

## To Study about Utilization Level of Different Communication Channels of Wheat Growers in Adoption of Improved Technology Rajgarh District of M.P. India

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### ABSTRACT

*The present investigation was conducted in Rajgarh District, Block Khilchipur, Zeerapur, Sarangapur, Narsingharh, Bioara, Rajgarh M.P. during the year 2013-14 the main objective of this study was to fine out the utilization level of communication channels of wheat growers and find out the association between social participation of respondents and utilization level of communication channels. The study revealed that television was the most utilized communication channel followed by progressive farmers and radio study also revealed that there was a positive and significant relationship between social participation of respondent and utilization level of communication channel.*

**Key words:** *Communication channel, Improved technology, Wheat growers.*

### INTRODUCTION

In the development of agriculture, the communication plays a significant roll regarding the transfer of technology. Several technology were put forward to increase the margin of Profit among the farmers but unfortunately due to lack of communication a wide gap remained between the farmers implementing the practice and those actually recommended by the scientists. Utilization of improved agriculture technology by the farmers to a large extent depends upon the effective communication channels to which they are generally exposed directly or indirectly.

It is there for, necessary that suitable extension teaching method are properly

selected and used for transferring Wheat technology. In India, we have developed sufficient technology effectively to the actual users in time, so that they can use these developed techniques on their own farms for increasing their farm produce.

Ideally speaking productivity in agriculture in India, or in any other country for that matter, should rise at a rate that can meet the demands of increasing population as well as exports market.

Research without proper use of effective sources of information will bear no fruits. In order to maintain a flow of recent knowledge of modern agriculture, the efficient use of the sources of information is indispensable.

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Among the Grain crop and Wheat seeds have very significant role both in the area of production and productivity. Now cultivation area technology and effective communication have a close relationship for the economic remuneration of crop. Keeping this in view, a study “Effectiveness of different communication channels on wheat growers of Rajgarh district of (M.P.)” is proposed to verify the success of the Wheat grain cultivation and to assess the association with the dissemination of technology in the block .

### MATERIALS AND METHODS

The Rajgarh district of M.P. was purposively selected for the study due the convenience tan village selected randomly from each selected village 12 farmers were selected randomly for the study. Thus the total sample of 120 farmers drows for the study. The data were collected through the pre tested interview schedule by the researcher himself. Statisticalool life frequency. Percentage and chi square test were used for the analysis of data.

### RESULT AND DISCUSSION

To Study about utilization level of different communication channels of wheat growers in adoption of improved technology Rajgarh District of M.P. India In the development of agriculture, the transfer of technology. Several technologies were developed to increase the margin of profit among the farmers but unfortunately due to lack of communication a wide gap remained between the practices implemented by farmers and those actually recommended by the scientist. A research without proper use of effective sources of information will bear no fruits. In order to maintain a flow of recent knowledge of modern agriculture, the efficient case of the sources of information is indispensable.

Intensity and identification of communication sources & channels progressive farmers was reported as the source of communication having maximum intensity of contact with the respondents. Whereas, Television was observed the most identified source of information among the respondents the respondents.

**Table 1: Intensity of utilization of communication source on Wheat growers**

Communication source	Intensity of contact							
	Once in Fortnight		Once in a month		Once in a cropping season		Never	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
RAEO	18	15.00	22*	18.33	8	6.67	72	60.00
Agricultural Scientist	2	1.62	3	2.50	9	7.50	106	88.33
Neighbor	21	17.50	11	9.17	7	5.83	81	67.50
Friend	12	10.00	7	5.83	6	5.00	95	79.17
Relative	8	6.67	5	4.17	4	3.33	73	60.83
Progressive Farmer	24*	20.00	13	10.83	10*	8.33	73	60.83
Village leader	17	14.17	14	11.67	6	5.00	83	69.17

Above table reveals that maximum number of respondents (20.00 %) utilized the progressive farmers as a major sources of information. The other important sources utilized by the respondents were RAEO s (18.33%), neighbors (17.50%), village leader (14.17%), friends (10.00%) and agricultural scientists (7.50% ). As regards maximum intensity of contact, (once in a fortnight ), the maximum of respondents (20.00%) utilized the progressive

farmers as main sources information followed by neighbors (17.50%) and RAEOs (15.00%) .

In case of moderate intensity of contact (once in a month), the highest percentage (18.33) of the respondents utilized as resources of information whereas the percentage of village leaders and progressive farmers were 11.67 and 10.83 respectively.

Under the category of low intensity of contact (once in a cropping season), maximum

number of respondents (8.33 percent) utilized progressive farmers as sources of information while 7.50 percent and 6.67 percent of the

respondents utilized agricultural scientist and RAEOs respectively.

