

Research Paper :

Communication behaviour of farm women for Guar cultivation

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ABSTRACT

The present study was conducted in Haryana State. Two villages each of in Bhiwani and Hisar districts of Haryana which were selected purposively as guar is grown in area at large scale. A proportionate random sample of 180 farm women who were actively involved in farming was selected purposively. The pre-tested structured interview schedule was used to collect the data personally. Results revealed that the majority of the respondents were having radio as means of communication source followed by television and most of the respondents used localite source of information. Whereas, the respondents using frequently or least frequently cosmopolite and mass media sources of information. Frequently used mass media source of information were radio, television and cassette recorders. On the other hand neighbours, friends and family members were found very useful localite information sources. All the cosmopolite sources of information were found somewhat or not useful, but radio, television and cassette recorders were perceived as useful mass media source of information by the farm women.

Key words : Communication sources, Farm women, Guar, Usefulness

In India farm women are an important segment of population. Agriculture is the mainstay of nation's economy especially rural community of the Haryana State. In rural areas, women are equally the bread earners of the family and work as much as men in various agricultural operations. Women participate in most of the agricultural operations like managing, land preparation, sowing of seeds, transplanting, weeding, applying fertilizers, taking care of standing crops, harvesting, threshing, carrying the produce from farm to home, storage of foodgrains, cattle care and preparation of manure pit. The need to declare war against gap between men and women and to take steps for upliftment of rural women is very urgent and indispensable. There has always been a gap between information generation and its dissemination to the ultimate users. In India, there are a lot of technical information related to the aspect of agricultural development which have been generated by State Agricultural University and ICAR research institutes but target group, especially rural women are not well aware of them. Several past studies have showed that there is a tremendous gap between knowledge generation and knowledge utilization. The technological breakthrough in Indian agricultural farming is revealed to have negligible impact on the farm women. Personal localite channels are mainly used by them in respect of getting information regarding different crop operations. The government has launched different schemes related to agricultural development but fruits of new technology for agricultural

development have not reached to the farm women. They have been left out the main stream of the development process, aggravating the problem of economic disparities and regional imbalances.

It is believed that communication behaviour of people and community plays an important role in the socio-economic transformation. Keeping this backdrop in mind, the present study was conducted with the specific objectives: to study the availability use, extent and usefulness of different communication sources and utilization by respondents for guar cultivation.

METHODOLOGY

The present study was conducted in Haryana state. From Haryana state, Bhiwani and Hisar districts were selected purposively as guar crop is grown in large scale. The study was undertaken in Bhera and Miran villages of Tosham block of Bhiwani district and two villages (Gorachhi and Guar) were selected from Hisar-II block of Hisar district. From four selected villages, a proportionate random sample of 180 farm women who were actively involved in farming, were selected purposively. The availability, extent of use and usefulness of communication sources by the farm women were studied for guar crop. Extent of use of communication sources refers the frequency with which rural women use various media for getting information. The frequency of contact with various sources/channels by the farming women was measured with the help of three-point interval