Communication Behavior of Turmeric Growers in Chhattisgarh Plain

ABSTRACT

A Research on communication behavior of turmeric growers in Chhattisgarh plain was undertaken to find out the information seeking behavior used by turmeric growers. A total of 320 farmers (160 beneficiaries and 160 non-beneficiaries) were selected randomly. Data collection was done by the use of interview schedule through personnel interview. The study revealed that maximum number of the beneficiaries (48.12%) and non-beneficiaries (55.00%) were found in medium level of extension contact. Whereas, farmers used mass media it was observed that maximum number of the beneficiaries (45.63%) and non-beneficiaries (50.62%) were used medium level of mass media.

Keywords: Communication behavior, turmeric growers, extension contact and mass media utilization.

1. INTRODUCTION

Turmeric *(Curcuma longa L),* the ancient and sacred spice of India known as 'Indian saffron' is an important cash crop in India. It is used in diversified forms as a condiment, flavouring and colouring agent and as a principal ingredient in Indian culinary as curry powder. It has anti cancer and anti viral activities and hence finds use in the drug industry and cosmetic industry. 'Kum-kum', popular with every house wife, is also a by-product of turmeric. It finds a place in offerings on religious and ceremonial occasions. A type of starch is also being extracted from a particular type of turmeric. The increasing demand for natural products as food additives makes turmeric as ideal produce as a food colourant.

Turmeric is the dried rhizome of *Curcuma longa L.,* a herbaceous perennial belonging to the family Zingiberaceae and a native of South Asia particularly India. The plant is propagated from rhizomes. The leaves are long, broad, lanceolate and bright green. The flowers are pale yellow and borne on dense spikes. The pseudostems are shorter than leaves. The rhizomes are ready for harvesting in about 7 to 9 months after planting.

Turmeric is one of the important commercial spice crops in India. India is the larger producer and exporter of turmeric in the world. In the year 2014-15 turmeric cultivation was 233 thousand ha with the production of 1190 thousand tonnes. It reached to 349 thousand ha with the production of 1334 thousand tonnes in the year 2021-22 (Anonymous, 2021a).

Chhattisgarh is also one of the important states of turmeric cultivation. In the Chhattisgarh state cultivated area under turmeric crop is about 10.785 thousands ha with production of 100.971 thousand tonnes (Anonymous, 2021b).

2. MATERIALS AND METHODS

The present study was conducted in Chhattisgarh plains. Five districts were selected purposively on the basis of highest area and highest number of turmeric growers. From each selected districts, 2 blocks were selected purposively on the basis of highest area and highest number of turmeric growers. From each selected block, 4 villages were selected purposively on the basis of highest area and highest number of turmeric growers. From each selected villages, 4 beneficiaries and 4 non-beneficiaries were selected randomly for the comparison between both groups. In this way, a total 320 farmers were considered as respondents for the study. The data were collected through personal semi-structured interview schedule.

3. RESULTS AND DISCUSSION

The data given in Table 1 reveals that in case of beneficiaries, 60.62 per cent of the respondents had regularly contacted with field consultant and 39.38 per cent were contacted sometimes. About 68.12 per cent of the respondents contacted sometime with R.H.E.O (Rural Horticulture Extension Officer), followed by 23.13 per cent had regularly contacted and only 8.75 per cent of them never contact. About 97.50 per cent of the respondents did not contact with H.D.O. (Horticulture Development Officer), while few farmers were contacted sometimes and only one of them had regularly contacted. About 85.62 per cent respondents did not contact with S.H.D.O. (Senior Horticulture Development Officer), followed by 9.38 per cent were contacted sometimes and only 5.00 per cent of them had regularly contacted. About 91.88 per cent of the respondents did not contact with scientist, followed by 6.88 per cent were contacted sometime and only few farmers of them had regularly contacted with scientist.

