Original Research Article

A STUDY ON COMMUNICATION BEHAVIOUR OF WHEAT GROWERS INREASI DISTT. OF JAMMU &KASHMIR,INDIA

Abstract

Introduction of latest interactive communication technology among the rural population has opened a new vista of researchers to find out viability, acquaintance, accessibility, satisfaction, constraints and many more issues of the launched electronic communication technology and systems. There exists a gap between the information available and its dissemination. There is a need to find out better and faster means of communication which will bridge the gap between the researches and their applicability. The information technology revolution has provided huge opportunities to make easy access to information with interactive distance learning. The mechanism of internet and T.V. aided information technology help to reach the unreach.

Wheat is an important crop grown in hilly distt. Reasi of Union Territory of Jammu and Kashmir where different varieties of wheat are grown.Keeping in mind the importance of communication behaviour in the transfer of wheat production technology, a study on "Communication Behaviour of Wheat Growers in Reasidistt. Reasi of Jammu &Kashmir, India" was conducted in hilly DistrictReasi of Union Territory of Jammu and Kashmir which was selected purposively. Out of 12 C.D. Blocks 4C.D.Blocks namely Reasi,Pouni, Katra and Thuroo were selected randomly. A sample of 20 per cent villages was selected randomly from selected Gram Panchayats. A sample of 20 per cent Gram Panchayats from each selected block was selected randomly. A sample of 20 per cent villages from the selectedGram Panchayatswas selected randomly. A sample of 20 per cent (150) wheat growers was selected randomly from selected villages. Hence, a total of 150 respondents were finally selected for recording their responses for study purpose. Communication behaviour of wheat growers has been operationalised as information input, information processing and information output behaviour of the respondents.An index was prepared for studying the communication behaviour of wheat growers, wherein information input was studied in terms of sources of information, processing of information was studied in terms of evaluation, storage and transfer of information and information output was studied in terms of dissemination of information.

It was found that the majority of respondents were using Extension Personnel of KVK, Extension Personnel of Departments of Agriculture, progressive farmers,television, relatives and friends and radio as arranged rank wise 1, 2, 3,4, 5 and 6respectively as the main sources of information on wheat production technologies referred as the information input behaviour of the vegetables growers.

A large number of farmers used to evaluate (processing) the information by discussing with the elder family members, progressive farmers, neighbourers and local leaders/key communicators as arranged rankwise 1, 2, 3 and 4 respectively. Majority of wheat growers stored the information by memorization and writing in general notebooks as arranged rankwise 1 and 2 respectively. A large number of wheat growers transformed the information by rearranging the important information as per their needs and rearranging the information in local dialect. Majority of wheat growers disseminated the information (information output) to their family members, neighbourers and those who cultivate in their lands as arranged rank wise 1, 2 and 3 respectively. It was found that majority of wheat growers had medium communication behaviour towards different wheat production information sources.

Keywords: CommunicationBehaviour, growers,information, production

INTRODUCTION

Communication behaviour is the basic activity of an individual through which the information is converted into its action for the desired results. Recent developments on the field of agriculture have brought numerous technologies/knowledge. The modern agricultural technologies yet to effectively serve at least a billion farmers throughout the world. With the advancement in agriculture, the communication technology is also fast changing. The electronisation and mechanization in communication systems have brought significant changes in the pattern and style of communication to the Indian farmers like cyber extension system, computer networking to make available agricultural technologies through ATICs, call centres etc. The communication being a social activity, communication behaviour is affected by number of social personal, economic, administrative and other variables. Therefore, the communication behaviour differs from individual to individual.Different groups of villages are likely to respond to the same programme in different ways what is more, even a programme geared to the requirements of a specific group of people may fail to get them involved because of rural realities. It was therefore,

Comment [21]: The text mentions the importance of studying communication behavior but lacks specifics on what aspects of communication behavior will be examined. For a comprehensive understanding, the study should elaborate on the components of communication behavior being analyzed.

Comment [22]: The text mentions the diversity in communication behavior among individuals and groups, but it does not elaborate on the specific variables or factors that contribute to this diversity. Without this information, the study may struggle to provide actionable insights.

felt necessary to study the communication behaviour of wheat growers in Reasi district of Union Territory of Jammu and Kashmir.

