

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

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**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

## INTRODUCTION

Indian agriculture is known for its multi functionalities of providing employment, livelihood, and food, nutritional and ecological securities. Agriculture and allied activities contribute 29.1 per cent to the GDP and employs 69 per cent of the total work force. It has been central to all strategies and planning for the socio-economic development of the country. A rapid growth in the agricultural sector is essential not only to achieve self reliance at the national level but also to the household food security and most importantly to bring about equity in distribution of income and wealth.

Communication is an integral part of development and this is more so in the context of India, where large population still lives in villages and may not be able to take active part in the development process due to illiteracy, shortage of resources, poor infrastructure facilities and low bargaining power etc. (Vittal, 1982). Communication plays an important role in extension system. The communication efficiency also influences the job satisfaction and job commitment of an individual.

Farmers use many information sources and channels for seeking many agricultural information and package of practices. In this regards the study aims to assess the communication behavior of the respondents towards the BGREI on production of Rice.

## RESEARCH METHODOLOGY

The present study was conducted in Durg district of Chhattisgarh as it is the well known for rice cultivation district. All three blocks of Durg district,

Durg, Dhamdha and Patan blocks were selected purposively, because the maximum numbers of farmers who are involved with BGREI programme in this district are residing in these blocks. From each selected block, 6 villages were selected thus total 18 villages (Total  $6 \times 3 = 18$ ) were selected on the basis of maximum availability of beneficiaries and non-beneficiaries in the villages. From each selected village, 5 beneficiaries (Total  $5 \times 18 = 90$ ) were selected randomly as respondents. For comparison and to know the impact of BGREI programme on production of rice crop, 5 non-beneficiaries (Total  $5 \times 18 = 90$ ) were also selected. Thus a total of 180 (Total  $18 \times 10 = 180$ ) farmers were chosen for the study. The data were collected with the help of well structured pretested interview schedule through personal interview. The collected data were analyzed by using appropriate statistical tools i.e. frequency, per cent etc.

## RESULT AND DISCUSSION

### Contact with extension agencies

The data presented in Table 1 revealed the contact of BGREI beneficiaries and non-beneficiaries farmers with the extension agencies. The result of table indicates that the majority (78.89%) of the beneficiaries farmers had always contacted with Govt. Agril. Deptt., while 21.11 per cent of the beneficiaries farmers had sometimes contacted with Govt. Agril. Deptt., 53.34 per cent of the beneficiaries farmers had sometimes contacted with the KVK, while 36.66 per cent of the beneficiaries farmers had always contacted with the KVK, 10.00 per cent of the beneficiaries farmers had never contacted with the KVK, 46.67 per cent of the beneficiaries farmers had sometimes contacted with

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Agril. Colleges/university, while 40 per cent of the beneficiaries farmers had never contacted with Agril. Colleges/university, 13.33 per cent of the beneficiaries farmers had always contacted with Agril. Colleges/university, 57.78 per cent of the beneficiaries farmers had never contacted with the KSK, while 32.22 per cent of the beneficiaries farmers had sometimes contacted with the KSK, 10.00 per cent of the beneficiaries farmers had always contacted with the KSK, 50.00 per cent of the beneficiaries farmers had never contacted with the KCC, while 31.11 per cent of the beneficiaries farmers had always contacted with the KCC and 18.89 per cent of the beneficiaries farmers had sometimes contacted with the KCC.

