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Credibility of sources of information used by castor growers

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ABSTRACT

A study of sources of information about castor crop used by farmers in Banaskantha district of North Gujarat was conducted in three talukas through purposive sampling and three hundred castor growers were selected through random sampling technique. The findings of the study revealed that personal localite source of information is still important among castor growers.

Key words : Castor growers, credibility

In Agricultural, extension and transfer of technology communication have very important role not only for transfer of the useful message and information but also receiving the feedback from farmers side. In this context, the source and channels of information utilized by farmers in regard to farm technologies play an important role. For this purpose, farmers use many resources of information depending on the credibility of information source and channel perceived by them. The credibility of source of information depends on the type of farming, agronomic situation of farmers as well as economic and social status of farmers. In castor crops for transfer of technology farmers highly depend on State Agriculture Department, Crop Demonstration of farmers fields and knowledge of neighbouring farmers.

METHODOLOGY

The present study was conducted in the three talukas (Palanpur ,Deesa & Dhanera) of Banaskantha District of North Gujarat during 2007. From each talukas two villages were selected purposively. These villages were Patosan, Sagrosana, Ghada, Agdol, Shera and Malotra, respectively.

A sample of 300 castor growers was randomly selected from six selected villages(50 from each village). The data were collected with the help of well developed and structure schedule. The credibility sources of information was particular design as a degree which castor growers trust particularly sources of information to be accurate and useful in their own farming situations, it was measured with the help of least credibility index method developed by Sandhu (1973).

The sources of information included under the study were :

I. Personnel localite
   1. Neighbour farmers
   2. Progressive farmers/ contact farmers
   3. Friends/ relatives
   4. Elders farmers of society

II. Personnel cosmopolite:
   1. Officers and workers of Agricultural / Development Departments
   2. Research organizational personnel
   3. Inputs dealers
   4. Village Co-operative Society/ Oil factory

III. Mass media
   1. Radio/ Television
   2. News papers/ agricultural magazine and other print materials
   3. Agricultural Exhibition / Kishan goshti / Krishi mela/ field days
   4. Krushi Mahotsava

IV. Field Demonstrations
   1. Demonstration (Result/ Method)
   2. On Farm Trials

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The formers were interviewed to indicate most and least reliable sources used by them in receiving the information about castor production technology. The relative credibility index was worked out using the following formula :

$$\text{Credibility Index} = \frac{A}{R} \times \frac{100}{N}$$

Where,

A = No. of castor growers who believed the sources most credible

R = No. of castor growers who believed the sources least credible

N = Total no. of respondents

The credibility index of all sources of information was ranked in order according to their performance indicated by castor growers.

RESULT AND DISCUSSION

The data with regards to credibility of communication sources used by castor growers are given in Table1. The data revealed that castor growers gave first rank to progressive farmers/ contact farmers than *Krushi mahotsava*. Third, fourth, fifth and sixth rank were given to Demonstration (Result/ Method), On Farm Trials, Research Organization personnels and input dealers, respectively. The Mass Media have also a reasonable contribution in this regard. Almost these findings reported by Walke *et al.*(1988), Bhairmakvar *et.al.*(2003) and Surendrakumar *et.al.*(2007). It was observed that the Krushi mahotsava played significant role in the dissemination of the useful information in a nutshell form.

Table 1 Credibility of sources of information used by farmers (N: 300)

Sr. No.		Sources of Information	Most Credible	Least Credible	Relative credibility Index	Rank order
I	Personnel localite					
	i	Neighbour farmers	230	70	1.08	VII
	ii	Progressive farmers/ contact farmers	280	20	4.62	I
	iii	Friends/ relatives	220	80	0.91	VIII
	iv	Elders farmers of society	155	145	0.35	XIV
II	Personnel cosmopolite					
	i	Officers and workers of Agricultural / Development Departments	175	125	0.46	XII
	ii	Research organizational personnel	250	50	1.65	V
	iii	Inputs dealers	240	60	1.32	VI
	iv	Village Co-operative Society/ Oil factory	160	140	0.38	XIII
III	Mass media					
	i	Radio/ Television	195	105	0.61	X
	ii	News papers/ agricultural magazine and other print materials	180	120	0.50	XI
	iii	Agricultural Exhibition / Kishan goshti / Krishi mela/ field days	215	85	0.83	IX
	iv	*Krushi Mahotsava*	270	30	2.97	II
IV	Field Demonstrations					
	i	Demonstration(Result/ Method)	260	40		III
	ii	On Farm Trials	255	45		IV

CONCLUSION

The study has carefully stated that personal localite sources of information are still important among the castor growers. Thus, in modern age we can use a balance combination of advance information technology with mass media, interpersonal channel.

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