

# A study on source of information about sericulture in Udaipur district of Rajasthan

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In India, sericulture is essentially a village based industry providing employment to a sizable section of the population (Tyade, 1983). Although sericulture is considered as a subsidiary occupation, technological innovation has made it possible to take it up on an intensive scale capable of generating adequate and continuous income to the farmers (Dolli *et al.*, 1996). India is the second largest producer of silk in the world with an annual silk production of around 16500 million tons. All the known varieties of the silk *viz.*, mulberry, *eri*, *munga* and *tasar* are produced in India. Out of these four, mulberry silk is most popular variety contributing 90 per cent of the country's total silk production. In the context of rural development, mulberry sericulture serves the social objectives like; providing off-farm employment and preventing migration of rural people (Nair, 1988). Provided above rewards, the mulberry sericulture still has not been adopted by the farmers up to the desired level. It was felt that those reasons should be identified which forced towards non-adoption of mulberry sericulture and considering this a research study has been undertaken in tribal areas of Udaipur district of Rajasthan during 2007-08.

Present research study has been conducted in Udaipur district of Rajasthan State. Two Tehsils namely; Mavli and Jhadol of Udaipur district were selected purposively because of having maximum number of sericulture adopters in the district. The list of villages along with the name of adopters including year of adoption of sericulture of selected tehsils was obtained from the voluntary institute 'Rajasthan Vidyapeeth' working specially on sericulture in these two Tehsils. From the list of sericulture adopters of the selected village, 70 adopters (35 from each Tehsil) who were engaged in sericulture since last 2-3 years, were selected for the present

investigation as the respondents. It referred to the media through which the respondents received information about sericulture. To quantify variables following categories were used:

Localite source	Cosmopolite source	Mass media source
Sarpanch	Gram Sevak	Radio
Neighbour	Extension workers	Film
Friends	Subject matter specialist	Exhibition
Relative		Printed materials

For data collection, interview technique was used. The farmers were personally contacted and interviewed in the selected areas. As there are many information sources through which one can gather information about sericulture, but all types of media cannot reach at each and every person. Every individual utilize different information sources for seeking information. In the present study, an attempt was made to find out the kind of information sources used by farmers to obtain information about the sericulture.

The data presented in Table 1 reveal that majority

**Table 1 : Distribution of respondents according to their information sources about sericulture (N=70)**

Sr. No.	Source of information	Frequency	Percentage
1.	<b>Localite source:</b>		
	Sarpanch	4	5.71
	Neighbour	1	1.43
	Friends	--	--
	Relatives	--	--
2.	<b>Cosmopolite source:</b>		
	Gram sevak	14	20.00
	Extension worker	35	50.00
	Subject matter specialist	4	5.70
3.	<b>Mass media source</b>		
	Radio	6	8.57
	Film	--	--
	Exhibition	4	5.71
	Printed material	2	2.86

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