



ISSN (E): 2277- 7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2021; SP-10(8): 901-904
© 2021 TPI
www.thepharmajournal.com
Received: 28-06-2021
Accepted: 30-07-2021

Twinkle Handa

Student M.Sc. (Ag.) Final Year,
Department of Agricultural
Extension, College of
Agriculture, Raipur, I.G.K.V.,
Raipur Chhattisgarh, India

Dr. MA Khan

Professor, Department of
Agricultural Extension, College
of Agriculture, Raipur, I.G.K.V.,
Raipur, Chhattisgarh, India

Dr. HK Awasthi

Professor, Department of
Agricultural Extension, College
of Agriculture, Raipur, I.G.K.V.,
Raipur, Chhattisgarh, India

Communicational behaviour of agri-input dealers and its role in knowledge and skill development

Twinkle Handa, Dr. MA Khan and Dr. HK Awasthi

Abstract

Communicational behavior is the major attribute which defines the interactive nature of an individual and the influence of various modes of mass media in their life. To understand communicational behavior of Agri-input dealers, trainees of DAESI programme organized in the year 2019-20 were selected. A single year Diploma course with the title of 'Diploma in Agricultural Extension Services for Input dealers (DAESI) was launched by MANAGE (National Institute of Agriculture Extension Management) to incorporate the necessary understanding and the location specific agricultural education. In Chhattisgarh, under the flagship of Indira Gandhi Krishi Vishwavidyalaya Raipur, Directorate of Extension Services had initiated a yearly Diploma course which was started in the year 2017-18. The objective of the present study is to access the communicational behaviour of Agri-input dealers and their role in knowledge and skill development. The result reveals pertaining to the present study reveals that majority of the Agri-input dealers were roofed under medium utilization of mass media. Also, mobile phones and newspaper are majorly used by them in their day to day life. Also, Agri-input dealers had used mobiles phones to gain information about the ongoing DAESI programme in their locality. Correlation coefficient between communicational attributes and knowledge and skill development reveals that mass media had a positive and significant role towards gaining more knowledge and skills through online classes. As the whole classes of 2019-20 session of DAESI programme were held online, so the communicational behavior of Agri-input dealers had depicted a major role in gaining the end result of the diploma course.

Keywords: agri-input dealers, communicational behavior, DAESI programme, diploma course knowledge and skill development

1. Introduction

The attributes which determines the extent of utilization of various communication channels such as cosmopolite channel, mass media channel, localite channel and interpersonal channel in order to gain information about the ongoing situations are categorized under communicational attributes which defines the communicational behavior of an individual. These attributes are distinct for everyone. Agri-input dealers are the major source for paradigm shift in Indian Agriculture. Communicational behavior of Agri-input dealers had a significant role in determining the extent of utilization of certain communication channels by them in gaining knowledge and skills. To understand communicational behavior of Agri-input dealers, trainees of DAESI programme organized in the year 2019-20 were selected. For building technical competency of these individuals, assessment of communicational behavior is necessary as assessment is the first step of understanding the attributes. A single year Diploma course with the title of 'Diploma in Agricultural Extension Services for Input dealers (DAESI) was launched by MANAGE (National Institute of Agriculture Extension Management) to incorporate the necessary understanding and the location specific agricultural education. In Chhattisgarh, under the flagship of Indira Gandhi Krishi Vishwavidyalaya Raipur, Directorate of Extension Services had initiated a yearly Diploma course which was started in the year 2017-18. The mission of DAESI programme is complete transformation of Agri-input dealers into individuals who act as "Para-Extension Professionals" thereby helping in the agricultural extension system so as to make them competent enough to help the farmers efficiently. Communicational behavior of these individual affect extent of participation and hence acquiring knowledge and skills through it. Also, the whole classes of 2019-20 session of DAESI programme were held online, so the communicational behavior of Agri-input dealers had depicted a major role in gaining end result of the diploma course. The objective of the present study is to access the communicational behaviour of Agri-input dealers and their role in knowledge and skill development.

