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Information dynamics of tribal rice farmers under NFSM in Kandhamal district of Odisha

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Abstract

Access to information is of crucial importance in the present agricultural scenario. The present study on information dynamics was conducted in Kandhamal district of Odisha. A sample of 120 farmers of which 60 beneficiaries and 60 non-beneficiary farmers were selected from 4 blocks. Two villages from each block were selected to analyse the various sources of information. The data were collected through a well-structured interview schedule. The study reveals that most of the beneficiary tribal rice farmers meet their information needs from Kisan Sathis (100%), Village Level Worker (100%), Assistant Agriculture Officer (81.7%) as Government extension agency, whereas progressive farmer (55%), Non-governmental Organization (13.3%) as non-Governmental extension agencies. It was further observed that in case of mass media highest preference was given to Television (768.3%), and radio (33.3%). But the extent of contact of non-beneficiary tribal rice farmer to the extension agent and mass media was comparatively very less which affects their knowledge level in rice cultivation.

Keywords: Beneficiary, Non-beneficiary, Kisan Sathi, village level worker, assistant agriculture officer, progressive farmer

Introduction

The present age has been rightly called as an Information Age. Information has become the most important element for progress in society. According to Kemp "information has been described as the fifth need of man ranking after air, water, food and shelter". Everyone needs information about everything even in his day to day life. In the present-day agriculture, information is the key input and this relevant and timely information helps farmers to take the right decision to the sustained growth of agriculture activities.

National Food Security Mission (NFSM) programme was launched in the year 2007 to increase the production of Rice, Wheat and Pulses by 10 million tons, 8 million tons, and 2 million tons, respectively by the end of the eleventh five-year plan (2011-12). The mission is being continued during 12th five-year plan with additional production of food grains of 25 million tons, comprising of 10 million tons of Rice, 8 million tons of Wheat, 4 million tons of Pulses and 3million tons of Coarse cereals. This programme helps in providing various type of through extension agencies like scientists, Assistant Agriculture Officer (AAO), Village Level Worker (VAW), Kisan Sathies, progressive farmers, Non-Governmental organization (NGO) and also through the mass media to meet the information need of the farmers.

The tribal farmers require various types of information for their day to day agricultural activities. But they are not getting right information at right time leading to slow development of tribal farmers.

Tribal farmers mostly depend on indigenous knowledge for farming. But in the present modern agricultural system we need to interlink both indigenous and modern farming information for sustainable agricultural development. The present study was conducted to know the information dynamics of both beneficiary and non-beneficiary tribal rice farmers. (Jalaja & Kala, 2015) [1].

Materials and Methods

The present study was conducted in Kandhamal district of Odisha. Out of 12 blocks, 4 blocks G Udayagiri, Tikabali, Nuagao, Phiringia were selected randomly. From each selected block, one NFSM-Rice implemented village and another non-NFSM-Rice village from the same location was selected for investigation. In this way total 8 villages (4 beneficiaries and 4 non-beneficiaries) were selected for the investigation.

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From each beneficiary village, 15 tribal farmers associated with NFSM-Rice were selected randomly. Similarly, from non-beneficiary villages 15 tribal farmers were selected randomly as respondent. Thus, total 120 farmers (60 beneficiaries and 60 non-beneficiaries) were selected for this study as respondents. The data were collected through a well-structured interview schedule. The collected data were analysed with statistical tools like frequency, percentage method. The information sources were classified into three categories, viz., Govt. sources, Non-Govt. sources and mass media sources.

Result and Discussion

The data regarding contact with Govt. Extension agencies of NFSM beneficiary and non-beneficiary tribal farmers presented in the table 1. From the table it was concluded that all (100%) of the beneficiary farmers have frequent contact with Kisan Sathies and VAW. But in case of non-beneficiary tribal farmers majority have no contact (85%) followed by 8.3

per cent have regular contact and 6.7 per cent farmers had occasionally contact found with Kisan Sathies. Similarly, about 53.3 per cent farmers have no contact, 30 per cent have occasional contact and remaining 16.7 per cent farmer have frequent contact found with VAW.

So far as KVK (Krishi Vigyan Kendra) was concerned majority, 40 per cent beneficiary tribal farmers have frequent contact, 46.7 per cent have occasional contact and remaining 13.3 per cent have no contact found. In case of non-beneficiary tribal farmers, majority about 90 per cent of farmers have no contact with KVK and 6.7 per cent farmer came in contact occasionally and very less 3.3 per cent respondents had regular contact.

With regard to scientist (OUAT- Orissa University of Agriculture Technology, Bhubaneswar), 43.3 per cent of beneficiary have occasional contact and remaining 56.7 per cent have no contact whereas in case of non-beneficiary farmers no contact was found with scientist.

