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Relationship between profile of orange growers and reading habit of agricultural literature

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Abstract

The present study, "Relationship between Profile of Orange Growers and Reading Habit of Agricultural Literature" was undertaken in Morshi and Warud Tahsils of Amravati District in Vidarbha region of Maharashtra state. The data from 120 orange growers were collected with the help of interview schedule. The findings of relational analysis emerged out of the present investigation are summarized as, education, land holding, annual income, social participation, extension contact, innovativeness, economic motivation and extent of availability of print media had highly significant and positive correlation with reading habit of agricultural literature however, age was negatively significant with reading habit of agricultural literature.

Keywords: Profile, relational analysis, reading habit, agricultural literature, orange growers

Introduction

Print medium is one of the most important mass media. Printed farm literature occupies a key position in providing the latest farm technologies to the literate farmers. Newspapers, bulletins, newsletters, pamphlets, folders, leaflets, circular letters, Krishi Patrika, Shetkari magazine, baliraja, and other magazines are some of the popular printed sources of information which disseminate agricultural information particularly to the rural masses, farmers. They are read by people at leisure. Print media has shown tremendous impact in changing the agricultural scenario. It is believed that, print media demands for more active and creative participation on the part of the rural readers than it is demanded by the audience of other media (Dharurkar and Tambe, 2011)^[1]. The usefulness of farm literature is reflected with the reading behaviour of farmers. The reading habit has found influenced by various characteristics of an individual, which include personal, socio-economic and communicational attributes. Therefore, attempt was made to work out the contribution of the selected variables in influencing the reading habit of agricultural literature through relational analysis.

Materials and Methods

The present study was undertaken in Amravati district of Vidarbha region of Maharashtra state. An exploratory research design of social research was used for the present investigation. Morshi and Warud tahsils from Amravati district were purposively selected as circulation of newspapers; magazines would be more in these locales as compared to other rural Tahsils of this district. 10 villages were selected from each Tahsil. From each selected village, a list of literate orange growers who could read printed matter was obtained and from this list, six orange growers were selected by random sampling method. Thus, from selected 20 villages of two Tahsils of Amravati district, 120 orange growers were selected and considered as respondents in the present study. The interview schedule was used for data collection after suitable modification on the basis of pre-testing. The independent variables studied were age, education, land holding, annual income, social participation, extension contact, innovativeness, economic motivation and extent of availability of print media and dependent variable studied is reading habit of agricultural literature. The data were filled in excel and basic statistical tool Karl Pearson's correlation coefficient was worked out to study the relationship between independent and dependent variables.

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Results and Discussion

Table 1: Relationship between the profile of the orange growers and reading habit of agricultural literature

Sr. No.	Characteristics	R-values
1.	Age	-0.4987**
2.	Education	0.7109**
3.	Land holding	0.2674**
4.	Annual income	0.3122**
5.	Social participation	0.2714**
6.	Extension contact	0.5172**
7.	Innovativeness	0.3135**
8.	Economic motivation	0.4329**
9.	Extent of availability of print media	0.7869**

** Significant at 0.01 level of probability

It could be observed from Table 1 that, the characteristics of orange growers education, land holding, annual income, social participation, extension contact, innovativeness, economic motivation and extent of availability of print media had highly significant and positive correlation with reading habit of agricultural literature at 0.01 level of probability. Whereas age of orange growers found negative and highly significant relationship with reading habit of agricultural literature at 0.01 level of probability.

It clearly indicates that with increase in education, land holding, annual income, social participation, extension contact, innovativeness, economic motivation and extent of availability of print media there was increased in reading habit of the orange growers. Orange growers with good educational background, bigger land holdings, sound financial condition are innovative and had contacts outside their social system therefore possess good reading habit. While, increase in age of orange growers there was decrease in reading habit. With increase in age farmers loose interest in acquiring latest knowledge about farming, they are practicing traditional farming practices therefore this scenario was found. Tekale (2003) ^[5] and Dharurkar and Tambe (2011) ^[1] also reported similar findings.

Conclusion

From above study, it was concluded that, selected variables like education, land holding, annual income, social participation, extension contact, innovativeness, economic motivation and extent of availability of print media were found to be highly significant and positively correlated with reading habit of agricultural literature. It is suggested that these characters of the farmers should be strengthened to raise the reading habit. The print media must concentrate on these characters of readers for fulfilling their need to get information about farming. Whereas, age was found to be negative and highly significant relationship with reading habit indicates that young respondents had good reading habit. This is quite obvious that younger generation is information hungry, seeks latest farming information and hence strives to refer print media as source for the information.

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