Wheat is an important crop in hilly and sub-mountainous regions of Reasi distt. of Union Territory of Jammu and Kashmir. Wheat crop is the main source of income for the majority of the farmers of the distt. It is widely grown crop inReasidistt. of J&K as the distt. hasconducive climate and soil conditions for its cultivation. Wheatcrop requires adequate nutrients for its proper production.It is a Rabi season crop and the distt.is having congenial atmosphere for its cultivation.This crop occupies the major area among the different crops inReasidistt. of Union Territory of J&K.It is the potential source of income for the rural people of hillydistt. Reasi of J&K.The farmers of the distt.are adopting the new methods in wheat production in order to increase its production and productivity. Still the wheat production and productivity is low in Reasidistt.of J&K as compared to national level. The low wheat production in the distt.ismainly due to low level of wheat production information sources for the wheat growers.

Keeping in mind the importance of communication behaviour of wheat growers in Reasidistt.a study on "**Communication Behaviour of Wheat Growers in Reasi distt. of Jammu & Kashmir, India"** was undertaken with the specific objectives:

(i) To study the communication behaviour of the wheat growers inReasidistt. of Jammu & Kashmir, India.

MATERIALS AND METHODS

The present study was conducted in hilly district Reasi of Jammu and Kashmir which was selected purposively. Out of 12 C.D Blocks only 4 C.D. Blocks namely Reasi,Pouni, Katra and Thuroowere selected randomly. A sample of 20 per cent Gram Panchayats from each selected block was selected randomly.A sample of 20 per cent villages was selected randomly from selected Gram Panchayats.A sample of 20 per cent wheat growers (150) was selected randomly from the selected villages. Communication behaviour has been operationalised as wheat production information input,wheatproduction information processing and wheat production information output behaviour of the respondents in the study. An index was developed to study the communication behaviour of respondents.

Comment [23]: While the text briefly mentions the adoption of new methods for wheat production, it lacks depth in discussing these methods. A more detailed exploration of the agricultural practices adopted by farmers would enhance the study's comprehensiveness.

Comment [24]: The assertion that low wheat production is primarily due to a lack of information sources needs more substantial evidence. It would be beneficial to include data or examples supporting this claim.

Comment [25]: The text does not provide a clear rationale for selecting only four out of the 12 C.D. Blocks. An explanation of why these specific blocks were chosen would strengthen the study's external validity.

Comment [26]: Random sampling is employed at various levels, but it's important to consider potential biases introduced at each stage. For example, the selection of 20% of Gram Panchayats may not be representative if certain Panchayats have significantly different characteristics.

Comment [27]: The study describes the sampling process but does not discuss the criteria used for selecting wheat growers. Understanding the characteristics of the selected growers is crucial for interpreting and generalizing the study's findings.

Wheat production information input was studied in terms of sources of wheat production information, wheat production information processing was studied in terms of evaluation, storage and transformation of wheatproduction information and wheat production information output was studied in terms of dissemination of wheatproduction information.

FINDINGS AND DISCUSSION

1. Communication behaviour of wheat growers

(A) Wheat Production Information Input Behaviour

The respondents were asked to indicate the sources by which they did update themselves with the scientific wheat production information.

Table 1: Distribution of respondents on their frequency of using different sources of wheat production information

(N=150)

S.No.	Sources of wheat production information	Frequency of use of different sources of wheat production information			Rank
		Often	Occasionally	Never	Often
1	Extension personnel of KVK	93 (62.00)	41 (29.33)	16 (10.66)	I
2	Extension personnel of Deptt. of Agri.	90 (60.00)	52 (36.66)	8 (5.33)	II
3	Salesmen of Agril. inputs	49 (32.66)	52 (34.66)	49 (32.66)	IX
4	Local leaders	40 (26.66)	47 (31.33)	63 (42.00)	X

5	Progressive farmers	81 (54.00)	57 (38.00)	12(8.00)	III
6	T.V.	79 (52.66)	46 (30.66)	25 (16.66)	IV
7	Radio	52 (34.66)	26 (17.33)	72 (48.00)	VI
8	Extension Publications	28 (18.66)	47 (31.33)	75 (50.00)	XI
9	Neighbourers	53 (35.33)	65 (43.33)	32 (21.33)	VII
10	Relatives and friends	63 (42.00)	40 (26.66)	47 (31.33)	V
11	Internet	55(36.66)	46(30.66)	49(32.66)	VIII

* Figures in parentheses indicate percentages.

The above table shows that the farmers oftenly get the information from Extension personnel of KVK (62.00),ExtensionPersonnel fromDepartment of Agriculture(60.00),progressive farmers(54.00),T.V. (52.66),relatives and friends (42.00),Internet(36.66),neighbourers(35.33),Radio(34.66) , salesmen of agril. inputs (32.66),local leaders (26.66)and extension publications (18.66)respectively.