Whereas, the majority (65.56%) of the non-beneficiaries farmers had always contacted with Govt. Agril. Deptt., 22.22 per cent of the non-beneficiaries farmers had never contacted with Govt. Agril. Deptt., 12.22 per cent of the non-beneficiaries farmers had sometimes contacted with Govt. Agril. Deptt., 46.66 per cent of the non-beneficiaries

farmers had sometimes contacted with the KVK, 32.22 per cent of the non-beneficiaries farmers had always contacted with the KVK, 21.11 per cent of the non-beneficiaries farmers had never contacted with the KVK, 54.45 per cent of the non-beneficiaries farmers had never contacted with Agril. Colleges/university, 25.55 per cent of the non-beneficiaries farmers had sometimes contacted with Agril. Colleges/university, 20.00 per cent of the Non-beneficiaries always contacted with Agril. Colleges/university, 60.00 per cent of the non-beneficiaries farmers had never contacted with the KSK, 27.78 per cent of the non-beneficiaries farmers had sometimes contacted with the KSK, 12.22 per cent of the non-beneficiaries farmers had always contacted with the KSK, 64.44 per cent of the non-beneficiaries farmers had never contacted with the KCC, 18.89 per cent of the non-beneficiaries farmers had always contacted with the KCC, and 16.67 per cent of the non-beneficiaries farmers had sometimes contacted with the KCC.

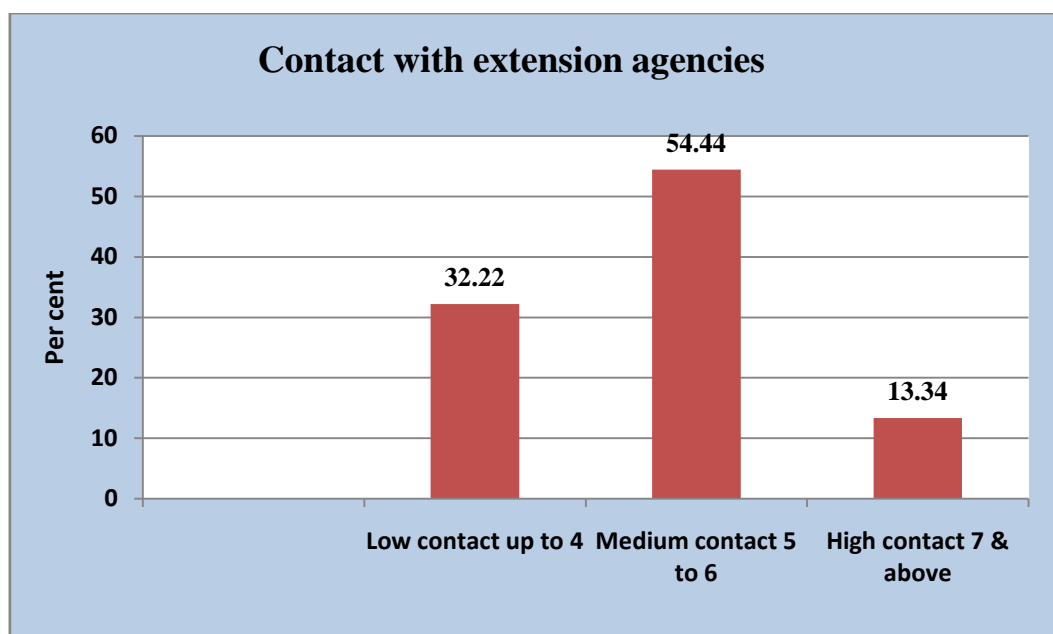
**Table 1.** Distribution of the respondents according to their extent of contact with extension agencies

S.No.	Extension agencies	(n=180)					
		Beneficiaries farmers (n=90)			Non- beneficiaries farmers (n=90)		
		Always	Sometime	Never	Always	Sometime	Never
		use	use	use	use	use	use
		F/%	F/%	F/%	F/%	F/%	F/%
1	Govt. Agril. Deptt.	71 (78.89)	19 (21.11)	00 (00.00)	59 (65.56)	11 (12.22)	20 (22.22)
2	KVK	33 (36.66)	48 (53.34)	09 (10.00)	29 (32.22)	42 (46.66)	19 (21.11)
3	Agril. college/ university	12 (13.33)	42 (46.67)	36 (40.00)	18 (20.00)	23 (25.55)	49 (54.45)
4	KSK	09 (10.00)	29 (32.22)	52 (57.78)	11 (12.22)	25 (27.78)	54 (60.00)
5	KCC	28 (31.11)	17 (18.89)	45 (50.00)	17 (18.89)	15 (16.67)	58 (64.44)

