

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

ABSTRACT

The study was conducted in Pappireddipatti taluk of Dharmapuri district. Dharmapuri is the major turmeric producing district in Tamil Nadu. It ranks second in area and production in the state after Erode district. Information acquisition behaviour means that the respondents get information from various sources. 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. The present study can provide useful guidance for understanding the information acquisition behaviour of turmeric farmers in Pappireddipatti taluk of Dharmapuri district.

Keywords: Turmeric, Pappireddipatti, Information acquisition behaviour,

Introduction

Turmeric is a major spice crop in India. India is called a 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*" which means 'meritorious earth' refers to the color of turmeric. Tamil Nadu accounted about 17 per cent of total area under turmeric in India and its share in production was 21 per cent in the year of 2008-2009. This increase in production is mainly through increase in productivity of the turmeric crop that could be achieved by effective usage of available resources (Karthick *et al.*, 2013). This oil acts as a repellent against biting mosquitoes. Indian turmeric is considered to be the best in the global market because of its high curcumin content. India produces 80% of the world's turmeric and accounts for 60% of its exports. China, Pakistan, Taiwan, Peru, and Thailand are additional prominent nations that produce turmeric. India exports turmeric to the UK, US, Japan,

Netherlands, France, Iran, Bangladesh, and other countries. Turmeric trade is monopolised by India worldwide. Both as an internal stimulant and as a medication for external use, turmeric is employed. Turmeric has anti-cancer and anti-viral properties and it is also used in drug and cosmetic industries in also in religious ceremonies. 'Kum-kum', a popular with every homemaker, is a by-product of turmeric. It finds a place in offerings on religious and ceremonial occasions (Devi G, 2021). In the coming days, buyers of turmeric can become active at these low levels due to the rising daily market activity. Additionally, a decreased production level is anticipated for the upcoming marketing year. Turmeric arrivals in the Nizamabad market during the current year (2021) decreased by 23% from 2,362 MT in the same period the previous year to around 1,820 MT from January 1 through January 28, 2021. The new turmeric crop supply that was reported at the spot market in Nizamabad had a higher moisture content of 10 to 25%. Turmeric prices will be higher in this marketing year compared to last year as a result of lesser area coverage and increased demand (Source: Turmeric Outlook, February 2021- Agricultural Market Intelligence Centre, PJTSAU). 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 (Source: Directorate of Horticulture and Plantation Crops, Government of Tamil Nadu, 2018-2019). Red chillies (41%) and Turmeric (21%) are the leading Spice crops in Tamil Nadu accounting for over 62% of the total spice area. In Tamil Nadu, two cultivars viz., Erode local and Salem local have been cultivated so far in addition to local cultivar viz., Bhavani. (Source: Directorate of Horticulture and Plantation Crops, Government of Tamil Nadu, 2018-2019). Communication or information seeking and sharing can serve more for the development, and it as a science, an art. It is more than editing, printing, writing news stories, broadcasting radio talks, creating exhibits and publishing demonstrations (Shanmugaraja *et. al*, 2020). The present study can provide useful guidance for understanding the information acquisition behaviour of turmeric farmers in Pappireddipatti taluk of Dharmapuri district. Information acquisition behaviour means that the respondents get information from various sources.

RESEARCH METHODOLOGY

Study Area

Dharmapuri is the major turmeric producing district (4,497 ha.) in Tamil Nadu (Source: Agriculture Office, A.Pallipatti, Dharmapuri, 2019). Dharmapuri district is situated in the Western Agro climatic zone. Major horticulture crops cultivated in this district are fruit 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 (Source: Directorate of Horticulture and Plantation Crops, Government of Tamil Nadu, 2018-2019). 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, Bommididi and Devarajapalayam.

Sampling Size and Sampling Techniques

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, Bommididi 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.

Method of data Collection

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 AND 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

AAO – Assistant Agricultural Officer

AHO – Assistant Horticultural officer

AO – Agricultural Officer

HO - Horticultural officer

VAO – Village Administrative Officer

ADA – Assistant Director of Agriculture

ADH - Assistant Director of Horticulture

NGO – Non Governmental Organization

SHG – Self Help Group

It is revealed from Table 1 that among the personal cosmopolite (communication channels that are away from the social system of the receiver) 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. This finding is in line with the findings of Patil *et al*, (2016).

According to the Table 1 among the **personal localite (the local peoples and local leaders who are all belong that receivers in their own social system) 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. This finding is in line with the findings of Uma maheshwari (2020).

It is observed from Table 1 that among the impersonal cosmopolite (Communication channels that are away from the social system of. that receivers and at the same time no face to face contact is involved) 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 (Meena, 2018). 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. This finding is in line with the findings of Mahapatra (2016).

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. Turmeric farmers in the selected area have close contact with their family members and they have not much aware of information provided by the agriculture department and other officials. The farmers must contact with the progressive farmers to know about the recent information from the agriculture department and must aware of mass media sources like TV, agriculture magazines and attend so many agricultural exhibitions. The information gained farmers can share the known information to the other farmers, so all the farmers will gain that information in their area. The agriculture department provides agricultural trainings to the farmers to know the recent information and awareness about particular technology. Public library facilities with farm magazines, newsletters, farm publications, etc., can be made available with local language to have access with latest information regarding turmeric cultivation.

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