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Communication sources for farm information and involvement in homestead activities by the women beneficiaries of PMVDY in Manipur

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Abstract

The study was conducted in Churachandpur, Thoubal, Imphal East and Kangpokpi districts of Manipur state with 110 randomly selected women members of Van Dhan Vikas Kendras (VDVKs) of Pradhan Mantri Van Dhan Yojana. The study observed that majority of the respondents (79.09%) received farm information from village leaders followed by 55.45 per cent from panchayat member/prodhan and 53.64 per cent from friends as a localite source of information, whereas 28.18 per cent of the respondents never received any information from neighbour and relatives as a localite source of information. The study also reveals that 62.73 per cent of the respondents received information from govt. extension personnel followed by 49.09 per cent from NGO/SHG leader and 34.55 per cent of the respondents never received any information from bank as a cosmopolite source of information. Majority of the respondents (72.73%) participated independently in care of children/elderly person followed by 64.55 per cent in maintenance of house; whereas 44.55 per cent of the respondents involved independently in feeding animals and 53.64 per cent participated jointly in collection of fodder. Majority of the respondents (80.00%) independently participated in weaving and 54.54 per cent of the respondents participated jointly in gardening.

Keywords: Communication source, farm information, involvement, women, PMVDY

Introduction

Women are the principal food producers and preparers for the family. They play a key role in food and nutrition security at family level, community level and national level. Agriculture in developing countries heavily depends on manual labour and the major contribution is from women. Women have been putting in more labour not only in terms of physical output but also in terms of quality and efficiency. Women can play a significant role in improving the production efficiency and profitability. Women constitute a major percentage of agricultural work forces. They have inaccessibility to modern technology, credit training and other facilities available to male workers and farmers. Other than crop enterprises, they are involved in animal husbandry including dairying, poultry, piggery, goatery, duckery or other agribusinesses etc (Deka *et al.*, 2010) [2]. In the word of Reddy (2003) [3], women are regarded as the backbone of the rural scene. Most of the women perform various types of work for their livelihood and agriculture is considered as the biggest sector where large number of rural women takes part actively. More specifically the tribal population of India constitutes about 67.6 million and woman in the tribal community constitutes half of the tribal population (Nath *et al.*, 2022) [4]. It has been observed that rate of participation in farming is higher among the tribal population than the other castes of the state. More precisely the participation in the farming is higher in hill tribes than non-tribal societies (Das, 1992).

Pradhan Mantri Van Dhan Yojana (PMVDY) was launched on 14th April 2018 with the objective to help increase tribal incomes through value addition of Minor Forest Products (MFP). The scheme is an initiative of the Ministry of Tribal Affairs as nodal department and at the national level, TRIFED as the Nodal Agency. Under the scheme, Van Dhan Vikas Kendra (VDVK) is established for providing capacity building training, skill up-gradation, and setting up value addition facility and primary processing (<http://trifed.tribal.gov.in/pmvdya>). Central Agricultural University, Imphal, Manipur through its different centres in the states, viz., Manipur, Mizoram, Sikkim and Tripura has been implementing the ESDP (Entrepreneurship and Skill Development Programme) component of the scheme for capacity building of members of VDVKS.

The study was aimed to find the communication sources for farm information and involvement in homestead activities by the women beneficiaries of PMVDY in the state of Manipur.

Methodology

The study was conducted in Churachandpur, Thoubal, Imphal East and Kangpokpi districts of Manipur state with 110 randomly selected women members of Van Dhan Vikas Kendras (VDVKs) of Pradhan Mantri Van Dhan Yojana. The socio-personal characteristics of the respondents, viz., age, educational level, mass media exposure, marital status and social participation were measured. Information source utilization for farm information by the respondents were categorized into localite, cosmopolite and mass media

category and for each category frequency of use was measured in terms of regularly, often and never. Participation in different homestead activities by the respondents were calculated in terms of Independent participation, Joint participation and No participation with respect to major homestead activities, livestock activities and allied homestead activities. Data collected was done with a survey schedule through personal interview of the respondents. Frequency and percentage were calculated separately for each activity.

Results and Discussion

The socio- personal characteristics of the respondents is presented in Table 1.

Table 1: Distribution of respondents based on socio- personal characteristics

		(N=110)	
Characteristics	Category	Frequency	Percentage
1. Age	Below 25 years	22	20.00
	26- 30 years	32	29.09
	31- 35years	25	22.73
	36 - 40 yeas	17	15.45
	41- 45 years	11	10.00
	46 years and above	3	2.73
2. Educational level	Illiterate	0	0
	Up to primary school	5	4.55
	Up to class X	18	16.36
	Up to class XII	46	41.82
	Up to degree level or above	41	37.27
3. Mass media exposure	Regularly	13	11.82
	Often	51	46.36
	Seldom	38	34.55
	Never	8	7.27
4. Marital status	Single	29	26.36
	Married	78	70.91
	Widowed	3	2.73
5. Social participation	No membership	0	0
	Member of one organization (SHG/FC/FPO/Societies/NGO)	47	42.73
	Member of more than one organization (SHG/FC/FPO/Societies/NGO)	35	31.82
	Office bearers (secretary/president etc.)	28	25.45

Information source utilization for farm information by the respondents is presented in Table 2. Data presented in Table 2 reveals that majority of the respondents (79.09%) received farm information from village leaders followed by 55.45 per cent from panchayat member/prodhan and 53.64 per cent from friends as a localite source of information. It is also observed that 41.82 per cent of the respondents never received information from progressive farmers followed by 35.45 per cent and 28.18 per cent never received any information from neighbour and relatives as a localite source of information respectively. The Table 2 also reveals that 62.73 per cent of

the respondents received information from govt. extension personnel followed by 49.09 per cent from NGO/SHG leader as a cosmopolite source of information. It is interesting that 34.55 per cent of the respondents never received any information from bank. The Table also reveals that majority of the respondents (63.64%) received information from television followed by 50.00 per cent from radio and 39.09 per cent from newspaper as a mass media source of information. From other mass media source of information, viz., farm magazine/journals; 31.82 per cent of respondents never received any information.

