

Interpersonal communication sources and influence on chilli and jowar crop growers in Dharwad district of Karnataka

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ABSTRACT

The study was conducted during the year 2004-05 in Kundagol and Dharwad taluks of Dharwad district considering the farmers growing chilli and jowar crops to know the influence of interpersonal communication sources on usefulness of the farmers. The results revealed that among four informal sources, progressive farmers were preferred as very useful interpersonal communication source by chilli and jowar crop growers. Where as friends were preferred as useful and some what useful interpersonal communication source. Out of nineteen formal sources agricultural assistant was considered as some what useful interpersonal communication source by chilli and jowar crop growers.

INTRODUCTION

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 generally exposed directly or indirectly. One of the major problems of agricultural development in India is not the availability of improved agricultural technologies but making that technology reachable to the farmers in adoptable form with in a period of time.

Change agents are the chief sources of interpersonal communication and act as gate keepers of information. The interpersonal communication is very effective due to its direct contact with the receiver. Adoption of improved package of practices by the farmers vary from farmer to farmer depending upon their situation and availability of information sources to them. All information sources and communication media are not equally utilized by different segments of the farming communities. The utilization pattern of these sources also varies to a greater extent at different stages in adoption of agricultural innovations, individuals tend to use different communication media for obtaining the technology. Keeping this in view, the present investigation was carried out with the objective to analyse the usefulness of interpersonal communication sources in relation to chilli and

jowar crop growers.

METHODOLOGY

The study was conducted in Kundagol and Dharwad taluks of Dharwad district of Karnataka. There are five taluks in Dharwad district. The farmers for this study area belonged 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 were 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 expert. The data were subjected to statistical analysis such as frequencies, percentages and z-test accordingly.

To obtain the opinion of the farmers on the usefulness of interpersonal communication sources with respect to chilli and jowar crop growers, every farmer was asked simple questions and obtained response like very useful, useful, some what useful, not useful, no opinion. The questions regarding selected

Key words :

Interpersonal communication, Influence, usefulness, Chilli, Jowar

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