

Information Processing Behaviour of Groundnut Growers in Agro-Climatic Zone IVa of Rajasthan

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Rajasthan is one of the major groundnut producing states of the country. Groundnut is the principal oilseed crops of the kharif season of the state. It is grown on 2,41,494 hectares state wide with a total production of 1,65,750 tonnes and an average productivity of 686 kg/ha. Rajasthan consists of ten agro-climatic zones out of which zone IV a (Sub-humid Southern Plain and Aravali Hills) is major groundnut producing zone of the state. It covers Bhilwara, Rajsamand and parts of Chittorgarh, Udaipur and Sirohi districts. Groundnut is grown in this zone in an area of 39,776 hectares with a production of 7578 tonnes per annum. The productivity of this crop is very low in this agro-climatic zone as compared to the state average productivity. This has been basically due to non-adoption of improved package of practices of groundnut cultivation by majority of the farmers. In this information era, there is a need of timely availability of recent information and their use at farmer's field is essential to increase the production productivity of the groundnut crop. With these points in view the present study was undertaken with following specific objective:

To know the information processing behaviour of groundnut growers about improved groundnut cultivation technology.

Methodology

The present study was conducted in purposively selected agro-climatic zone IVa of Rajasthan. There are total five districts in agro-climatic zone IVa, out of which two districts namely Chittorgarh and Bhilwara were selected on the basis of

maximum area under cultivation of groundnut. A complete list of all the tehsils of both the identified districts where the groundnut crop is being grown extensively was prepared. From the list so prepared, Chittorgarh ad Begun tehsils of Chittorgarh district and Mandalgarh and Bijolia tehsils from Bhilwara district were selected on the basis of maximum area under groundnut cultivation for the present investigation.

For selection of villages, four villages having maximum area under groundnut cultivation were selected from each identified tehsil. To select the respondents, a category wise comprehensive list of marginal, small and large groundnut growers was prepared with the help of village patwari and agriculture supervisor of respective villages. The list so prepared five marginal, five small and five large groundnut growers were selected randomly from each identified village. Relevant information were collected with the help of interview schedule developed for this purpose through face to face contact method. Thereafter data were analyzed, tabulated and results were interpreted in the light of specific objectives of the study.

Result and Discussion:

The extent of information processing behaviour of farmers was studied under three major modes i.e. information evaluation methods, information storage methods and information transfer methods. The results of the same are presented in subsequent tables.

Table 1 : Information evaluation methods used by the groundnut growers

S. No.	Information evaluation method	n=240							
		Large farmers		Small farmers		Marginal farmers		Total	
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank
1.	Discussion with officials of State Department of Agriculture/ Agriculture	20.58	8	19.80	8	15.12	8	18.80	8

S. No.	Information evaluation method	Large farmers		Small farmers		Marginal farmers		Total	
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank
University									
2.	Acceptance of received information with modification	62.20	5	55.20	5	51.44	5	56.28	5
3.	Judgment on the basis of economic feasibility	90.48	1	88.65	1	89.26	1	89.41	1
4.	Acceptance of received information as such	40.00	6	32.80	6	31.27	7	34.69	6
5.	Discuss with family members, friends, fellow farmers, progressive farmers and neighbours	85.70	2	86.97	2	88.10	2	86.92	2
6.	Judgment in the light of climatic conditions	70.28	4	68.16	4	67.73	4	68.72	4
7.	Judgment based on technical feasibility	30.72	7	28.77	7	31.29	6	30.26	7
8.	Weigh the merit of an innovation in the light of past experience	82.75	3	82.65	3	86.50	3	83.63	3

MPS = Mean Percent Score

The data incorporated in table 1 indicate that the received information was judged on the basis of its economic feasibility by the large, small and marginal farmers to the extent of 90.48, 88.65 and 89.26 MPS respectively and ranked first by all the categories of farmers. Likewise, the information received by the large, small and marginal groundnut growers were found to have discussed with family members, friends, fellow farmers, progressive farmers and neighbours which was accorded second rank to the extent of 85.70, 86.97 and 88.10 MPS respectively. Further analysis of table shows that the received information was accepted after weighing it in the light of past experience by large, small and marginal farmers to the extent of 82.75, 82.65 and 86.50 MPS respectively and ranked third position by the groundnut growers. It was also found that judgment in the climatic conditions and acceptance of received information with modifications was accorded fourth and fifth rank

respectively by all the three categories of groundnut farmers.

Analysis of table further shows that acceptance of information as such was placed on the sixth rank by large and small farmers whereas, it was placed on seventh rank by marginal farmers with 40.00, 32.80 and 31.27 MPS respectively. The judgment based on technical feasibility was accorded seventh rank by large and small farmers whereas, sixth rank was accorded by the marginal farmers in the order of information evaluation methods used by the respondents. A very small number of farmers discussed with officials of state Department of Agriculture/Agriculture University and was ranked eighth by large, small and marginal farmers to the extent of 20.58, 19.80 and 15.12 percent respondents in the study area.

Thus, from the above discussion, it could be concluded that extent of information evaluation methods used by the large farmers was from 20.58 to 90.48 per cent, while small farmers 19.80

to 88.65 per cent and marginal farmers 15.12 to 89.26 per cent with regard to groundnut cultivation technology

The present findings are in the line with those of Paul and Sharma (2004) who concluded that majority of the poultry farmers (87.70%) made judgment regarding the received information on the basis of economic feasibility.

