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Utilization of Information Sources by SRI growers

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ABSTRACT

The information sources play a key role in ensuring food security and sustainable agriculture. The demonstration, agricultural scientist, friend, extension worker, training, television, radio, relative etc. are the main source of information by creating socio information support system to identify the problem of the SRI farmers so that the need based information through information sources may be provided and also to established its utility among SRI farmers there by resulting. The present study was carried out to know the utilization of information sources by SRI growers in Balaghat block of District Balaghat Madhya Pradesh with 120 SRI farmers of Balaghat block. It was found that the most of the respondents they were utilized the information sources mostly respect to SRI method of paddy cultivation, In case of individual contact methods Agricultural scientists and Rural Agril. Extension officers were the main source of information. In case of group approach Demonstration, Training and Lecture were the main source of information and in the case of mass approach Television and Radio were the main source of information utilized by the SRI growers.

Key words : SRI growers, utilization of information sources.

INTRODUCTION

The present era is the time of communication. Effective communication from different sources and channels are essence of extension, which provides knowledge and information for rural people to modify their behaviour in the ways that provide sustainable benefits to them and to the society. Normally the farmers receive the information through individual, group and mass approaches which are always used by maximum number of extension personnel in our country. In this way the extension personnel establish contact by visiting the fields or at the homes of the farmers for solving their problems. We can include result demonstration, lecture, group discussion, seminar, newspaper, television, radio, exhibition in these approaches.

The recent break-through in rice cultivation known as System of Rice Intensification (SRI) method is one in such cases which may be considered as disembodied technology. The disembodied type of technical change is mainly due to improved management method. Father Henri de Laulanie developed SRI in Madagascar in the early 1980s in 1990. In SRI synergic interaction increases land, labour and water use efficiency. Information plays an important role in the field of agricultural development by informing the farmers about new techniques in agriculture. That help to narrow the gap between research result and their application by the farmers. Farmers need latest information regarding the current researches, latest varieties evolved methods of fertilizer application, methods of seed treatment and seed inoculation, new techniques of irrigation and new plant protection techniques *etc*. Therefore the present study was undertaken to analyze the utilization of information sources by SRI growers in Balaghat block of district Balaghat.

METHODOLOGY

The study was conducted in Balaghat block of district Balaghat M.P. on the basis of large area covered under rice crop because the Balaghat district is famous for rice growing district in M. P. The Balaghat district comprises of 10 block namely Waraseoni, Katangi, Khairlanji, Lalbarra, Kirnapur, Lanji, Baihar, Birsa, Paraswada, and Balaghat. Out of which only Balaghat block was selected purposively selected because this block is in second highest on area covered under paddy crop. The Balaghat block comprises 149 villages out of which 10 villages were selected on the basis of maximum SRI growers, thus the total 120 SRI growers were selected as a sample of study on the basis of proportionate random sampling method from all selected villages. The data were collected through pre-tested interview schedule.

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RESULTS AND DISCUSSION

Table 1: Profile of SRI Growers

Independent variable	Categories	n=120 Frequency	Percentage
Age	Young age group (21- 36 years)	28	23.33
	Middle age group (37 – 55 years)	66	55.00
	Old age group (56 and above)	26	21.67
Socio-economic status	Low	38	31.70
	Medium	60	50.00
	High	22	18.30
Economic motivation	Low	18	15.00
	Medium	69	57.50
	High	33	27.50
Scientific orientation	Low	25	20.84
	Medium	58	48.33
	High	37	30.83
Market orientation	Low	17	14.17
	Medium	81	67.50
	High	22	18.33
Knowledge level	Low	11	9.17
	Medium	53	44.17
	High	56	46.66
Adoption level	Low	17	14.16
	Medium	49	40.84
	High	54	45.00
Attitude towards SRI method	Poor	23	19.17
	Moderate	24	20
	High	73	60.83
Irrigation status	No source	0	0
	River	25	20.83
	Well / tube well	19	15.83
	Canal	76	63.34
Annual income	Low (₹50000 – 200000)	72	60.00
	Medium (₹ 200001 – 450000)	36	30.00
	High (₹450001 – 700000)	12	10.00
Production level	Low (40 – 60 q) /ha.	14	11.67
	Medium (61 – 80 q) / ha.	66	55.00
	High (81 – 100 q)/ ha.	40	33.33

