

Research Paper :

Communication behaviour of farm women for Guar cultivation

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ABSTRACT

The present study was conducted in Haryana State. Two villages each of in Bhiwani and Hisar districts of Haryana which were selected purposively as guar is grown in area at large scale. A proportionate random sample of 180 farm women who were actively involved in farming was selected purposively. The pre-tested structured interview schedule was used to collect the data personally. Results revealed that the majority of the respondents were having radio as means of communication source followed by television and most of the respondents used localite source of information. Whereas, the respondents using frequently or least frequently cosmopolite and mass media sources of information. Frequently used mass media source of information were radio, television and cassette recorders. On the other hand neighbours, friends and family members were found very useful localite information sources. All the cosmopolite sources of information were found somewhat or not useful, but radio, television and cassette recorders were perceived as useful mass media source of information by the farm women.

Key words : Communication sources, Farm women, Guar, Usefulness

In India farm women are an important segment of population. Agriculture is the mainstay of nation's economy especially rural community of the Haryana State. In rural areas, women are equally the bread earners of the family and work as much as men in various agricultural operations. Women participate in most of the agricultural operations like managing, land preparation, sowing of seeds, transplanting, weeding, applying fertilizers, taking care of standing crops, harvesting, threshing, carrying the produce from farm to home, storage of foodgrains, cattle care and preparation of manure pit. The need to declare war against gap between men and women and to take steps for upliftment of rural women is very urgent and indispensable. There has always been a gap between information generation and its dissemination to the ultimate users. In India, there are a lot of technical information related to the aspect of agricultural development which have been generated by State Agricultural University and ICAR research institutes but target group, especially rural women are not well aware of them. Several past studies have showed that there is a tremendous gap between knowledge generation and knowledge utilization. The technological breakthrough in Indian agricultural farming is revealed to have negligible impact on the farm women. Personal localite channels are mainly used by them in respect of getting information regarding different crop operations. The government has launched different schemes related to agricultural development but fruits of new technology for agricultural

development have not reached to the farm women. They have been left out the main stream of the development process, aggravating the problem of economic disparities and regional imbalances.

It is believed that communication behaviour of people and community plays an important role in the socio-economic transformation. Keeping this backdrop in mind, the present study was conducted with the specific objectives: to study the availability use, extent and usefulness of different communication sources and utilization by respondents for guar cultivation.

METHODOLOGY

The present study was conducted in Haryana state. From Haryana state, Bhiwani and Hisar districts were selected purposively as guar crop is grown in large scale. The study was undertaken in Bhera and Miran villages of Tosham block of Bhiwani district and two villages (Gorachhi and Guar) were selected from Hisar-II block of Hisar district. From four selected villages, a proportionate random sample of 180 farm women who were actively involved in farming, were selected purposively. The availability, extent of use and usefulness of communication sources by the farm women were studied for guar crop. Extent of use of communication sources refers the frequency with which rural women use various media for getting information. The frequency of contact with various sources/channels by the farming women was measured with the help of three-point interval

scale. The three points were regularly, oftenly and sometime which were assigned scores of 3, 2, 1, respectively. Usefulness refers to the benefits derived from technological information source usage. The usefulness of using information sources by the respondents had been analyzed. The responses were obtained from the respondents in 4 categories as very useful, useful, somewhat useful and not useful, for which they were assigned scores 4, 3, 2, 1, respectively. The structured pre-tested interview schedule was used to collect data personally by the investigators. The data thus collected were processed, tabulated and analyzed by using frequency, percentage, mean weight score, rank, etc.

FINDINGS AND DISCUSSION

The findings obtained from the present study have been discussed in the following sub heads :

Communication behaviour of farm women:

The persuasive effect of all the communication sources in the present socio-cultural context is well established (Rogers and Adhikari, 1978). In fact, communication is a crucial element of rural farm women's development. Keeping this in view, communication behaviour was studied in terms of communication variables such as availability and extent of use and usefulness of various communicate sources.

