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Use of Information Sources at Different Stages of its Adoption by the Cumin Growers

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ABSTRACT

The present study highlights the various sources of information used by cumin growers for its adoption. The study reveals that 'VLW', 'Farmers discussion group' and 'family members' are major sources of information used by the cumin growers.

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INTRODUCTION

Information sources are pre-requisite for the awareness and adoption of innovation. It provides link between the diffusion of innovation and its final adoption. The sources or channels of supply of information on new idea greatly influence the adoption process.

Supe (1971) stated that the farmers gave high credibility to the informal sources like personal experience, friends, relatives and neighbours. Shukla (1972) found that the extension workers was the first source. Most of the adopters had consulted extension workers at the decision stage. Jadon (1973) concluded that 73 per cent of the respondents had received information from progressive farmers about improved practices of potato cultivation and 65 per cent adopters had also received the same from VLW. Panchal (1975) found that radio, progressive farmers and VLW were the important sources of information at various stages of adoption process for improved seeds and plant protection measures for hybrid-4 cotton. While in case of chemical fertilizers, printed literature and personal experience were also important sources besides VLWs and progressive farmers. Patel (1977) concluded that source of family members was the most important source of information at initial as well as decision stages.

The difference in utilization of information sources was studied at initial, detailed information seeking and decision taking stages of adoption by cumin growers.

MATERIALS AND METHODS

The study was conducted in five talukas of Bhavnagar district having maximum area under cumin crop. The data were collected by arranging personal interview with the 205 cumin growers.

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The sources of information utilised by the respondents at various stages of adoption process were worked out. Three important stages, according to Prasad and Sinha (1971) were used in this study. They were (a) first information (b) most information and (c) decision. These stages were renamed as initial, detailed information seeking and decision taking stage respectively.

Every respondent was asked to indicate the source/sources from which they got the first idea of introducing cumin crop. Such sources were considered as sources at initial stage. For detailed information seeking and decision stages, an open-ended question was asked to every respondent. They were asked to indicate the sources from which they sought detailed information regarding the complete cultivation practices of the cumin crop. These sources were considered as sources utilised a detailed information seeking stage. They were further asked to indicate the name of the agencies who were consulted at the time of considering advantages and disadvantages of cumin cultivation and feasibility of introducing crops other than cumin. These were considered as sources utilized at decision taking stage. Their frequencies were counted and percentages were worked out.

RESULTS AND DISCUSSION

Farmers utilize various sources of information at different stages of adoption. In this study three stages namely (1) Initial/getting idea (2) Detailed information seeking and (3) Decision taking, were considered. The data collected on source utilization at these three stages have been presented in Table 1.

TABLE 1

Distribution of cumin growers according to source of information used by them at three stages of adoption.

(N = 205)

Information sources used	*Stages*					
	Initial/getting idea		*Detialed information seeking*		*Decision taking*	
	No.	*Per cent*	*No.*	*Per cent*	*No.*	*Per cent*
Family members	7	3.41	14	6.83	36	17.56
Relatives	57	27.80	35	17.07	8	3.90
Friends	9	4.39	9	4.39	17	8.29
Neighbours	8	3.90	10	4.88	5	2.44
Other cumin growers	85	41.46	130	63.41	54	26.34
Village level workers (VLW)	13	6.34	98	47.80	11	5.00
Agril. Extension Officer (AEO)	0	0	17	8.29	2	0.98

1.	2.	3.	4.	5.	6.	7.
Cooperative Society	0	0	8	3.90	0	0
Radio	0	0	25	12.20	0	0
Printed literature	0	0	23	11.22	0	0
Farmer discussion group	0	0	8	3.90	56	27.32
Pesticides store	0	0	29	13.17	0	0
Cumin merchants	11	5.37	0	0	0	0
Others (self experience)	13	6.34	17	8.29	59	28.79

'F' value

(1) Sources 3.35 highly significant at 13 d.f.

(2) Stages 2.02 non significant at 2 d.f.

