

Constraints Perceived by Farmers in Communication Behaviour

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ABSTRACT

Communication is the core activity of human association in general and progress as well as development in particular. No human life can exist in isolation. A man can survive only in society and the survival in society is possible with communication. Therefore, communication is identified as the oldest continued activity of human being since birth and ongoing activity and on till death. More precisely, communication is the basic need of human being and web of society which makes the survival, growth, progress and development of man possible and holds the society intact and progressive. To sum-up, communication is a vital part of personal life in the society. It is equally important in business, education, civilization, administration and other situations where people encounter with each other to satisfy their needs and wishes. The communication system in India is far from showing concern for the problems and needs of the rural folk, the poor people, the workers, peasants' common people and women. The dite pressure is making it an instrument of consumerism and Counter Reformation. There is not enough political response to these issues as well as the issue of tremendous pressure from the people for a new information order. The extension/communication/dissemination system and network are the key input in increasing the performance in agricultural production. Therefore, the communication is the most powerful input which brings substantial development in socio-economic status of an individual. The study was conducted in Allahabad district of Uttar Pradesh.

INTRODUCTION

India cannot afford the slow progress in acceptance and adoption of scientific agriculture technology in view of growing population. The efforts and contribution of scientists cannot be acknowledged unless innovations developed by them are reached, accepted and adopted by the farmers. Therefore, the increase in production is only possible when high-yielding varieties are scientifically sown; proper fertilizer and plant- protection measures are used; other modern agricultural innovations are applied in an actual field condition by the farmers and more land is reclaimed for cultivation. A farmer cannot do all these alone. He should get knowledge about improved agricultural technology. In case farmers who have an open mind to receive the new knowledge, it will not be a problem. But the farmers who are illiterate, traditionalist, hard liners, small land holders and like hesitate to switch over from their traditional agriculture to scientific agricultural technology due to fear of risk. Therefore, they are to be contacted, motivated and persuaded with effective, impressive, sound and uninterrupted communication strategies. The use of present extension and communication technology system is based on the initiatives of the farmers, the receiver itself. This is possible only when the farmer is conversant with the knowledge of handling system, approach etc. about present communication technology system as well as the positive attitude towards the system. In view of the progressive farmers, its use is judicious as they have high

level of positive communication behaviour. The positive communication behaviour has resulted the desired results in their agricultural profession. As far as the farmers of U.P., Bihar and like backward areas are concerned they are traditionalist-hardliners and shy in nature with poor communication behaviour. They hesitate to ask recent information. Therefore, the state of agriculture profession is not as bright as it should have been. The reason of poor communication behaviour is not only because of their personal weaknesses but there are number of constraints, which come in the way and restrict them to make use of extension personnel's and communication channels. In view of above, it is beyond doubt that for improving the communication behaviour of the UP farmers in positive direction, there is need to formulate the communication strategy, which is sustainable and strong enough to get the desired results. For formulating communication strategy there is need to have the status of communication behaviour of target people and its constraints.

Communication behaviour is composite activity of individual as a result of extension and media exposures. There are considerable researches, which had been conducted on extension approaches, media, launched rural development programmes and like. The researches to find out the communication behaviour were conducted by assessing interaction pattern and use of extension methods and mass media used by the individuals. But present study was devoted to find out the state of affairs of individual behaviour in the process of acquisition of

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knowledge with the interaction of extension approaches and mass media. The study had assessed the all activities of respondents, which were performed by them directly and indirectly in the collection of needed knowledge with help of fundamental and non-functional sources of recognized and unrecognized extension methods and media. The study further investigated the activities of respondents which had taken place after acquisition of knowledge to assess the state information processing behaviour. This included how and ways to feedback, diagnoses, analyse, evaluate, decision making and storage of information with the help, extension methods and media. To step further information out behaviour of the respondents was also assessed to find out the activities performed by the respondents for the use of collected information input as how and at what extent extension approaches and media had helped in the process. In view of above, the study will provide the state of activities performed by the respondents at different three stages of communication behaviour. The result has reflected that as at which stage respondents were facing constraints in the ultimate use of information's for desired results. The results of the study will be helpful to chalk out sound, effective, sustainable and pinpoint communication strategy for the farmers, which will lead to fast development of farmers in their all spheres of life.