Availability of mass communication sources:

Table 1 describes the availability of mass communication media among farm women. It is revealed from the table that majority of the farm women (83.3 %) possessed radio followed by television (32.2%) and tape recorder (15.50 %), newspaper (10%), farm magazine (5.0 %) and poster (4.4 %) were also available to some extent. Only an equal percentage (2.7%) of the respondents were availing film and fair \ exhibition.

Table 1 : Availability of mass communication sources (N=180)

| Sr. No. | Sources | Frequency | Percentage |
|---------|-------------------|-----------|------------|
| 1. | Radio | 150 | 83.3 |
| 2. | Taperecorder | 28 | 15.5 |
| 3. | Television | 58 | 32.2 |
| 4. | Film | 5 | 2.7 |
| 5. | Fair \ Exhibition | 5 | 2.7 |
| 6. | Poster | 8 | 4.4 |
| 7. | Newspaper | 18 | 10.0 |
| 8. | Farm magazine | 9 | 5.0 |

Extent of use of different communication sources for guar cultivation:

Use of different type of communication sources *viz.*, localite, cosmopolite mass media by the farm women were studied and results are given in the following pages:

The data regarding extent of use of different communication sources for guar crop are presented in Table 2.

It is evident from the Table 2 that highest rank was obtained by friends (I, MS 2.72), family members (II, MS 2.71), neighbours (III, MS 2.65) used more frequently localite source of information and medium rank were assigned to relative (IV, MS 2.21), progressive farm men/women (V, MS 1.73) means frequently used and the least frequently used localite information sources were assigned lowest rank to traditional folk media (VI, MS 1.38), Panchayat members (VII, MS 1.33) and village leaders (VIII, MS 1.07) by the respondents. Whereas all the cosmopolite sources were used least frequently/not used and lowest rank were assigned to contact farmers (I, MS 1.12), social workers (II, MS 1.08), *Kisan Mela* (III, MS 1.07), farmer's training centres (IV, MS 1.06), *Krishi Upaj Mandi* (V, MS 1.05), subject matter specialist, input agencies (VI, MS 1.04 each), Exhibitions (VII, MS 1.03 each), Banks (VIII, MS 1.02 each), ADO (IX, MS 1.01), pesticides/seed/fertilizers depot holders (X, MS 1.00) by the farm women.

The results about mass media sources found that radio (I, MS 2.19), television (II, MS 2.01) and cassette recorder (III, MS 1.83) were given medium ranks *i.e.* frequently utilized by the respondents. The other sources were assigned lowest rank and least frequently used *viz.*, newspapers (IV, MS 1.54), audio-visual aid (V, MS 1.49), farm magazine/journals (VI, MS 1.31), telephone calls and internet (VII, MS 1.05 each) by the respondents.

It can be concluded that most of the respondents used localite source of information. Whereas, the respondents were using frequently or least frequently cosmopolite and mass media source of information. The frequently used mass media sources of information were radio, television, cassette- recorders of Bhiwani and Hisar districts of Haryana State. Similar results were reported by Khan *et al.* (1998) and Wakle *et al.* (1998).

Extent of usefulness of information sources utilized by the respondents for guar cultivation:

In order to examine the usefulness derived from the different information sources as perceived by the farm women, they were asked to indicate the usefulness in four categories *viz.*, very useful, useful, somewhat useful and not useful and the findings have been presented in

Table 2: Frequency of information source utilization for guar cultivation (N=180)

