

Effective agricultural information sources for contact and non contact farmers under T and V system of extension in Kashmir

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ABSTRACT

A study was conducted in agricultural sub division of Tral with a sample size of 192 contact and non contact farmers from 12 villages. The results revealed that radio and television were the most effective, common and easily accessible source of agricultural information for farmers including contact and non-contact groups. Among the village personal sources, the effective source of information (88.54 %) for farmers were neighbours and friends followed by 80.72 % progressive farmers of the locality. Among the official sources, Junior Agriculture Assistants (64.58%) and Agriculture Extension Officers 51.04% were their main sources of information. Institutional sources contributed a significant percentage of 63.54 % through farmers fair / *Kisan Ghoshtees* for both categories of farmers.

Key words : T and V system, Information sources, Contact farmers, Non-contact farmers

Since post independence, Indian agriculture has got a major fillip in boosting production. Many programmes have been launched from time to time to improve traditional agriculture information and programmes through different extension systems have always a pivotal position in deciding the technologies to the targeted population (farmers) at gross root level. The aims and objectives of all these programmes are for the upliftment of socio-economic status of the farmers. While reorganization of agricultural extension system, T and V was introduced in 1974 and about a decade later it was implemented in Jammu and Kashmir State. It is a powerful and most effective agricultural information based extension programme which catered the needs of farmers in achieving the specific goals. The system envisaged professionalism, time bound activities, effective linkages and trainings and field visits by the extension functionaries through progressive and contact farmers at the village level. The project was financed by the World Bank and still exists in one or the other forms in many states of the country. In J&K it has not been remodeled and is in vogue. The ultimate aim of the system was to have an effective communication system for the overall agricultural development of the state. To know the effectiveness of this system with regard to communication skills and sources among the farmers, stake holders in J&K state, a study was planned with the objectives to identify the various important information sources of farmers related to their farming activities, to identify the most effective information source perceived by the farmers and to ascertain the important source of information on the basis of contact and non-contact farmers under T and V system.

METHODOLOGY

In order to gain an empirical insight into the matter, four agricultural zones *viz.*, Tral, Lurgam, Noorpora and Pampore of sub division Tral district Pulwama in Kashmir were selected as study area. The sub division Tral is consisting of a four set zones and covering 156 villages. After methodical discussions with the Sub Divisional Agricultural Officer, Tral and agricultural experts, three villages from each zone were selected randomly from the list of villages provided by the revenue authorities. In this way, twelve villages namely, Gamraj, Kuchmulla, Batagund, Arigam, Amirabad, Sherabad, Dadasara, Chandrigam, Amlar, Chandhara, Konibal and Lethpora were selected as per their cropping intensity. A sample size of 192 farmers was drawn from available lists of villages randomly in proportionate to village farm families of each village in terms of contact and non-contact farmers. For generating the data for the available information of agricultural technology among both the categories of farmers, a specially designed interview schedule in accordance to the available agriculture information sources was tabulated, processed and computed and inferences drawn by using the simple statistical methods *viz.*, number and percentages.

RESULTS AND DISCUSSION

The analysis of the results revealed that the farmers were using more than 17 number of agriculture information sources to update their agricultural technology for improving their production. It was conferred from the results shown in Table 1 that both the categories of farmers (contact and non-contact farmers) considered mass media that is radio and television as the major source

Table 1 : Distribution of different sources of information input by the contact and non-contact farmers

Sources of informations	Category distribution of farmers (N=192)		
	Contact farmers	Non contact farmers	Total
Village personnel			
1. Progressive farmers	84 (43.75)	71 (36.97)	155 (80.72)
2. Neighbours and friends	86 (44.79)	84 (43.75)	170 (88.54)
3. Contact farmers	36 (18.75)	62 (32.29)	98 (51.04)
Officials			
1. Junior Agriculture Assistants	89 (46.35)	35 (18.22)	124 (64.58)
2. Agriculture Extension Officers	73 (38.02)	25 (13.02)	98 (51.04)
3. Subject Matter Specialists	44 (22.91)	-	44 (22.91)
4. Horticulture Development Officers	61 (31.77)	26 (13.54)	77 (40.10)
Mass media			
1. Farm radio broadcast	93 (48.43)	90 (46.87)	183 (95.31)
2. Farm telecast	80 (41.66)	79 (41.14)	159 (82.81)
3. Newspapers	35 (18.22)	30 (15.62)	65 (33.85)
4. Farm publications	29 (15.10)	25 (13.02)	54 (28.12)
Institutions			
1. Farmers Fair / <i>Kisan Ghoshtees</i>	82 (42.70)	40 (20.83)	122 (63.54)
2. Visit to Agriculture University (SKUAST-K)	23 (11.97)	-	23 (11.97)
3. Visit to KVK's	42 (21.87)	-	42 (21.87)
4. Demonstrations	55 (28.64)	42 (21.87)	97(50.52)
5. Seminars	46 (23.95)	14 (7.29)	60 (31.25)
6. Non Government Organizations	63 (32.81)	38 (19.97)	101 (52.60)

(*Figures in parenthesis indicate percentage)

of their information 95.31 and 82.81 per cent, respectively. This is because of the fact that the voice of electronic media reaches to each rural house at low cost and time and also predicts that our farmers are good listeners and viewers of agricultural programme. These results are in corroboration with the findings of Patel and Suryavanshi (1995).

Among the village personnel sources, progressive farmers (80.72 %) and neighbours and friends (88.54 %) were providing agriculture information, respectively. This may be due to close social contacts and sense of competition within a rural society for practicing rural technologies in the particular village area.

Among the officials, the maximum farmers (64.58 per cent) received information through Junior Agriculture Assistants followed by Agriculture Extension Officers (51.04 %), Horticulture Development Officers (40.10 %) and Subject Matter Specialists (22.91 %). This may be due to the frequent visits made by the agriculture field functionaries as per their job chart. The results are in accordance to Gowdal *et al.* (1993).

The institutions and their activities were mostly serving as main and effective source of information to the contact farmers group than the non-contact farmers group. More than (50.52 %) of the farmers consisting of

both the groups have perceived laying of demonstrations through various institutions and organizations which has acted as best sources of their information in relation to transfer of technology. This is because of the fact the farmers believe and follow that technology which shows some practical differences, under their particular agro-climatic zone where they are practicing their farm activities.

Conclusion:

In light of the above discussions, it can be concluded that the importance and effectiveness about the agricultural information ranges from radio, television, progressive farmers, Junior Agriculture Assistants to the demonstrations of the institutions. It is the system that non contact farmers with not have a direct contact with the primary source of information.

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