Individual contact behaviour of rice growers under Seed Village Programme in district Baramulla, Jammu and Kashmir

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ABSTRACT

The current study on rice growers' individual contact behaviour under Seed Village Programme was conducted in five purposively selected divisions of Baramulla district, Jammu and Kashmir who had the Seed Village Programme under the rice crop. Data were personally collected through well-structured interview schedule. Majority (65.16%) of the rice growers had medium level of individual contact followed by 22.58 per cent who had high and only 12.25 per cent had low level of individual contact. In overall, it was observed that majority of the respondents never had discussions with scientists of SKUAST-K (67.74%), regularly had discussions with extension functionaries (73.54%), occasionally visited the KVK (48.06%), rarely made phone calls (37.41%), never wrote personal letters (93.87%) and occasionally had discussions with the progressive farmers (54.83%).

Keywords: Individual contact; behaviour; rice; growers; seed village

INTRODUCTION

In most developing nations, people work mostly in agriculture, which is essential to the process of development. In general, communication is a means of connecting people or places. Various communication channels are required to improve agricultural production. The practice of exchanging/transmitting news, viewpoints, information etc and to build consensus, is known as communication.

In terms of area and productivity, rice is one of the most important food crops in the world (Goud and Ram 2018). Rice, a staple food for more than half of the world's population, is grown in >100 countries with 90 per cent of the total global production from Asia (Fukagawa and Ziska 2019).

In India in the year 2021, rice was produced on an area of 45.77 million ha with production of 124.37 million tonnes and a yield of 2,717 kg per ha (Anon 2023a). On 274.47 thousand ha in Jammu and Kashmir, rice was grown in 2022-23, producing 6,046.58 thousand quintals with an average yield of 22.03 q per ha (Anon 2023b).

METHODOLOGY

The research design used in this study was ex post-facto because the incidents had already occurred. The study was conducted in the Baramulla district of Kashmir valley, Jammu and Kashmir (Fig 1), which was being considered for rice Seed Village Programme from 2018 to 2020. There are six agricultural sub-divisions in district Baramulla, five of which are Baramulla, Pattan, Sopore, Rohamma and Tangmarg, with twelve designated agricultural zones in twenty five villages.

A total of 310 growers under the Seed Village Programme participated in the study. The data were collected in a systematic manner and the findings were analyzed using percentages, frequencies, means and standard deviation.

The rice growers individually communicated with the extension workers maintaining a separate identity for each rice grower. Individual contact was measured by asking the rice growers how they reacted to the received information. Different scores were awarded on the four-point continuum viz regularly,

occasionally, rarely and never to which scores 3, 2, 1 and 0 were assigned respectively. Based on the scores obtained, the respondents were categorized as per Table 1.

The final score for individual contact was calculated by summing up all the corresponding response scores and the respondents were grouped into three categories based on mean and standard deviation.

RESULTS and DISCUSSION

As per the data given in Table 2, in sub-division Pattan, majority (68.57%) of the rice growers had medium followed by 17.14 per cent having high and only 14.28 per cent having low level of individual contact. In sub-division Sopore, majority (64.44%) of the rice growers had medium, 24.44 per cent had high and only 11.11 per had low level of individual contact. In sub-division Tangmarg, majority (58.33%) of the rice growers had medium, 33.33 per cent had high and only 8.33 per cent had low level of individual contact. In sub-division Baramulla, majority (68.49%) of the rice growers had medium followed by 19.17 per cent who had high and only 12.32 per cent had low level of individual contact. In case of sub-division Rohamma, 50.00 per cent of the rice growers had medium, 35.00 per cent had high and only 15.00 per cent had low level of individual contact. In overall, majority (65.16%)

Table 1. Categorization of respondents on the basis of obtained scores

Individual contact	Score
Low	Below mean –SD
Medium	Between mean ±SD
High	Above mean +SD

