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A study on communication behaviour of vegetables growers in Reasi of Jammu & Kashmir, India

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Abstract

Communication is considered as the basic need of human beings and the survival, growth, progress and development of any society depends on it. An effective communication plays the significant role in agricultural development. The effective communication leads to the upliftment of rural society. In hilly areas of Union Territory of Jammu & Kashmir, the dissemination of information is tough as the farmers live in the isolated villages and terrains are very difficult. Under these circumstances mass media can play an important role to disseminate the information to the vegetables growers of hilly areas.

Vegetables are very important group of crops grown in hilly Dist. Reasi of Jammu and Kashmir where different kinds of vegetables are grown. Keeping in mind the importance of communication behaviour in the transfer of vegetables production technology, a study on "Communication Behaviour of Vegetables Growers in Reasi Dist. Reasi of Jammu & Kashmir, India" was conducted in hilly District Reasi of Union Territory of Jammu and Kashmir which was selected purposively. Out of 12 C.D. Blocks 4 C.D Blocks namely Pouni, Reasi, Panthal and Arnas were selected randomly. A sample of 20 percent villages was selected randomly from selected Gram Panchayats. A sample of 20 percent Gram Panchayats from each selected block was selected randomly. A sample of 20 percent villages from the selected Gram Panchayats was selected randomly. A sample of 20 percent (150) vegetables growers was selected randomly from selected villages. Hence, a total of 150 respondents were finally selected for recording their responses for study purpose. Communication behaviour of vegetables growers has been operationalized as information input, information processing and information output behaviour of the respondents. An index was prepared for studying the communication behaviour of vegetables growers, wherein information input was studied in terms of sources of information, processing of information was studied in terms of evaluation, storage and transfer of information and information output was studied in terms of dissemination of information.

It was found that the majority of respondents were using Extension Personnel of KVK, Extension Personnel of Departments of Agriculture, progressive vegetables growers, television, relatives and friends and radio as arranged rank wise 1, 2, 3, 4, 5 and 6 respectively as the main sources of information on vegetables production technologies referred as the information input behaviour of the vegetables growers.

A large number of farmers used to evaluate (processing) the information by discussing with the elder family members, progressive farmers, neighbours and local leaders/key communicators as arranged rank wise 1, 2, 3 and 4 respectively. Majority of vegetables growers stored the information by memorization and writing in general notebooks as arranged rank wise 1 and 2 respectively. A large number of vegetables growers transformed the information by rearranging the important information as per their needs and rearranging the information in local dialect. Majority of vegetables growers disseminated the information (information output) to their family members, neighbours and those who cultivate in their lands as arranged rank wise 1, 2 and 3 respectively. It was found that majority of vegetables growers had medium communication behaviour towards different vegetables production information sources.

Keywords: Behaviour, communication, vegetables growers, information, dissemination

Introduction

Present Indian extension system is under numerous pressures where the extension workers have to cater not only vast population but also to perform administrative, election, input supply and other works. In India, the ratio of extension worker and farmer is more than 1:1000 practically it is not possible to cater all the farming problems of farmers all the time. Under such circumstances, the mass media can be utilized to disseminate the information to the farmers. In present era, it is difficult to work without mass media of communication, as they have become the part of fabric of modern society. In order to ensure the appropriate farm technologies to the vegetables growers, there is need to understand their information sources, processing and information output behaviour.