The farmers also got the information occasionally from neighbourers (43.33),local leaders (42.00), progressivefarmers (38.00),extension personnel of deptt. of agriculture (36.66), salesmen of argil. inputs (34.66),extension publications (31.33),T.V. (30.66),Internet(30.66),relatives and friends (26.66),extension personnel of KVK (29.33)andradio(17.33) respectively.

The farmers who never got the information fromextension publications (50.00), radio(48.00), local leaders (42.00), Internet (32.66), salesmen of agril. inputs (32.66),relatives and friends

(31.33),neighbourers(21.33),T.V. (16.66),extension personnel of KVK (10.66) ,progressive farmers (8.00),Extension Personnel of department of agriculture (5.33)respectively.

The results are in accordance with the results of Sinha and Prasad (1966), Williams (1969), Ambastha (1974), Bhangoo and Kawer (1994), Singh and Singh (1997),Arneja, C.S. and Singh, D.P. (1998),Gour,M. And Bishnoi,I.(2010),Lal ,Tandon and Sahu(2013).Hakeem, De and Lal(2014) and Lal and Tandon(2020).

(B) Information Processing Behaviour of Respondents

Table2: Distribution of respondents on the basis of wheat production information evaluation, wheat production information storage and wheat production information transformation

(N=150)

S.No.	Statements	Frequency			Rank
	(a) Wheat production Information Evaluation	**Often**	**Occasionally**	**Never**	**Often**
1	Discuss with elder family members	104 (69.33)	32 (21.33)	14 (9.33)	I
2	Discuss with neighbourers	69 (46.00)	36 (24.00)	45 (30.00)	III
3	Discuss with progressive farmers	90 (60.00)	25 (16.66)	35 (23.33)	II
4	Discuss with local leaders / key communicators	59 (39.33)	42 (28.00)	49 (32.66)	IV
5	Discuss in light of past experiences	61 (40.66)	25 (16.66)	64 (42.66)	VI
6	Thinking about technical feasibility	49 (32.66)	38 (25.33)	63 (42.00)	VII

7	Discuss with SHGs/farm association/farmers clubs **(b)Wheat production Information storage**	65 (43.33)	41 (27.33)	44 (29.33)	V
1	By memorization	62 (41.33)	52 (34.66)	36 (24.00)	I
2	Writing in general notebook	38 (25.33)	47 (31.33)	65 (43.33)	II
3	Preparing subjectwise files	15 (10.00)	13 (8.66)	122 (81.33)	IV
4	By preserving the printed matter **(c)Wheat production Information transformation**	17 (11.33)	10 (6.66)	123 (82.00)	III
1	Rearrange the important information as per farmers needs	82 (54.66)	35 (23.33)	33 (22.00)	I
2	Rearrange the information in local dialect	15(10.00)	17 (11.33)	118 (78.66)	II

*Figure in parentheses indicate percentages \

(a) Wheat Production Information Evaluation

It is clear from the table 2 that respondents had evaluated the wheat production information oftenly by discussing with elder family members (69.33),progressive farmers (60.00),neighbourers(46.00),by discussing with SHGs / farm association/farmers clubs(43.33),on the basis of their past experiences (40.66),local leaders/key communicators (39.33)and thinking about technical feasibility (32.66).

The respondents had evaluated the wheat production information occasionally by local leaders(28.00),by discussing with SHGs / farm association (27.33),thinking about technical feasibility (25.33),neighbourers(24.00),discussing with elder family members (21.33),on the basis of their past experiences (16.66)and progressive farmers (16.66).The percentages of

respondents who never evaluated the wheat production information by these methods were(82.00) ,(81.33),34.00),(32.66),(30.00),(29.33),(23.33) and (9.33)respectively.

(b)Wheat production Information Storage

The table 2 further shows that the respondent's oftenly stored the wheat production information by memorization (41.33), writing in general notebooks (25.33), by preserving the printed matter (11.33)and preparing subject wise files (10.00)respectively. The percentages of respondents who use the information storage occasionally by these methods were (34.66), (31.33), (8.66)and (6.66)respectively. The percentage of respondents who never used the wheat production information storage by these methods were (80.66), (79.33), (43.33) and(24.00) respectively.

(c) Wheat production Information transformation

It is clear from the table that the respondents' oftenly transformed the information by rearranging the important information as per their needs (54.66) and rearranging the information in local dialect (10.00).The percentages of respondents who occasionally transformed the information were (23.33) and (11.33)respectively. The percentages of respondents who never transformed information by these methods were (78.66)and (22.00)respectively.