**Table 2: Intensity of utilization of Communication channels**

Communication Channel	Intensity of contact					
	Often		Sometimes		Never	
	Frequency	%	Frequency	%	Frequency	%
Radio	18	15.00	25	20.83	77	64.17
TV	38	31.67*	31	25.83*	51	42.50
News paper	6	5.00	9	7.50	105	87.50
Printed matter	10	8.33	18	15.00	92	76.67

Above shows that the highest frequency of respondent (31.67%) utilized TV as communication media followed by radio (20.83%) and printed material (15.00 percent).

**Table 3: Distribution of respondents according to utility levels of communication sources and channels in obtaining information of improved Wheat Technology**

S. No.	Different communication sources and channel	Utility levels		
		High	Medium	Low
<b>A.</b>	<b>Government Unit</b>			
1.	RAEO	58(48.00%)	37 (31.00%)	25 (21.00%)
2.	Agricultural Scientist	45 (37.01%)	40 (34.00%)	35 (29.00%)
<b>B.</b>	<b>Nongovernment Unit</b>			
1.	Neighbour	55 (46.00%)	45 (37.00%)	20 (17.00%)
2.	Friend	49 (41.00%)	41 (34.00%)	30 (25.00%)
3.	Relative	51 (43.00%)	44 (37.00%)	25 (20.00%)
4.	Progressive Farmers	65 (54.00%)	35 (29.00%)	20 (17.00%)
5.	Village leader	48 (40.00%)	34 (28.00%)	38 (32.00%)
<b>C.</b>	<b>Mass Media</b>			
1.	Radio	60 (50.00%)	45 (37.00%)	15 (13.00%)
2.	TV	70 (58.00%)	30 (25.00%)	20 (17.00%)
3.	News Paper	52 (45.00%)	36 (30.00%)	32 (27.00%)
4.	Printed Material	53 (44.00%)	37 (31.00%)	30 (25.00%)

**Table 4: Distribution of Respondents according to their social participation**

S. No.	Social Participation	Number	Percentage
1	Participation	24	20
2	Non Participation	96	80
	<b>Total</b>	<b>120</b>	<b>100</b>

bove Table indicates the distribution of respondents according to their social participation. The data reported in the table show a majority (80%) of respondents not participation in any of the social organization while 20 percent respondents participated in one or more social organization.

**Table 5: Association between utilization of different communication sources & channels and social participation in relation to adoption of improved crop production technology of Wheat Crops**

S. No.	Communication source & channel	Social Participation			
		Participation N=51		Non Participation N=31	
		No.	P.	No.	P.
A.	Institution Unit				
1.	RAEO	6	11.77	3	9.68
2.	Agril. Scientist	3	5.88	-	-
B.	Non Institution				
1.	Neighbour	4	7.84	3	9.68
2.	Friend	2	3.92	1	3.23
3.	Relative	2	3.92	1	3.23
4.	Progressive Farmers	9	17.65	6	19.35
5.	Village Leader	1	1.96	1	3.23
C.	Mass Media				
1.	Radio	7	13.73	5	16.13
2.	Television	13	25.49	8	25.81
3.	Newspaper	2	3.92	2	6.45
4.	Printed Material	2	3.92	1	3.23

The above table reveal that tone fourth of each, participating and nonparticipating respondents utilized television as the channel of communication in relation to use improved crop production technology in Wheat crop.

In case of participating respondents progressive farmer (17.65 %) was ranked second followed by radio (13.73% and RAEO (11.77%)

Among the respondent of non-participating group progressive famers (19.35%) and Radio (16.13%) were liked in the sequences of preferences in receiving the improved crop production technology in Mustard Crops.

$X^2$  statistic is used to test the significant of association between the two attributes. A low value of  $X^2$ - statistic (0.16) proves no association between the two attributes utilization of different sources of communication and social participation.

### CONCLUSION

The findings of the present investigation indicate that the utilization level of television was found to very high (58%) followed by progressive farmers (54%)and radio (50%)respectively the study also .

Concluded that the social participation of wheat growers have an significant and positive influence on the utilization level of communication channel.

### Suggestion-

- The progressive farmers, RAEOs and sources of information should have

complete and latest agricultural knowledge.

- Literacy and Adult Education programme should be employed in the villages with care.
- Agricultural printed material and other related literature should be available in the villages in time.
- The agricultural programme telecasted by television or Radio should be in regional language and simple.
- The farmers should be given information regarding agricultural scientists to make a deep discussion on agricultural problem.
- RAEOs should be punctual in his visits and contact with the farmers.
- Further studies need to be conducted for all the recommended package of practices of mustard crop.

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