Table 1: Distribution of the respondents according to their extension contact regarding turmeric cultivation

Sl. No.	Extension Personnel	Respondents					
		Beneficiaries			Non-beneficiaries		
		R	S	N	R	S	N
		f (%)	f (%)	f (%)	f (%)	f (%)	f (%)
1	Field Consultant	97 (60.62)	63 (39.38)	0 (0.00)	0 (0.00)	30 (18.75)	130 (81.25)
2	RHEO	37 (23.13)	109 (68.12)	14 (8.75)	48 (30.00)	107 (66.88)	5 (3.12)
3	HDO	1 (0.62)	3 (1.88)	156 (97.50)	0 (0.00)	7 (4.38)	153 (95.62)
4	SHDO	8 (5.00)	15 (9.38)	137 (85.62)	3 (1.88)	36 (22.50)	121 (75.62)
5	KVK (Scientist)	2 (1.25)	11 (6.88)	147 (91.87)	0 (0.00)	8 (5.00)	152 (95.00)

R- Regular, S- Sometime, N-Never

As regards to non-beneficiaries, 81.25 per cent of the respondents never contact with field consultant, whereas, 18.75 per cent had sometimes and none of them did not regularly contacted. About 66.88 per cent respondents had contacted sometimes with RHEO (Rural Horticulture Extension Officer), while 30.00 per cent never contact of them. About 95.63 per cent respondents never contact with HDO (Horticulture Development Officer), followed by 4.38 per cent contacted sometime and none of them did not regularly contacted. About 75.62 per cent of the respondents never contact with SHDO (Senior Horticulture Development Officer), while 22.50 per cent contacted sometimes and only few per cent of them had regularly contacted. About 95.00 per cent of the respondents never contact with scientist, followed by 5.00 per cent contacted sometimes and none of them had regularly contacted.

Table 2: Distribution of the respondents according to their overall extension contact regarding turmeric cultivation

Sl. No.	Category	Respondents				'Z' Value
		Beneficiaries		Non-beneficiaries		
		f	%	f	%	
1	Low	65	40.63	68	42.50	
2	Medium	77	48.12	88	55.00	
3	High	18	11.25	4	2.50	10.069**
	Total	**160**	**100**	**160**	**100**	
	Mean	3.06		1.81		
	SD	1.28		0.87		

****0.01 level of probability**

The data presented in Table 2 and Fig. 1 reveals that in case of beneficiaries, maximum number of the respondents (48.12%) had medium level of extension contact, whereas, 40.63 per cent had low and only 11.25 per cent had high level of extension contact.

Similarly, in case of non-beneficiaries, about more than fifty per cent of the respondents had medium level of extension contact, followed by 42.50 per cent and 2.50 per cent had low and high level of extension contact, respectively.

The calculated 'Z' value for extension contact was 10.069 which was found to be significant at 0.01 level of probability.

The reason for this might be the beneficiaries respondents were participated in various non-formal educational activities including visit of demonstration unit and training etc. The non-beneficiaries had less interest as compared to beneficiaries respondents.

The similar findings were also reported by Sajeev and Saroj (2014) found that majority of the cashew farmers (68%) had low extension contact, while 23 and 9 per cent farmers had medium and high level of extension contact, respectively. Garg et al. (2013) observed that most of the respondents (54%) had medium level of extension contacts. Whereas, more than one fourth per cent of the respondents (26.66%) had high level and only 19.17 per cent of the respondents had low level of extension contacts and

Girawale et al. (2016) found that 62.85 per cent of the farmers had medium level of extension contact, followed by, 21.42 per cent and 15.71 per cent had low and high level of extension contact, respectively.

