



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(11): 267-270
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www.thepharmajournal.com
Received: 15-09-2023
Accepted: 18-10-2023

Parivesh Singh Nirala
Department of Agricultural
Extension, CoA, IGKV, Raipur,
Chhattisgarh, India

Dr. Prahlad Kumar Sangode
Associate Professor, Department
of Agricultural Extension, CoA,
IGKV, Raipur, Chhattisgarh,
India

Ritu Swarnkar
Department of Agricultural
Extension, CoA, IGKV, Raipur,
Chhattisgarh, India

Ram Ogre
Department of Agricultural
Extension, CoA, IGKV, Raipur,
Chhattisgarh, India

Twinkle Handa
Department of Agricultural
Extension, CoA, IGKV, Raipur,
Chhattisgarh, India

Corresponding Author:
Parivesh Singh Nirala
Department of Agricultural
Extension, CoA, IGKV, Raipur,
Chhattisgarh, India

Communicational behaviour of tasar cocoon producers under tasar development and extension programme (TDEP) in Jangir Champa district of Chhattisgarh

Parivesh Singh Nirala, Dr. Prahlad Kumar Sangode, Ritu Swarnkar, Ram Ogre and Twinkle Handa

Abstract

India stands as the globe's second-largest producer and key supplier of silk to global markets. Sericulture emerges as a vital solution for maintaining employment within rural areas, curbing migration to urban centers, and ensuring lucrative job opportunities. This practice demands modest investments while furnishing essential raw materials for the textile industry. The study was conducted during the 2021-22, focused on Baloda and Pamgarh blocks in the Janjgir-Champa district of Chhattisgarh state. These areas were chosen due to their high concentration of tasar cocoon beneficiaries and substantial program coverage. The research involved 150 tasar cocoon producers from the Tasar Development and Extension Programme's beneficiary list. The study depicts that awareness towards cocoon production, majority (96.67%) of respondents were fully aware about harvesting of cocoons and in awareness towards TDEP 97.73 percent respondents were fully aware about the subsidies given by the government to buy Disease Free laying's and 98.00 percent of the respondents had been seeking information from Sericulture field officers for tasar cocoon production practices. In training programme, 73.33 percent of respondents had attained the 'Silk Research and Development Training Programme' and about marketing channel all the respondents sold their tasar cocoon through {Producer → Govt. agencies (cocoon bank)} marketing channel.

Keywords: Tasar cocoon producers, tasar silk, TDEP (Tasar development and extension programme), communicational behaviour, disease free laying's

Introduction

Silk, one of the earliest fiber known to humans, is a natural fiber derived from the secretion of proteins by a caterpillar commonly called a "silkworm." This secretion, in a fluid state, solidifies into a single filament known as fibroin, which is the basis of silk. The silkworm undergoes four stages in its life cycle: egg, silkworm, pupa, and moth. During the cocoon stage, humans intervene to extract the continuous and commercially valuable filament, which is then woven into the fabric of dreams.

China stands as the leading global producer of silk, with India following closely in second place. Despite its relatively small market share, approximately less than 0.2% in the world's textile market (exact figures are challenging to ascertain due to the lack of reliable data on completed silk products in most importing nations), silk is cultivated in 60 countries globally. The majority of mulberry production and nearly all non-mulberry silk originate from Asia. However, sericulture initiatives have recently emerged in countries such as Brazil, Bulgaria, Egypt, and Madagascar. Sericulture demands significant labor, employing approximately 1 million individuals in China's silk industry. In India, the industry provides employment for around 7.9 million people, and in Thailand, it supports 20,000 weaving families. China remains the primary global producer and supplier of silk to international markets, while India holds the second position. Sericulture not only sustains rural employment but also acts as a deterrent against migration to urban areas, offering lucrative employment opportunities. Moreover, it requires modest investments while serving as a vital source of raw materials for the textile sector.

India holds a distinctive position as the sole producer of all five recognized commercial silks: Mulberry, Tropical Tasar, Oak Tasar, Eri, and Muga, with Muga being particularly unique due to its golden yellow glitter, a characteristic exclusive to India. In the silk production of 2020-21, Mulberry constituted 70.72% (23,860 MT), Tasar 8.02% (2,705 MT), Eri 20.55% (6,935

MT), and Muga 0.71% (239 MT) of the total raw silk output, which amounted to 33,739 MT (Provisional).

During the establishment of the state of Chhattisgarh, the sericulture sector under DORI (Directorate of Rural Industries) possessed around 12,269 hectares of land dedicated to Saja and Arjuna plantation.