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Vegetables are the important crops in hilly and sub-mountainous regions of Reasi Dist. of Union Territory of Jammu and Kashmir. Vegetables are the source of income for the many farmers of the Dist. Vegetables are widely grown crop in Reasi Dist. of J & K as the Dist. has conducive climate and soil conditions for the variety of vegetables. The vegetables crops require adequate manuring even on the soils which may be considered naturally fertile. Vegetables crops need nutrition regularly. In Union Territory of Jammu & Kashmir vegetables grown in both Rabi and Kharif seasons as the Dist. is having congenial atmosphere for the different types of vegetables cultivation. Okra, bottle gourd, knolkhol, radish, cauliflower, cabbage, potato etc. are the major crops grown in the Dist. These vegetables crops occupy the major area among the vegetables crops in Reasi Dist. of Union Territory of J&K. Vegetables are the potential source of income for the rural people of hilly Dist. Reasi of J&K. The farmers of the Dist. are adopting the new methods in vegetables production in order to increase the production and productivity of vegetables. Still the vegetables production and productivity is low in Reasi Dist. of J&K as compared to national level. The low vegetables production in the Dist. is mainly due to low level of vegetables production information sources for the vegetables growers.

Keeping in mind the importance of communication behaviour of vegetables growers in Reasi Dist. A study on "Communication Behaviour of Vegetables Growers in Reasi of Jammu & Kashmir, India" was undertaken with the specific objectives.

1. To study the communication behaviour of the vegetables growers in Reasi Dist. of Jammu & Kashmir, India.

Table 1: Distribution of respondents on their frequency of using different sources of vegetables production information

S. No.	Sources of vegetables production information	Frequency of use of different sources of vegetables production information			Rank
		Often	Occasionally	Never	
1	Extension personnel of KVK	96(64.00)	41(27.33)	13(8.66)	I
2	Extension personnel of Dept. of Agri.	88(58.66)	52(34.66)	10 (0.66)	II
3	Salesmen of Agril. inputs	46 (30.66)	55(36.66)	49 (32.66)	VIII
4	Local leaders	42(28.00)	51(34.00)	57 (38.00)	IX
5	Progressive farmers	79(52.66)	60(40.00)	11(7.33)	III
6	T.V.	78(52.00)	48(32.00)	24(16.00)	IV
7	Radio	56(37.33)	28(18.66)	66(44.00)	VI
8	Extension Publications	32(21.33)	50(33.33)	68 (45.33)	XI
9	Neighbourers	48(32.00)	64(42.66)	38(25.33)	VIII
10	Relatives and friends	66(44.00)	42(28.00)	42 (28.00)	V
11	Internet	52(34.66)	43(28.66)	55(36.66)	VII

* Figures in parentheses indicate percentages.

The above table shows that the farmers often get the information from Extension personnel of KVK (64.00), Extension Personnel from Department of Agriculture (58.66), progressive farmers (52.66), T.V. (52.00), relatives and friends (44.00), Radio (37.33), Internet (34.66) neighbourers (32.00), salesmen of agril inputs (30.66), local leaders (28.00) and extension publications (21.33) respectively.

The farmers also got the information occasionally from neighbourers (44.66%), progressive farmers (40.00), salesmen of argil. inputs (36.66), extension personnel of Dept. of agriculture (34.66), local leaders (34.00), extension publications (33.33), T.V. (32.00), Internet (28.66), relatives and friends (28.00), extension personnel of KVK (27.33) and radio (18.66) respectively.

Materials and Methods

The present study was conducted in hilly Dist. Rich Reasi of Jammu and Kashmir which was selected purposively. Out of 12 C.D Blocks only 4 C.D. Blocks namely Pouni, Reasi, Panthal and Arnas were selected randomly. A sample of 20 percent Gram Panchayats from each selected block was selected randomly. A sample of 20 percent villages was selected randomly from selected Gram Panchayats. A sample of 20 percent maize growers (150) was selected randomly from the selected villages. Communication behaviour has been operationalized as vegetables production information input, vegetables production information processing and vegetables production information output behaviour of the respondents in the study. An index was developed to study the communication behaviour of respondents.

Vegetables production information input was studied in terms of sources of vegetables production information, vegetables production information processing was studied in terms of evaluation, storage and transformation of vegetables production information and vegetables production information output was studied in terms of dissemination of vegetables production information.