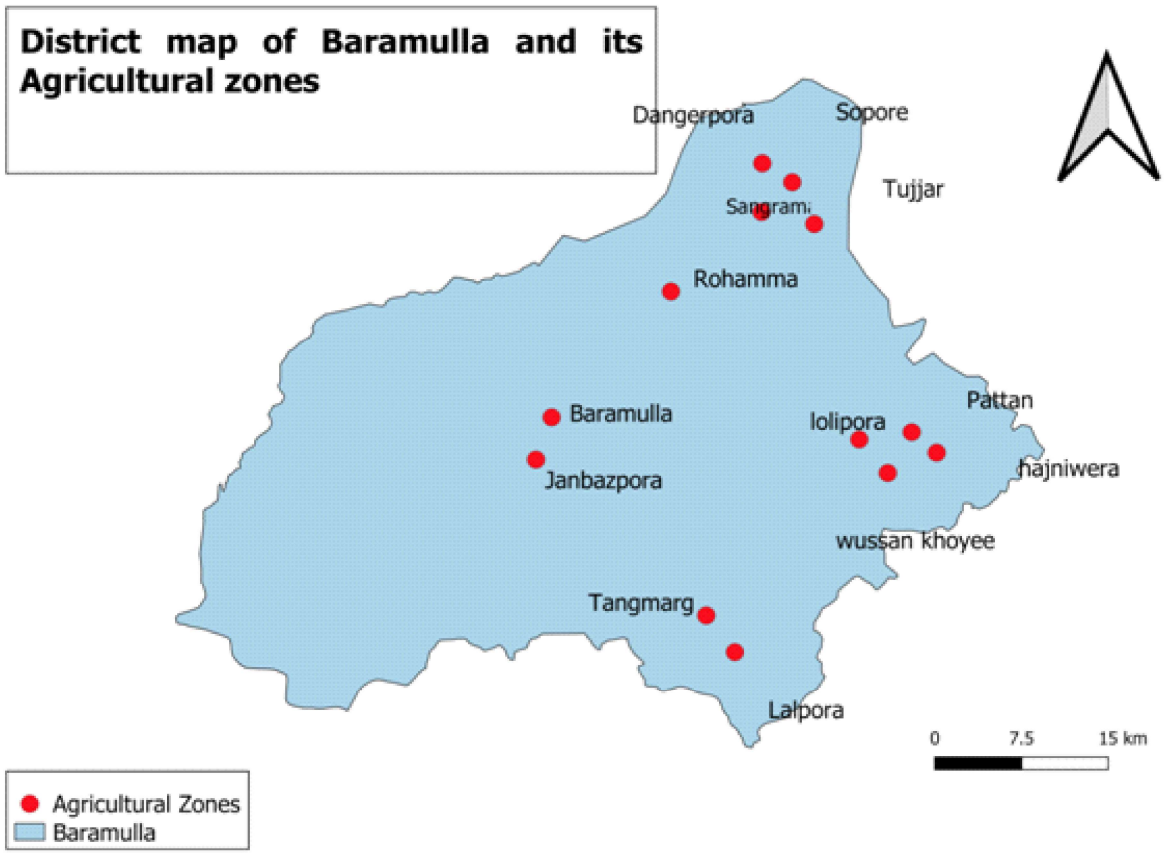

Fig 1. Map of district Baramulla, Jammu and Kashmir

of the rice growers had medium level of individual contact followed by 22.58 per cent who had high and only 12.25 per cent had low level of individual contact. Therefore, it is clear from the data, that majority of the rice growers had medium level of individual contact.

Kasidurai and Vengatesan (2017), in their study in Perambalur district of Tamil Nadu, grouped the information dissemination and overall information management behaviour of the famers under medium level.

Kumar et al (2022) reported that above half of the respondent farmers under study, belonged to medium category of information seeking behaviour. Slightly above two-third of the farmers (67.00%) had medium level of information seeking behaviour, whereas, 17.33 and 15.67 per cent farmers had low and high level of information seeking behaviour respectively.

Saha and Devi (2014) undertook a study on information management behaviour of the traditional fish farmers in Assam and found that majority of the respondents belonged to medium (71%) category of information management behaviour followed by low (15%) and high (13%) categories.

Anwar et al (2017) assessed the information management behaviour of rice farmers of Kannur district, Kerala and found that majority of the women rice farmers belonged to medium category of information management behaviour. Sharma et al (2009-2010) observed that in Kushalgarh and Bagidora Tehsils of Banswara district, Rajasthan, 46 per cent rice growers had medium adoption level, whereas, 32 and 22 per cent respondents had low and high level of adoption respectively.

Goud and Ram (2018) observed that in Imphal West district, majority (65.00%) of the rice growers belonged to medium, 19.17 to low and 15.83 per cent to high communication behaviour.

The data given in Table 3 reveal that in case of sub-division Pattan, majority of the respondents never had discussions with scientists of SKUAST-K (74.28%), regularly had discussions with extension functionaries (78.57%), occasionally visited the KVK (44.28%), regularly made phone calls (44.28%), never wrote personal letters (98.57%) and occasionally had discussions with the progressive farmers (54.28%). In Sopore sub-division, majority of the respondents never had discussions with scientists of SKUAST-K (59.25%), regularly had discussions with extension functionaries (79.25%), occasionally visited the KVK (48.88%), rarely made phone calls (34.81%), never wrote personal letters (91.85%) and occasionally had discussions with the progressive farmers (52.59%). In Tangmarg sub-division, all the respondents never had discussions with scientists of SKUAST-K and wrote personal letters. Majority of them regularly had discussions with the extension functionaries (83.33%), occasionally visited the KVK (83.33%), rarely made telephone calls (58.33%) and occasionally had discussions with the progressive farmers (66.66%). In sub-division Baramulla, majority of the respondents never had discussions with scientists of SKUAST-K (63.01%), regularly had discussions with extension functionaries (67.12%), rarely visited the KVK (47.94%), rarely made phone calls (50.68%), never wrote personal letters (90.41%) and occasionally had discussions with the progressive farmers (56.16%). In Rohamma sub-division, all the respondents never had discussions with scientists of SKUAST-K and wrote personal letters. Majority of them occasionally had discussions with the extension functionaries (50.00%), occasionally visited the KVK (55.00%), rarely made

