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Information source consultancy pattern of vegetable growers of Jabalpur District of Madhya Pradesh

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Abstract

The study was conducted purposively in Panagar block of Jabalpur district to find out information source consultancy pattern of the vegetable growers. The total number of 120 vegetable growers were formed the sample for the study. The primary data were collected through personal interview method with the help of interview schedule which was prepared on the basis of objectives of investigation and variables. The statistical tests and procedures were used for analyzing the data. With the help of statistical tools like- Frequency, Mean, S.D., Percentage and Karl Pearson's coefficient of correlation were used for analysis of data. Results revealed that majority of the respondents had medium (53.33%) level of information source consultancy pattern. All the 15 selected attributes of vegetable growers, shown that variables *viz.*, education, land holding, annual income, extension participation, risk orientation, scientific orientation, achievement motivation, innovativeness, market orientation and knowledge about vegetable production of vegetable growers were found positive and significant relationship with marketing behaviour. And age, occupation, area under vegetable crop, farming experience and mass media of vegetable growers did not exert any association with their information source consultancy pattern.

Keywords: Vegetable growers; information source consultancy pattern; source of information; utilization pattern of information sources

Introduction

During the era of information enriched agricultural social change, the dependent community on agriculture relies upon the authentic and scientific agricultural information to develop the society sustainably through agriculture. Agriculture is mostly timely information dependent process which needs the help of different information sources to cope the challenges embedded with the agricultural sector. In such a situation the study was conceptualized to explore the utilization pattern of agricultural information sources for sustainable development. The present study focuses on the identification of the existing information sources utilized by farmers, analysis of the utilization pattern for different sources of information and channels of agriculture information accessed by the farmers. Information source consultancy pattern refer to the frequency with which sources or channels are consulted by the vegetable growers in order to seek information regarding marketing and problems in the cultivation of vegetables.

Material and Methods

The study was conducted purposively in Panagar block of Jabalpur district due to highest vegetable production among the other blocks of the district 6 villages were selected randomly. Thus, a total number of 120 farmers were formed the sample for the study. The primary data were collected through personal interview method with the help of interview schedule, which was prepared on the basis of objectives of investigation and variables. The statistical tests and procedures were used for analyzing the data with the help of statistical tools like-Frequency, Mean, S.D., Percentage and Karl Pearson's coefficient of correlation were used for analysis of data. To find out the pattern of extent of consultation of information sources by the farmers each of these sources were fitted in a three point continuum: Regular, occasional and never and the scoring of 2, 1 and 0, respectively were followed. Then, these scores are tabulated based on the score obtained the respondents who in turn were grouped into three categories: low, medium and high.

Results and Discussion

It is clear from the Table 1 that around 10.00 per cent of the respondents consulted Assistant Director of Horticulture occasionally, while only 4.17 per cent of the respondents consulted

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regularly, whereas, 85.83 per cent have never consulted at all. Further, it was noticed that 15.84 per cent of the respondents have consulted Horticulture Officer regularly, 35 per cent of the respondents have consulted occasionally and 49.17 per cent of the respondents never consulted.

Around 70.83 per cent of the respondents never consulted University Scientists and only 20.00 and 9.17 per cent consulted occasionally and regularly, respectively.

In all, 43.33 per cent of them consulted their neighbours regularly followed by 38.33 per cent occasionally whereas only 18.34 per cent never consulted their neighbours, respectively.

Majority of the respondents 78.33 per cent have consulted their friends regularly, followed by 9.17 per cent of them consulted occasionally and only 12.50 per cent never consulted.

About 57.50 per cent of them never consulted their relatives for any information followed by 25.00 and 17.50 per cent of them consulted occasionally and regularly, respectively.

Similarly, 10.83 and 89.17 per cent consulted occasionally and regularly, respectively.

It was also found that 100 per cent of the respondents never consulted NGOs for any information.