The major constraints of communication of farmers were observed in information processing and output behaviour. The major constraints were related to extension contact. It was further noticed that with the increase and improvement in personal and socio-economic characteristics of farmers eliminate the constraints of communication at considerable extent. Therefore, the small category of respondents, had more constraints followed by less and least constraints among medium and large category of respondents respectively.

METHODOLOGY

The study was centered with 300 respondents of 10 villages of 5 C.D. blocks of Allahabad district, Uttar Pradesh and conducted in 10 villages of 5 CD blocks.

The CD Block is the primary government agency, which maintains direct linkage with the farmers of area. The selection of CD Block were made randomly. Out of 20 CD blocks only 5 CD blocks of Allahabad district were selected, viz. Bahadurpur, Chaka, Handia, Meja and Soraon. Further, the selection of villages were made on the basis of stratified random sampling method. First of all CD blocks-wise list of villages was prepared alphabetically. Thereafter, only two villages from each CD block were selected randomly. The selected villages

were Andawa and Bhagipur of Bahadurpur CD Block, Dabhawn and Chaka villages of Chaka CD block, Jagwawala and Aasepur of Handia CD block, Jamw and Detwa Kala of Meja and Juwnapur and Chaturipur of Saraon CD block.

RESULTS AND DISCUSSION

Age is an important factor in the society, which has a definite role in the process of decision making. The maturity of age affects the role of reception, acceptance and adoption of any information/innovation. The age of respondents was categorized in three groups in view of their maturity, viz. young (below 35 years), middle (36-50 years) and old (above 50 years) as per NAEP categorization. The distribution of respondents according to their age categories revealed that majority of the respondents belonged to a young age category, followed by middle and old age categories (Table1). Their percentages of respondents were 47.33, 31.67 and 21.0, respectively. The data revealed that there was adequate representation of the respondents of all the age categories.

Table1: Distribution of respondents according to their age

Sl No.	Age category	Frequency
1.	Young (18-35 years)	142 (47.33%)
2.	Middle (35-55 years)	95 (31.67%)
3.	Old (Above 55years)	63 (21.00%)

EDUCATION

Education is a catalyst in grasping, understanding and accepting the communicated message easily. It was found that the acceptance and adoption of communicated knowledge are more among the educated farmers as compared with less educated or illiterate. The education enhances the process of development and unlocks the doors of modernization. The education also is one of the most essential characteristics of an individual which makes the man rationale. Therefore, their variable was taken into account for the study to establish the role of education in the communication behaviour and to overcome the constraints of communication. The distributions of selected respondents were categorized according to their educational background as referred by Trivedi (1963).

Table 2: Distribution of respondents according to their level of education

n = 300

Sl No.	Educational level	Frequency
1.	Illiterate	41 (13.67%)
2.	Can read only	21 (7.00%)
3.	Can read and write	31 (10.33%)
4.	Primary	36 (12.00%)
5.	High School and Intermediate	89 (29.67%)
6.	Graduation and above	82 (27.33%)

Table 2 showed that a majority of respondents had been schooling for their education. They were 69 per cent whereas 17.33 per cent of respondents were able to read and write with the result of NAEP and remaining 13.67 per cent respondents were illiterate. As far as their level of education of respondents was concerned, 29.67 per cent respondents had education up to High School and Intermediate levels followed by 27.33 per cent respondents, who had education up to graduation and above. There were 17.33 per cent respondents who were able to read only (7.00 per cent) and read and write. The education up to primary was had by 12.00 per cent respondents. About 87 per cent respondents were able to give meaning to printed words. The data substrate the sayings that the Allahabad is centre of education. However, education is a never-ending activity therefore, farmers who are illiterate or neo-literates may be motivated for continuing their education.

Economic status

This variable refers the financial status of an individual. This variable consists of possession of land, occupation or other physical facilities available with an individual. It is accepted fact that higher economic status makes an individual to afford media and interaction for acquisition of information /knowledge. More specifically, higher economic status tends to have higher communication behaviour. The economic status was grouped in three categories by applying the formula SD Mean. These three categories of respondents according to their economic status were low, medium and high. The number of respondents of each category is presented in Table 3.

