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Information processing and output behavior of pomegranate growers

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Abstract

The present study was conducted to study information processing and output behaviour of pomegranate growers in Nashik and Solapur Districts of Maharashtra. From each district three tahsils were selected. From each tahsil five villages were selected. From each village 10 pomegranate growers were selected by random sampling method. In case of regular use of information input sources, friends were ranked first. Pomegranate is a hugely profitable crop that can end subsistence farming and hence reduce poverty, especially in the rural areas of Maharashtra. It is a crop with a high market value, and the whole tree has economic value. For a good production of pomegranate, pomegranate growers must have good knowledge about the package of practices. Pomegranate growers get the varieties of information from variety of sources. But question of how do they process the received information and how do they utilize the received information were remains unanswered. Hence, it was necessary to study the information processing and output behavior of pomegranate growers. Nashik and Solapur district were selected for conduct of study because they are the top pomegranate producing districts in Maharashtra. Pomegranate growers were asked about their information processing and information output behaviour. It was concluded that majority of the pomegranate growers were mainly evaluated the information by discussion with family members, by evaluating farm experience, by discussion with friends and discussion with progressive farmers. It was also concluded that majority of pomegranate growers were mainly stored the information by memorizing, practicing the method and preserving printed material and transformed the information by discussing the self-experience and by normal conversations. It is concluded that the majority of the pomegranate growers were regularly disseminating farm information to their family members, friends, relatives and neighbours regularly and person contacted him and methods regularly used were by providing information to farmers whom visited at their home, by making telephone call, Informal discussion with neighbor farmers, Friends and other farmer, he/she disseminate the information occasionally to other through various programmes organized by Agricultural Department and participating in various activities of different institutes. They never use methods for dissemination information like by participation in singing the song, making YouTube video, by giving the speech in Gramsabha, by inviting farmers on own demonstration plot and by arranging special meeting.

Keywords: Information processing, information processing, pomegranate growers

Introduction

Pomegranate fruit has a large market and export potential. India is the top producer of pomegranates in the world, contributing 36% of global production. It consistently produces pomegranates of the highest grade. Pomegranate production in India totaled 2844.52 thousand metric tonnes in 2017–18. India shipped 47.33 MT of fruits worth Rs. 537.73 billion during the 2017–18 fiscal year, demonstrating the enormous potential for fruit export. According to a recent estimate, more than 2.5 lakh families in India today depend on this crop for their livelihood, and the majority of growers fall into the group of landowners with marginal or below-marginal land holdings. Indian pomegranates are predominantly located over "Peninsular India" in semi-arid tropical regions. Together, the states of Maharashtra and Karnataka, which are situated on the "Deccan plateau," produce 89 percent of the country of India's agricultural land and 85% of its production. As a result, they are referred to as the nation's "pomegranate bowls." Pomegranate is regarded as an ideal crop for Maharashtra's subtropics because of its adaptability to a wide range of climatic and edaphic conditions, hardiness, durability, good returns on investment in dry regions, low maintenance cost, constant and high yields, excellent Table and therapeutic values, good response to high-tech horticultural practices, excellent keeping quality, low water requirement, huge demand for processed products, and great export potential. It is a hugely profitable crop that can end subsistence farming and hence reduce poverty, especially in the rural areas of Maharashtra.

It is a crop with a high market value, and the whole tree has economic value. It is well-known for producing a wide range of goods, including juice, anardana, seed oil, confectionary items, rind powder, and so on. It is also well-known for fresh consumption. It is regarded as a super fruit since all parts of the pomegranate tree can be utilised for a variety of tasks, such as the formulation of medicines, the manufacture of leather, the production of dyes, etc.

For a good production of pomegranate, pomegranate growers must have good knowledge about the package of practices. Pomegranate growers can get the information from variety of sources. But question of how do they process the received information and how do they utilize the received information were remains unanswered. Hence, it was necessary to study the information processing and output behavior of pomegranate growers.

