Original Research Article

INFORMATION ACQUISITION BEHAVIOUR OF TURMERIC FARMERS IN PAPPIREDDIPATTI TALUK OF DHARMAPURI DISTRICT IN TAMIL NADU

ABSTRACT

The study entitled "**Information Acquisition Behaviour of Turmeric Farmers in Pappireddipatti Taluk of Dharmapuri District in Tamil Nadu**". Information acquisition behaviour referred that the respondents got information from the other sources. The study was conducted in Pappireddipatti taluk of Dharmapuri district. Communication helps in imparting training to people, organizing community and farm related process and coordinating various activities. Pappireddipatti taluk is selected for this study purposively. Major turmeric producing villages in Pappireddipatti are Venkatasamuthiram, Menasi, Molayanur, A.Pallipatti, Bommidi and Devarajapalayam. Sample size of 120 respondents was selected by using proportionate random sampling technique. The data were collected by personal interview utilizing a well structured and pre-tested interview schedule. The collected data were tabulated and analyzed using appropriate statistical tools. Majority of the respondents got the information from the AAO/AHO, friends, utilized leaflets made discussion with the family members, friends, relatives, neighbours and informing to family members to keep in mind & asking them to remember and disseminated the information to their family members respectively.

Keywords: Turmeric, Pappireddipatti, Information acquisition behaviour,

Introduction

Turmeric is a major spice crop in India. India is called as legendary land of spices. Turmeric is scientifically called as *Curcuma longa* and belongs to the family Zingiberaceae. The word 'turmeric' is derived from the latin word "*terra merita"* that means 'meritorious earth' refers to the color of turmeric. This oil acts as a repellent against biting mosquitoes. The beneficial effects of turmeric are traditionally achieved through dietary consumption, even at low levels, over long periods of time. Turmeric, a significant spice crop, is grown in an area of

23,164 Ha. Red chillies (41%) and Turmeric (21%) are the leading Spice crops in Tamil Nadu accounting for over 62% of the total Spices Area. In Tamil Nadu, two cultivars *viz*., Erode local and Salem local have been cultivated so far in addition to local cultivar *viz*., Bhavani. Dharmapuri is the major turmeric producing district (4,497 ha.) in Tamil Nadu. Dharmapuri district is situated in the Western Agro climatic zone. Minimum temperature prevailing is 16°C and maximum temperature is 38°C. Major horticulture crops cultivated in this district are fruits crops like mango and banana, vegetables like tomato, brinjal, bhendi, onion, chillies and tapioca, spices like turmeric, chillies and tamarind, plantation crops like betel vine, cocoa and areca nut and flowers like tube rose, jasmine, crossandra, marigold, rose and chrysanthemum, medicinal plants like Coleus and Aloe vera and aromatic plants like Palmarosa. Turmeric produced in Dharmapuri is sent throughout the country. It ranks second in area and production in the state after Erode district. The major turmeric cultivating areas in Dharmapuri are Pappireddipatti, Harur, Nallampalli, Karimangalam, Dharmapuri, Palacode and Pennagaram. Major turmeric producing villages in Pappireddipatti are Venkatasamuthiram, Menasi, Molayanur, A.Pallipatti, Bommidi and Devarajapalayam. Information acquisition behaviour referred that the respondents got information from the other sources. The present study can provide useful guidance for understanding the information acquisition behaviour of turmeric Farmers in Pappireddipatti taluk of Dharmapuri district.

RESEARCH METHODOLOGY

Pappireddipatti taluk consists of forty eight revenue villages. Among the forty eight villages, six villages were selected based on maximum area under turmeric cultivation. From the list, six villages were selected. The selected villages were Venkatasamuthiram, Menasi, Molayanur, A. Pallipatti, Bommidi and Devarajapalayam. Sample sizes of 120 turmeric Farmers were considered sufficient for the study. Proportionate random sampling method was adopted to select the 120 turmeric Farmers from the six selected villages. By reviewing various relevant literature and discussion with extension scientists, a list of variables that could possibly influence the dependent variables were prepared. The list of variables was sent to judges consisting of the extension scientists working in the various Agricultural Universities to ascertain the degree of relevancy for the study. The data collection was done with the use of a well-structured and pre-tested interview schedule.