Table 2. Distribution of rice growers according to level of individual contact

Level	Sub-division					Total (N = 310)
	Pattan (n_1= 70)	Sopore (n_2 = 135)	Tangmarg (n_3 = 12)	Baramulla (n_4 = 73)	Rohamma (n_5 = 20)	
Low	10 (14.28)	15 (11.11)	1 (8.33)	9 (12.32)	3 (15.00)	38 (12.25)
Medium	48 (68.57)	87 (64.44)	7 (58.33)	50 (68.49)	10 (50.00)	202 (65.16)
High	12 (17.14)	33 (24.44)	4 (33.33)	14 (19.17)	7 (35.00)	70 (22.58)
Mean ± SD	9.06 ± 2.63	8.04 ± 2.23	8.00 ± 1.53	7.89 ± 1.99	6.55 ± 1.87	8.00 ± 2.05
Observed range	3-13	2-14	5-11	3-13	3-10	2-14

Figures within parentheses indicate per cent values

Table 3. Distribution of rice growers according to their individual contact with different sources of information

Individual contact	Sub-division											
	Pattan (n_1 = 70)				Sopore (n_2 = 135)				Tangmarg (n_3 = 12)			
	Regularly	Occasionally	Rarely	Never	Regularly	Occasionally	Rarely	Never	Regularly	Occasionally	Rarely	Never
Discussion with scientists of SKUAST-K	0 (0.00)	1 (1.42)	17 (24.28)	52 (74.28)	0 (0.00)	6 (4.44)	49 (36.29)	80 (59.25)	0 (0.00)	0 (0.00)	0 (0.00)	12 (100.00)
Discussion with extension functionaries	55 (78.57)	13 (18.57)	2 (2.85)	0 (0.00)	107 (79.25)	22 (16.29)	6 (4.44)	0 (0.00)	10 (83.33)	2 (16.66)	0 (0.00)	0 (0.00)
Visit to KVK	21 (30.00)	31 (44.28)	13 (18.57)	5 (7.14)	4 (2.96)	66 (48.88)	60 (44.44)	5 (3.70)	0 (0.00)	10 (83.33)	2 (16.66)	0 (0.00)
Telephone calls	31 (44.28)	13 (18.57)	16 (22.85)	10 (14.28)	16 (11.85)	38 (28.14)	47 (34.81)	34 (25.18)	1 (8.33)	3 (25.00)	7 (58.33)	1 (8.33)
Personal letters	0 (0.00)	0 (0.00)	1 (1.42)	69 (98.57)	1 (0.74)	3 (2.22)	7 (5.18)	124 (91.85)	0 (0.00)	0 (0.00)	0 (0.00)	12 (100.00)
Discussions with progressive farmers	20 (28.57)	38 (54.28)	12 (17.14)	0 (0.00)	35 (25.92)	71 (52.59)	24 (17.77)	5 (3.70)	2 (16.66)	8 (66.66)	2 (16.66)	0 (0.00)

Table 3. contd…..

Individual contact	Sub-division								Total			
	Baramulla (n_4 = 73)				Rohamma (n_5 = 20)				N = 310			
	Regularly	Occasionally	Rarely	Never	Regularly	Occasionally	Rarely	Never	Regularly	Occasionally	Rarely	Never
Discussion with scientists of SKUAST-K	0 (0.00)	5 (6.84)	22 (30.13)	46 (63.01)	0 (0.00)	0 (0.00)	0 (0.00)	20 (100.00)	0 (0.00)	12 (3.87)	88 (28.38)	210 (67.74)
Discussion with extension functionaries	49 (67.12)	21 (28.76)	3 (4.10)	0 (0.00)	7 (35.00)	10 (50.00)	3 (15.00)	0 (0.00)	228 (73.54)	68 (21.93)	14 (4.50)	0 (0.00)
Visit to KVKs	6 (8.21)	31 (42.46)	35 (47.94)	1 (1.36)	1 (5.00)	11 (55.00)	8 (40.00)	0 (0.00)	32 (10.32)	149 (48.06)	118 (38.06)	11 (3.54)
Telephone calls	1 (1.36)	21 (28.76)	37 (50.68)	14 (19.17)	1 (5.00)	3 (15.00)	9 (45.00)	7 (35.00)	50 (16.12)	78 (25.16)	116 (37.41)	66 (21.29)
Personal letters	0 (0.00)	0 (0.00)	7 (9.58)	66 (90.41)	0 (0.00)	0 (0.00)	0 (0.00)	20 (100.00)	1 (0.32)	3 (0.96)	15 (4.83)	291 (93.87)
Discussions with progressive farmers	18 (24.65)	41 (56.16)	12 (16.43)	2 (2.73)	2 (10.00)	12 (60.00)	6 (30.00)	0 (0.00)	77 (24.83)	170 (54.83)	56 (18.06)	7 (2.25)