It is clear from the Table 2 that 53.33 per cent of vegetable growers had medium level of information sources consultancy pattern, followed by 32.50 and 14.17 per cent of them low and high level of information sources consultancy pattern, respectively which may be due to the handy availability of communication devices like telephone, mobile and internet Services which facilitate easy contact with input agencies, friends, neighbour, experts, and extension workers for proper guidance and up to date information to manage their farming efficiently. The similar finding was reported by Santosh Kumar (2008) [4] and Meena *et al.* (2012) [2] Nande *et al.* (2009) [3], Kavithaa *et al.* (2014) [1].

The table also presents the data regarding mean score of information sources consultancy pattern. The mean score of information sources consultancy pattern was 8.87 and S.D. was 3.02.

Relationship between attributes of vegetable growers and their information source consultancy pattern

The values of zero order correlation coefficient were calculated and are presented in table 3.

It could be seen from the table 3 that the variable, Extension participation (X_8), Risk orientation (X_{10}), Innovativeness (X_{13}), Market orientation (X_{14}) and Knowledge about vegetable production (X_{15}) had shown a positive and significant contribution at one per cent level of probability, whereas Education (X_2), Land holding (X_4), Annual income (X_6), Scientific orientation (X_{11}) and Achievement motivation (X_{12}) had shown a positive and significant contribution at five per cent level of probability.

The variable Age (X_1), Occupation (X_3), Area under vegetable in ha (X_5), Farming experience (X_7) Mass media (X_9) of vegetable growers did not exert any association with their information source consultancy pattern.

Conclusion

Findings of the study clearly revealed that majority of the respondents were found in medium

level with respect to all the main attributes of vegetable growers which indicate the importance and contribution of these attributes in achieving information source consultancy pattern especially among vegetable growers. The study revealed that majority 53.33 percent respondents had medium level information source consultancy pattern about vegetables. The information source consultancy pattern was positively and significantly related with variables *viz.*, education, land holding, annual income, extension participation, risk orientation, scientific orientation, achievement motivation, innovativeness, market orientation and knowledge about vegetable production of vegetable growers were found positive and significant relationship with marketing behaviour. Information source of consultancy pattern amongst vegetable growers was found to be of medium level in this region of study.

Table 1: Information source consultancy pattern

S. No	Sources of information	Extent of consultancy					
		Regular		Occasional		Never	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1.	Assistant Director of Horticulture	05	4.17	12	10.00	115	85.83
2.	Horticulture officer	19	15.84	42	35.00	59	49.17
3.	University Agriculture, Scientists	11	9.17	24	20.00	85	70.83
4.	Neighbours	52	43.33	46	38.33	22	18.34
5.	Friends	94	78.33	11	9.17	15	12.50
6.	Relatives	21	17.50	30	25.00	69	57.50
7.	Input Agencies	107	89.17	13	10.83	00	00.00
8.	NGOs	00	00.00	00	00.00	120	100.00

Table 2: Distribution of respondents according to their overall information sources consultancy pattern

S. No.	Categories	Frequency	Percentage	Mean	S.D.
1.	Low (Up to 6 score)	39	32.50	8.87	3.02
2.	Medium (7 -12 sc re)	64	53.33		
3.	High (Above 12 score)	17	14.17		
	Total	120	100.00		

Table 3: Zero order Correlation coefficient between independent variables and information source consultancy pattern To study the association of different attributes of vegetable growers with their information source consultancy pattern

S. No	Independent variables		Correlation coefficient "r" value
1	Age	X_1	-0.2^{ns}
2	Education	X_2	0.22^*
3	Occupation	X_3	0.05^{ns}
4	Land holding	X_4	0.19^*
5	Area under vegetable in ha	X_5	0.12^{ns}
6	Annual Income	X_6	0.20^*
7	Farming Experience	X_7	-0.12^{ns}
8	Extension Participation	X_8	0.37^{**}
9	Mass Media	X_9	0.10^{ns}
10	Risk Orientation	X_{10}	0.30^{**}
11	Scientific Orientation	X_{11}	0.23^*
12	Achievement Motivation	X_{12}	0.19^*
13	Innovativeness	X_{13}	0.41^{**}
14	Market Orientation	X_{14}	0.41^{**}
15	Knowledge	X_{15}	0.26^{**}

**- Significant at $p = 0.01$ *-significant at $p = 0.05$
*Significant level at 0.05 or 0.01 level of probability with 118 d.f.

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