

Communication and Psychological Behaviour of Maize Growers in Mainpuri District (U.P)

Susheep Kumar¹, S.N. Singh², Kaushik Prasad,³ and Jitendra Ojha⁴

¹Department of Extension Education, College of Agriculture, N.D.U.A &T., Kumarganj, Faizabad (U.P.)-224229

²SMS (Agricultural Extension) KVK, Siddharthnagar U.P.

³Assistant professor (Agricultural Extension), FASAI, Rama University, Mandhana, Kanpur (UP) -209217

⁴Teaching Associate (Agricultural Economics), FASAI, Rama University, Mandhana, Kanpur (UP) -209217
Corresponding Author email*: kaushik21293@gmail.com

Abstract

The study was conducted in Karhal block of Mainpuri district (UP) selected purposively, because block area has more popular for area and production of maize as criteria. A total number of hundreds maize growers were selected through random sampling from five selected villages panchayats on the basis of twenty respondents from each selected villages panchayats. The structured schedule was developed keeping in the view of objectives and variables under study. The study revealed the majority of respondents used mobile phone (100%), T.V. (44%) and radio (86%) was found as main communication media with the respondents and majority of respondents (62%) were observed in medium category (63-91) of overall materials possession. In information sources use pattern of respondents, the maximum contact was observed with gram pradhan (2.98%) under formal sources, family members (5.33%) under informal sources and mobile (5.84%) under mass media exposure. The majority of respondents was found in medium level of economic motivation risk orientation and scientific orientation each (66%), (62%) and (53%) respondents, respectively.

Key words: Socio-economic profile, knowledge and adoption, awareness, etc.

Introduction

Maize (*Zea Mays* L.) is the most important cereal in the agriculture economy of world. Being a dual purpose crops as food for human and feed for animals, it is grown almost all over the world under different agro climatic condition. In India, maize is one of the dominant food crop and used as directly or in processed form.

India occupies 5th place in average under maize in the world, the first four being US, Brazil, China and Mexico respectively and ranks tenth in production. Maize as a crop has multiple uses but is chiefly grown for human and livestock consumption. The seeds and cobs both are used as basic raw material in different industries. The seeds are processed and converted into needed preparations, flakes, grits and pops for human consumption.

Maize crop grown in all three season (*kharif*, *rabi*, *zaid*) of the year. Maize is also called queen of the cereals. Maize crop have its allelopathy effect, so it control weeds. It is widely used for animal feed and industrial raw material in the developed countries where as the developing countries use it in general for feed. In Indian Agriculture, Maize occupies a prominent position and each part of the maize plant is put to one or the

other use and nothing goes as waste. Maize production in country is fully utilized domestically for food and exports are negligible. Even with the spectacular increase during the recent years in production of the finer cereals i.e., rice, wheat or also of jowar coarse grain, there is no problem of surplus of maize. It is, therefore, inferred that, with the increasing demand for, food grains relative population growth maize will hold its share as an important cereal food grain.

Materials and Methods

The study was conducted in purposively selected Mainpuri district of Uttar Pradesh. There are nine community development blocks in Mainpuri district namely, Mainpuri, Karhal, Kishani, Ghiror, Baranahal, Kuraovali, Jagir, Bewar and Sultanganj, out of that is one block Mainpuri was selected purposively. The number of villages was 193 from which 5 villages were selected purposively, and then the list of total farmers was prepared for each selected villages. Thereafter hundred farmers were selected as respondents though random sampling techniques with respect to the categories of the farmers for each selected village. Data were collected with the help of semi-structured interview schedule and analyzed with suitable statistical methods respectively.