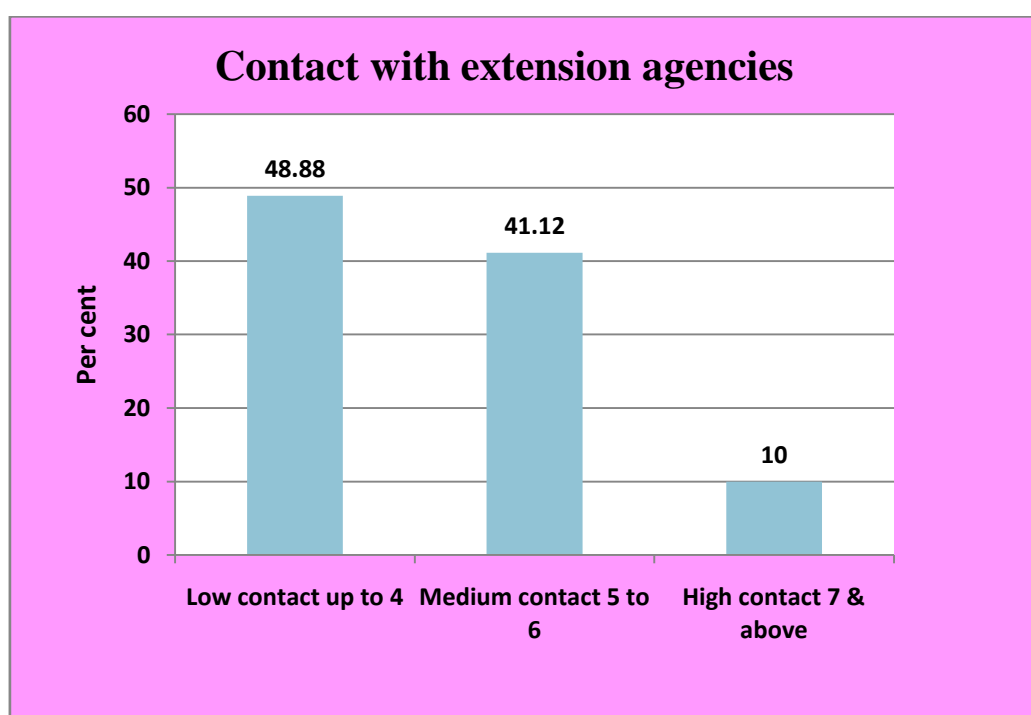
\*Data are based on multiple responses F = Frequency % =Percentage

The Fig 1 indicated that majority (54.44%) of the beneficiaries farmers had medium level of contact with extension agencies, followed by 32.22 per cent of the beneficiaries farmers who had low level of contact with extension agencies, while only 13.34 per cent of the beneficiaries farmers had high level of contact with extension agencies. Bhosle *et al.* (2002), Shrivastava (2005), Vathsala (2005), Reddy (2006) and Deshmukh *et al.* (2007) were also found similar

findings in their studies. Whereas, Fig 2 shows that the majority (48.88%) of the non-beneficiaries farmers had medium level of contact with extension agencies, followed by 41.12 per cent of the non-beneficiaries farmers had low level of contact agencies, while 10.00 per cent of the non-beneficiaries farmers had high level of contact agencies.