Janjgir-Champa is renowned not just in India but globally for its Tasar Silk production. Currently, there are 520 hectares of land allocated for Saja/Arjuna Plantation, involving 500 beneficiaries dedicated to silk production. The district produces 4.5 million silk cocoons, while the demand exceeds 5 million. To boost silk production, the district administration has proposed various plans.

Material and Methods

The study was conducted in the Janjgir-Champa district of Chhattisgarh state during 2021-22 and purposefully chosen due to the district's significant tasar silk production. Janjgir-Champa not only has a substantial number of beneficiaries under the tasar silk program but also holds a GI tag for tasar silk and fabrics. This district comprises 9 blocks, out of them 2 specific blocks, namely Pamgarh and Baloda, were deliberately selected due to their higher number of beneficiaries and extensive programme coverage. A total of 150 Tasar cocoon producers, 75 Tasar cocoon producers from each selected blocks, were randomly chosen from the beneficiaries' list of the Tasar Development and Extension

Programme for this study.

Results and Discussion

Awareness about Tasar cocoon production

Table 1 indicated that the majority of respondents (96.67%) were fully aware about harvesting of cocoons followed by 88.00 percent who had fully aware about the host plants which were used for tasar cocoon production and know how to take care of silkworms, 54.00 percent of respondents were fully aware about providing manure and fertilizers to host plants for tasar cocoon production and only 43.33 percent of respondents were fully aware about the pests and diseases involved in the production of tasar cocoons and about their control measures.

56.00% respondents were partially aware about the pests and diseases involved in the production of tasar cocoons and their control measures. followed by 46.00 percent respondents who had partially aware of providing manure and fertilizers to host plants for tasar cocoon production, 12.00 percent of respondents had partially aware of host plants which were used for tasar cocoon production whereas, 11.33 percent respondents had partially aware about how to take care of silkworms and only 3.33 percent had aware about the harvesting of cocoons.

A very few people (0.67%) were not at all aware of taking care of silkworms and the pests and diseases involved in the production of Tasar cocoons and about their control measures.

Table 1: Distribution of the respondents according to their awareness about tasar cocoon production

Sl. No.	Statements	Fully aware		Partially aware		Not at all aware		Mean	Rank
		F	%	F	%	F	%		
1	Are you aware of which host plants are used for tasar cocoon production?	132	88.00	18	12.00	0	0.00	1.88	II
2	Are you aware of how to take care of silkworms?	132	88.00	17	11.33	1	0.67	1.87	III
3	Are you aware of the pests and diseases involved in the production of Taser cocoons and their control?	65	43.33	84	56.00	1	0.67	1.43	V
4	Are you aware of providing manure and fertilizers to host plants for tasar cocoon production?	81	54.00	69	46.00	0	0.00	1.54	IV
5	Are you aware of when to harvest the tasar cocoon?	145	96.67	5	3.33	0	0.00	1.96	I

(n=150)

Awareness about TDEP

Table 2 indicated that the majority (97.73%) of respondents were fully aware about the subsidies given by the government to buy Disease Free laying's followed by 95.33 percent who were fully aware about that the concerned department provides free technical guidance for tasar cocoon production from time to time, 79.33 percent of respondents were fully aware about the purchase of cocoons on the support price fixed by the government, 76.00 percent of respondents were fully aware about the tasar cocoon production technology and only 3.33 percent of respondents were fully aware about the other schemes run by the sericultural department.

The maximum (38.67%) of respondents were partially aware about the other schemes run by the sericultural department, followed by 24.00 percent of respondents who were partially

aware about tasar cocoon production technology, 20.67 percent of respondents were partially aware about the host plants which were used for tasar cocoon production whereas, 11.33 percent of respondents were partially aware about the purchase of cocoons on the support price fixed by the government and only 4.00 percent and 2.67 percent were partially aware about the concerned department provides free technical guidance for tasar cocoon production from time to time and about the subsidies given by the government to buy Disease Free laying's. A very few people 58.00 percent were not at all aware about the other schemes run by the sericultural department followed by 0.67 percent were not at all aware about the concerned department providing free technical guidance for tasar cocoon production from time to time.