Objectives

To know the information processing and output behaviour of pomegranate growers

Material and Method

This study was conducted in Nashik and Solapur district of Maharashtra state. From each district three tahsils were selected. From each tahsil five villages were selected. From each village 10 pomegranate growers were selected by random sampling method. Thus, from 30 villages, 300 pomegranate growers were selected. The data were collected with help of pre-designed interview schedule by contacting pomegranate growers. Statistical analyses were done using mean, standard deviation and percent frequency.

Result and Discussion

Information processing behaviour and the information output behaviour of pomegranate growers.

Information processing behaviour

Shinde *et al.* (1997) [6] conceptualized Information processing behaviour of pomegranate growers refers to all the activities performed by an individual for evaluation, storage and transformation of scientific information. Pomegranate growers were asked to indicate by which they did update themselves, they are presented in Table 1.

(a) Information Evaluation

It is clear from Table 1 that majority of the pomegranate growers had evaluated the information regularly by evaluating farm experience (74.00%), Discussion with family members

(70.67%), by discussing with friends (64.00%), and Discussion with progressive Farmers (57.33%). Tables 1 also show that the pomegranate growers had evaluated the information occasionally by Discussion with Extension Officers (64.00%) and by Discussion with private agro advisors (48.00%). The percentage of the pomegranate growers who never evaluated information were by reading Magazines/Journals (98.00%) and by taking demonstration on their own field (95.00%). The present finding substantiated the finding of Gour Meena and Indira Bishnoi (2010) [3].

(b) Information Storage

It is clear from Table 1 that pomegranate growers were regularly storing the information by memorizing (70.67%), practicing the method (53.33%), preserving printed material (44.00%) and collecting available literature (42.00%). It also shows that the pomegranate growers were storing the information occasionally by creating file/documents (52.00%) and captured photographs (68.00%). The percentage of pomegranate growers who stored information regularly and occasionally were viz. by writing in daily diary (40.33%) followed by storing the information on CD's (39.67%) and by storing the information on pen drive (36.00%). These finding support the finding of Alok Kumar *et al.* (2011) [1].

(C) Information Transformation

It is clear from Table 1 that respondents regularly transformed the information by discussing the self-experience (47.67%) and by normal conversations (47.00%). It also shows that the respondents who occasionally transformed the information by conveying in local members at farm or at home (62.00%), by collective reading of popular articles from newspapers (56.00%) and discussing in local meetings (33.33%). The respondents never transformed the information by conducting training/seminars (96.67%) and by conducting demonstration (96.00%). The present findings are in line with the finding of Saha *et al.*, (2011) [5].

It was concluded that majority of the pomegranate growers were mainly evaluated the information by discussion with family members, by evaluating farm experience, by discussion with friends and discussion with progressive farmers. It was also concluded that majority of pomegranate growers were mainly stored the information by memorizing, practicing the method and preserving printed material and transformed the information by discussing the self-experience and by normal conversations.

Table 1: Distribution of pomegranate growers according to their information processing and output behaviour

Sr. No.	Items	Information processing behaviour		
		Regular	Occasionally	Never
D)	Information processing behaviour			
A.	Information Evaluation			
1.	Discussion with Family Members	212 (70.67)	88 (29.33)	0 (0)
2.	Discussion with Friends	192 (64.00)	89 (29.66)	19 (6.33)
3.	Discussion with progressive Farmers	172 (57.33)	92 (30.67)	36 (12.00)
4.	Discussion with Agril. & Extension Officers	18 (6.00)	192 (64.00)	90 (30.00)
5.	By taking Demonstration on own field	02 (0.66)	13 (4.33)	285 (95.00)
6.	By evaluating farm experience	222 (74.00)	64 (21.33)	14 (4.67)
7.	Consultation with Magazines / Journals	01 (0.33)	05 (1.67)	294 (98.00)
8.	Discussing with Private Agro advisors	39 (13.00)	144 (48.00)	117 (39.00)
B)	Information Storage			
1.	Memorizing	212(70.67)	77 (25.67)	11 (3.66)
2.	Preserving Printed Material	132 (44.00)	135 (45.00)	33 (11.00)
3.	Practicing the Method	160 (53.33)	112 (37.33)	28 (9.33)

