

Interpersonal communication sources-influence on problems faced by the commercial and non-commercial crop growers

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ABSTRACT

The study was conducted during the year 2004-05 in Kundagol and Dharwad taluks of Dharwad district, considering Interpersonal communication sources -Influence on Problems faced by farmers growing commercial and non-commercial. The results revealed that the majority of the commercial and Non-Commercial crop growers expressed time and season problem, lack of exposure to agricultural technology through various information sources, lack of contact with extension personal, lack of technical guidance by the extension personal, information was not useful to them, lack of resources and input with the farmer and not to change the traditional method were the main constraints expressed by the farmers.

INTRODUCTION

Agricultural development depends upon the spread of reliable, pragmatic and accurate information's relating to the recommended improved farm practices to the tillers of the soil. Utilization of improved agricultural technology by the farmers to a large extent depends upon the effective source of information and channel to which they are directly or indirectly exposed to. One of the major problems of agricultural development in India is not the availability of improved agricultural technologies but making that technology reach the farmers in adoptable form within specific time.

Though a number of improved production technologies are recommended by scientist and extension workers to obtain maximum benefit yet the growers are not adopting all the cultivation practices. The knowledge and adoption level of recommended technologies is different from one farmer to another according to their personal characteristic, their information consultancy pattern, the constraints in chilli and jawar cultivation, and the availability of the inputs. Farmers level of adoption of recommended cultivation is an important pattern and at the same time the growers must be made to understand the scientific cultivation in order to harvest bumper yields. The study was aimed to identify the interpersonal

communication problems among commercial and non commercial crop growers.

METHODOLOGY

The study was conducted in Kundagol and Dharwad districts of Karnataka state. There are five taluks in Dharwad district. The farmers for this study belong to six villages namely Benakana halli, Shirur and Hirenarthi Villages of Kundagol taluk and Maradagi, Hebballi and Shivalli Villages of Dharwad Taluk of Dharwad district. From each of the selected villages 25 chilli and 25 jowar growing progressive farmers were selected by using random sampling technique. Thus a total number of 300 progressive farmers were selected. The research design adopted was experimental research design. The data was collected with the help of structured interview schedule which was prepared based on the objectives of the study and review of literature in consultation with experts. The data was subjected to statistical analysis such as frequencies, percentages, and z-test, respectively.

To know the problems faced by the farmers in interpersonal communication, a list of eleven problems were prepared based on the review of literature and discussion with the experts, like language problem, interpersonal relationship, lack of motivation among the farmers, method of communication, time and

Key words :

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