Table 1 shows the profile of SRI growers. The study revealed that higher percentage of SRI growers (55.00%) belonged to middle age group (37 to 55 years). In case the socio-economic status of SRI growers, (50.00%) belonged to medium socio-economic status. The study further depicted that the maximum (57.50%) of SRI growers had medium economic motivation. In case of scientific orientation, the study revealed that higher percentage of SRI growers (48.33%) had medium scientific orientation. As regard market orientation of SRI growers, (67.50%) belonged to medium market orientation. More than forty percent (46.66%) SRI growers obtained high knowledge on SRI practice. The higher percentage of SRI growers (45.00%) obtained high adoption of SRI method of paddy cultivation. In case of attitude towards SRI higher percentage (60.83%) of paddy growers had high attitude towards SRI method. The study depicted that in case of irrigation source the majority (63.33%) of SRI growers had only canal is their main source of irrigation. As regard annual income (60.00%) respondents were having low annual income (₹50000 /- to ₹200000/-).In case of production the study revealed that higher percentage (55.00%) of SRI growers had obtained medium production (61 80 q.)/ha.

Table 2: Distribution of SRI growers according to their utilization of information sources:

Categories	Frequency	Percentage
Low (0 – 18 scores)	20	16.67
Medium (19– 36 scores)	36	30
High (37 – 54 scores)	64	53.33
Total	120	100.00

The data presented in Table 4.15 indicates the distribution of SRI growers according to their utilization of information sources with reference to SRI method. It has been revealed that out of total SRI growers , only 16.67 per cent had low utilization of information sources, followed by 30.00 per cent had medium and 53.33 per cent SRI growers had high utilization of information sources regarding SRI method.

Table 3: Mean score of utilization of information sources with reference to SRI method

Information source	Mean	Rank
Individual method		
Friend	1.73	II
Relative	1.43	V
Neighbors	1.43	V
Progressive farmers	1.50	IV
Extension workers	1.73	II
Local leader/ Gram Panchayat leader	1.50	IV
Telephone cell	0.33	XI
Letter	0.33	XI
Agril.Scientist	1.85	I
Overall mean $(\overline{X})$	**1.31**	
Group method		
Demonstration	1.85	I
Meeting	1.31	VI
Group discussion	1.27	VII
Field day	1.31	VI
Conference	1.27	VII
Field tour	1.18	VIII
Training	1.68	III
Lecture	1.68	III
Seminar	1.43	V
Overall mean $(\overline{X})$	**1.44**	

Mass method		
Radio	1.50	IV
Television	1.68	III
Newspaper	1.18	VIII
Agril. Magazines	1.18	VIII
Exhibition/ farmers fair	0.88	IX
Campaigns	0.88	IX
Internet	0.33	XI
Mobile	0.65	X
Chart- poster	0.65	X
Overall mean $(\overline{X})$	**0.99**	

Table 3 shows the mean scores obtained utilization of information sources with reference to SRI method. It is clearly depicted in the table that mean score of various information sources were ranged from 1.85 to 0.33. this indicates that demonstration and agricultural scientist were more important than other information sources to the SRI growers. The information sources of SRI technology which having higher mean score than the overall mean were Demonstration and Agricultural scientist (1.85) as they have received first rank, followed by friend and extension worker (1.73) as they received second rank. Training, lecture and television (1.68) as they received third rank. Whereas Progressive farmers, radio and Gram Panchayat leader (1.50) they received fourth rank. The information sources which have less mean scores than the overall mean were relative, neighbor and seminar (1.43) as they received fifth rank followed by meeting and field day (1.31) as they received sixth rank whereas Group discussion and conference (1.27) received seventh rank. Field tour, newspaper and Agril. Magazines (1.18) as they have received eight rank. The very less important information sources which have lowest mean score than overall mean scores were Exhibition, campaigns (0.88) received ninth rank whereas mobile and chart-posters received tenth rank. The information sources which having last rank as they were internet, telephone cell and letter.