Corresponding Author

Twinkle Handa

Student M.Sc. (Ag.) Final Year,
Department of Agricultural
Extension, College of
Agriculture, Raipur, I.G.K.V.,
Raipur Chhattisgarh, India

2. Material and Methods

The present study was carried out in four purposely selected KVKs of Raipur, Dhamtari, Rajnandgaon and Raigarh districts implementing DAESI Programme in 2019-20. As per the list of participants provided by the respective four KVK, all the 154 trainees/ Agri-input dealers trained during 2019-20 were approached and a random sample of 100 participants were selected out of 154 participants. The data was collected through a well prepared Questionnaire and need based online data methods like e-mail, telephone calls, Google forms, etc and ex-post facto research design was used. Data were analyzed using frequency distribution, percentage, mean, standard deviation and SPSS. Mass media utilization refers to the degree to which different mass media were used by Agri-input dealers for acquiring various information. The procedure followed by Trivedi (1963) was used for empirical quantification of mass media utilization. Scores was given for each mass media selected items like 'two' score for regular use, 'one' for occasional use and 'zero' for never use. Moreover, increase in knowledge and gain in skill was measured using four point continuum ranging from not benefited to highly benefited and an overall index was calculated.

$$\text{Overall Index} = \frac{\text{Obtainable score}}{\text{Maximum possible score}} * 100$$

3. Result and Discussion

3.1 Mass media utilization

Mass media plays a crucial role in keeping everyone updated in regards to various information. Different modes of mass media are used by Agri-input dealers for gathering information regarding various aspects.

The extent of utilization in terms of regular use, occasional use and never use was recorded and the results are presented

in table 1.

The data pertaining to table 1 reveals that the extent of utilization of newspaper was maximum wherein 94.00 percent of the respondents were regularly using newspaper followed by 5.00 percent of the respondents occasionally using and 1.00 percent of them never read newspaper in their day to day life. Similarly, mobile phones was maximum used by the respondents wherein 88.00 percent of the respondents were regularly using mobile phones followed by 11.00 percent of the respondents occasionally using and 1.00 percent of them never used mobile phones in their day to day life. In the same manner, 71.00 percent of the respondents had used television regularly followed by 28.00 percent using occasionally and 1.00 percent with frequency of no use. Similarly, majority (69.00%) of the Agri-input dealers were regularly using internet followed by 23.00 percent and 7.00 percent with occasional and never used, respectively. In the same manner, 64.00 percent of respondents were regularly using computer or laptops for maintain records of their enterprise whereas 29.00 percent of them had occasional use followed by 7.00 percent with no use. Moreover, farm magazines which are the farm publications are minimal (9.00%) used by the respondents regularly whereas by 33.00 percent of them seeks information through farm magazine occasionally and 58.00 percent never uses farm magazine for gathering farm information. In the same way, another farm publication i.e. leaflets or folders are used regularly only by 1.00 percent of the respondents whereas 37.00 percent of them uses it occasionally and 62.00 percent of them had never used these kind of publications. The result is evident to the fact that written type of mass media are minimal utilized by the respondents and majority of them are sincerely using mobile phones and newspaper as these appliances had become a part of their life.

Table 1: Distribution of the respondents according to the frequency of use of various modes of mass media (n=100)

Sl. No.	Modes of mass media	Frequency of use		
		Never	Occasional	Regular
1.	Newspaper	1 (1.00)	5 (5.00)	94 (94.00)
2.	Farm magazine	58 (58.00)	33 (33.00)	9 (9.00)
3.	Leaflets/folders	62 (62.00)	37 (37.00)	1 (1.00)
4.	Radio	35 (35.00)	55 (55.00)	10 (10.00)
5.	Television	1 (1.00)	28 (28.00)	71 (71.00)
6.	Mobile phones	1 (1.00)	11 (11.00)	88 (88.00)
7.	Internet	8 (8.00)	23 (23.00)	69 (69.00)
8.	Computer/ laptop	7 (7.00)	29 (29.00)	64 (64.00)
9.	Others(relatives, friends, customers, RAEO, etc)	18 (18.00)	55 (55.00)	27 (27.00)