Findings and Discussion

1. Communication behaviour of vegetables growers

(A) Vegetables Production Information Input Behavior

The respondents were asked to indicate the sources by which they did update themselves with the scientific vegetables production information.

The farmers who never got the information from extension publications (45.33), radio (44.00%), local leaders (38.00%), Internet (36.66)salesmen of agril. inputs (32.66), Extension Personnel of department of agriculture (28.00), relatives and friends (27.33%), neighbourers (25.33), TV (16.00), progressive farmers (7.33) and extension personnel of KVK (8.66) respectively.

The results are in accordance with the results of Ambastha (1974) [2], Arneja, C.S. and Singh DP (1998) [3], Gour M and Bishnoi I (2010) [11], Lal Tandon and Sahu (2013) [18], Hakeem, De and Lal (2014) [27] and Lal and Tandon (2020) [19].

(B) Information Processing Behaviour of Respondents**Table 2:** Distribution of respondents on the basis of vegetables production information evaluation, vegetables production information storage and vegetables production information transformation,

(N=150)

S. No.	Statements	Frequency			Rank
		Often	Occasionally	Never	Often
A. Vegetables production Information Evaluation					
1	Discuss with elder family members	101 (67.33)	30(20.00)	19 (12.66)	I
2	Discuss with neighbourers	66(44.00)	35(23.33)	49(32.66)	III
3	Discuss with progressive farmers	93(62.00)	22(14.66)	35(23.33)	II
4	Discuss with local leaders / key communicators	61(40.66)	40(26.66)	49(32.66)	IV
5	Discuss in light of past experiences	58(38.66)	27(18.00)	65 (43.33)	VI
6	Thinking about technical feasibility	48 (32.00)	35(23.33)	67 (44.66)	VII
7	Discuss with SHGs/farm association/farmers clubs	61(40.66)	38(25.33)	51(34.00)	V
B. Vegetables production Information storage					
1	By memorization	56 (37.33)	50(33.33)	44(29.33)	I
2	Writing in general notebook	36 (24.00)	46(30.66)	68(45.33)	II
3	Preparing subject wise files	18 (12.00)	13(8.66)	119 (79.33)	IV
4	By preserving the printed matter	20(13.33)	9(6.00)	121 (80.66)	III
C. Vegetables production Information transformation					
1	Rearrange the important information as per farmers needs	85(56.66)	38(25.33)	27(18.00)	I
2	Rearrange the information in local dialect	19(12.66)	18(12.00)	113 (75.33)	II

*Figure in parentheses indicate percentages

(A) Vegetables Production Information Evaluation

It is clear from the table 2 that respondents had evaluated the vegetables production information often by discussing with elder family members (67.33), progressive farmers (62.00), neighbourers (44.00), local leaders/key communicators (40.66), by discussing with SHGs / farm association/farmers clubs (40.66) on the basis of their past experiences (38.66) and thinking about technical feasibility (32.00).

The respondents had evaluated the vegetables production information occasionally by local leaders (26.66%), by discussing with SHGs / farm association (25.33%), thinking about technical feasibility (23.33), neighbourers (23.33), discussing with elder family members (20.00%), on the basis of their past experiences (18.00%) and progressive farmers (14.66). The percentages of respondents who never evaluated the vegetables production information by these methods were (44.66), (43.33), (34.00), (32.66), (32.66), (23.33) and (12.66) respectively.

(B)Vegetables production Information Storage

The table 2 further shows that the respondent's often stored the vegetables production information by memorization (37.33), writing in general notebooks (24.00), by preserving

the printed matter (13.33) and preparing subject wise files (12.00) respectively. The percentages of respondents who use the information storage occasionally by these methods were (33.33), (30.66), (8.66), and 6.00 respectively. The percentage of respondents who never used the vegetables production information storage by these methods were (80.66), (79.33), (45.33) and (29.33) respectively.

