/mahila mandal were perceived as

the least utilized sources of agriculture information by the fenugreek growers.

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