4.	Creating File/Documents	61 (20.33)	156 (52.00)	83 (27.67)
5.	Writing in Daily Diary	59 (19.67)	62 (20.67)	179 (59.66)
6.	By storing information on Pen Drive	12 (4.00)	96 (32.00)	192 (64.00)
7.	By storing information on Pen CD's	14 (4.67)	105 (35.00)	181 (60.33)
8.	Captured photographs	72 (24.00)	204 (68.00)	24 (8.00)
9.	Collecting available literature	126 (42.00)	118 (39.33)	62 (20.67)

Sr. No.	Items	Information processing behaviour		
		Regular	Occasionally	Never
C)	Information Transformation			
1.	By normal conversations	141 (47.00)	111 (37.00)	48 (16.00)
2.	By conducting Training / Seminars.	02 (0.67)	08 (2.67)	290 (76.00)
3.	By conducting demonstration	02 (0.67)	10 (3.33)	288 (96.00)
4.	Discussing in local meetings	78 (26.00)	100 (33.33)	122 (40.67)
5.	Conveying to local members at farm or at home.	60 (20.00)	186 (62.00)	54 (18.00)
6.	By collective reading of popular articles from newspapers.	64 (21.33)	168 (56.00)	68 (22.67)
7.	By discussing the self-experience	143 (47.67)	132 (44.00)	25 (8.33)
II)	Information output behavior			
A.	To			
1.	Neighbours	207 (69.0)	68 (22.67)	25 (8.33)
2.	Friends	214 (71.33)	73 (24.33)	13 (4.34)
3.	Relatives	222 (74.00)	78 (26.00)	0 (0)
4.	Family members	300 (100.0)	0 (0)	0 (0)
5.	Farmers of neighbouring villages	12 (4.00)	20 (6.67)	268 (89.33)
6.	Person contacted me	160 (53.33)	129 (43.00)	11 (3.67)
B.	Methods			
1.	By arranging special meeting	11 (3.67)	22 (7.33)	267 (89.00)
2.	By inviting farmers on own Demonstration Plot	08 (12.00)	12 (4.00)	280 (93.33)
3.	By Providing Farm Publication which are published by Extension Institute	12 (4.00)	72 (24.00)	216 (72.00)
4.	By giving speech in Gram sabha	00 (0)	14 (4.67)	286 (95.33)
5.	By participation in singing the song	00 (0)	00 (0)	300 (100.00)
6.	By providing information to farmers whom visited at their home	138 (46.00)	162 (54.00)	0 (0)

Sr. No.	Items	Information processing behaviour		
		Regular	Occasionally	Never
7.	By giving the visit to farmers home and farmers field	07 (2.33)	59 (19.67)	234 (78.00)
8.	Participating in Various activities of different institutes	60 (20.00)	192 (64.00)	48 (16.00)
9.	Various programmes organized by Agricultural Department	24 (8.00)	216 (72.00)	60 (20.00)
10.	By making telephone call	231 (77.00)	58 (19.33)	11 (03.67)
11.	By Making Youtube Video	01 (0.33)	09 (3.00)	290 (96.67)
12.	Informal discussion with neighbor farmers, Friends and other farmer	94 (31.33)	180 (60.00)	26 (8.67)

It is observed from Table 1 that majority of pomegranate growers i.e. 73.00 per cent were found in medium information processing behaviour category. About 14.00 per cent of the pomegranate growers were in high information processing behaviour category and 13.00 per cent of the respondents were in low information processing behaviour category. These findings lend support to the finding of Jahagirdar and Balsubramany (2011).