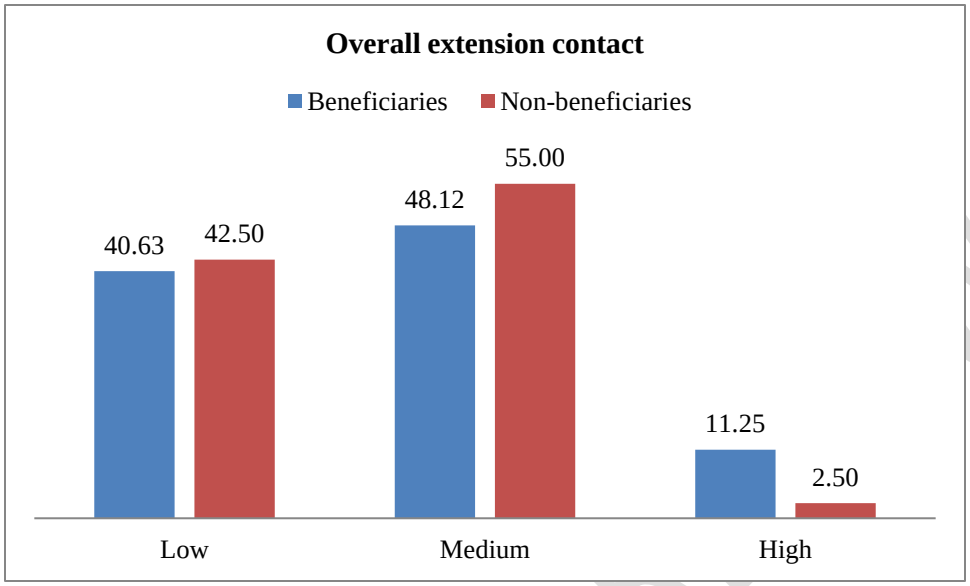

Fig. 1: Distribution of the respondents according to their overall extension contact

Table 3: Distribution of the respondents according to their mass media utilization

Sl. No.	Mass media exposure	Respondents					
		Beneficiaries			Non-beneficiaries		
		R	S	N	R	S	N
		f (%)	f (%)	f (%	f (%)	f (%)	f (%)
1	Newspaper	5 (3.12)	15 (9.38)	140 (87.50)	2 (1.25)	11 (6.88)	147 (91.87)
2	Agriculture magazines	7 (4.38)	23 (14.37)	130 (81.25)	4 (2.50)	27 (16.88)	129 (80.62)
3	Radio	9 (5.62)	19 (11.88)	132 (82.50)	13 (8.12)	36 (22.50)	111 (69.38)
4	Television	61 (38.12)	76 (47.50)	23 (14.38)	39 (24.38)	70 (43.75)	51 (31.87)
5	Kisan Call Centre	12 (7.50)	40 (25.00)	108 (67.50)	9 (5.62)	36 (22.50)	115 (71.88)
6	Internet	8 (5.00)	14 (8.75)	138 (86.25)	5 (3.12)	11 (6.88)	144 (90.00)

R- Regular, S- Sometime, N-Never

The data presented in Table 3 that 87.50 per cent of the respondents did not read any newspaper related to agriculture, while 9.38 per cent were reading sometime and only 3.13 per cent had regularly read. About great majority (81.25%) of the respondents did not read agriculture magazines, whereas 14.37 per cent were reading sometime and 4.38 per cent were reading regularly. About 82.50 per cent respondents had never listen to radio, while 11.88 per cent were listening sometime and 5.62 per cent were listening regularly. About 14.38 per cent respondents had never view to television, whereas 47.50 per cent were watching sometime and 38.12 per cent were watching regularly. About 67.50 per cent respondents had never call to kisan call centre, whereas 25.00 per cent were calling sometime and only 7.50 per cent were calling regularly. About 86.25 per cent respondents had never use to internet, whereas 8.75 per cent were using sometime and only 5.00 per cent were using regularly.

As regards to non-beneficiaries, great majority of the respondents (91.87%) did not read any newspaper, while 6.88 per cent were reading sometime and only few per cent were reading regularly. About 80.62 per cent respondents had never read to agriculture magazines, whereas 16.88 per cent were reading sometime and only 2.50 per cent of them were reading regularly. About 69.38 per cent respondents had never listen to radio, while 22.50 per cent were listening sometime and only 8.12 per cent were listening regularly. About 31.87 per cent respondents had never view to television of agriculture programme, whereas 43.75 per cent viewed in sometime and 24.38 per cent viewed regularly. About 71.88 per cent respondents had never call to kisan call centre, while 22.50 per cent were calling sometime and only 5.62 per cent of them were calling regularly. About 90 per cent respondents did not use to internet, whereas 6.88 per cent were using sometime and only few per cent were using regularly.

Table 4: Distribution of the respondents according to their overall mass media utilization

Sl. No.	Category	Respondents				'Z' Value
		Beneficiaries		Non-beneficiaries		
		f	%	f	%	
1	Low	63	39.37	66	41.25	
2	Medium	73	45.63	81	50.62	
3	High	24	15.00	13	8.13	1.854 NS
	Total	**160**	**100**	**160**	**100**	
	Mean	2.44		2.09		
	SD	1.92		1.51		

NS = Non-significant

The data presented in Table 4 and Fig. 2 reveals that in case of beneficiaries, most of the respondents (45.63%) had medium level of mass media utilization, while 39.37 per cent had low and only 15.00 per cent of them had high level of mass media utilization.

