

Communication Gap in Chickpea Production Technology among the Chickpea Growers

I. S. Tomar¹, S. K. Garg², R. K. Yadav³ and J. Morya⁵

1. Programme Coordinator, 2. SRF (NAIP), 3 and 4. SMS, Plant Prot. & Extension, KVK Jhabua, RVSKVV, Gwalior

Corresponding author e-mail: kvkjhabua@rediffmail.com

ABSTRACT

Role of pulses in Indian agriculture needs mostly an emphasis. Pulses are important constituents of the Indian diet and supply a major part of the Indian protein requirement. Chickpea crops besides being rich in protein and some of the essential amino acids enrich the soil through symbiotic nitrogen fixation from atmosphere. The present study was conducted in Jhabua district of Madhya Pradesh. A representative sample of 140 chickpea growers was drawn from the 10 randomly selected villages of selected block Meghnagar and data were collected through a well structured and pre-tested interview schedule. The study revealed that maximum of the respondent (41.47%) had medium level of communication gap. In case of practice wise communication gap the maximum of the chickpea growers had low communication gap in irrigation management (40.00%), improved variety seed (52.14%), seed treatments (57.14%), seed inoculation (67.86%), disease control (72.14). Medium communication gap was found in practices like recommended dose of fertilizers (56.43%) weed management (71.43%), insect control (57.14%) high communication gap in method of sowing. Practice wise overall communication gap was found to be highest in practices like seed inoculation (50.00%), improved variety seeds (58.33%) irrigation management (54.67%) and overall total communication gap (47.44 %) was found in recommended chickpea production technology among the chickpea growers.

Key words- Communication gap; Chickpea production technology; Chickpea growers

India is a premier pulse growing country. The pulses are an integral part of the cropping system of the farmers all over the country because these crops fit in within the crop rotation and crop mixtures followed by them. Gram commonly known as chickpea or Bengal gram is the important pulse crop of India. India alone has nearly 52.5 per cent of the world acreage and production of gram with 5630 thousands tones production in an area of 6670 thousands hectares and productivity 544 kg/ha. Chickpea occupies about 38 per cent of area under pulses and contributes about 50 per cent of the total pulse production of India. M.P. full accounts a nearly 44 per cent of the production of the gram with 2475 thousands tones in an area of 2693 thousands hectares and productivity 920 kg./ha. However the average yield per hectare (920kg.) of chickpea in M.P. is very low as compared to average potential yield of chickpea. This is because of partial adoption of production technology and lack of knowledge of chickpea production in general.

A wide gap exists between the available techniques and its actual adoption by the farmers which is reflected through poor yield in the farmer's field. Although the area under gram is steadily increasing the yield per hectare is far from satisfactory thereby leading to a wide gap on gram production.

Obviously the reasons which could be attributed to low yield as against expected yield in gram may be due to lack of proper communication channels for transfer of technology. It is therefore, imperative to know the present level of knowledge and views of the farmers to assess the extent of penetration of the modern technology. Only after such an analysis it will be possible to determine the communication gap between the knowledge possess by them with that of the knowledge recommended to them with following objectives-

1. To determine the level of communication gap in recommended chickpea production technology.
2. To find out the communication gap in recommended package of practices of chickpea production technology among the chickpea growers.

METHODOLOGY

In order to fulfill these objectives, the study was conducted in Meghnagar block of Jhabua district, Madhya Pradesh. The district comprises Rama, Jhabua, Meghnagar, Thandla, Ranapur and Patlawad block. Out of 6 blocks of the district, the Meghnagar block was purposively selected because it has largest area under irrigated chickpea as compared to other blocks. A representative sample of 140 chickpea growers was drawn from the 10 randomly selected villages of selected block Meghnagar and data were collected through a well structured and pre-tested interview schedule.

Communication gap in the present study has been operationalized as the loss in the amount of information from the communicator to communicate during the process of dissemination. Communication gap was measured in terms of knowledge gap. The score was assigned three to 'high knowledge' two score to 'medium knowledge' reply, and 'one score to 'low knowledge' reply for each questions. The communication gap of each farmer was obtained by adding the average practice wise knowledge scores of the farmers and expressed score. Obviously, the short fall in score from the maximum obtainable will indicate the knowledge gap.

