

STUDY ON COMMUNICATIONAL BEHAVIOR OF THE TOWARDS BRINGING GREEN REVOLUTION TO EASTERN INDIA (BGREI) PROGRAMME ON PRODUCTION OF RICE CROP

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Received-19.03.2017, Revised-07.04.2017

Abstracts: The present study was undertaken in Durg district of Chhattisgarh with 180 respondents (90 beneficiaries and 90 non beneficiaries) to assess the communicational sources used by respondents. From the selected respondents data were collected by using well structured and pre tested interview schedule and collected data were analyzed by using appropriate statistical tools. In case of cafeteria in information the results of the study indicated that the majority of the beneficiaries farmers and the non-beneficiaries farmers both had found information from ATIC, as regards to contact with extension agencies, the majority of the beneficiaries farmers and the non-beneficiaries farmers both had always contacted with Govt. Agril. Deptt., majority of the beneficiaries farmers and the non-beneficiaries farmers both had medium level of contact with extension agencies.

Keywords: Communication, BGREI, Information sources

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