Results and Discussion:

1. Communication media possession:

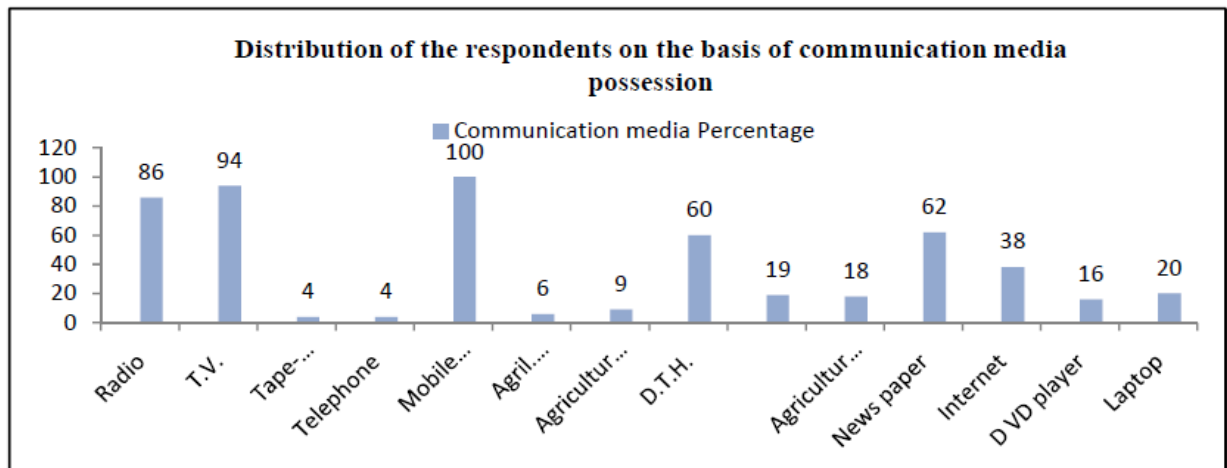


Figure 1: Distribution of the respondents on the basis of communication media possession

Figure 1: reveals that the maximum number of respondents (100%) were observed possessing Mobile phone with them. The rest of respondents who had other communication media were in descending order as T.V. (94%), Radio (86), News paper (62%), D.T.H. (60%), Internet (38%), Laptop (20%), General Magazines (19%), Agriculture Books (18%), DVD player (16%), Agriculture Magazines (9%), Agril. Journals (6%), Tape-recorder and Telephone (4%) respectively. Thus, it can be cleared that mobile phone and T.V. were main sources for getting information.

2. Overall materials possession:

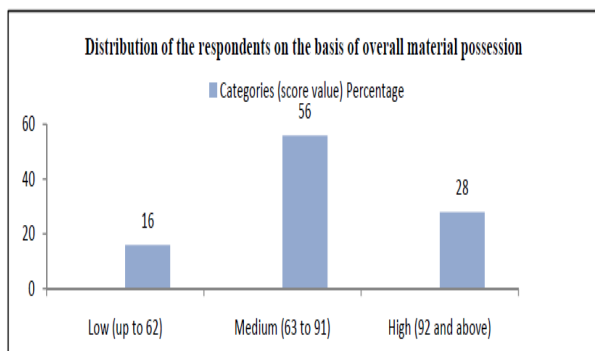


Figure: 2 Distribution of the respondents on the basis of overall material possession

Fig: 2 reveal that the overall material possession was categorized into three main categories on the basis of scores as low (up to 62 scores), medium (63 to 91 scores) and high (92 and above scores). The reveals that maximum numbers of the respondents (56%) were observed in the medium category (63 to 91) of materials possession followed by (28%) High (92 and above), and (16%), low (up to 62) respectively. Thus, it can be inferred that the materials possession of respondents was appreciably better.

3. Extension contact

Table.1: Distribution of respondents on the basis of Extension contact N=100

S. No.	Source information of	Respondents	
		Mean value	Score Ranks
A. Formal source			
1.	Gram pradhan	2.98	I
2.	Kisan shayak	1.64	II
3.	Seed &Ferti. Store	1.31	III
4.	Madi samit	1.17	IV
5.	Co-operative society	0.96	V
6.	V.D.Os.	0.29	VI
7.	A.D.Os.	0.26	VII
8.	B.D.O.	0.21	VIII a
9.	Agril. Scientist	0.21	IX b
10.	Agril college/ University	0.1	X
	Average	0.91	
B. Informal Source			
1.	Family Members	3.56	I
2.	Friends	3.39	II
3.	Neighbours	3.01	III
4.	Local Leaders	2.57	IV
5.	Relatives	2.22	V
6.	Progressive Farmers	0.55	VI
	Average	2,55	
C. Mass media source			
1.	Radio	4.63	III
2.	T.V.	5.31	II
3.	News paper	2.88	IV
4.	Agril. Books	1.19	VI
5.	News bulletin	0.3	IX a
6.	Farm magazines.	0.12	XII a

