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INFORMATION SOURCE UTILIZATION PATTERN FOR HOMESTEAD TECHNOLOGIES OF RAJENDRA AGRICULTURAL UNIVERSITY BY RURAL WOMEN OF BIHAR

VEENITA KUMARI, R. VASANTHA and M. PREETHI
Department of Agricultural Extension, College of Agriculture,
Professor Jayashankar Telangana State Agricultural University, Rajendranagar, Hyderabad-500030

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ABSTRACT

The data on information source utilization pattern was collected from 225 rural women from nine selected villages from three districts viz. Vaishali, Samastipur and Muzaffarpur of Bihar in the year 2013 with respect to the nine selected homestead technologies of Rajendra Agricultural University, Samastipur, Bihar. Analysis of the data revealed that majority (78.67 %) of the respondents utilized information source to a medium extent for gaining knowledge on the selected homestead technologies, the percentage of respondents who gained information on the selected homestead technologies from University Krishi Vigyan Kendra ranged from 21.33 per cent to 59.11 percent, while from Directorate of Extension ranged from 8.00 per cent to 48.89 per cent. Training – cum- demonstration method stood out to be the first and most utilized method of information dissemination for the homestead technologies-mushroom cultivation (58.67%), vermicompost (55.11%), value addition to cereals & pulses (50.67%) and stitching & embroidery (44.44%).

Women's knowledge of the latest technologies could be made possible with the use of various information sources/ channels. India have a wide range of information sources, mass media ranging from satellite broadcasting to the print media and from personal localite to cosmopolite. These media include newspaper, magazines, books, radio, television, extension personnel, informal channels etc. More than 70.0 per cent farmers of Maharashtra and Western Maharashtra gained information through mass media including newspapers, radio and television. The agro services centres served as information source for 77.42 per cent of farmers in Vidarbha region followed by agricultural department, agricultural university, extension activities, media and progressive farmers (Navadkar *et al*, 2004). Among the various sources of information, professional sources representing private firms and assistant agricultural officers (31.66%), non-professional sources i.e. contact farmers and local leaders (25.66%) and other sources (20.94%) were utilized by rice farmers in adoption of organic farming practices (Kavaskar and Santha, 2008).

Women have a key position in the family. Hence, transfer of appropriate home and farm technologies to rural women is of immense importance. Although, there are a number of information sources which are being used by the developmental agencies and other institutions to transfer the generated homestead technologies, we still do not know to what extent rural women utilize these sources. Thus, the present study is an effort/ attempt to assess the information source utilization pattern of farm women with the following specific objectives- to assess the information source utilization pattern of the respondents and to find out the source of awareness of the selected homestead technologies under study.

MATERIAL AND METHODS

A list of rural women who were exposed to the nine homestead technologies viz., fruit & vegetable preservation, stitching & embroidery, value addition to garments, arts & craft making, value added products from cereals & pulses, mushroom production, value added mushroom products, vermicompost technology and apiculture under study, were identified from the nine selected villages. Twenty five rural women were randomly selected from the who constituted the sample for the research study. Hence, a total of 225 (two hundred and twenty five) rural women who were exposed to the selected Homestead technologies constituted the sample for the study.

The information sources were studied from two aspects i.e. source of information and method of dissemination. The different sources of information identified were University (Krishi Vigyan Kendra, Directorate of Extension and Scientists), NGO (Krishi Vigyan Kendra and Voluntary Organisations), Department of Agriculture (Agriculture Technology Management Agency), informal sources (relatives, friends and neighbours) and others (input dealers). The different methods of information dissemination identified were training-cum-demonstration, publications, mass media, visits and exhibition/ kisan mela. The developed schedule included these two

E-mail : veen_chand@yahoo.co.in

aspects of information source utilized by the respondents and also the source of awareness with respect to the nine selected homestead technologies.

The respondent was given one score for utilising each method of dissemination through various sources. Total score of the respondent was calculated by summing up the scores obtained on different disseminations methods utilized through various sources. Mean and standard deviation was calculated and the respondents were placed into low, medium and high categories.

RESULTS AND DISCUSSION

The data on total scores obtained by the respondents on different sources of information and the methods of dissemination utilized by them was shown in Table 1. From the data of this Table, it was found that majority (78.67 %) of the respondents utilized information source to a medium extent for gaining knowledge on the selected homestead technologies under study. This was followed by respondents who utilized information sources to a higher extent (20.0 %) and lower extent (1.33 %).

The data in Table 2 presents the relative importance of the different sources of information from where the respondents had gained knowledge about the selected homestead technologies. It was observed that the respondents gained information from one or more sources of information for gaining knowledge on these selected homestead technologies. From the findings of this table it was revealed that the percentage of respondents who gained information on the selected homestead technologies from University KVK ranged from 21.33 per cent to 59.11 percent, while from Directorate of Extension ranged from 8.00 percent to 48.89 percent. Percentage of respondents who gained information from University Scientists ranged from 10.22 per cent to 56.89 per cent and from informal sources (relatives, neighbours and friends) ranged from 16.89 per cent to 32.89 per cent. The percentage of respondents who gained information from ATMA office ranged from 0.44 per cent to 24.89 per cent while only 6.67 per cent and less per cent of the respondents had gained information from Voluntary organisations.