RESULTS ANS DISCUSSION

Table 1. Distribution of respondents according to their utilization of various information sources

(n=120)

S.No	Source	Respondents	Per cent	Rank
A.	**Personal Cosmopolite**			
1	AAO/ AHO	105	87.50	I
2	AO/ HO	92	76.66	II
3	VAO	85	7.83	III
4	Representatives from Private firms	71	59.16	IV
5	ADA/ADH	45	37.50	IV
6	Officers from NGO	30	25.00	VI
	Mean percentage		**59.44**	
B.	**Personal localite**			
1	Friends	115	95.83	I
2	Family members	114	95.00	II
3	Contact farmers	98	81.66	III
4	Village/local leaders	96	80.00	IV
5	Relatives	95	79.16	V
6	Neighbours	87	72.50	VI
7	SHG members	78	65.00	VII
8	Input dealers	65	54.16	VIII
	Mean percentage		**77.91**	
C.	**Impersonal cosmopolite**			
1	Leaflets	89	74.16	I
2	Agricultural exhibition	76	63.33	II
3	Charts	67	55.83	III
4	Poster	59	49.16	IV
5	Folder	56	46.66	V

6	Advertisement boards	55	45.83	VI
7	Film show	40	33.33	VII
8	Booklets	30	25.00	VIII
	Mean percentage		**49.16**	

*Multiple responses were recorded

It is revealed from the Table 1 that among the personal cosmopolite sources, majority of the respondents got the information from the AAO/AHO (87.50 per cent). Then the turmeric farmers got the information from AO/HO (76.66 per cent) followed by VAO (70.83 per cent), the representatives from Private Firms (59.16 per cent), the ADA/ADH (37.50 per cent). Only 25.00 per cent of the respondents got the information from the officers from NGO. The diagrammatic representation is shown in the **Fig 1 (a).** This may be due to the fact that majority of the respondents are communicating with agricultural officers for their farming needs regarding turmeric cultivation. Some of the respondents are educated, so it was possible to interact with the agricultural staffs easily. The mean percentage on the pattern of information acquisition from personal cosmopolite is 59.44.

According to the Table 1 among the personal localite sources, majority of the respondents also got the information from their friends (95.83 per cent) followed by their family members (90.00 per cent), the contact farmers (81.66 per cent), the village/local leaders (80.00 per cent), their relatives (79.16 per cent), their neighbours (72.50 per cent) and also from SHG members (65.00 per cent). About 54.16 per cent of the respondents got the information from the input dealers. The diagrammatic representation is shown in the **Fig 1 (b)**. Majority of the respondents are good in communication with their friends, family members, neighbourhoods and others regarding farming. The mean percentage on the pattern of information acquisition from personal localite is 77.91.

It is observed from the Table 1 that among the impersonal cosmopolite sources, majority of the respondents also utilized leaflets (74.16 per cent), followed by agricultural exhibitions (63.33 per cent), charts (55.83 per cent), posters (49.16 per cent), folders (46.66 per cent), advertisement boards (45.83 per cent) and film shows (33.33 per cent). Only 25.00 per cent of the respondents utilized the booklets for information needs. The diagrammatic representation is

shown in the **Fig 1 (c).** This may be due to the availability of newspapers, televisions in all villages in the study area and also most of the respondents are literates. The mean percentage on the pattern of information acquisition from impersonal cosmopolite is 49.16.

Thus, it could be concluded that agricultural officers, family members, friends, local leaders, leaflets and agricultural exhibitions were mostly utilized by the majority of the respondents. This may be due to the easy and quick accessibility and the availability of personal cosmopolite, personal localite and impersonal cosmopolite sources. This finding is in line with the findings of Janusia (2017).

SUMMARY AND CONCLUSION

From the examined result, it could be concluded that the agricultural and horticultural officers (AAO/AHO) (87.50 per cent), their friends (95.83 per cent), their family members (90.00 per cent), leaflets (74.16 per cent) were mostly used by the majority of the turmeric farmers for their information acquisition in Pappireddipatti taluk of Dharmapuri district respectively.

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