Table 2: Distribution of respondents based on information source utilization for farm information

		(N= 110)					
Sl. No.	Information source	Frequency of use					
		Regularly		Often		Never	
		F	%	F	%	F	%
Localite							
1	Family member	41	37.27	59	53.64	10	9.09
2	Neighbour	11	10.00	60	54.55	39	35.45
3	Progressive farmer	24	21.82	40	36.36	46	41.82
4	Relatives	30	27.27	49	44.55	31	28.18
5	Friends	59	53.64	37	33.64	14	12.73
6	Village leader	87	79.09	21	19.09	2	1.82

7	Panchayat member/ Pradhan	61	55.45	41	37.27	8	7.27
Cosmopolite							
1	KVK scientist	39	35.45	44	40.00	27	24.55
2	NGO/ SHG leader	54	49.09	49	44.55	7	6.36
3	Govt. extension personnel	69	62.73	31	28.18	10	9.09
4	Social worker	48	43.64	51	46.36	11	10.00
5	Kishan mela	3	2.73	78	70.91	29	26.36
6	Banks	12	10.91	60	54.55	38	34.55
7	Pesticides/seed/fertilizer depot holders	31	28.18	59	53.64	20	18.18
Mass media							
	Radio	55	50.00	39	35.45	16	14.55
	Television	70	63.64	28	25.45	12	10.91
	News paper	43	39.09	61	55.45	6	5.45
	Farm magazine/Journals	23	20.91	52	47.27	35	31.82
	Telephone calls	38	34.55	41	37.27	31	28.18

Participation of respondents in different homestead activities is presented in Table 3. Data presented in Table 3 reveals that majority of the respondents (72.73%) participated independently in care of children/elderly person followed by 64.55 per cent in maintenance of house; whereas 48.18 per cent of the respondents participated jointly in fetching water. The Table 2 also reveals that 44.55 per cent of the

respondents involved independently in feeding animals and 53.64 per cent of the respondents participated jointly in collection of fodder followed by caring of animal (48.18%) and cleaning of animal shed (46.36%). It is observed from the Table 2 that majority of the respondents (80.00%) independently participated in weaving, where as 54.54 per cent of the respondents participated jointly in gardening.

Table 3: Distribution of respondents based on participation in different homestead activities

(N=110)

SN	Participation Activity	Independent Participation		Joint Participation		No Participation	
		F	%	F	%	F	%
A. Major homestead activities							
1.	Cooking	59	53.64	51	46.36	0	0
2.	Collection of Fuel wood	37	33.64	42	38.18	31	28.18
3.	Fetching water	48	43.64	53	48.18	9	8.18
4.	Maintenance of house	71	64.55	39	35.45	0	0
5.	Washing cloths	69	62.73	41	37.37	0	0
6.	Care of children/ elderly person	80	72.73	30	27.27	0	0
B. Livestock activities							
7.	Collection of fodder	39	35.45	59	53.64	12	10.91
8.	Feeding of animal	49	44.55	48	43.64	13	11.82
9.	Caring of animal	33	30.00	53	48.18	24	21.82
10.	Cleaning of animal shed	42	38.18	51	46.36	17	15.45
11.	Milking of animal	29	26.36	44	40.00	37	33.64
C. Allied homestead activities							
12.	Processing food	86	78.18	16	14.55	8	7.27
13.	Preservation of fruit/ vegetable	65	59.09	39	35.45	6	5.45
14.	Festival/special occasions	58	52.73	52	47.27	0	0
15.	Weaving	88	80.00	18	16.36	4	3.64
16.	Tailoring	79	71.82	25	22.73	6	5.45
17.	Gardening (vegetable/ flower)	41	37.27	60	54.54	9	8.18
18.	Preparation of wine	23	20.91	31	28.18	56	50.91

Conclusion

Involvement of farm women with respect to farm related practices is vital for achieving greater success towards economically sustainable agriculture; it is most unfortunate to say that the role of farm women in farming has not been highlighted. Transfer of agricultural technology to the women farmers is important as women have been playing vital role in agricultural development in India. Among the various communication sources that play an important role in providing information support to the women farmers, interpersonal sources and channels are more important for every cultivation operations. Different mass media and cosmopolite source of information were not frequently utilized and usefulness in area which hindered not only awareness level of tribal farm woman, but also adversely affect the adoption level regarding the least production (Nath

and Patel, 2014) [6].

There is some evidence that despite the contribution made by rural women in food security they are not being well served by the existing extension system in developing countries. They are in urgent need of understanding and acquiring new knowledge and skills on cultivation of different crops, so that they could contribute more effectively to the production process (Nath *et. al.*, 2017) [5]. So, the findings of this research will help in understanding of the rural women for smooth running of the agricultural system for sustainable agricultural development and overall development of rural women.

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