



IJMIRD 2015; 2(1): 43-46
www.allsubjectjournal.com
Impact factor: 3.672
Received: 03-11-2014
Accepted: 08-12-2014
E-ISSN: 2349-4182
P-ISSN: 2349-5979

S. Saravanan
*Professor and Head Department
of Commerce with Information
Technology Dr.N.G.P Arts and
Science College, Coimbatore-
641048, Tamilnadu.*

A Study on Frequency of Extension participation of Farmers in Erode District

S. Saravanan

Abstract

The extension process is concerned with communicating the technology of scientific agriculture to the farmers in order to transform traditional level of agriculture to better for improving their economic conditions. Hence, extension in agriculture would mean stretching out the knowledge to farmers on adoption of the new technology and improved practices in various sub-sectors like crop production, livestock rearing fodder production, sericulture, bee-keeping, horticulture etc. The main Objectives of the Study is Examine the Frequency of Extension participation of Farmers in Erode District.

Key words: Farmers Extension Participation, Erode District, Farmers in Erode District

Introduction

The information needs may be grouped into five headings: agricultural inputs; extension education; agricultural technology; agricultural credit; and marketing. Modern farm inputs are needed to raise small farm productivity. These inputs may include fertilizers, improved variety of seeds and seedlings, feeds, plant protection chemicals, agricultural machinery, and equipment and water. An examination of the factors influencing the adoption and continued use of these inputs will show that information dissemination is a very important factor. It is a factor that requires more attention than it now gets. The general lack of awareness among small scale farmers can be attributed to their high level of illiteracy. This contributes to the low level of adoption of agricultural production technology.

According to Low (2000), information is a means of transferring events for better awareness to add new meaning that could change events, lives, or experiences, awareness and use of information produce knowledge. The ever increasing information explosion on agricultural produce: Seedling, harvesting, marketing and storage among others may have considerable implications on farmers, implementation of farm tools and the extension services, (Oto, 2011, Ovwigho, 2009). Report has it that dissemination of adequate information literacy to the grass root especially to farmers will enhance productivity.

Meitei and Devi (2009) observed that different channels can be used in getting to identify types of information needs of farmers in rural Manipur in India. According Otto (2011), the use of communication channels or media is of great importance because the knowledge of it will provide keys for understanding and predicting outcomes of communication process. It is common knowledge that the practical visual transfer of knowledge will give better understanding to farmers especially the rural farmers who are seen to be less literate. Otto (2011), observed that farmers in rural areas are predominantly not lettered as reading printed media was way far from use by rural farmers from whom majority of farm produce come. Therefore it is asserted that exposure to various communication channels in farmers local language is the wish of farmers.

Market information needs of small scale farmers include:

- Information on product planning. This is information on what crop and variety to grow at a given season with marketability of such a crop as an important deciding factor.
- Information on current prices.
- Information on forecast of market trends. This type of information assists farmers in planning their market products.
- Information on sales timing. This assists farmers in ensuring that they do not cause a market glut. It enables them to stagger harvesting and quantity for marketing.

Correspondence:
S. Saravanan
Professor and Head
Department of Commerce with
Information Technology
Dr.N.G.P Arts and Science
College, Coimbatore-641048,
Tamilnadu.

- Information on improved marketing practices. It includes information on improved harvesting methods. This information is disseminated by field level extension workers by demonstration on farmer's fields, at local and wholesale markets.
- Information on group marketing. This enables small scale farmers to have organised sales of marketable surplus and bulk transport of produce.

In this background, it is of utmost importance to play an active role by various extension agencies operating in the rural sector for development of all sections of the population through improved technology in agriculture and allied activities. The extension process is concerned with communicating the technology of scientific agriculture to the farmers in order to transform traditional level of agriculture to better for improving their economic conditions. Hence, extension in agriculture would mean stretching out the knowledge to farmers on adoption of the new technology and improved practices in various sub-sectors like crop production, livestock rearing fodder production, sericulture, bee-keeping, horticulture etc.

The main Objectives of the Study is Examine the Frequency of Extension participation of Farmers in Erode District

Methodology of the Study- Sample selection

The multistage random sampling technique was adopted in designing sampling frame for the study. In the first stage, among all the 32 Districts of Tamil Nadu the Erode has been chosen for this investigation. Similarly, in the second stage, five blocks were selected in Erode district based on potentiality and highest area under cultivation. In the third stage five villages were selected in each block. For collecting primary data 20 farmers were selected at random from each village. Thus, the sample size constituted 500 for the study as a whole. Further, while selecting the villages in the selected

blocks for identifying the potentiality as well as concentration of farmers, the researchers had an interview with the several Bank officials and officers of Agriculture departments at district taluk level.

Field Work for Data Collection

It was decided that a descriptive study using primary data would be appropriate to investigate the objectives. The primary Data were collected from the farmers by using interview schedule specifically designed for the purpose. The study period is from February 2011 to January 2013.

Result and Discussion

The personal profile of the farmers (Table-2) shows that Majority (44.4 %) of the sample respondents are in the middle age group (36 – 55 years), Majority (37.4 %) of the sample respondents have completed only secondary education, Majority (73.6 %) of the sample respondents have nuclear family, Majority (62.8 %) of the sample respondents are married, Majority of the farmers (31 %) of the farmers have income per year between Rs. 100000 and Rs. 1, 50,000. Majority of the farmers (34.2 %) are small farmers and Majority of the farmers (46 %) are having (Medium Size Family) 5 to 7 members in the family.

