# Source of agricultural information among the paddy growers

## in Nagapattinam district: A study

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## ABSTRACT

India is a land of farmers and their socio economic development depends to a larger extent on the education of the farmers and their information level. They need information to become enlightened and rational so as to take quick and correct decisions to improve rural life. This paper deals with the socio economic status of paddy growers in Nagapattinam District Tamil Nadu, and tries to find out the knowledge level of the paddy growers and also the mass media sources adopted by the farmers to seek the required agricultural information.

**Keywords:** Mass media, agricultural information, knowledge level, paddy growers

## INTRODUCTION

India is a land of farmers and their socio economic development depends to a larger extent on the education of the farmers and their information level. They need information to become enlightened and rational so as to take quick and correct decisions to improve rural life. The realisation among the various nations that information is power and is an indispensable resource for the development of all types of industries. For the continuous improvement of every facet of agriculture and farming information remains an essential input.

A perfectly appropriate, timely useful and accessible technology will be of no use if it does not have a systematic and effective dissemination strategy. This study is aimed to find out the source of agricultural information seeking behaviour among the paddy growers in Nagapattinam District, Tamil Nadu.

## OBJECTIVES

The main objectives of the study are

1.      To study the socio economic status of the paddy growers in Nagapattinam district.

2.      To find out the frequency of mass media sources adopted by the paddy farmers for seeking information.

3.      To examine the level of knowledge about paddy cultivation practices in Nagapattinam district.

## METHODOLOGY

To achieve the objectives a well structured questionnaire was prepared by the investigator and interview method has been used to collect the data. The investigator personally visited the farmers and got the responses from

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the farmers directly and the farmers were classified according to their farm size.

## SAMPLE FOR THE STUDY

Nagapattinam district consists of 11 agricultural blocks and stratified random sampling method has been adopted to select 40 respondents from each block, therefore the sample totals to 440.

accounted to 155 (33.23%). They have owned 2.5 acres.

The next category found is medium scale farmers. They have owned the farming lands upto 5 acres. They are calculated to 143 (32.50%). Whereas the large scale farmers have been observed more or less same in number of medium scale. They are accounted to 142(32.27%).

From the analysis it is found in the

**Table 1**

**Distribution of respondents according to farm size**

| Sl. No | Category of paddy growers | Wet land (Acre) | No. of respondents | % |
|---|---|---|---|---|
| 1 | Small scale | 2.5 | 155 | 35.23 |
| 2 | Medium scale | 2.5-5 | 143 | 32.50 |
| 3 | Large scale | above 5 | 142 | 32.27 |
| | Total | | 440 | 100 |

## ANALYSIS AND INTERPRETATION

Table 1 indicates distribution of respondents according to their farm size and

Nagapattinam District that small scale farmers are high in numbers compared to others.

Table 2 indicates the socio economic status

**Table – 2**

**Socio Economic status of farmers in Nagapattinam district**

| Categories of paddy growers | AGE | | | ANNUAL INCOME | | | EDUCATION | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|
| | Upto 35 years | 36 -45 years | above 45 years | Below 50,000 | 51,000-2 lakhs | Above2 lakhs | Illiterate | Upto school | Graduate | |
| Small scale | 40 (25.81) | 58 (37.42) | 57 (36.77) | 60 (38.71) | 75 (48.39) | 20 (12.90) | 25 (16.13) | 84 (54.90) | 46 (29.68) | 155 |
| Medium scale | 30 (20.98) | 58 (40.56) | 55 (38.46) | 18 (12.59) | 72 (50.35) | 53 (37.06) | 10 (6.99) | 78 (54.54) | 55 (38.46) | 143 |
| Large scale | 28 (19.72) | 51 (35.91) | 63 (44.37) | - | 52 (36.62) | 90 (63.38) | - | 62 (43.66) | 80 (56.34) | 142 |
| Total | 98 (22.27) | 167 (37.95) | 175 (39.77) | 78 (17.73) | 199 (45.23) | 163 (37.04) | 35 (7.95) | 224 (50.91) | 181 (41.14) | 440 |

are classified into three categories such as small, medium and large farmers. It is found that the district highly consist of the farmers who have possessed small cultivation lands. They are

of farmers in Nagapattinam district. In which the age wise analysis, Income wise analysis and education wise analysis have been made.