Table 1: Extent of contact of beneficiary and non-beneficiary tribal rice farmers with Govt. extension agency

Sl. No		Beneficiary farmer (n ₁ =60)			Non-Beneficiary farmer (n ₂ =60)		
		Frequently	occasionally	Never	Frequently	occasionally	Never
1	OUAT (Scientists)	-	26 (43.3%)	34 (56.7%)	-	-	60 (100%)
2	KVK	24 (40.0%)	28 (46.7%)	8 (13.3%)	2 (3.3%)	4 (6.7%)	54 (90.0%)
3	AAO	49 (81.7%)	11 (18.3%)	-	3 (5.0%)	10 (16.7%)	47 (78.3%)
4	VAW	60 (100%)	-	-	10 (16.7%)	18 (30%)	32 (53.3%)
5	Kisan Sathi	60 (100%)	-	-	5 (8.3%)	4 (6.7%)	51 (85%)

The data regarding contact with non-Govt. Agencies of beneficiary and non-beneficiary tribal rice farmers shown in the table 2. The data shows that in case of beneficiary tribal rice farmer highest frequently contact was found with progressive farmers (55%) which was comparatively less in case of non-beneficiary farmers (13.3%).

With regard to NGOs maximum beneficiary farmers have occasional contact about 56.7 per cent and about 13.3 per cent

have regular contact. Similarly, in case of non-beneficiary farmers majority (86.7%) have no contact, 10 per cent have occasional contact and about 3.3 per cent have regular contact.

By taking input dealer into consideration both beneficiary and non-beneficiary have occasionally contacted with very less percentage that is 6.7 per cent, 5per cent, respectively.

Table 2: Extent of contact of beneficiary and non-beneficiary tribal rice farmers with Non-Govt. extension agency

Sl. No		Beneficiary farmer (n ₁ =60)			Non-Beneficiary farmer (n ₂ =60)		
		Frequently	Occasionally	Never	Frequently	Occasionally	Never
1	Agricultural input dealer	-	4 (6.7%)	56 (93.3%)	-	3 (5.0%)	57 (95.0%)
2	Progressive farmer	33 (55.0%)	12 (20.0%)	15 (25.0%)	8 (13.3%)	-	52 (86.7%)
3	NGO	8 (13.3%)	34 (56.7%)	18 (30.0%)	2 (3.3%)	6 (10.0%)	52 (86.7%)

The data regarding mass media contact of tribal beneficiary and non-beneficiary farmers given in the table 3(a) and table 3(b) respectively. This data shows that Television was the daily and more prominent mass media source for majority (78.3%) of the beneficiaries followed by radio (33.3%) then Newspaper (26.7%) as compared to another medium of mass media contact. Similarly, in case of non-beneficiaries highest

level of contact found in television (23.3%) followed by radio (13.3%) then newspaper (5%). If we go for other mass media like leaflet/folder, magazine, internet mostly monthly contact is found in case of beneficiary farmers, rather the level of the percentage found was very less and in case of non-beneficiary farmers no contact was found.

Table 3(a): Mass media contact of beneficiary tribal rice farmers.

Sl. No.		Beneficiary Farmers (n ₁ =60)				
		Daily	Weekly	Fortnightly	Monthly	Never
1	TV	47 (78.3%)	-	-	-	13 (21.7%)
2	Radio	20 (33.3%)	-	-	-	40 (66.7%)
3	Newspaper	16 (26.7%)	13 (21.7%)	8 (13.3%)	5 (8.3%)	18 (30.0%)
4	Leaflet/Folder	8 (13.3%)	4 (6.7%)	11 (18.3%)	7 (11.7%)	30 (50%)
5	Magazine	-	-	5 (8.3%)	9 (15.0%)	46 (76.7%)
6	Internet	-	-	-	2 (3.3%)	58 (96.7%)

Table 3(b): Mass media contact of non-beneficiary tribal rice farmers.

Sl. No.	Non-beneficiary Farmers (n ₂ =60)					
		Daily	Weekly	Fortnightly	Monthly	Never
1	TV	14 (23.3%)	-	-	-	46 (76.7%)
2	Radio	8 (13.3%)	-	-	-	52 (86.7%)
3	Newspaper	3 (5.0%)	6 (10%)	-	-	51 (85.0%)
4	Leaflet/Folder	-	-	-	-	60 (100%)
5	Magazine	-	-	-	-	60 (100%)
6	Internet	-	-	-	-	60 (100%)

Conclusion

The present study concluded that most of potential sources of information for beneficiary tribal rice farmers were Kisan Sathis (100%), VAW (100%), AAOs (81.7%) as Government extension agency, whereas progressive farmer (55%), NGOs (13.3%) as non-Governmental extension agencies. It was further observed that in case of mass media highest preference was given to TV (78.3%), and radio (33.3%). But by comparing both beneficiary and non-beneficiary farmer's percentage of contact in all the above cases were found to be higher in case of beneficiary farmers than non-beneficiary farmers.

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