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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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Table 2 : Preference to radio by the paddy growers.

S. No.	Package of practices	Radio (Paddy)				
		I	II	III	IV	V
1.	Variety of seed	40	12	19	17	12
2.	Seed treatment	30	13	25	11	21
3.	Soil testing	33	20	23	10	24
4.	Sowing time	19	32	13	30	20
5.	Nitrogenous fertilizer	29	21	22	10	18
6.	Phosphate fertilizer	24	20	25	21	10
7.	Potassic fertilizer	31	23	14	18	14
8.	FYM	30	15	21	16	18
9.	Irrigation	20	29	22	19	10
10.	Intercultural operation	31	20	24	14	11
11.	Plant protection measure	36	23	20	10	11
12.	Harvesting and thrashing	30	21	28	10	11
13.	Storage and marketing	23	27	23	14	13

Table 3 : Preference to television by the paddy growers

S. No.	Package of practices	Television				
		I	II	III	IV	V
1.	Variety of seed	33	27	13	14	13
2.	Seed treatment	42	19	13	11	15
3.	Soil testing	33	27	16	15	13
4.	Sowing time	52	20	11	10	18
5.	Nitrogenous fertilizer	32	22	11	32	13
6.	Phosphate fertilizer	30	21	18	18	14
7.	Potassic fertilizer	35	10	20	25	11
8.	FYM	22	27	10	11	20
9.	Irrigation	40	22	12	10	16
10.	Intercultural operation	44	26	13	12	05
11.	Plant protection measure	32	21	22	13	12
12.	Harvesting and thrashing	25	42	11	10	12
13.	Storage and marketing	32	12	13	22	23

Table 4 : Preference to extension literature by the paddy growers

S. No.	Package of practices	Extension literature				
		I	II	III	IV	V
1.	Variety of seed	22	30	23	14	11
2.	Seed treatment	13	21	26	23	17
3.	Soil testing	21	29	12	17	21
4.	Sowing time	26	19	32	12	16
5.	Nitrogenous fertilizer	21	17	12	29	21
6.	Phosphate fertilizer	14	30	22	11	23
7.	Potassic fertilizer	14	30	15	12	29
8.	FYM	29	20	13	10	28
9.	Irrigation	17	22	23	26	12
10.	Intercultural operation	31	13	29	15	12
11.	Plant protection measure	29	21	12	17	21
12.	Harvesting and threshing	16	32	12	14	26
13.	Storage and marketing	17	20	29	22	12

plant protection measure, harvesting and thrashing, storage and marketing in paddy package of practices, respectively (Table 3).

It is clear from data presented in Table 4 that the majority 30% of farmers reported that extension literature as a major effective information source in respect to variety of seed while, 22%, 23%, 14% and 11% farmers have gave their preference as second , third, fourth and fifth in order to preference. Similarly, maximum 13%, 21%, 26%, 21%, 14%, 14%, 29%, 17%, 31%, 29%, 16% and 17% farmers

have more effective information source recommended for extension literature in respect to seed treatment, soil testing, sowing time, nitrogenous fertilizers, phosphatic fertilizers, potassic fertilizers, FYM, irrigation, intercultural operation, plant protection measure, harvesting and thrashing, storage and marketing in package practices of paddy, respectively.

SUGGESTIONS

Based on the result of the present study, the following suggestions may be made :

1. Trained extension personnel may be engaged in the extension service.
2. Extension personnel may be sent for advance trainings in various subjects to keep then abreast with the recent development in agriculture.
3. Reflects / pamphlets and chart / poster may be used for popularizing paddy technologies.
4. Each extension personnel should try to improve their communication skill.

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