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## COMMUNICATION BEHAVIOUR OF BANANA GROWERS ON BANANA PRODUCTION TECHNOLOGIES

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### ABSTRACT

This study was conducted in Thiruvannamalai district of Tamil Nadu. A sample size of 120 banana growers was selected from five villages. Data were collected by interviewing the respondents personally with the help of a pre-tested and structured interview schedule. Percentage analysis was used for analyzing and interpreting the data. The data revealed that most of the banana growers seek the banana production technologies from friends (75.00 per cent) and progressive farmers (60.00 per cent). Regarding information processing most of the respondents discussed with family members, friends, fellow farmers, progressive farmers 78.33 per cent. 95.00 per cent of the banana growers disseminated the information to the family members.

**KEY WORDS:**Banana growers, information seeking, information processing, information sharing

### INTRODUCTION

Agriculture provides the important basic needs namely food, which is supplied through cereals, pulses, oilseeds, vegetables and fruits. Fruits play a unique role in developing countries like India in economic and social

spheres. Fruits play a significant role in the human diet. Banana is the fourth most important food crop in terms of gross value exceeded only by paddy, wheat and milk products in India (Kavaskar *et al* 2006).

Communication support is a vital necessity to inspire and help rural people to take full advantage of available opportunities for their all round development which ultimately results in national development. Communication helps in imparting training to people and coordinating various activities from the creation of awareness regarding the adoption of new technologies up to the final adoption of it, communication has played a predominant role over the years. Therefore, the present study was undertaken to analyze communication behaviour of banana growers on banana production technologies.

## METHODOLOGY

This study was carried out in Thiruvannamalai district of Tamil Nadu. The sample size of one hundred and twenty banana growers were selected based on proportionate random sampling method. An interview schedule was used to collect the data on various communication sources utilized by the banana

growers for information seeking, information processing and information sharing behaviour on banana production technologies. The collected data were analyzed by using simple percentage analysis.

## FINDINGS AND DISCUSSION

### 1. INFORMATION SEEKING BEHAVIOUR

The different sources through which the respondents sought the information on banana cultivation practices have been collected and furnished in Table 1.

It could be observed from the Table 1, that about 75.00 per cent of the banana growers seek the banana production technologies from friends, followed by progressive farmers (60.00 per cent), assistant agricultural officers (54.16 per cent), local leaders (45.00 per cent) and horticultural officers (43.33 per cent). This might be due to the fact that the information sought from friends and progressive farmers as reliable and trustworthy source of information.

**Table.1 - Distribution of banana growers according to their pattern of informationseeking behaviour**

(n=120)

S.No	Sources/ Channel	Number	Per cent
1	Assistant agricultural officers	65	54.16
2	Agricultural officers	39	32.50
3	Horticultural officers	52	43.33
4	Input dealers	63	52.50
5	Officers from NGOs	10	8.33
6	Assistant director of agriculture.horticulture	13	10.83
7	Village administrative officers	8	6.66
8	Local leaders	54	45.00
9	Progressive farmers	72	60.00
10	Friends	90	75.00
11	Farmers association members	25	20.83
12	News papers	20	16.66
13	Leaflet/folder/booklets	15	12.50
14	Television	28	23.33
15	Radio	48	40.00

Further, It could be observed from the same table that 40 per cent of the banana growers seek the banana production technologies from radio , followed by agricultural officers (32.50 per cent), television

(23.33 per cent), farmers association members (20.83 per cent), news papers (16.66 per cent) leaflet/folder/booklets (12.50 per cent), assistant director of agriculture/horticulture (10.83 per cent), officers from NGOs ((8.83 per cent) and

village administrative officers (6.66 per cent). From the above findings, it could be concluded that only few banana growers seek the information from news paper and leaflet/folder/booklets. This might be due to that lack of information on banana production technologies published in the news papers and leaflet/folder/booklets. This may be the probable reason for low level of information seeking behaviour. This finding is in line with the findings Kavaskar *et al*(2008)

**2. INFORMATION PROCESSING BEHAVIOUR**

Information processing behaviour of banana growers is presented in two sub-

divisions namely information evaluation and information storage.

**2.1. Information evaluation behaviour:-**

Generally farmers likely to evaluate the information in consultation and discussion with other farmers and their followers immediately after receiving the information. In addition before deciding to use these information, they may also analyse the merits and demerits of the information received by them. The results on distribution of the respondents according to their information evaluation behaviour are presented in Table 2.