(C) Vegetables production Information transformation

It is clear from the table that the respondents' often transformed the information by rearranging the important information as per their needs (56.66) and rearranging the information in local dialect (12.66). The percentages of respondents who occasionally transformed the information were (25.33) and (12.00) respectively. The percentages of respondents who never transformed information by these methods were (75.33) and 28.00 respectively.

The findings are in accordance with the findings of Ambastha (1974) [2] and Pandey (1979) [21], Gour M and Bishnoi I. (2010) [11], Lal Tandon and Sahu (2013) [18], Hakeem, De and Lal (2014), Raman (2014) [23] and Lal and Tandon (2020) [19].

Vegetables production information output behavior**Table 3:** Distribution of respondents on the basis of vegetables production information output behavior

S. No.	Statements	Often	Occasionally	Never	Rank (Often)
1	To my family members	124 (82.66)	22(14.66)	4 (2.66)	I
2	To my relatives	97 (64.66)	45(30.00)	8(5.33)	V
3	To my neighbourers	109 (72.66)	18(36.00)	23(15.33)	II
4	To my friends	98 (65.33)	32(21.33)	20 (13.33)	IV
5	To the person who contacted me	88(58.66)	56(37.33)	6(4.00)	VII
6	To all the persons known to me	93(62.00)	44(29.33)	13(8.66)	VI
7	To the farmers of neighboring villages	73 (48.66)	22(14.66)	55(36.66)	VIII
8	To those who are cultivating in my land	102 (68.00)	23(15.33)	25 (16.66)	III

*Figures in parentheses indicate percentages

The vegetables growers after getting the information and processing it disseminate to other farmers. It is clear from the table 3 that the farmers disseminated the vegetables production information often to their family members (82.66), neighbourers (72.66), those who cultivate in their

land (68.00), friends (65.33), relatives (64.66), the persons who were known to him (62.00) and other persons who contacted him (58.66) and to the farmers of neighboring villages (48.66) respectively.

The percentages of farmers who disseminated the vegetables production information occasionally to others were (37.33), (36.00), (30.00), (29.33), (21.33), (15.33), (14.66) and (14.66) respectively. The percentage of farmers who never disseminated the vegetables production information to others were (36.66), (16.66), (15.33), (13.33), (8.66), (5.33), (4.00) and (2.66) respectively.

The findings are in line with Pandey (1979) [21], Gour M and Bishnoi I (2010) [11], Lal Tandon and Sahu (2013) [18], Hakeem, De and Lal (2014), Raman (2014) [23] and Lal and Tandon (2020) [19].

Table 4: Distribution of respondents according to their communication behavior towards vegetables production farm information

(N=150)

S. No.	Level of communication behavior	Frequency of Respondents
1	Low (Below $\bar{X} -SD$)	18 (12.00)
2	Medium (in between $\bar{X} \pm SD$)	75 (50.00)
3	High (more than $\bar{X} +SD$)	57 (38.00)

*Figures in parentheses indicate the percentages

It is clear from the above table that 12.00 percent respondents had low communication behavior towards vegetables production information. 50.00 percent respondents had medium communication behavior towards vegetables production information and 38.00 percent respondents had high communication behavior towards vegetables production information.

The finding is in line with Babu and Sinha (1985) [4], Rajput (1993) [22], Lal, Tandon and Sahu (2013) [18], Hakeem, De and Lal (2014), Raman (2014) [23] and Lal and Tandon (2020) [19].

Conclusion

It can be concluded that communication behavior of the vegetables growers was greatly influenced by the Extension Personnel of KVK, Extension Personnel of Dept. of Agriculture, Progressive Farmers and TV and they were considered as the effective communication media for dissemination of vegetables production information. After receiving the vegetables production information, the farmers mainly disseminated the vegetables production information to the family members, neighbours, those who used to cultivate his land, friends and relatives. Majority of the respondents were having medium communication behavior towards the vegetables production information sources.

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