7.	Circular letters	0.10	XIII
8.	Poster	1.11	VII
9.	Mobiles	5.33	I
10.	Farmer fairs	0.14	XI
11.	Demonstration	0.12	XII b
12.	Folders	0.29	X
13.	Film shows	0.34	VIII
14.	Exhibition	0.30	IX b
15.	Internet	1.63	V
	Average	1.803	
	Overall Average	1.55	

The Table: 1 reveals that the contact of respondent’s extent with separate information sources as used by them for general information as well as about different crops cultivation. The information sources was categorized into three categories namely, formal sources, informal sources and mass media exposure to find out the extent of contact of respondents. In case of formal sources namely, Gram pradhan, K.S, seed/fertilizer storage, mandi samiti, Co-operative societies, V.D.O, A.D.O, B.D.O, Ag. Scientist, Agriculture University, got rank orders as Ist, IInd, IIIrd, IVth, Vth, VIth, VIIth, VIIIth, IXth and Xth respectively.

So far as Ist, IInd, IIIrd, IVth, Vth, and VIth informal sources like family members, friends, neighbour, local leaders, relatives, progressive farmers got rank orders as respectively.

So far as mass media sources like was found in descending *i.e.* Mobile, Television, radio, news paper, internet, agriculture books, Posters, Farmers fair, demonstration, News bulletins, exhibition, Folder, film shows, Farm fairs, Farm magazines, circular letters, got rank orders as Ist, IInd, IIIrd, IVth, Vth, VIth, VIIth, VIIIth, IXth and Xth, XIth, XIIth, XIIIth, IXVth, XVth, and XVIth, respectively.

The overall mean of scores for formal, informal and mass media exposure to be 71.71%.

4. Economic motivation:

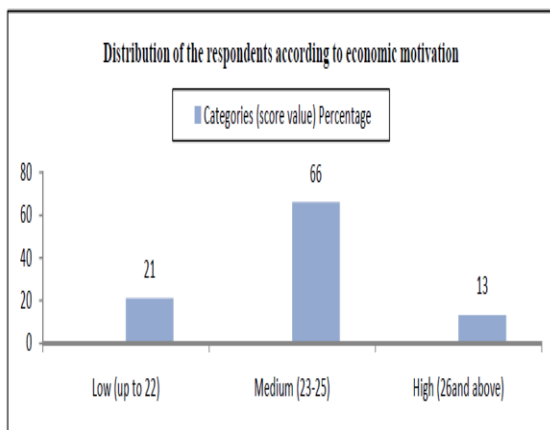


Figure: 3 Distribution of the respondents according to economic motivation

Fig: 3 reveals that the maximum number of respondents (66%) had medium level of economic motivation followed by low 21% and high 13% level economic motivation, respectively. Thus, it can be said that there was no much difference found in economic motivation among respondents.

5. Scientific orientation:

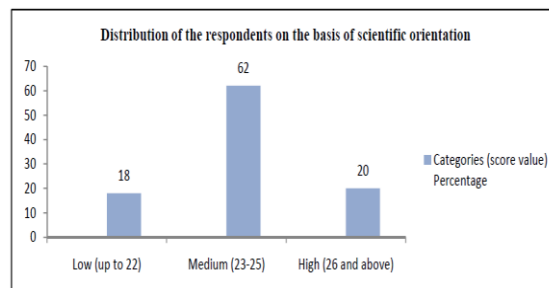


Figure: 4 Distribution of the respondents on the basis of scientific orientation

Fig: 4 reveals that the majority of respondents 62% were found having medium level of scientific orientation while 20% and 18% respondents were found in the categories of high and low levels of scientific orientation, respectively. The average mean of scores of scientific orientation observed to be 23.57 with arrange of minimum 21% and maximum 27. Hence it can be said that most of the respondents (62%) had medium level of significant orientation.