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While analyzing the age of farmers among the three categories, the age group above 45 years stands first in numbers. Out of 440 farmers they are accounted to 175(39.77%) followed by the age group of between 36-45 years 167 (37.95) and upto 35 years 98(22.27).

While analyzing the annual income of farmers among three categories, the annual income group 51, 000 – 2 lakhs stands first in numbers. Out of 440 farmers they are accounted to 199 (45.23%) followed by above 2 lakhs income group 163 (37.04%) and below 50,000 income group 78(17.73%).

While analyzing the education of farmers among three categories, the education group upto School stands first in numbers. Out of 440 farmers they are accounted to 224(50.91%)

followed by graduate 181(41.14%) and illiterate 35(7.95%).

Table-3 shows that frequency of information utilization through the various mass media sources by paddy growers. The mass media sources include Posters, Charts, Newspapers, Radio and Television.

Among 440 farmers, 215 (48.86%) of farmers highly make use of the information displayed by poster. 183 (41.59%) of farmers observed with the frequency of sometimes. Yet 9.54 percent of farmers are noted that they are never benefited by posters.

While analyzing the information displayed through charts it is observed that 49.77 percentage of farmers are informed through

**Table -3**

**Frequency of information utilization through various media sources**

| Categories of paddy Growers | Poster | | | Total |
|---|---|---|---|---|
| | Always | Sometimes | Never | |
| Small scale | 70 (45.16) | 68 (43.87) | 17 (10.97) | 155 |
| Medium scale | 85 (59.44) | 50 (34.96) | 8 (5.59) | 143 |
| Large scale | 60 ( 42.25) | 65(45.77) | 17 ( 11.97) | 142 |
| Total | 215 ( 48.86) | 183 (41.59) | 42 (9.54) | 440 |
| Categories of paddy Growers | Chart | | | Total |
| | Always | Sometimes | Never | |
| Small scale | 65 ( 41.93) | 63 (40.64) | 27 (17.42) | 155 |
| Medium scale | 83 ((58.04) | 46 (32.17) | 14 (9.79) | 143 |
| Large scale | 71 (50.00) | 56(39.44) | 15 (10.56) | 142 |
| Total | 219(49.77) | 165 (37.50) | 56 (12.73) | 440 |
| Categories of paddy Growers | Newspaper | | | Total |
| | Always | Sometimes | Never | |
| Small scale | 63 (40.64) | 65 (41.93) | 27 (17.42) | 155 |
| Medium scale | 82 (57.34) | 52 (36.36) | 9 (6.29) | 143 |
| Large scale | 68 (47.89) | 60 (42.25) | 14 (9.86) | 142 |
| Total | 213 (48.41) | 177(40.23) | 50 (11.36) | 440 |
| Categories of paddy Growers | Radio | | | Total |
| | Always | Sometimes | Never | |
| Small scale | 65 (41.93) | 55 (35.48) | 35 (22.58) | 155 |
| Medium scale | 48 (33.57) | 74 (51.75) | 21 (14.68) | 143 |
| Large scale | 57 (40.14) | 70 (49.29) | 15 (10.56) | 142 |
| Total | 170 (38.64) | 199 (45.23) | 71 (16.14) | 440 |
| Categories of paddy Growers | Television | | | Total |
| | Always | Sometimes | Never | |
| Small scale | 75 (48.39) | 68 (43.87) | 12 (7.44) | 155 |
| Medium scale | 73 (51.05) | 62 (43.36) | 8(5.59) | 143 |
| Large scale | 66 (46.48) | 67 (47.18) | 9 (6.34) | 142 |
| Total | 214 (48.64) | 197 (44.77) | 29 (6.59) | 440 |

charts whereas 12.73 percentage of farmers are not femiliar with charts and they have never been benefited by charts.

In general newspaper stand the main source of information dissemination. In this study majority of farmers are found with the habit of reading newspapers and they are calculated to 48.41 percentage whereas 11.36 percentage of farmers are not disseminated the information through newspapers as they may not be able to read them.

Radio is one of the media through the information can be broadcast. The study has revealed that the source of radio becomes out moded nowadays that's why they are highly found in the second frequency of sometimes 45.23 percentage.

Television the main source of information dissemination is observed high in usage witnessing 48.64 percentage. Even the second frequency studied also proved 44.77 percentage only 6.59 percentage of farmers are not informed through television.