Figures within parentheses indicate per cent values

telephone calls (45.00%) and occasionally had discussions with the progressive farmers (60.00%).

In overall, it was observed that majority of the respondents never had discussions with scientists of SKUAST-K (67.74%), regularly had discussions with extension functionaries (73.54%), occasionally visited the KVK (48.06%), rarely made phone calls (37.41%), never wrote personal letters (93.87%) and occasionally had discussions with the progressive farmers (54.83%).

Shanmugaraja and Kanagasabapathi (2008) observed that the tribal farmers of Pachaimalai hills, Tamil Nadu received information on agricultural aspects primarily from personal cosmopolite channels like block officials, personal localite channels like input merchants and hamlet local leaders and impersonal cosmopolite channels like newspapers, farm broadcast and telecast.

Hossain et al (2011) reported that in the two villages of Barkhada union under Kushtia Sadar Upazilla of Kushtia district, Bangladesh, among the 18 communication media, five most recognised media were progressive farmers, neighbours, friends, sub-assistant agriculture officer and group discussion in receiving information on rice cultivation.

In a study in seven districts of Pakistan, Khatam et al (2013) reported that majority of the farmer respondents were aware of the farm visits (66.43%), demonstrations being conducted (62.50%) and home visits made by the extension staff (60.71%) as extension methods for dissemination of agricultural technologies among the farming community, whereas, only 31.78 and 22.85 per cent of the farmer respondents were aware of the office and telephone calls respectively for diffusion of information regarding latest agricultural technologies. However, awareness regarding personal letters as an extension method among the farming community was proved as the lowest (18.93%) entity in the study area. The extent of the use of individual contact methods namely farm visits, demonstrations, home visits and office call bearing mean standard values 2.85, 2.81, 2.79 and 2.68 respectively were ranked as 1st, 2nd, 3rd and 4th respectively. Similarly, the mean values of the extent of the use of telephone calls and personal letters being used for diffusion of agricultural technologies among the farming community were 2.49 and 2.45 and were ranked as 5th and 6th respectively in order of precedence.

Kumar et al (2022) reported that among personal localite sources for the farmers, friends occupied first rank followed by neighbours that might be due to the reason that friends and neighbours were easily accessible to the respondents. The respondents always sought information related to crop cultivation advices from agricultural department officials. Among the impersonal cosmopolite sources, television occupied first rank followed by meetings/discussions.

In a study conducted by Ibrahim et al (2012), it was found that for 40.4 per cent of the respondents, agricultural extension agents were their main sources of improved rice production technology. This was followed by radio and television (29%). About 14 per cent of the respondents indicated that cooperative union and salesmen were their sources of information; only 7.7 per cent of the respondents claimed to have received their information from their relatives and neighbours and about 4 per cent received their information directly from research institutes.

Lal and Tandon (2020) revealed that, for the organic farmers in Jammu and Kashmir, extension personnel of KVK ranked first in order to preference followed by extension personnel of state department of agriculture and progressive organic farmers, relatives and friends, neighbours, TV and radio. The other sources like salesmen of organic agricultural inputs, local leaders and extension publications were least preferred by the farmers.

Saha and Devi (2014) reported that majority of the traditional fish farmers in Assam used personal contacts for seeking information on different aspect of fisheries. Friends and neighbours, progressive farmers and input suppliers were the major sources of information.

CONCLUSION

From the present study, it was concluded that majority of the rice growers, under Seed Village Programme in district Baramulla, Jammu and Kashmir, had medium level of individual contact. In sub-divisions Pattan, Sopore, Tangmarg and Baramulla, the farmers were regularly in touch with the extension functionaries except Rohamma where they were occasionally in touch with them. Second most preferred source of individual contact of the farmers was progressive farmers whom they contacted occasionally.

Interestingly, in most of the cases, majority of the farmers never had discussions with the scientists of SKUAST-K and wrote personal letters for individual contact.

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