6. Risk orientation.

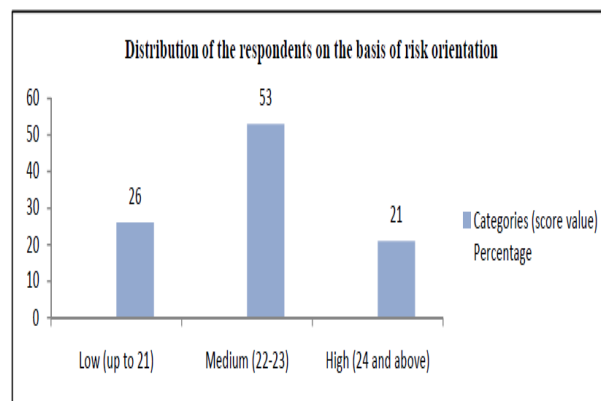


Figure: 5 Distribution of the respondents on the basis of risk orientation

Fig: 5 reveals that the majority of respondents 53% were found having medium level of risk orientation while 26% and 21% respondents were found in the categories of low and high levels of risk orientation, respectively. The average mean of scores of Risk orientation observed to be 22.34. It can be inferred that most of the respondents was found possessing medium level of risk orientation.

Conclusion

The study concluded that the majority of respondents (100%) were observed possessing Mobile phone with them. The rest of respondents who had other communication media were in descending order as T.V. (84%), Radio (66%), News paper (62%), D.T.H. (40%) Internet (38%), Laptop (30%), respectively. Thus, it can be inferred that mobile phone and T.V. were main sources for getting information's and recreation purposes. Mass media exposure in rural areas and affects their level of thinking and adopting the new technology. The maximum number of respondents was found possessing medium level of risk orientation and not much difference found in economic motivation among respondents.

References

1. Chaudhary, R.P.; Singh, P. and Mishra, B. (2002). Correlates of information sources utilization pattern (ISUA) of maize growers. *Indian. Res. J. Ext. Edu.*, 38 (2): 35-40.
2. Ghosh, S.; Kannan, K.; Singh, R. and Kunde, D.K. (2002). Socio-economic profile and cropping patter in canal command area in Khurda district of Orissa. *Indian J.Ext.Edu.* 38 (1&2): 99-103.
3. Goyal, H. M. (2014). A study of socio-economic profile of women agricultural labour in Punjab. *Indian Journal of Economics and Development*; 10(2).169-175.
4. Ibitoye, S. J. (2012). Assessment of the levels of awareness and use of agricultural insurance scheme among the rural farmers in Kogi State, Nigeria. *International Journal of Agricultural Science, Research and Technology.* 2(3):143-148.
5. Kangale, Pallavi, D.; Deshmukh, A.N. and Deshmukh, S.A. (2016). Farmers perception towards crop insurance scheme. *International Res. J. Agric. Eco. & Stat.*, 7 (2) : 248-250.
6. Kumar, D. S.; Barahb, B.C. Ranganathana, C.R. Venkatrama, R. Gurunathana, S. and Thirumoorthy, S. (2011). An Analysis of Farmers' Perception and awareness towards crop insurance as a tool for risk management in Tamil Nadu. *Agricultural Economics Research Review.* 24: 37-46.
7. Mishra, B.P.; Singh, P.; Mishra. B. and Kiran (2003). Socio-personal economic communication and psychological attributes of rural youth club members in Faizabad district. *Journal Rural Agril. Res.*, 3 (2): 49-53.
8. Nwosu, Oguoma, Lemchi, BenChendo, HenriUkoha, Onyeagocha and Ibeawuchi, (2010). Output performance of Food-crop farmers under the Nigerian Agricultural Insurance Scheme in Imo State, South East, Nigeria. *Academia Arena* 2(6):12-16.