In reference to the total score obtained by the Agri-input dealers for mass media utilization, they are categorized under three categories i.e. low level of mass media utilization, medium level of mass media utilization and high level of mass media utilization. The distribution of Agri-input dealers according to their mass media utilization is presented in Table 2. The results depicted in Table 2 reveals that majority of them are roofed under medium level of mass media utilization (65.00%) followed by high level of mass media utilization (22.00%) and low level of mass media utilization. The outcome clearly portrays that more than half of the Agri-input dealers are under medium to high level of mass media

utilization. The average score for mass media utilization in reference to Agri-input dealers was 11.58. The probable reason behind this result may be due to high level of education and interest which corresponds them to be updated by knowing various latest agricultural technologies from different mass media sources. Also mass media provides a great platform for expansion of their business. This finding is consistent with the findings reported by Anitha (2005) ^[1], Ganiger (2012) ^[2], Srinivas (2013) ^[10], U. Kiran Kumar Reddy, P. V. Satyogopal, V. Sailjaand and S.V. Prasad (2020) ^[9] and Amitava Panja, N. S. Shivalinge Gowda, D. V. Kusumalatha and N. Mamathalakshmi (2021) ^[8].

Table 2: Distribution of Agri-input dealers according to their mass media utilization (n=100)

Sl. No.	Category	Frequency	Percentage
1.	Low mass media utilization (< 9 score)	13	13.00
2.	Medium mass media utilization (9-14 score)	65	65.00
3.	High mass media utilization (> 14 score)	22	22.00

$$\bar{X} = 11.58 \quad \sigma = 2.29$$

3.2 Source of information about DAESI Programme

Various modes of mass media are used by Agri-input dealers to gain information regarding the current scenario of business world. This attribute considers all those modes of mass media which is used by Agri-input dealers to gather the information about DAESI programme. Modes of mass media are ranked according to their frequency of use by Agri-input dealers in context with gaining information about DAESI programme which is presented in Table 3.

It was noticed from the Table 3 that mobile phones are utmost used by the Agri-input dealers with 76.00 percent of frequency and ranked first. Moving forward, relatives friends, RAEO's, etc which are categorized as others are ranked second with the frequency of 56.00 percent. Similarly, internet is ranked third (40.00%), newspaper is ranked fourth (22.00%), television is ranked fifth (13.00%), computer/laptop is ranked sixth (8.00%), farm magazine is ranked seventh (3.00%) and radio is ranked eighth (1.00%). None of them uses leaflets/folders in gaining information about DAESI programme and ranked last i.e. ninth. This result convinces the importance of mobile phones in today's scenario. Also, it confirms that majority of the people are losing the habit of reading with the advancement of ICT technologies. Gathering of information by the use of ICT is becoming effortless and due to this reason people are more attracted towards these technologies such as mobile phones, internet, computer, laptops, etc. This result is also evident that people are gathering information by communicating to their close ones that means influential role also plays an important role in dissemination of information.

Table 3: Modes of mass media used by Agri- input dealers for gaining information about DAESI programme (n=100)

Sl. No.	Modes of mass media	Frequency	Percentage	Rank
1.	Newspaper	22	22.00	IV
2.	Farm magazine	3	3.00	VII
3.	Leaflets/folders	0	0.00	IX
4.	Radio	1	1.00	VIII
5.	Television	13	13.00	V
6.	Mobile phones	76	76.00	I
7.	Internet	40	40.00	III
8.	Computer/ laptop	8	8.00	VI
9.	Others(relatives, friends, customers, RAEO, etc)	56	56.00%	II

3.3 Impact of DAESI programme on knowledge and skill development

Data pertaining to Table 4 reveals that majority of the DAESI dealers had medium level of increase in knowledge (68.00%) followed by high level of increase in knowledge (18.00%) and low level of increase in knowledge (17.00%) after availing DAESI programme. The overall index in reference to increase in knowledge was 67.00 percent. The probable reason for medium increase in knowledge level may be pandemic season as majority of the classes of diploma course had organized online which had created a communication barrier between DAESI dealers and resource person. Also, the extent of utilization of ICT tools by the Agri-input dealer was low

which had created a loophole in proper dissemination of message through communication channels. This finding is consistent with the findings reported by Srinivas (2013) [10], K. D. Khatri, Arun Patel and P. J. Joshi (2018) [5] and Mamata, V. Nellikoppa (2018) [6].