| Sr. No. | Communication source/Information source | Frequency of use | | | | | | Weighed mean score | Rank |
|----------------|---|------------------|-------|--------------|-------|-------|-------|--------------------|------|
| | | Regularly | | Occasionally | | Never | | | |
| | | Freq. | %age | Freq. | %age | Freq. | %age | | |
| A) Localite | | | | | | | | | |
| 1. | Family members | 132 | 73.3 | 44 | 24.4 | 4 | 2.2 | 2.71 | II |
| 2. | Neighbour | 124 | 68.9 | 50 | 28.6 | 6 | 3.3 | 2.65 | III |
| 3. | Progressive farm men/women | 43 | 23.9 | 47 | 26.1 | 90 | 5.0 | 1.73 | V |
| 4. | Relatives | 72 | 40.00 | 74 | 41.1 | 34 | 18.9 | 2.21 | IV |
| 5. | Friends | 132 | 73.3 | 46 | 25.6 | 2 | 1.1 | 2.72 | I |
| 6. | Village leaders | --- | --- | 12 | 6.7 | 168 | 93.3 | 1.07 | VIII |
| 7. | Panchayat members | 6 | 3.3 | 48 | 28.7 | 126 | 70.0 | 1.33 | VII |
| 8. | Traditional folk media | 9 | 5.1 | 52 | 28.9 | 119 | 66.1 | 1.38 | VI |
| B) Cosmopolite | | | | | | | | | |
| 1. | University scientist | --- | --- | 21 | 11.70 | 159 | 88.3 | 1.12 | I |
| 2. | NDRI scientist | --- | --- | 5 | 2.8 | 175 | 97.2 | 1.02 | VII |
| 3. | District extension specialist | --- | --- | 8 | 4.4 | 172 | 95.6 | 1.04 | VIII |
| 4. | Co-operative societies personnel | --- | --- | 21 | 11.7 | 159 | 88.30 | 1.12 | IV |
| 5. | Government agency personnel | --- | --- | 6 | 3.3 | 174 | 96.7 | 1.03 | IX |
| 6. | Panchayat officers | --- | --- | 4 | 2.2 | 176 | 97.80 | 1.05 | VIII |
| 7. | ADO | --- | --- | 3 | 1.7 | 177 | 98.30 | 1.01 | IX |
| 8. | Social workers | --- | --- | 21 | 8.9 | 164 | 91.10 | 1.08 | II |
| 9. | Farmers' Training Centres | --- | --- | 10 | 5.6 | 170 | 94.40 | 1.05 | IV |
| 10. | Subject matter specialists | --- | --- | 7 | 3.9 | 173 | 96.1 | 1.04 | VI |
| 11. | <i>Kisan Mela</i> | --- | --- | 12 | 6.7 | 168 | 93.3 | 1.07 | III |
| 12. | Exhibition | --- | --- | 7 | 3.9 | 173 | 96.1 | 1.03 | VII |
| 13. | Banks | --- | --- | 4 | 2.2 | 176 | 97.8 | 1.02 | VIII |
| 14. | Contact farmers | --- | --- | 22 | 12.2 | 158 | 87.8 | 1.12 | I |
| 15. | <i>Krishi Upaj Mandi</i> | --- | --- | 10 | 5.6 | 170 | 94.4 | 1.05 | V |
| 16. | Pesticides/Seed/Fertilizers depot holders | --- | --- | --- | --- | 180 | 100.0 | 1.00 | X |
| 17. | Input agencies | --- | --- | 7 | 3.9 | 173 | 96.10 | 1.04 | VI |
| C) Mass media | | | | | | | | | |
| 1. | Radio | 47 | 27.65 | 115 | 90.0 | 15 | 8.30 | 2.19 | I |
| 2. | Television | 35 | 20.59 | 108 | 60.0 | 35 | 19.4 | 2.01 | II |
| 3. | Newspapers | 28 | 16.47 | 42 | 23.3 | 110 | 61.1 | 1.54 | IV |
| 4. | Farm magazines/journals | 11 | 6.47 | 30 | 16.7 | 137 | 76.1 | 1.31 | VI |
| 5. | Telephone calls | --- | --- | 9 | 5.0 | 171 | 95.0 | 1.05 | VII |
| 6. | Internet | --- | --- | 10 | 5.60 | 170 | 94.4 | 1.05 | VII |
| 7. | Audio visual aids | 3 | 1.76 | 8 | 4.4 | 95 | 52.8 | 1.49 | V |
| 8. | Cassette recorder | 28 | 16.47 | 90 | 50.0 | 60 | 33.3 | 1.83 | III |

