

Short Communication

Role of various communication sources in creative awareness about paddy cultivation

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As a result of fruitful research efforts and communication research, the recommendations have been made available to all farmers regarding improved variety seed, new implements, recommended quality of fertilizers, plant protection measures, soil conservation practices etc. These research recommendation are capable of increasing crop production in relation to the demand. The extension service centers were established in the country for over all development of the rural people. Extension section has interested the responsibility of transmitting new research to the farmers of the country. Our extension workers or village level workers have also put under the close guidance of subject matter specialist of C.D. block. Extension workers are able to convince more people in less time with good results. The present study was undertaken with the following objectives-

1. Various sources of information utilization by farmers.
2. Role of various communication sources in a practices of paddy cultivation.

The study was conducted in district Kanpur Nagar. Various communication sources and deferent package of practices of wheat and paddy crop were taken. Four villages were randomly selected from two blocks for the study. From the list of sample villages, 100 respondents were selected on the random basis. The data were collected with the help of structured schedule for analysis and interpretation of data, the appropriate statistical measurement were used.

It is clear from Table 1 that out of 13 sources of

information, radio, utilized by 91 per cent paddy growers followed by television (86%) farmers extension literature (75%), inter personnel channel (70%), news paper (68%), group discussion (67%), farm and home visit (64%), poster/ chart (63%), meeting/ lecture (57%), training (40%) demonstration (30%), neighbour (26%) and other (10%) (Table 1).

Table 2 shows that maximum 40% growers have preferred radio in respect to variety of seed while 12%, 19%, 17% and 12% wheat growers have been given their opinion for the second, third, fourth and fifth in order of preference. Similarly, maximum 30%, 33%, 19%, 29%, 24%, 31%, 30%, 20%, 31%, 36%, 30% and 23% wheat growers have preferred radio as a major form of information source with seed treatment, soil testing, sowing time, nitrogenous fertilizers, phosphate fertilizers, potassic fertilizers, FYM, irrigation, intercultural operation, plant protection measure, harvesting and thrashing, storage and marketing in wheat package of practices, respectively (Table 2).

In case of television communication source (Table 3) majority 33% growers have preferred television in respect to variety of seed while 27%, 13%, 14% and 13% growers gave their opinion for the second , third, fourth and fifth in order of preference. Similarly, majority 42%, 33%, 52%, 32%, 30%, 35%, 22%, 40%, 44%, 32%, 25% and 32% growers have preferred television as a major agricultural information source in respect to seed treatment, soil testing, sowing time, nitrogenous fertilizers, phosphate fertilizers, potassic fertilizers, FYM, irrigation, intercultural operation,

Table 1: Sources of information utilized by farmers.

S.No.	Sources of information	No.	Percentage	Rank order
1.	Farm & Home Visit	64	64	VII
2.	Group discussion	67	67	VI
3.	Meeting/ Lecturer	57	57	IX
4.	Demonstration	30	30	XI
5.	Radio	91	91	I
6.	Television	86	86	II
7.	News Paper	68	68	V
8.	Extension literature	75	75	III
9.	Training	40	40	X
10.	Poster/ chart	63	63	VIII
11.	Inter personal Communication	70	70	IV
12.	Neighbor	26	26	XII
13.	Other (Video tape, Film show)	10	10	XIII

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