Regarding non-beneficiaries, most of the respondents (50.62%) had medium level of mass media utilization, whereas 41.25 per cent and 8.13 per cent had low and high level of mass media utilization, respectively.

The calculated 'Z' value for mass media exposure was 1.854 which was found to be non-significant.

The reason might be that the use of mass media as a source of information (internet, television and agriculture magazines etc.) when they needed or when they face problem.

The similar findings were also reported by Singh and Verma (2014) observed that in KVK Shahjahanpur, the group meeting/discussion had mean score 5.42, while folder/leaflet/pamphlets (4.42), demonstration (3.66), farm magazine (2.83) and Agricultural Scientists (2.53) got the rank order I, II, III, IV and V, respectively. Further input dealer (2.19), television/radio (2.13), newspaper (1.77), block officials (1.11) and farmer's fair (0.19) got the rank order VI, VII, VIII, IX and X, respectively. It was same trend found in KVK Ghaziabad and Patil et al. (2010) found that a more than one-third of the respondents (35.00%) were noticed to be medium mass media users. Further the detailed analysis of mass media use shows that a majority of respondents were regularly watching agriculture programmes in Television (73.57%), followed by Radio (36.00%), Newspapers (32.86%) and farm magazine (22.86%). The more inclination towards audio-visual type of programmes and possession of TV sets might be the reasons for the situation.

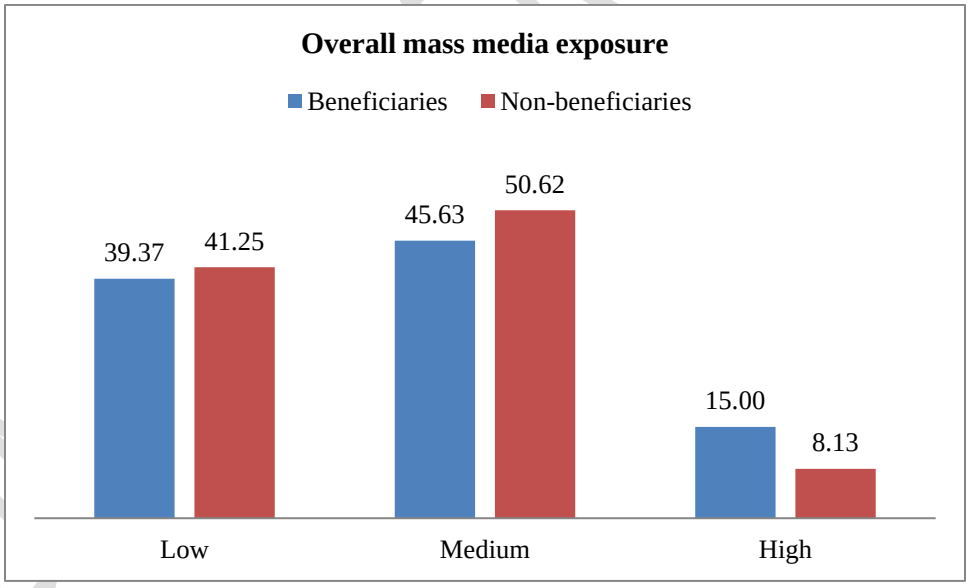

Fig. 2: Distribution of the respondents according to their overall mass media exposure

4. CONCLUSION

From the findings of the study it can be concluded that maximum number of beneficiaries and non-beneficiaries farmers had low to medium level of extension contact, while most of the beneficiaries and non-beneficiaries farmers had low to medium level of mass media exposure. Overall, majority of the beneficiaries farmers obtained information from field consultant in regular basis and contact with R.H.E.O.

in ‘sometime’ for getting information. In case of non-beneficiaries, majority of the farmers obtained information from R.H.E.O., S.H.D.O. and field consultant in sometime and large majority never contacted with H.D.O., Scientist and Field Consultant for getting information. Overall, it is concluded that television, kisan call centre, agriculture magazines and radio are the major source of information of farmers. There is need to utilize diverse information sources for obtaining more turmeric cultivation related information by the farmers.

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