Data pertaining to Table 4 also reveals that majority of the DAESI dealers had medium level of skill acquired (81.00%) followed by low level of skill acquired (13.00%) and high level of skill acquired (6.00%) after availing DAESI programme. The overall index in reference to gain in skills was 64.33 percent. The probable reason for medium increase in skill level is low frequency of field visits and practical sessions. All skills can't be learned online. As the cone of experience reveals that more skills can be acquired through physical participation (Doing), so online sessions had hammered the skill development activities of Agri-input dealers. Pandemic sessions had not only affected the economic condition of the world but also affected the various ongoing programmes by the government in agricultural field. Diploma course in the same manner is worstly affected. This finding is consistent with the findings reported by D. N. Mamatha (2018) [7].

Table 4: Distribution of respondents according to the level of knowledge and skill acquired by DAESI programme (n=100)

Sl. No.	Particulars	Percentage of respondents			Overall index (%)
		High	Medium	Low	
1.	Gain in knowledge	18.00	65.00	17.00	67.00
2.	Gain in skills	6.00	81.00	13.00	64.33

3.4 Role of communicational behavior of Agri-input dealers in increase in knowledge and skill through DAESI programme

Relationship between the scores of selected communicational attributes i.e. mass media utilization and source of information about DAESI programme and increase in knowledge level were tested by null hypothesis and empirical hypotheses. Correlation coefficient (r) was computed and the values are presented in the table 5.

Table 5: Correlation co-efficient between increase in knowledge and communicational attributes of Agri-input dealers

Sl. No.	Communicational attributes	Correlation coefficient (r)
1.	Mass media utilization	0.798**
2.	Source of information about DAESI programme	0.056

**Significance at 0.01 probability level

Table 5 reveals that mass media utilization is positively correlated with increased knowledge level of Agri- input dealers after availing DAESI programme at 1 per cent level of significance (0.798**). Exposure of different mass media sources like newspaper, television, internet and farm magazines etc. might have helped the respondents to access and gain recent information. The advent of mass media provides enormous opportunities for Agri-input dealers to expose new technologies which motivated them to take further interest to learn about them. Also, proper utilization of

mass media helped them to gain more knowledge from the online classes as the more equipped person in using ICT tools can gain proper knowledge through proper utilization. Hence, it can infer that the increase in knowledge level of individual increases with the increase in mass media use. The results are in conformity with Anitha (2005) ^[1], Harshitha (2014) ^[3] and Chinmayee jally (2019) ^[4].

Relationship between the scores of selected communicational attributes i.e. mass media utilization and source of information about DAESI programme and increase in skill level were tested by null hypothesis and empirical hypotheses. Correlation coefficient (r) was computed and the values are presented in the table 6.

Table 6: Correlation co-efficient between increase in skill and communicational attributes of agri-input dealers

Sl. No.	Communicational attributes	Correlation coefficient (r)
1.	Mass media utilization	0.752**
2.	Source of information about DAESI programme	0.101

**Significance at 0.01 probability level

Table 6 reveals that mass media utilization is positively and highly correlated with increased skill level of Agri- input dealers after availing DAESI programme at 1 per cent level of significance (0.752**). Exposure of different mass media like newspaper, television, internet, mobile phones, farm magazines etc. might have helped Agri- input dealers to access and gain recent information about particular symptoms of disease and nutrient deficiency and insect damage by seeing their features in different mass media sources. Also, the proper utilization had forced them to properly attend the classes and gain skills through visual receiving. Hence, the mass media use increases which tend to increase in skill level also. This finding is in accordance with findings of D.N. Mamatha (2018) ^[7].