The data in Fig 1. depicted the sources of awareness through which the respondents became aware of the homestead technologies. It was seen from the data of this figure that for majority of the respondents, the major source of awareness for six out of nine homestead technologies was found to be KVK. The technologies were mushroom Production (59.11%), vermicompost technology (55.11%), value addition to garments (44.44%), art & craft making (42.67%), stitching & embroidery (39.56%) and fruit & vegetable preservation (33.33%). Rajendra Agricultural University Scientists played an active role in generating awareness on technologies of Value added mushroom products as expressed by 52.89 per cent and Value added Products from Cereals & Pulses as expressed by 46.22 per cent of the respondents. 35.56 per cent of the respondents indicated that Directorate of Extension was the source of awareness for them on Apiculture.

The data presented in Fig 2. highlighted the relative importance of the different information dissemination methods used by the research scientists and extension scientists for dissemination of Homestead technologies. It was found that the respondents were utilizing more than one information source for gaining knowledge about the selected homestead technologies.

From the data of this figure it was found that training – cum- demonstration method stood out to be the first and most utilized method of information dissemination for the following Homestead technologies- mushroom production (58.67%), vermicompost technology (55.11%), value addition to cereals & pulses (50.67%) and stitching & embroidery (44.44%). Exhibition/ Kisan Melas was the second most utilized method of information dissemination for the following Homestead technologies- value addition to garments (49.78%), value added mushroom products (49.33%), art & craft making (41.33%), apiculture (40.0%) and fruit & vegetable preservation (39.11%). Visits (institutions, KVK, neighbours, friends & relatives), publications and mass media were the third, fourth and fifth most utilized information dissemination method respectively.

Table 1. Distribution of respondents based on information source utilization **(N=225)**

Sl. No.	Category	Frequency (f)	Percentage (%)
1	Low	3	1.33
2	Medium	177	78.67
3	High	45	20.00
	Total	225	100.00

Mean = 39.32 Standard Deviation = 18.37

Table 2. Distribution of respondents based on the sources of information utilized by the respondents

Sl. No.	Homestead technology	Sources of information utilized													
		University						NGOs				DOA		Informal	
		KVK		DOE		Scientist		KVK		VOs		ATMA		Relatives, Friends and Neighbours	
		f	%	f	%	f	%	f	%	f	%	f	%	f	%
1.	Fruit & Vegetable preservation	75	33.33	70	31.11	43	19.11	0	0	1	0.44	10	4.44	48	21.33
2.	Stitching & embroidery	89	39.56	18	8.00	23	10.22	0	0	15	6.67	1	0.44	59	26.22
3.	Value addition to garments	100	44.44	77	34.22	56	24.89	0	0	0	0.00	2	0.89	38	16.89
4.	Art & craft making	96	42.67	58	25.78	56	24.89	0	0	0	0.00	4	1.78	57	25.33
5.	Value addition to cereals & pulses	94	41.78	72	32.00	104	46.22	0	0	0	0.00	21	9.33	74	32.89
6.	Mushroom production	133	59.11	110	48.89	128	56.89	0	0	0	0.00	56	24.89	66	29.33
7.	Value added mushroom products	48	21.33	94	41.78	119	52.89	0	0	0	0.00	28	12.44	67	29.78
8.	Vermicompost technology	124	55.11	103	45.78	85	37.78	0	0	10	4.44	44	19.56	74	32.89
9.	Apiculture	78	34.67	80	35.56	60	26.67	0	0	0	0.00	23	10.22	54	24.00
	Average		41.33		33.68		33.28		0.0		1.28		9.33		26.52
	Rank order		I		II		III		VII		VI		V		IV