**Table 2. Distribution of banana growers according to their utilisation of various methods of evaluation of information (n=120)**

S.No.	Methods of evaluation	Number	Per cent
1.	Discussion with officials of state department of agriculture / university	69	57.50
2.	Acceptance of received information with modification	38	31.66
3.	Judgment on the basis of economic feasibility	83	69.16
4.	Acceptance of received information as such	71	59.16
5.	Discuss with family members, friends, fellow farmers, progressive farmers, input agents and neighbors	96	80.00
6.	Judgment in the light of climatic condition	59	49.16
7.	Judgment based on technical feasibility	76	63.33
8.	Weigh the merit of an innovation in the light of past experience	50	41.66

It could be seen from Table 2 that majority of banana growers (80.00 per cent) had discussed with family members, friends, fellow farmers, progressive farmers, input agents and neighbors, followed by the judgment on the basis of economic feasibility (69.16 per cent) and judgment based on technical feasibility (63.33 per cent). About 59.16 per cent of the respondents had accepted on the information as such, followed by discussion with officials of state department of agriculture / university (57.50 per cent), judgment in the light of climatic condition (49.16 per cent), weigh the merit of an innovation in the light of past experience (41.66 per cent) and 31.66 per cent of the banana growers accepted the received information with modification.

Discussion with family members, friends, fellow farmers, progressive farmers, input agents and neighbors were the most used evaluation methods by the banana growers. Judgment on the basis of economic feasibility and technical feasibility was the next major information procedure followed by banana growers.

**2.2. Information storage:-**

After the evaluation of the information received, storage of the information is indispensable for its future use. Table 3 revealed the different methods of storage of information used by the banana growers.

**Table 3. Distribution of banana growers according to their storage behaviour**

(n=120)

S.No.	Methods of storage	Number	Per cent
1	Conveying to family members and asking them to remember	90	75.00
2	Maintaining classified notebooks /dairy	27	22.50
3	Preservation in the form of printed literature	68	56.66
4	Maintaining subject matter file	20	16.66
5	Memorizing the information	114	95.00

It could be seen that most of the banana growers were keeping the information in memory (95.00 per cent) followed by conveying to family members and asking them to remember (75.00 per cent), preservation in the form of printed literature (56.66 per cent). About (22.50 per cent) of the banana growers had the habit of maintaining classified notebooks /dairy and only (16.66 per cent) of the banana growers maintaining subject matter file. The reason for the greater use of memorizing method of respondents may be explained as follows. It is an easy method. There is no need for tools like pencil and paper or any persons in the family can make use of

this memorizing method. Such a personal nature of this method might have influenced majority of the respondents to make use of this method. Non- availability of information materials might be the reason for less use of keeping leaflets and hand outs in as specified safe place. This finding is accordance with the findings of Raman (2014).

### 3. INFORMATION SHARING BEHAVIOUR

The different sources to which the banana growers share the information on banana production technologies have been collected and furnished in Table 4.

**Table 4- Distribution of banana growers according to their information sharing behaviour**

(n=120)

S.No	Sources/ Channel	Number	Per cent
1	Friends	107	89.17
2	Family members	114	95.00
3	Relatives	76	63.33
4	Neighbors	71	59.17
5	Progressive farmers	53	44.17
6	Banana cultivators	41	34.17
7	Farmers of agricultural meetings	26	21.66
8	Farmers in his street	50	41.67
9	To those come and seek	23	19.16
10	Progressive farmers	7	5.83
11	Village leader	15	12.50
12	By writing article about his experience	2	1.67
13	Those who participate in his ceremonies	5	6.67

From the above table, it may be noted that family members were the first category of persons (95.00 per cent) disseminated the information regarding banana production

technologies. Friends and relatives were found to be the second and third category of persons to whom majority of the respondents (89.17 per cent and 63.33 per cent) disseminated the

information. Nearly fifty per cent of the banana growers disseminated the information to the neighbors, followed by progressive farmers (44.17 per cent), farmers belonging to his street (41.67 per cent) and banana cultivators (34.17 per cent). About two-fifth of the respondents shared the information to those who attended agricultural meetings (21.66 per cent). Less than 20.00 per cent of the respondents fell under remaining five categories viz., to those come and seek (19.16 per cent), village leader (12.50 per cent), those who participated in the ceremonies (6.67 per cent), progressive farmers (5.83 per cent) and by writing article about their experience (1.66 per cent). The reason of this may be due to natural habit of any farmers to dissemination of information to their family members, friends and relatives first than to others. Further, high level of extension agency contact, social participation may be the reason for high level of information sharing behaviour.

### **CONCLUSION**

The findings on information seeking behaviour of banana growers on banana production technologies from friends (75.00 per cent) and progressive farmers (60.00 per cent). Regarding information processing most of the

respondents discussed with family members, friends, fellow farmers, progressive farmers (78.33 per cent). About 95.00 per cent of the banana growers disseminated the information to the family members. The findings would be helpful for the extension agency for the formulation of suitable strategies to increase their frequency of contact with the banana growers and the policy makers may consider them while launching extension programmes especially for banana cultivation.

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