Thus it can be concluded that the most important information sources used by SRI growers were demonstration, agricultural scientist, friend, extension worker , training , lecture, television , radio, progressive farmer and gram panchayat leader.

While less important information sources used by the respondents were relative , neighbor , seminar , meeting, field day, group discussion, conference , news paper, field tour and agricultural magazines.

Whereas the very less important information sources used by SRI growers were exhibition, campaigns, mobile, chart-poster, internet , telephone cell and letter.

Table 3 also shows that the overall mean score obtained from the individual method was 1.31 whereas overall mean score obtained from the group method was 1.44 and in the mass method it was found that the overall mean score was 0.99. Thus it can be concluded that most important method for the utilization of information sources which was highly utilized by SRI growers were group method, individual method and mass method.

Table 4: Relationship of SRI growers with utilization of information sources

Independent variables (X)	Dependent variable (Y)
Age	-0.056 NS
Socio-economic status	0.322**
Economic motivation	0.331**
Scientific orientation	-0.003NS
Market orientation	0.097NS
Knowledge level	0.385**
Adoption level	0.399**
Attitude towards SRI	0.224*
Irrigation status	0.129NS
Annual income	0.484**
Production	0.276**

NS Non- significant
* Significant at 0.05 level of probability
** Significant at 0.01 level of probability

Zero order correlation coefficient between 11 different variables and the utilization of information sources (Table 4) revealed that the utilization of information sources with reference to SRI had positive and significant relationship with attitude towards SRI (X8) at 0.05 level of probability.

In case of socio-economic status (X2), economic motivation (X3), knowledge level (X6), adoption level (X7), annual income (X10) and production (X11) of SRI growers were found to have positive and significant correlation with utilization of information sources at 0.01 level of probability.

Zero order correlation coefficient between 11 variables and utilization of information sources with reference to SRI indicate that the utilization of information sources (Y) had positive and non-significant relationship with market orientation (X5) and irrigation status (X9), whereas age (X1) and scientific orientation (X4) showed negative and non-significant correlation with utilization of information sources with reference to SRI.

CONCLUSION

The study showed that As regards the profile of SRI growers are concerned, the finding of study can be summarized that majority of SRI growers (55.00%) belonged to middle age group (37-55 year).In case of socio-personal and economic attributes, most of the respondents (50.00%) belonged to middle level of socio-economic status. More than 55 per cent of SRI growers had medium economic motivation and medium level of

scientific orientation, above 60.00 per cent of SRI growers had medium market orientation.More than 45 per cent of the SRI growers secured high knowledge level and high percentage of adoption level. More than 60 per cent of SRI growers were having high attitude towards SRI method, nearly three-fourth (70.00%) of SRI growers were having medium irrigation status, 60.00 per cent of the respondents were having low annual income (₹50000/- to 200000/-). In relation to the production level of SRI growers, it was found that the majority of the SRI growers had medium production level (61 to 80 q.)/ ha.The study showed that the total (53.33%) SRI growers had high utilization of information sources regarding SRI method of paddy cultivation followed by 30.00% had medium and only 16.67% had low utilization of information sources regarding SRI method respectively. In other words , the extremely large majority had high and medium utilization of information sources with respect to SRI method. In case of individual contact methods Agricultural scientists and Rural Agril. Extension officers were the main source of information. In case of group approach Demonstration, Training and Lecture were the main source of information and in the case of mass approach Television and Radio were the main source of information utilized by the SRI growers.Relationship between profile of SRI growers and their utilization of information sources, revealed that socio-economic status, Economic motivation, attitude towards SRI, annual income, production, knowledge level and adoption level of SRI growers had significant relationship with utilization of information sources, while age, scientific orientation, market orientation and irrigation status of SRI growers were found to be non-significant relationship with utilization of information sources.The present agricultural extension system, which is highly compartmentalized, has several inherent weaknesses. To meet the needs of "Information Hungry" farmers and educated women and youths mostly engaged in farming. The information is also a critical input and as important as other key inputs such as credit, seeds, fertilizers and water. Different sources and channels of agriculture information can play to meet out this requirement.

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