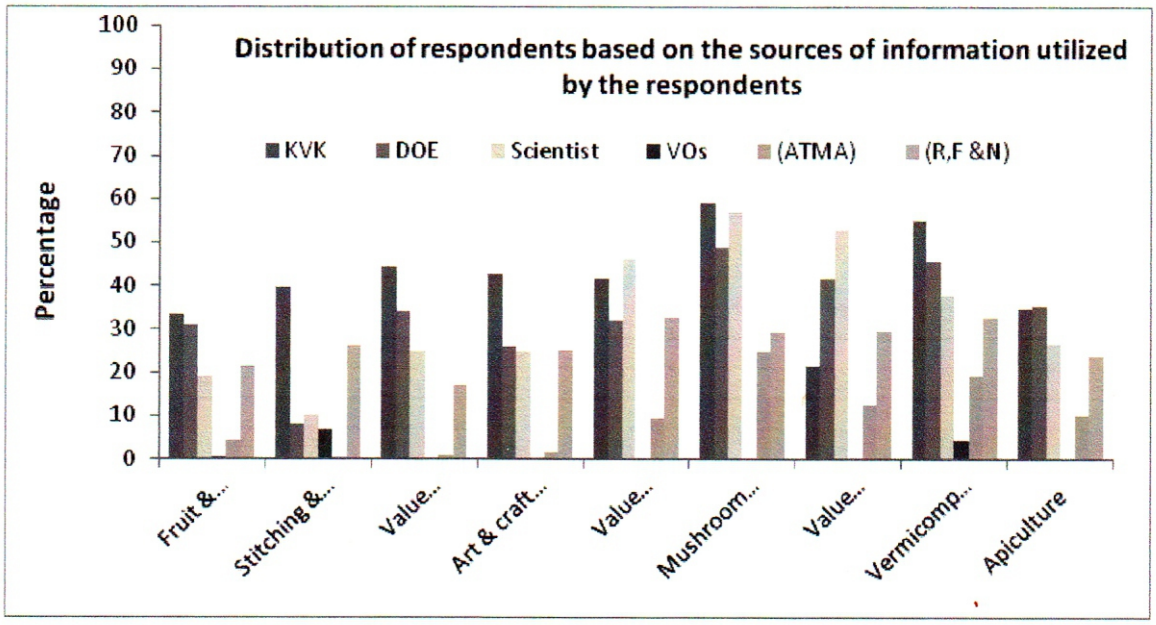

Fig 1. Distribution of respondents based on the source of information utilized

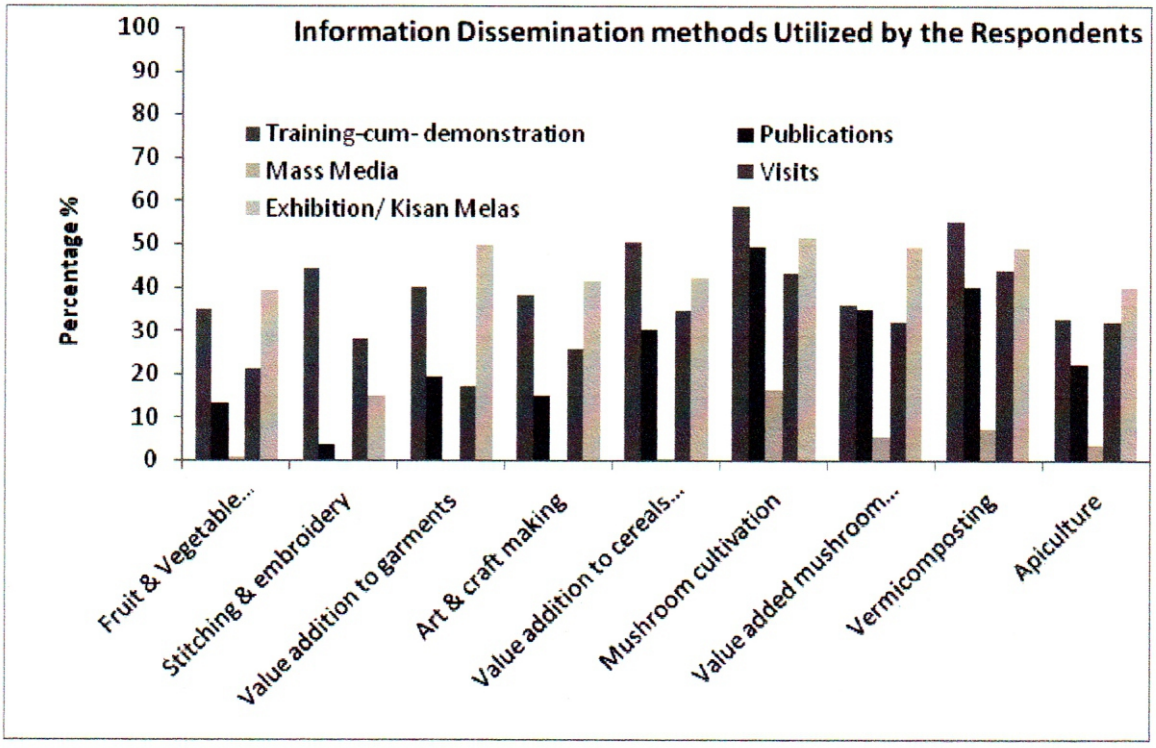

Fig 2. Distribution of respondents based on the information dissemination methods utilized

It suggests that KVK is playing a very important role in disseminating technologies to rural women and bringing positive change in their life in collaboration with the University and other VOs operating in those areas. Also, it ascertains that the traditional methods are still an effective means of information dissemination in comparision to mass media and other written methods like publications.

Veerendranath (2000) reported that among formal sources, demonstrations were the most credible sources and therefore ranked first followed by ANGRAU/ KVK Scientists, group meetings, field trips/ tours, Voluntary organisations, training program, AEOs/ BDOs, AOs, agriculture consultants and ADAs.

CONCLUSION

More efforts has to be made to improve accessibility of various information sources utilized by rural women in gaining knowledge and becoming aware about homestead technologies. Other sources and channels of information dissemination viz., community radio services, farming related programs in local television channels etc. also needs to be made use of by the researchers, extensionists and various development agencies so that women become accessible to these technologies.

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