Table 2: Distribution of pomegranate growers according to their Information processing behaviour

Sr. No.	Information Processing behavior	Respondents (N = 300)	
		Frequency	Percentage
1.	Low	39	13.00
2.	Medium	219	73.00
3.	High	42	14.00
	Total	300	100.00

Information output behaviour

Information output behaviour of pomegranate growers refers to all activities performed by pomegranate growers for disseminating the farm information. The pomegranate growers were asked to indicate by which they were

disseminating the farm information, they are presented in Table 1.

It is clear from Table 1 that the pomegranate growers were disseminating the farm information regularly to their family members (100.00%), relatives (74.00%), friends (71.33%), and neighbours (69.00%). The percentages of pomegranate growers who disseminate the information occasionally the person contacted to him (53.33%) and very few pomegranate growers were disseminating the farm information regularly and occasionally to Farmers of neighbouring villages (10.67%).

Table 1 also shows that methods used by pomegranate growers for disseminating the farm information regularly were by making telephone call (77.00%), by providing the information to farmers who visited at farmer's home (46.00%) followed by informal discussion with neighbor farmers, friends and other farmer (31.33%). Majority of pomegranate growers were using the method to disseminate the information occasionally to others were, by various programmes organized by Agricultural Department (72.00%), by participating in various programmes organized by different institutes (64.00%).

The farmers which never use methods of singing the song

(100.00%), by making YouTube video (96.67%), by giving the speech in Gram sabha (95.33%), by inviting farmers on own demonstration plot (93.33%), by arranging special meeting (89.00%), by giving the visit to farmers' field and home (78.00%) and by providing farm publication which are published by extension institutes (72.00%).

It is concluded that the majority of the pomegranate growers were regularly disseminating farm information to their family members, friends, relatives and neighbours regularly and person contacted him and methods regularly used were by providing information to farmers whom visited at their home, by making telephone call, Informal discussion with neighbor farmers, Friends and other farmer, he/she disseminate the information occasionally to other through various programmes organized by Agricultural Department and participating in various activities of different institutes. They never use methods for dissemination information like by participation in singing the song, making YouTube video, by giving the speech in Gramsabha, by inviting farmers on own demonstration plot and by arranging special meeting.

Table 3: Distribution of pomegranate growers according to their Information output behaviour

Sr. No.	Information Output Behaviour	Respondents (N = 300)	
		Frequency	Percentage
1.	Low	52	17.33
2.	Medium	204	68.00
3.	High	44	14.67
	Total	300	100.00

It is observed from Table 3 that majority of the pomegranate growers i.e. 68.00 per cent were found in medium category of information output behaviour. About 17.33 per cent pomegranate growers were in low category of information output and few of pomegranate growers i.e. 14.67 per cent were in high information output behaviour category. The above findings are in line with Galande (2013) ^[2].

Conclusion

It was concluded that majority of the pomegranate growers were mainly evaluated the information by discussion with family members, by evaluating farm experience, by discussion with friends and discussion with progressive farmers. It was also concluded that majority of pomegranate growers were mainly stored the information by memorizing, practicing the method and preserving printed material and transformed the information by discussing the self-experience and by normal conversations. It is concluded that the majority of the pomegranate growers were regularly disseminating farm information to their family members, friends, relatives and neighbours regularly and person contacted him and methods regularly used were by providing information to farmers whom visited at their home, by making telephone call, Informal discussion with neighbor farmers, Friends and other farmer, he/she disseminate the information occasionally to other through various programmes organized by Agricultural Department and participating in various activities of different institutes. They never use methods for dissemination information like by participation in singing the song, making YouTube video, by giving the speech in Gramsabha, by inviting farmers on own demonstration plot and by arranging special meeting. It was observed from the study that majority of pomegranate growers were found in medium information processing and information output

behaviour category.

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