Table 4 indicates distribution of respondents about the knowledge of cultivation practice of different seasons and varieties. Out of

**Table - 4**

**Distribution of respondents on to knowledge about season and varieties**

| Categories of paddy Growers | Kuruvai season | | |
|---|---|---|---|
| | Right response | Wrong response | Total |
| Small scale | 139 ( 89.68) | 16 (10.32) | 155 |
| Medium scale | 136 (95.10) | 7(4.89) | 143 |
| Large scale | 137(96.48) | 5(3.52) | 142 |
| Total | 412 (93.64) | 28(6.36) | 440 |
| Categories of paddy Growers | Samba  season | | |
| | Right response | Wrong response | Total |
| Small scale | 145 (93.55) | 10 (6.45) | 155 |
| Medium scale | 134 ( 93.71) | 9(6.29) | 143 |
| Large scale | 135(95.07) | 7(4.93) | 142 |
| Total | 414 ( 94.09) | 28(6.36) | 440 |
| | Late samba | | |
| Categories of paddy Growers | Right response | Wrong response | Total |
| Small scale | 135 ( 87.10) | 20 ( 12.90) | 155 |
| Medium scale | 130 ( 90.91) | 13( 9.09) | 143 |
| Large scale | 137(96.48) | 5(3.52) | 142 |
| Total | 402 ( 91.36) | 38(8.64) | 440 |
| Categories of paddy Growers | Suitable variety for samba season | | |
| | Right response | Wrong response | Total |
| Small scale | 140 (90.32) | 15 (9.68) | 155 |
| Medium scale | 132 (92.31) | 11(7.69) | 143 |
| Large scale | 136(95.77) | 6(4.22) | 142 |
| Total | 408 (92.73) | 32(7.27) | 440 |
| Categories of paddy Growers | Suitable variety for Kururvai season | | |
| | Right response | Wrong response | Total |
| Small scale | 143 ( 92.26 ) | 12 ( 7.74) | 155 |
| Medium scale | 137 ( 96.48) | 6 (4.19) | 143 |
| Large scale | 138 ( 97.18) | 4(2.82) | 142 |
| Total | 418 ( 95.00) | 22( 5.00) | 440 |
| Categories of paddy Growers | Suitable variety for thaladi season | | |
| | Right response | Wrong response | Total |
| Small scale | 142 (91.61) | 12 (7.74) | 155 |
| Medium scale | 137(96.48) | 6( 4.19) | 143 |
| Large scale | 138( 97.18) | 4(2.82) | 142 |
| Total | 418 (95.00) | 22(5.00) | 440 |
| Categories of paddy Growers | Hybrid rice variety | | |
| | Right response | Wrong response | Total |
| Small scale | 135(87.10) | 20 ( 12.90) | 155 |
| Medium scale | 137(95.80) | 6(4.19) | 143 |
| Large scale | 138( 97.18) | 4(2.82) | 142 |
| Total | 410 ( 93.18) | 30(6.82) | 440 |

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440 farmers, majority of the farmers have samba season which are account to 93.64 and 94.09 respectively yet 6.36 percentage of users are not aware of these season. Same 91.36 percentage of users are observed with the knowledge of late samba season.

Among 440 farmers, 408 (92.73%) gave right response about the knowledge of suitable variety to be sown and 32(7.27%) of farmers do not have knowledge about suitable variety of samba season to be sown.

With regard 440 farmers, 418(95%) gave right response and 22 (5%) have given wrong response towards the knowledge of suitable variety for kuruvai and thaladi season.

Out of 440 farmers, 410(93.18%) have given right response towards the knowledge of hybrid rice and 30(6.82%) of farmers do not have knowledge about hybrid rice variety.

## FINDINGS OF THE STUDY

The study reveals the following findings.

• The finding shows that majority of the farmers belongs to small scale farmers.

• The finding shows that majority of the paddy growers belongs to the age group of "above 45 years".

• The finding shows that majority of the farmer annual incomes comes under 54000 to 2 lakhs and it is also shows that most of them completed upto school level education.

• The findings of frequency of information utilization through various media sources shows that posters, charts, newspaper and television are the most frequently used information sources for their cultivation practice.

• The finding of the knowledge of the farmer about season and variety selection shows that majority of them have a good knowledge in the same

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