The findings are in accordance with the findings of Akhoury (1973), Ambastha (1974) and Pandey (1979),Gour,M. And Bishnoi,I.(2010),Lal ,Tandon and Sahu(2013).Hakeem, De and Lal(2014),Raman (2014), and Lal and Tandon(2020).

Wheat Production Information Output Behaviour:

(N=150)

S. No.	Statements	Often	Occasionally	Never	Rank (Often)
1	To my family members	122 (81.33)	24 (16.00)	4(2.66)	I
2	To my relatives	99 (66.00)	47	4(2.66)	V

			(31.33)		
3	To my neighbourers	112(74.66)	19 (12.66)	19 (12.66)	II
4	To my friends	101 (67.33)	33 (22.00)	16 (10.66)	IV
5	To the person who contacted me	91 (60.66)	55 (36.66)	4 (2.66)	VII
6	To all the persons known to me	95(63.33)	46 (30.66)	9 (6.00)	VI
7	To the farmers of neighbouring villages	77 (51.33)	20 (13.33)	53(35.33)	VIII
8	To those who are cultivating in my land	101 (67.33)	21 (14.00)	28 (18.66)	III

(a) Table 3: Distribution of respondents on the basis of wheat production information output behavior

*Figures in parentheses indicate percentages

The wheat growers after getting the information and processing it disseminate to other farmers.It is clear from the table 3 that the farmers disseminated the wheat production information oftenly to their family members (81.33),neighbourers(74.66), those who cultivate in their land (67.33),friends (67.33),relatives(66.00),the persons who were known to him (63.33)and other persons who contacted him (60.66)and to the farmers of neighbouring villages (51.33)respectively.

The percentages of farmers who disseminated the wheat production information occasionally to others were (36.66),(31.33), (30.66), (22.00),(16.00),(14.00),(13.33)and (12.66)respectively. The percentageof farmers who never disseminated the wheat production information to others were (35.33), (18.66),(12.66),(10.66),(6.00),(2.66), (2.66) and (2.66)respectively.

The findings are in line with Sunderswamy (1971), Singh and Singh (1977) and Pandey (1979),Gour,M. And Bishnoi,I.(2010),Lal ,Tandon and Sahu(2013).Hakeem, De and Lal(2014),Raman (2014), and Lal and Tandon(2020).

Table 4: Distribution of respondents according to their communication behaviour towards wheat production farm information

(N=150)

S.No.	Level of communication behaviour	Frequency of respondents
1	Low (Below $\overline{X}$ -SD)	15 (10.00)
2	Medium (in between $\overline{X}$ ±SD)	79 (52.66)
3	High (more than $\overline{X}$ +SD)	56 (37.33)

*Figures in parentheses indicate the percentages

It is clear from the above table that 10.00 per cent respondents had low communication behaviour towards wheat production information.52.66 per cent respondents had medium communication behaviour towards wheat productioninformation and 37.33 per cent respondents had high communication behaviour towards wheat production information.

The finding is in line withBabu and Sinha (1985). Rajput (1993), Singh and Lal (1997), Singh and Singh (1997),Lal,Tandon and Sahu (2013).Hakeem, De and Lal (2014),Raman (2014), and Lal and Tandon(2020).

CONCLUSION

It can be concluded that communication behaviour of the wheat growers was greatly influenced by the Extension Personnel of KVK, Extension Personnel of Deptt. of Agriculture, Progressive Farmers and T.V. and they were considered as the effective communication media for dissemination of wheat production information. After receiving the wheat production information, the farmers mainly disseminated the wheat production information to the family members, neighbourers, those who used to cultivate his land and friends and relatives. Majority of the respondents were having medium communication behaviour towards the wheat production information sources.

REFERENCES

Akhouri, M.M.P. (1973). Communication Behaviour of Extension Personnel : An analysis of Haryana Agricultural Extension System. Unpublished Ph.D. Thesis, Division of Agricultural Extension, IARI, New Delhi.

Ambastha, C.K. (1974). Communication Pattern of Farm Information Development Extension and Client System in Bihar, A System approach, Unpublished Ph.D. Thesis, Division of Agril. Extension, IARI, New Delhi.

Arneja, C.S. and Singh, D.P. (1998). "A study of farm periodicals as source of farm information readers judgments". *Indian Jr. of Ext. Edu*. **34**(3-4): 143-146.

Babu, R. and Sinha, B.P. (1985). Communication behaviour of extension personnel with regard to modern rice technology, *I. J.E.E.*, **21**(3 &4): 11.