Practices wise level of communication gap about chickpea production technology :

Table 2. Level of communication gap among the chickpea growers about chickpea production technology :

S.N.	Name of practices	Level of communication gap			
		Low	Medium	High	Total
1	Improved variety seeds	73(52.14)	46(32.86)	21(15.00)	140
2	Seed treatment	80(57.14)	41(29.29)	19(13.57)	140
3	Seed inoculation	95(67.86)	29(20.71)	16(11.43)	140
4	Methods of sowing	05(03.57)	20(14.29)	115(82.14)	140
5	Recommended dose of fertilizers	31(22.14)	79(56.43)	30(21.43)	140
6	Irrigation management	56(40.00)	42(30.00)	42(30.00)	140
7	Weed management	15(10.71)	100(71.43)	25(17.86)	140
8	Insect control	40(28.57)	80(57.14)	20(14.29)	140
9	Disease control	101(72.14)	29(20.71)	10(07.14)	140

The data compiled in Table-2 shows the level of communication gap of respondents according to recommended package of production practices. It is evident from the Table that out of 140 respondents the majority (52.14%) had low communication gap about improved variety seeds while 32.86 per cent had medium communication gap and 15.00 per cent had high communication gap.

The communication gap was computed by using following formula–

$$\text{Communication gap} = \text{Total knowledge score} - \text{Actual knowledge score}$$

RESULTS AND DISCUSSION

Overall level of communication gap about the recommended chickpea production technology: The data depicted in Table-1 in respect of overall communication gap of the respondents in case of recommended chickpea production technology shows that the maximum of the respondents (41.43%) possessed medium communication gap about technology followed by low communication gap (38.57%) and 20.00per cent possessed high communication gap.

Table 1. Overall level of communication gap among the chickpea growers about the recommended chickpea production technology

S. No.	Level of communication gap	No. of respondents	Percentage
1.	Low	54	38.57
2.	Medium	58	41.43
3.	High	28	20.00
	Total	140	100.00

Regarding seed treatment majority of respondents (57.14%) had low communication gap, while 29.29 per cent had medium communication gap and 13.57 per cent had high communication gap in case of seed treatment.

The majority of the respondents (67.86%) had low communication gap while 20.71 per cent had medium communication gap, and 11.43 high communication gap in case of seed inoculation.

About method of sowing, 82.14 per cent respondents had high communication gap followed by 14.29 per cent had medium, while only 3.57 per cent had low communication gap in respect to method of sowing. Regarding recommended dose of fertilizer, about 56.43 per cent had medium communication gap, while 22.14 per cent had low and 21.43 high communication gap in case of recommended dose fertilizers. The maximum respondents (40.00%) had low communication gap of irrigation management while 30.00 per cent had medium and high communication gap. Regarding weed management majority of the respondents (71.43%) had medium communication gap followed by 17.86 per cent had high communication gap and 10.71 per cent had low communication gap.

The majority of respondents (57.14%) had medium level of communication gap while 28.57 per cent had low communication gap and 14.29 per cent had high communication gap about insect control.

Regarding disease control the majority (72.14%) had low communication gap followed by 20.71 per cent had medium communication gap and 7.14 per cent had high communication gap.

Practices wise level of communication gap about chickpea production technology: The data depicted in Table-3 shows that the highest communication gap (63.67%) possessed by the respondents about seed inoculation followed by 58.33 per cent regarding improved variety seeds, 54.67 per cent about irrigation management, 50.00 per cent in case of weed management, 47.67 per cent about seed treatment, 46.67 per cent about disease control, 40.67 per cent about insect control, 38.33 per cent about recommended dose of fertilizers and 27.00 per cent about methods of sowing. The overall communication gap regarding nine recommended practices of chickpea production technology 47.44 per cent was recorded among the chickpea growers.

Table-3. Practice wise communication gap and overall communication gap of the respondents

S. No.	Name of practices	Obtainable knowledge score	Obtainable knowledge score	Communication gap score	Com. gap %	Rank
1	Improved variety seeds	3	1.25	1.75	58.33	II
2	Seed treatment	3	1.57	1.43	47.67	V
3	Seed inoculation	3	1.09	1.91	63.67	I
4	Methods of sowing	3	2.19	0.81	27.00	IX
5	Recommended dose of fertilizers	3	1.85	1.15	38.33	VIII
6	Irrigation management	3	1.36	1.64	54.67	III
7	Weed management	3	1.5	1.5	50.00	IV
8	Insect control	3	1.78	1.22	40.67	VII
9	Disease control	3	1.6	1.4	46.67	VI
	Overall total	27	14.19	12.81	47.44	

CONCLUSION

The study revealed that maximum of the respondent (41.47%) had medium level of communication gap. In case of practice wise communication gap the maximum of the chickpea growers had low communication gap in irrigation management (40.00%), improved variety seed (52.14%), seed treatments (57.14%), seed inoculation (67.86%), disease control (72.14). Medium communication gap was found in practices like

recommended dose of fertilizers (56.43%) weed management (71.43%), insect control (57.14%) high communication gap in method of sowing. Practice wise overall communication gap was found to be highest in practices like seed inoculation (50.00%), improved variety seeds (58.33%) irrigation management (54.67%) and overall total communication gap (47.44 %) was found in recommended chickpea production technology among the chickpea growers.

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