The Chi- square test (Table-2) shows that the size of farmers and frequency of demonstration participation the P value is (0.316), the size of farmers and frequency of group discussion meetings the P value is (0.384), the size of farmers and frequency of training programmes the P value is (0.063). All the three factors P value is greater than the 0.05 level of significance hence the null hypothesis is accepted.

Thus there is no significant difference between the size of farmers and frequency of group discussion meetings, frequency of group discussion meetings and frequency of training programmes.

Table1: Shows Personal Profile of the Farmers in Erode District

Age Group of the Farmers	Frequency	Percent
Young (Up to 35 years)	140	28.0
Middle (36 – 55 years)	222	44.4
Old (Above 55 years)	138	27.6
Total	500	100.0
Educational Status	Frequency	Percent
Illiterate	54	10.8
Primary	116	23.2
Secondary	187	37.4
Higher Secondary	106	21.2
Graduate	37	7.4
Total	500	100.0
Type of Family	Frequency	Percent
Nuclear	368	73.6
Joint	132	26.4
Total	500	100.0
Marital status	Frequency	Percent
Married	314	62.8
Un Married	186	37.2

Age Group of the Farmers	Frequency	Percent
Young (Up to 35 years)	140	28.0
Middle (36 – 55 years)	222	44.4
Old (Above 55 years)	138	27.6
Total	500	100.0
Family Size	Frequency	Percent
Small (1-4)	270	54.0
Medium (5-7)	143	28.6
Large (>7)	87	17.4
Total	500	100.0
Income per Year	Frequency	Percent
Below Rs. 1, 00,000	120	24.0
Rs. 100000 – Rs. 1, 50,000	155	31.0
Rs.1, 50,001 – Rs.2, 00,000	133	26.6
Above Rs 2, 00,000	92	18.4
Total	500	100.0
Size of Farming	Frequency	Percent
Below 2 acres (Marginal Farmer)	142	28.4
2 – 5 acres (Small Farmer)	171	34.2
5 – 10 acres (Medium Size Farmer)	113	22.6
Above 10 acres (Large Farmer)	74	14.8
Total	500	100.0

Source: Primary Data

Table 2: Frequency of Extension participation of Farmers

Demonstrations	Size of Farming				Total	Chi- Square Test
	Marginal Farmer	Small Farmer	Medium Size Farmer	Large Farmer		
Regular (High)	52	46	39	30	167	7.052 P Value 0.316 DF: 6
Percentage	31.10%	27.50%	23.40%	18.00%	100.00%	
Occasionally (Medium)	43	69	41	23	176	
Percentage	24.40%	39.20%	23.30%	13.10%	100.00%	
Never (Low)	47	56	33	21	157	
Percentage	29.90%	35.70%	21.00%	13.40%	100.00%	
Total	142	171	113	74	500	
Group discussion meeting	Size of Farming				Total	Chi- Square Test
	Marginal Farmer	Small Farmer	Medium Size Farmer	Large Farmer		
Regular (High)	42	59	45	19	165	6.363 P Value 0.384 DF: 6
Percentage	25.50%	35.80%	27.30%	11.50%	100.00%	
Occasionally (Medium)	47	45	29	22	143	
Percentage	32.90%	31.50%	20.30%	15.40%	100.00%	
Never (Low)	53	67	39	33	192	
Percentage	27.60%	34.90%	20.30%	17.20%	100.00%	
Total	142	171	113	74	500	
Training programmes	Size of Farming				Total	Chi- Square Test
	Marginal Farmer	Small Farmer	Medium Size Farmer	Large Farmer		
Regular (High)	63	74	36	34	207	11.953 P Value 0.063 DF: 6
Percentage	30.40%	35.70%	17.40%	16.40%	100.00%	
Occasionally (Medium)	32	51	45	17	145	
Percentage	22.10%	35.20%	31.00%	11.70%	100.00%	
Never (Low)	47	46	32	23	148	
Percentage	31.80%	31.10%	21.60%	15.50%	100.00%	
Total	142	171	113	74	500	

Source: Primary Data

Conclusion

Information is a vital resource for successful socio-economic activities; all fields of human endeavor needs information as a necessary component for better performance especially where such information is turned to knowledge and positively used.

Extension aims at changing the outlook and attitude of the farming community in general and it seeks means to improve the farm operations and farmer's family life in totality on their own initiative. As the farmers are mostly small and marginal, they lack direct access to developing agricultural technology. Educating such a group of farmers has to be, therefore, a sustained process to keep pace with rapidly changing agricultural technology. In this study, as it was found out from farmers' response, their level of participation in the Extension activity was Medium and there is no significant difference between the size of farmers and frequency of group discussion meetings, frequency of group discussion meetings and frequency of training programmes.

(Acknowledgement: I would like to kindly acknowledge the University Grant Commission, New Delhi for grant fund for this Research work.)

References

1. Low L. Economics of information technology and the media Singapore: Paper Presented at the Seventh International LL in E, 2000.
2. Meitei LS, Devi TP. Farmers Information Needs in Rural Manipur:an assessment. Annual journal of Information Studies 2009; 56:35-40.
3. Oto Jacob Okwu, Shimayohol Daudu. Extension communication channels' usage and preference by farmers in Benue State, Nigeria,Journal of Agricultural Extension and Rural Development Available online [http:// academicjournals.org/JAERD](http://academicjournals.org/JAERD) 2011; 3(5):88-94.