Bembridge, T.J. (1993). Farmer characteristics and contact with information sources in a Venda village implications for extension. *South African journal of Agricultural Extension,* Vol. **22**, pp. 19-22.

Bhangoo, S. and Kaur, A. (1994). Multimedia approach in adult learning. *Indian Journal of Ext. Edu.,* Vol. **XXX** (1 & 4): 86-90.

Dass, P.K. and Sharma, J.K. (1998). "Credibility pattern of different sources of farm

Information". *Journal of the Agricultural Science Society of North East India*, **11**(1): 121-123.

Development Communication and Agricultural Extension: Interface "Frontier of Ext. Edu. for 21st century: ISEE: 84.

Gour,M. And Bishnoi,I.(2010).Communication behaviour of women vegetables growers.Journal of Communication Studies.28:29-33.

Gupta, J. (1991). "Progressive use of communication media by marine fisherman". *Journal of Extension System,***7**(1): 85-90.

Jha, P.K., Chauhan, J.P.S. (1999). Correlates of interpersonal communication behaviour of dairy farmers in north Bihar. *Journal of Dairying, Foods and Home Sciences*, Vol. **18**, No. 1, pp. 55-57.

Kadian, K.S. and Kumar, Ram (2003). Information processing pattern of dairy farmers of Kangra Valley. *Indian Journal of Extension Education*, Vol. **XXXVIII** (1 & 2): 65-70.

Kaur, S. (1982). Comprehensive and use of information. A study on correspondence course for farm ladies in Punjab. unpublished Ph.D. thesis, Department of Extension Education, P.A.U., Ludhiana.

Kavaskar, M and Santa Govind (2008). "Communication Sources utilized by the Paddy Farmers in Organic Farming Practices". Journal of Communication Studies, Vol.26, No1, pp.83-87.

Lal, B. (2002). "Farm T.V. Programmes in Kathua district of Jammu and Kashmir". M.Sc. (Ag.) Thesis (Unpub.), S.K.N. College of Agriculture, Jobner.

Lal, B, Lal ,Tandon, V and Sahu,RP.(2013). Communication behaviour of dairy farmers in hilly areas. Indian Journal of Dairy Science (Pub.) 66(1): 1-5.

Lal, B &Tandon, V.(2020). A Study on Communication Behaviour of Maize Growers of Hilly Distt. Reasi of J&K". Journal of Community Mobilization and Sustainable Development. pp. 436-440.

Meena, M.S.(1997).An analysis of farmers information system for dairy farming in Sawai

Madhopur district (Rajasthan).M.Sc.Thesis, NDRI (Deemed University), Karnal,India.

Pandey, S.N. (1979). Communication Pattern under the T & V system of Agricultural Extension in Chambal Command Area Development Project of Rajasthan. Unpublished Ph.D. Thesis, Division of Extension, IARI, New Delhi.

Rajput, R. (1993). Sources of agricultural information: A study on Noopur block of Bijnor district in U.P. Unpublished M.Sc. Thesis. G.B.P.U.A. &T.Pantnagar.

Raman.K. (2014). "Communication Behaviour of Farm Youth in Cuddalore District.", Unpublished.M.Sc.Ag. Thesis.Annamalai University.Annamalai Nagar.

Rao,S.B. (1987).A study of transfer of dairy production technology in Chittor district of Andhra Pradesh.Ph.D. Thesis, Kurukshetra University, Kurukshetra.

Rogers,E.M. and Shoemaker, F.C. (1971).Communication of innovation.The Free Press,New York.

S.Abd Hakeem, De, Dipak and Lal,B.(2014). Communication behaviour of Poly Plastic Growers in ThiQar Province. Journal of Global Communication pp.105-111, Vol.7

Sadaqath, S., Changiri, D.M. and Sunderaswami, B. (1998). Awareness and utility of agricultural publications among farmers. Maharashtra, *Journal of Extension Education*, Vol. **XVII**: 78-81.

Satpadhy, C. (1994). Distortion of farm messages of different levels. *Indian Journal of Extension Education*, Vol. XXXIX (1 & 2): 87-90.

Sharma,C. et al(2022).Communication behaviour of farmers of Jabalpur distt.Biological Forum: An International Journal.14(1):1303-1307.

Singh,K.,Singh,P. And Lakhera,J.P.(2013).Communication behaviour of small farmers in relation to wheat production technology.Madras Agric.J.,100(1-30:210-216.

Veerasamy, S., Rao, D.U.M, Venkatesan, T. and Satpadhy, C. (1994). Distortion of farm messages at different levels. *Indian Journal of Extension Education*, Vol. X