The data incorporated in table 2 reveal that large, small and marginal groundnut growers stored the information received by them by way of memorizing the information with the extent of 89.45, 91.47 and 80.78 MPS respectively and was ranked first by all the three categories of farmers.

This was followed by way of conveying to family members and asking them to remember which

was placed at second position in the rank hierarchy of information storage methods. The extent of information storage by this method was 70.46, 72.50 and 75.12 MPS among large, small and marginal farmers respectively. Further analysis of table also shows that received information was stored through maintaining classified note books/diary by the large farmers, small farmers and marginal farmers with the extent of 16.00, 9.43 and 6.15 per cent respectively and accorded third rank by large farmers whereas, fourth rank was accorded by small and marginal farmers. The storage of information by preserving in the form of printed literature was assigned fourth rank by large farmers and third rank by small and marginal farmers with extent of 11.75, 10.64 and 8.15 MPS respectively.

Table 2 : Information storage methods used by the groundnut growers

S. No.	Information storage methods	n = 240									
		Large farmers		Small farmers		Marginal farmers		Total			
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank		
1.	Conveying to family members and asking them to remember	70.46	2	72.50	2	75.12	2	72.69	2		
2.	Maintaining classified notebooks/diary	16.00	3	9.43	4	6.51	4	10.64	3		
3.	Preservation in the form of printed literature	11.75	4	10.64	3	8.15	3	10.18	4		
4.	Maintaining subject matter file	5.62	5	4.72	5	3.00	5	4.44	5		
5.	Memorizing the information	89.45	1	91.47	1	80.78	1	87.23	1		

MPS = Mean Percent Score

The storage of information by maintaining subject matter file was very less used and accorded last rank by the respondents with 5.62, 4.72 and 3.00

MPS by large, small and marginal farmers respectively.

It was observed during the period of data collection that majority of the farmers did not find time after the farm activities and their house hold work. This might be the reason that majority of the respondents stored the received information by memorizing and conveying to family members

Thus, from the above discussion it could be concluded that the extent of information storage methods used by the large farmers was from 5.62 to 89.45 per cent, whereas, in case of small farmers it was observed to be from 4.72 to 91.47

per cent and among marginal farmers it was 3.00 to 80.78 per cent. The findings are in accordance with those of Pramilla (1992), and Vashishtha (2007) who reported that majority of the respondents stored the received information by conveying to family members and by memorizing.

The data presented in table 3 vividly corroborate that large, small and marginal groundnut growers transferred the information to their friends, fellow farmers, progressive farmers and

Table 3 : Information transfer methods used by the groundnut growers

S. No.	Information transfer methods	Large farmers		Small farmers		Marginal farmers		Total	
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank
1.	Those who come to seek	60.12	4	58.42	4	55.38	3	57.93	3
2.	To friends, fellow farmers, progressive farmers and neighbours	80.43	1	71.25	2	60.70	1	70.79	1
3.	To relatives	73.65	2	73.44	1	60.50	2	60.19	2
4.	To those who cultivate their land on lease	70.45	3	60.27	3	40.38	4	57.03	4
5.	Speaking in local meetings	30.28	5	20.42	5	13.20	5	21.30	5
6.	By conducting demonstrations	15.34	6	7.87	6	8.15	6	10.45	6
7.	Lending printed literature to others	4.12	7	3.78	7	3.20	7	3.70	7

MPS = Mean Per cent Score

neighbours with the extent of 80.43, 71.25 and 60.70 MPS respectively and ranked first by large and marginal farmers, while it was ranked second by small farmers. Similarly, the large, small and marginal farmers transferred the information to their relative with extent of 73.65, 73.44 and 60.50 MPS, respectively and ranked second by large and marginal farmers, whereas it was placed on first position by small farmers

It was observed during the period of data collection that majority of the groundnut growers had regular and face to face contact with their

friends, fellow farmers and neighbours. This might be the reason that majority of them transferred the received information to their friends, fellow farmers and neighbours

Analysis of table also reveals that large, small and marginal farmers provided the received information to those who come to seek with the extent of 60.12, 58.42 and 52.38 per cent respectively. Likewise, the method of giving information to those who cultivated their land on lease was assigned fourth rank by the marginal farmers and third by large and small farmers with

the extent of 40.38, 70.45 and 60.27 per cent respectively. The extent of information transferred through speaking in local meeting was 30.28, 20.42 and 13.20 per cent by the large, small and marginal farmers respectively

It was also observed that method of conducting demonstrations to show the practical aspect of received information was accorded sixth rank by all the categories of farmers. However, it is discouraging to note that small proportion of large, small and marginal farmers had the habit of lending printed material to others. This may be due to the reason that majority of the farmers were not educated highly in the study area. From the above discussion, it could be concluded that the extent of information transfer methods used by the large groundnut growers was from 4.12 to 80.43 per cent. However, in case of small farmers it was from 3.78 to 73.44 per cent and among marginal farmers it was noted from 3.20 to 60.70 per cent.

These findings are in agreement with those of Pramilla (1992) and Ramasubramanian and Manoharan (2003) who reported that majority of the respondents transferred the received information to their friends, fellow farmers and neighbours.

Conclusion:

It is concluded from the above discussion that the majority of farmers (89.41%) Judged the received information on the basis of its economic feasibility and ranked first by them. The study further revealed that 87.23 per cent groundnut growers

stored the received information by the way of memorizing the information and ranked first by the three categories of farmers. It was also observed 70.79 per cent farmers transferred the received information to their friends, fellow farmers, progressive farmers and neighbours. It was also found that large farmers have more information processing behaviour than small and marginal groundnut growers.

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