

# Sources of information used by farm women in adoption of food grain storage

P.J. UPLAP AND N.S. LOHAR

See end of the article for authors' affiliations

Correspondence to :

**P.J. UPLAP**

Department of  
Extension, Padmashree  
Dr. D.Y. Patil College  
of Agri. Business  
Management, Akurdi,  
PUNE (M.S.)INDIA

## ABSTRACT

The study was undertaken to find the sources of information used by the farm women in adoption of foodgrains storage. The results revealed that the majority (61.77 per cent) of farm women obtained information from relatives/neighbours/friends. In case of personal cosmopolite (35.30 per cent) of women obtained information from Agricultural Assistant. Nearly 15.29 per cent obtained information from the sources viz. meetings and discussions i.e. from group media, while in case of mass contact, majority (37.05 per cent) of them used radio as source of information.

## INTRODUCTION

Utilization of improved agricultural technology by the farm women and the technology used by the farm women depend upon the effective sources of information and channels to which they are generally exposed directly or indirectly. Friends, neighbours, Agricultural Assistant, Extension workers and Media are the chief sources of information from whom the farm women obtained the information to perform the storage practices. The interpersonal communication plays a very important role due to its direct contact with the receivers i.e. farm women. The women also tend to use different sources of information for performing the storage of foodgrains practices. Keeping this in view, the present study was carried-out to know the sources of information used by the farm women.

## METHODOLOGY

This study was carried out in the College of Agriculture development block, Pune. Out of 112 villages, 10 villages were randomly selected for study. A list of farm women, who perform the village activities and the sources of information they use, for the same purpose were prepared. From the list of 350 farm women, 170 farm women were selected by using random sampling method.

For collection of data, an interview schedule was prepared in Marathi language in

order to get accurate information. Suitable questions were included to determine the training needs of farm women. The data were collected by personal interviews. The statistical tool and tests such as percentages mean standard deviation and correlation coefficient methods were used in the study for analysis of data and arriving at conclusions.

## RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been summarized under following heads:

### Personal localite:

The data of Table 1 reveal that majority (61.77 per cent) of farm women obtained information from relatives/neighbours/friends rarely and 27.05 per cent of them sought the information regularly.

### Personal cosmopolite:

The data of Table 1 reveal that farm women used sources like Agriculture Assistant (35.30 per cent), Save foodgrains officer (13.52 per cent), Gram sevak (8.82 per cent), Village Extension workers (5.82 per cent) and Agriculture Extension Officers (2.95 per cent) rarely for obtaining the information.

### C group media:

The data of Table 1 reveal also that a very small proportion of farm women were obtaining the information from the sources viz., meetings

### Key words :

Adoption,  
Personal localite,  
Personal  
cosmopolite,  
Group media,  
Mass contact

Accepted :  
July, 2010

**Table 1: Distribution of farm women according to the use of sources of information (n = 170)**

Sources	Frequency		
	Always	Rarely	Never
<b>Personal localite</b>			
Local leaders	0	25 (14.70)	145 (85.30)
Progressive farmers	10 (5.89)	40 (23.53)	120 (70.58)
Relative/neighbour/friends	49 (27.05)	105 (61.77)	19 (11.18)
<b>Personal cosmopolite</b>			
Village extension workers	0	10 (5.89)	160 (94.11)
Gram sevaks	0	15 (8.82)	155 (91.18)
Agril. Assistants	53 (31.17)	60 (35.30)	57 (33.53)
Agril. Extension Officers	0	5 (2.95)	165 (97.05)
Save Foodgrain Officers	0	23 (13.52)	147 (86.48)
<b>Group media</b>			
Meetings and discussions	0	26 (15.29)	144 (84.71)
Demonstrations	18 (10.59)	10 (5.89)	142 (83.52)
Educational tours	0	8 (4.70)	162 (95.30)
<b>Mass media</b>			
Literature	0	23 (13.52)	147 (86.48)
Newspapers	0	36 (21.18)	134 (78.82)
Radio	0	63 (37.05)	107 (62.95)
Television	0	24 (14.11)	149 (85.89)
Movies	0	0	170 (100)
Exhibition	0	0	170 (100)
Rallies	0	27 (15.88)	143 (84.12)

(Figures in parentheses indicate percentage)

and discussions (15.29 per cent), demonstrations (5.89 per cent) and educational tours (4.70 per cent) rarely.

#### **D mass contact:**

The data of Table 1 indicated that farm women used mass media sources of information *viz.*, radio (37.05 per cent), newspaper (21.18 per cent), literature (13.52 per cent) rarely for obtaining the information of storage of foodgrains practices. Similar types of investigation were carried out by Sinha and Parshad (1966), Balasubramaniam and Menon (1977) and Subba Reddy and Channegowda (1982).

#### **Conclusion:**

Majority (61.77 per cent) of farm women were obtaining the information from personal localite sources *viz.*, relatives/neighbours/friends, while 35.30 per cent were getting information from sources *i.e.* Agriculture Assistant. About 37.05 per cent of farm women rarely used radio for obtaining the information. The personal cosmopolite sources and mass media were not used by large majority of farm women.

#### **Authors' affiliations**

**N.S. LOHAR**, Padmashree Dr. D.Y. Patil College of Agri-Business Management, Akurdi, PUNE (M.S.) INDIA

#### **REFERENCES**

- Balasubramaniam, U. A. and Menon, Radhakrishna, K.** (1977). Extension personnel communication linkage with researchers. *Indian J. Extn. Edu.*, **13**(3&4):61-63
- Sinha, P. R. and Parshad, R.** (1966). Sources of information as related to adoption process of some improved farm practices. *Indian J. Extn. Edu.*, **2**(1&2):85-91.
- Subba Reddy, H.N. and Channegowda, M.B.** (1982). Information sources consulted by dairy farmers in the cultivation of green fodder in Tumkur district. *Indian J. Extn. Edu.*, **18**(1&2):92-94.

\*\*\*\*\*  
\*\*\*\*\*