Table 2: Distribution of the respondents according to their awareness about TDEP (n=150)

Sl. No.	Statements	Fully aware		Partially aware		Not at all aware		Mean	Rank
		F	%	F	%	F	%		
1	Are you aware of tasar cocoon production technology?	114	76.00	36	24.00	0	0.00	1.76	IV
2	Are you aware of subsidies given by the government to buy DFL's (Disease Free laying's)?	146	97.33	4	2.67	0	0.00	1.97	I
3	Are you aware that the concerned department provides free technical guidance for tasar cocoon production from time to time?	143	95.33	6	4.00	1	0.67	1.95	II
4	Are you aware of the purchase of cocoons on the support price fixed by the government?	119	79.33	31	20.67	0	0.00	1.79	III
5	Are you aware of other schemes run by the sericultural department?	5	3.33	58	38.67	87	58.00	0.45	V

Sources of information

Figure 1 illustrates that the majority (98.00%) of respondents sought information from Sericulture field officers, followed by 86.67 percent from agriculture extension personnel, 81.33 percent from smartphones and social media, 80.66 percent from smartphones and social media, 20.00 percent from forest officers, 2.67 percent from magazines, and 2.00 percent from tasar cocoon producers, groups, and organizations.

organizations. Additionally, 20.00 percent obtained information from television, 12.00 percent from forest officers, 8.67 percent from KVK/Agriculture research Centre, 6.00 percent from newspapers, 2.67 percent from magazines, and 2.00% from radios.

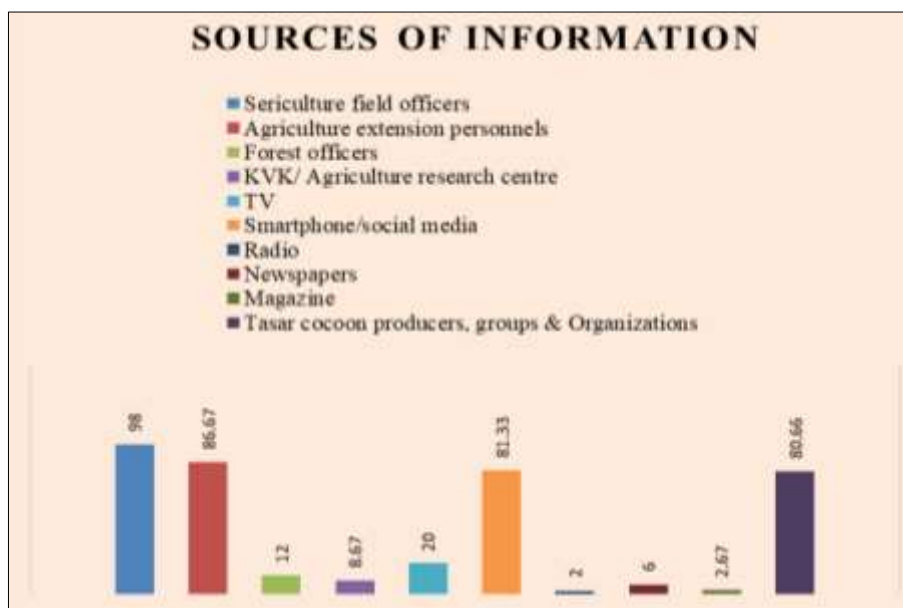


Fig 1: Distribution of the respondents according to their sources of information for tasar cocoon production

Participation in training programme

The data presented in figure 2 indicates that the majority of the respondents (73.33%) attained the 'Silk Research and Development Training' programme' followed by 15.34 percent of respondents who attained the 'Sericulture and Threading Training' programme' and 8.67 percent who attained both the training programmes.

Threading Training programme' and 8.67 percent who attained both the training programmes and only 11.33 percent of respondents were those who does not attained both the training programme.



Fig 2: Distribution of the respondents according to their participation in training programme

Marketing channels

It was evident from table 3. that all the respondents sold their tasar cocoon through marketing channel of {Producer → Govt. agencies (cocoon bank)}.

Table 3: Distribution of the respondents according to their marketing channel for selling tasar cocoon (n=150)

Sl. No.	Marketing channel	F	%
1	Producer → Whole purchaser	-	-
2	Producer → Govt. agencies (cocoon bank)	150	100.00

Conclusion

In awareness about tasar cocoon production, approx. 97 percent respondents were fully aware about harvesting of cocoons and in awareness about TDEP, majority (97.73) of respondents were fully aware about the subsidies given by the government to buy Disease Free laying's. In case of sources of information, among all the sources majority of the respondents (98.00%) had been seeking information from Sericulture field officers. In the training program participation, 73.33 percent of the respondents completed the 'Silk Research and Development Training Program,' while 15.34 percent of respondents completed the 'Sericulture and Threading Training Program. While in marketing channel, cent percent respondents sold their tasar cocoon through the marketing channel of Producer → Govt. agencies (cocoon bank).

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