4. Conclusion

Various conclusion drawn through above findings indicates that majority of them had regular utilization of newspaper had mobile phones which is the utmost requirement in today's life style. Moreover, majority of the Agri- input dealers were roofed under medium level of mass media utilization. The outcome clearly portrays that more than half of the Agri-input dealers are under medium to high level of mass media utilization. The probable reason behind this result may be due to high level of education and interest which corresponds them to be updated by knowing various latest agricultural technologies from different mass media sources. Also mass media provides a great platform for expansion of their business. Various modes of media were used for gaining preliminarily information regarding DAESI programme so that they can take diploma course. Mobile phones are utmost used by the Agri-input dealers to gain information about the ongoing DAESI programme in their locality. In reference to gain in knowledge, it can be concluded that majority of the Agri-input dealers had increase in their knowledge level in medium range whereas majority of the Agri-input dealers had medium range of gain in skills. This suggests that more emphasis should be given to field visits, demonstrations, etc so that skill development should be primarily focussed by DAESI Programme. Also, correlation coefficient was computed in order to find the role of communicational attributes in gain in knowledge and skill which depicts that

mass media utilization had positive and significant contribution towards the end result of the programme i.e. knowledge and skill development. This concludes that proper utilization of mass media helped them to gain more knowledge and skill from the online classes as the more equipped person in using ICT tools can gain more knowledge and skill.

5. References

1. Anitha BN. A study on knowledge, attitude and training needs of agriculture input dealers in Eastern Dry Zone of Karnataka. M. Sc. (Agri.) Thesis, Univ. Agric. Sci., Bengaluru 2005.
2. Ganiger. Knowledge, perception and role performance of input dealers in agro advisory services in northern dry zone of Karnataka. M.Sc. thesis. Acharya N. G. Ranga Agricultural University 2012.
3. Harshita D. A study on performance analysis of bakery and value addition centre. University of Agricultural Science, Bangalore. M. Sc. (Agri.) Thesis, Univ. Agric. Sci., Bangalore 2014.
4. Jally, Chinmayee. Study on impact of Diploma in Agricultural Extension Services for Input Dealers (DAESI) in Odisha. M.Sc. (Ag.). Indira Gandhi Krishi Vishwavidyalaya, Raipur (Chhattisgarh) 2018.
5. Khatri KD, Patel A, Joshi PJ. Level of knowledge about research recommendations of an and district, Extension Strategies for Doubling the Farmers' Income for Livelihood Security, Guj. J Ext. Edu. Special Issue on National Seminar: April 2018.
6. Mamata, Nellikoppa V. A Study on knowledge and socio-economic impact of diploma in agricultural extension services for input dealers (DAESI). M.Sc. (Ag.). University of Agricultural & Horticultural Sciences, Shivamogga 2018.
7. Mamatha DN. Impact of diploma in agricultural extension services of input dealers (DAESI) training on agricultural input dealers. M.Sc.(Ag.). Univ. Agric. Sci., Bengaluru 2018.
8. Panja A, Shivalinge Gowda NS, Kusumalatha DS, Mamathalakshmi N. Profile Characteristics of Agricultural Input Dealers in West Bengal. International Journal of Current Microbiology and Applied Sciences 2021, 10(2). ISSN: 2319-7706.
9. Reddy UKK, Satyagopal PV, Sailajaand V, Prasad SV. Profile characteristics of agri- input dealers. Department of Agricultural Extension, S.V. Agricultural College, ANGRAU, Tirupati 517502, Chittoor (Dist), Andhra Pradesh 2020.
10. Srinivas E. A critical analysis of diploma in agricultural extension services for input dealers (DAESI) programme in Andhra Pradesh. Ph. D (Agri.) Thesis, Acharya N. G. Ranga Agric. Univ., Hyderabad 2013.