*Maximum mean score is 3

| | | | | | |
|-----|--------|--------|-----------|------|-----------|
| Low | 1-1.66 | Medium | 1.67-2.32 | High | 2.33-3.00 |
|-----|--------|--------|-----------|------|-----------|

Table 3

A perusal of Table 3 on the basis of weighted mean scores and ranks inferred that neighbours (I, MS 3.28), friends (II, MS 3.24), family members (III, MS 3.01) were found very useful localite source whereas useful localite communication sources were relative (IV, MS 2.75), progressive farm men/women (V, MS 2.22). on the other hand the localite information sources somewhat/not useful were village leaders (VI, MS 1.55), traditional

folk media (VII, MS 1.54) and Panchayat members (VIII, MS 1.53), respectively as perceived by the farm women in order of preference.

None of the respondents recorded cosmopolite source of information as very useful and useful. Other cosmopolite sources *viz.*, social workers (I, MS 1.13), *Kisan Mela* (II, MS 1.09), cooperative societies personnel (III, MS 1.08), NDRI scientist, District Extension Specialist (IV, MS 1.07 each), University scientist, ADO

Table 3 : Usefulness of information source utilized by respondents for fuar cultivation (N=180)

| Sr. No. | Communication source/ Information source | Usefulness | | | | | | | | Weighted mean score | Rank |
|----------------|---|-------------|------|--------|-------|-----------------|------|------------|-------|---------------------|------|
| | | Very useful | | Useful | | Somewhat useful | | Not useful | | | |
| | | Freq. | %age | Freq. | %age | Freq. | %age | Freq. | %age | | |
| A) Localite | | | | | | | | | | | |
| 1. | Family members | 85 | 47.2 | 21 | 11.7 | 66 | 36.7 | 8 | 4.4 | 3.01 | III |
| 2. | Neighbour | 103 | 57.2 | 40 | 22.2 | 21 | 11.7 | 16 | 8.9 | 3.28 | I |
| 3. | Progressive farm men/women | 26 | 14.4 | 30 | 16.7 | 82 | 45.6 | 42 | 23.3 | 2.22 | V |
| 4. | Relatives | 53 | 29.4 | 70 | 38.9 | 16 | 8.9 | 41 | 22.8 | 2.75 | IV |
| 5. | Friends | 94 | 52.2 | 55 | 30.6 | 12 | 6.7 | 19 | 10.6 | 3.24 | II |
| 6. | Village leaders | --- | | 14 | 7.8 | 72 | 40.0 | 94 | 52.2 | 1.55 | VI |
| 7. | Panchayat members | 4 | 2.2 | 33 | 18.30 | 18 | 10.0 | 125 | 69.4 | 1.53 | VIII |
| 8. | Traditional folk media | 6 | 3.3 | 36 | 20.0 | 8 | 4.4 | 130 | 72.2 | 1.54 | VII |
| B) Cosmopolite | | | | | | | | | | | |
| 1. | University scientist | --- | --- | 4 | 2.2 | 3 | 1.7 | 172 | 95.6 | 1.06 | V |
| 2. | NDRI scientist | --- | --- | 6 | 3.3 | 2 | 1.1 | 172 | 95.6 | 1.07 | IV |
| 3. | District Extension Specialist | --- | --- | 6 | 3.3 | 2 | 1.1 | 172 | 95.6 | 1.07 | IV |
| 4. | Co-operative societies personnel | --- | --- | 8 | 4.4 | | | 172 | 95.6 | 1.08 | III |
| 5. | Government agency personnel | --- | --- | - | | | | 180 | 100.0 | 1.00 | IX |
| 6. | Panchayat officers | --- | --- | 2 | 1.1 | | | 178 | 98.9 | 1.03 | VIII |
| 7. | ADO | --- | --- | 4 | 2.2 | 3 | 1.7 | 173 | 96.1 | 1.06 | V |
| 8. | Social workers | --- | --- | 9 | 5.0 | 5 | 2.8 | 166 | 92.2 | 1.13 | I |
| 9. | Farmers' Training Centres | --- | --- | 8 | 4.4 | | | 172 | 95.6 | 1.08 | II |
| 10. | Subject matter specialists | --- | --- | 2 | 1.1 | 5 | 2.8 | 173 | 96.1 | 1.04 | VI |
| 11. | <i>Kisan Mela</i> | --- | --- | 6 | 3.3 | 5 | 2.8 | 169 | 93.9 | 1.09 | II |
| 12. | Exhibition | --- | --- | --- | | 7 | 3.9 | 173 | 96.1 | 1.03 | VII |
| 13. | Banks | --- | --- | --- | | 2 | 1.1 | 178 | 98.9 | 1.01 | IX |
| 14. | Contact farmers | --- | --- | --- | | 2 | 1.1 | 178 | 98.9 | 1.01 | IX |
| 15. | <i>Krishi Upaj Mandi</i> | --- | --- | --- | | --- | | 180 | 100.0 | 1.00 | X |
| 16. | Pesticides/Seed/Fertilizers depot holders | --- | --- | --- | | --- | | 180 | 100 | 1.00 | X |
| 17. | Input agencies | --- | --- | --- | | --- | | 178 | 98.9 | | X |
| C) Mass Media | | | | | | | | | | | |
| 1. | Radio | 62 | 34.4 | 54 | 30.0 | 40 | 22.2 | 24 | 68.9 | 2.85 | I |
| 2. | Television | 37 | 20.6 | 65 | 36.10 | 33 | 18.3 | 45 | 25.0 | 2.52 | II |
| 3. | Newspapers | 18 | 10.0 | 34 | 18.9 | 13 | 7.2 | 115 | 63.9 | 1.75 | IV |
| 4. | Farm magazines/journals | 8 | 4.4 | 34 | 18.9 | 10 | 5.6 | 128 | 71.1 | 1.57 | VI |
| 5. | Telephone calls | --- | | 6 | 3.3 | 3 | 1.7 | 171 | 95.0 | 1.08 | VII |
| 6. | Internet | --- | | --- | | 2 | 1.1 | 178 | 98.9 | 1.01 | VIII |
| 7. | Audio visual aids | 19 | 10.5 | 23 | 12.8 | 21 | 11.7 | 117 | 65.0 | 1.68 | V |
| 8. | Cassette recorder | 12 | 6.7 | 55 | 30.6 | 22 | 12.2 | 91 | 50.5 | 1.93 | III |