Table 3: Distribution of respondents according to their economic status

n = 300

Sl No.	Category	Frequency
1.	Low	128 (42.67%)
2.	Medium	127 (42.33%)
3.	High	45 (15.00%)

Distribution of respondents according to their economic status, showed that 42.67 per cent of respondents had low economic status, followed by 42.33 per cent of respondents of medium economic status. There were 15 per cent of respondents who had high economic status. As far as the number of respondents of each economic status category was concerned there were 128 respondents who had low economic status closely followed by 127 respondents who were of a medium economic status category and remaining 45 respondents had high economic status. It may be concluded that the selected respondents had the representation of all the three sections of the society with appropriate and

balanced size of the sample in each category. The size of the sample of each category may be substantiated with the census report of 2001.

Socio-economic status

In the social research, the socio-economic status is being identified as an important and major variable, to arrive at any conclusion. It has been accepted that the higher socio-economic status gives impetus to interaction with extension methods and media. Resultantly, it increases the communication behaviour of the respondents. The respondents have been grouped in three categories according to their socio-economic status. The distribution of respondents, revealed that majority of respondents had a medium category of socio-economic status, followed by the respondents of low and high socio-economic status (Table 4). The category-wise distribution of respondents highlights that there were 160 respondents who had medium socio-economic status, followed by 90 and 50 respondents who had low and high socio-economic status, their percentage being 53.33, 30.0 and 16.67, respectively. Hence, there was appropriate and balanced representation of respondents in the sample according to their socio-economic status.

Table 4: Distribution of respondents according to their socio-economic status

n = 300

Sl No.	Category	Frequency
1.	Low	90 (30.00%)
2.	Medium	160 (53.33%)
3.	High	50 (16.67%)

Constraints of three factors of communication behaviour

The constraints in performing any social activity are experienced by every individual at different intensity and levels depending upon individual's personal social, economic, physical, psychological etc. factors. Here, the constraints of communication behaviour were identified, communicated and statistically analysed to find out the significance of its level of constraints experienced by the respondents. These communication constraints were related to the information input, processing and output behaviour of the respondents. These constraints of communication behaviour were grouped in three categories by using the formulae Mean and S.D.

Table5: Distribution of respondents according to their level of input, processing and output behaviour in relation to constraints.

n = 300

Level of constraints	Frequency Distribution		
	Input behaviour	Processing behaviour	Output behaviour
Low	102 (34.00%)	88 (29.33%)	58 (19.33%)
Medium	166 (55.33%)	196 (65.34%)	125 (41.67%)
High	32 (10.67%)	16 (5.33%)	117 (39.00%)

The constraint of information input behaviour among majority was 55.33 per cent was at medium level followed by 32.00 per cent and 10.67 per cent respondents, who had low and high level, respectively. In case of constraints related to information processing behaviour, an identical trend was found where 65.34 per cent respondents had medium level followed by 29.33 per cent and 5.33 per cent respondents who had low and high levels, respectively. The constraints of information output behaviour among the majority of 41.67 per cent respondents had at medium level closely followed by 39.00 per cent and 19.33 per cent respondents had at high and low level, respectively.

Thus, there were constraints of communication related to information input and processing behaviour at medium level followed by low and high level. However, the constraints related to information output behaviour were at medium level closely followed by high and low levels. It is inferred that because of constraints, the communication behaviour of Allahabad farmers was not at progressive level as it should have been. Therefore, the optimum benefits of innovation, each only be had, unless constraints of communication are minimized, which will automatically increase the socio-economic status of the farmers.

CONCLUSION

Thus, the present study showed that the major constraints were related to extension contact. It was further noticed that with the increase and improvement in personal and socio-economic characteristics of farmers eliminate the constraints of communication at considerable extent. Therefore, the small category of respondents had more constraints followed by less and least constraints among medium and a large category of respondents, respectively. The communication being a social activity, communication behaviour is affected by number of social, personal, economic, administrative and other variables. Therefore, the communication behaviour defers from individual to individual.

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