(1) Initial Stage

Data presented in Table 1 indicate that 41.46 per cent of the respondents had got the idea of introducing cumin cultivation from other cumin growers (experienced farmers) followed by relatives (27.80%) and VLW (6.34%). While top merchants dealing with sales and purchase of cumin, friends, neighbours and family members were sources for getting the idea of cumin cultivation initially for 5.37 per cent, 4.39 per cent, 3.90 per cent and 3.41 per cent respectively.

In case of 6.34 per cent respondents, the idea of cumin cultivation was self-motivated. While AEO, radio, farmer discussion group, co-operative society, printed literature and pesticides store were not the sources of information at the initial stage as indicated by the cumin growers. On the basis of the above discussion, it can be concluded that other cumin growers (experienced farmers) were the most important sources at the initial stage. The second best source was relatives. The mass madia like radio and printed literature were not used as sources of information at the first stage of adoption.

(2) Detailed Information Seeking Stage

It can be visualised from the Table-1 that at the detailed information seeking stage, the respondents had sought detailed information from more than one source, other cumin growers (experienced farmers) were at the top as a source of information at this stage and it was utilised by 63.41 per cent of the respondents. Next to other cumin growers, VLW (47.80%), relatives (17.07%), pesticides store (14.05%), radio (12.20%) and printed literature (11.22%) were the other sources in the sequence. AEO, family members,neighbours and friends were utilised by 8.29 per cent, 6.83 per cent, 4.88 per cent and 4.39 per cent of the respondents respectively. While a few i. e. 3.90 per cent of the respondents had collected detailed information on cumin cultivation from coooperative society and farmers discussion group. Self experience was expressed as a source of information by 8.29 per cent of the cumin growers. It is clear from the above dis-

cussion that other cumin growers (experienced farmers), VLW and relatives were the most utilised sources of information by the respondents for collecting detailed information regarding cumin cultivation.

(3) Decision taking stage

The data presented in Table-1 related to source utilization at the decision stage revealed that out of total respondents, more than one-fourth (27.32% and 26.34%) of the respondents were helped by farmer discussion group and other cumin growers (experienced farmers) respectively in taking decision for starting cultivation of cumin crop. About 28 per cent of the respondents had took decision of adoption of cumin cultivation themselves without taking help from any person. Other sources like family members, friends and VLW were utilised by farmers at the final stage of adoption. A few respondents had sought help at decision taking stage from neighbours and AEO.

The experienced farmers were found to be the most utilised source at all three stage because the information based on their experience is generally considered more dependable.

On the whole, it can be concluded that other cumin growers (experienced farmers) was the most important source of information at initial as well as decision taking stage. While the other cumin growers, VLW and relatives were the most utilised sources of information at the detailed information seeking stage.

The calculated 'F' value (3.35) for sources was more than the table value at 1 per cent level of significance. It indicates that the difference in the utilization of various sources is highly significant. Thus, it can be inferred that the utilization of various sources by the cumin growers did differ among themselves. In other words, all sources were not equally utilised.

The calculated 'F' value (2.02) for stages was found to be non-significant showing that the variation in the sources utilization at three stages was not significant. It means sources utilized at various stages did not differ. In other words, the source utilization patern at three stages were more or less silimar.

Implication

1. Cumin growers relied on informal personal sources for information about cumin cultivation. Information of such persons may be incomplete and incorrect. Therefore, farmers should be motivated and trained to use formal sources of information to supplement and verify the information obtained from the informal sources.

2. Even when the cumin growers had a good educational background, the utilization of mass media like radio, printed literature etc. was negligible. Hence, the extension service should create favourable attitude towards the mass media among the farmers by intensifying the dissemination of knowledge regularly through publications like leaflets, pemphlets, circular letters, radio talks and news paper release etc.

3. The most identified information sources at initial stage were other cumin growers (experienced farmers) and relatives. Thus, while planning to communicate the farmers for new changes, the counselling agencies should consider these sources through proper training.

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