*Maximum mean score is 4

Low 1.00-2.00 Medium 2.10-3.00 High 3.10-4.00

(V, MS 1.06 each), subject matter specialist (VI, MS 1.04), exhibition (VII, MS 1.03), Panchayat officers (VIII, MS 1.02), contact farmers, Krishi Upaj Mandi (IX, MS 1.01 each), government agency personnel, pesticides/seed/fertilizers depot holders and input agencies (X, MS 1.00 each), respectively were perceived somewhat/not useful cosmopolite source of information by the farm women. Further in respect of mass media source of information,

radio (I, MS 2.85) and television (II, MS 2.52) were found to be useful, whereas cassette recorder (III, MS 1.93), newspapers (IV, MS 1.75), audio-visual aid (V, MS 1.68), farm magazines/ journals (VI, MS 1.57), telephone calls (VII, MS 1.08) and internet (VIII, MS 1.01) were found somewhat/not useful source of information by the farm women.

It can be concluded that neighbours, friends and

family members were found very useful localite information sources. Whereas all the cosmopolite sources of information were found somewhat or not useful but radio, television and cassette recorders were perceived as useful mass media source of information by the farm women of Bhiwani and Hisar districts . Similar findings were also reported by Nataraju and Perumal (1995).

Conclusion:

It can be concluded that need based training for farm women may be organized using different communication sources to enhance their potentiality and to meet the challenges of the society and transfer the guar cultivation technology. Therefore, the provision of appropriate communication sources to the rural women to enable them to gain the needed knowledge and acquire skills, training is essential.

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