**Fig 1.** Distribution of the beneficiary's respondents according to their overall extent of contact with extension agencies



**Fig 2.** Distribution of the non-beneficiaries respondents according to their overall extent of contact with extension agencies

### Cafeteria information

The data regarding cafeteria information presented in Table 2 revealed that the majority (93.33%) of the beneficiaries farmers had found information from ATIC, followed by 82.22 per cent of the respondents were obtained information from scientists, while 71.11 per cent of the respondents were obtained information from KVK, 68.89 per cent of the respondents were obtained Information from Agril. exhibitions, 67.78 per cent of the respondents were

using farmer's fair as information source, 64.44 per cent of the respondents were using Display board and KCC both as information source, 61.11 per cent of the respondents were obtained information from Kisan gosthi, 52.22 per cent of the respondents were obtained information from SAU, 51.11 per cent of the respondents were using leaflets and pamphlets as information source, 48.89 per cent of the respondents were obtained information from training or exposure, 43.33 per cent of the respondents were obtained

information from extension buses, 36.67 per cent of the respondents were obtained information from ICT film / mobile, 27.78 per cent of the respondents were obtained information from Road show and 22.22 per cent of the respondents were obtained information from Joint visit of extension personnel .

Whereas, the majority (83.33%) of the non-beneficiaries farmers had found information from ATIC, followed by 60.00 per cent of the respondents were obtained information from farmer's fair, while 58.89 per cent of the respondents were obtained information from Agril. exhibition and Kisan gosthi both, 57.78 per cent of the respondents were obtained information from scientists and Display board both,

51.11 per cent of the respondents were obtained information from KVK, 48.89 per cent of the respondents were obtained information from extension buses, 46.67 per cent of the respondents were obtained information from Leaflets / pamphlets, 38.89 per cent of the respondents were obtained information from Road show, 37.78 per cent of the respondents were obtained information from KCC, 36.67 per cent of the respondents were obtained information from SAU, 27.78 per cent of the respondents were obtained information from Training or exposure, and 23.33 per cent of the respondents were obtained information from Joint visit of extension personnel.

**Table. 2** Distribution of the respondents according to their use of cafeteria information (n = 180)

Cafeteria in Information	Beneficiaries farmers (n=90)				Non- beneficiaries farmers (n=90)			
	Always use F/%	Sometime use F/%	Never use F/%	Total use F/%	Always use F/%	Sometime use F/%	Never use F/%	Total use F/%
Agril.exhibition	49 (54.45)	13 (14.44)	28 (31.11)	62 (68.89)	46 (51.11)	07 (07.78)	37 (41.11)	53 (58.89)
Training or exposure	20 (22.22)	24 (26.67)	46 (51.11)	44 (48.89)	16 (17.78)	09 (10.00)	65 (72.22)	25 (27.78)
Road show	15 (16.67)	10 (11.11)	65 (72.22)	25 (27.78)	22 (24.45)	13 (14.44)	55 (61.11)	35 (38.89)
Kisan gosthi	25 (27.78)	30 (33.33)	35 (38.89)	55 (61.11)	35 (38.89)	18 (20.00)	37 (41.11)	53 (58.89)
Joint visit of Extension personels	06 (6.67)	14 (15.55)	70 (77.78)	20 (22.22)	13 (14.44)	08 (08.89)	69 (76.67)	21 (23.33)
ATIC	57 (63.33)	27 (30.00)	06 (06.67)	84 (93.33)	50 (55.55)	25 (27.78)	15 (16.67)	75 (83.33)
Scientist	33 (36.67)	41 (45.55)	16 (17.78)	74 (82.22)	24 (26.67)	28 (31.11)	38 (42.22)	52 (57.78)
Leaflets/pamphlets	26 (28.89)	20 (22.22)	44 (48.89)	46 (51.11)	20 (22.22)	22 (24.44)	48 (53.34)	42 (46.67)
SAU	30 (33.33)	17 (18.88)	43 (47.79)	47 (52.22)	23 (25.56)	10 (11.11)	57 (63.33)	33 (36.67)
Display board	39 (43.33)	19 (21.11)	32 (35.56)	58 (64.44)	27 (30.00)	25 (27.78)	38 (42.22)	52 (57.78)
Farmers fair	29 (32.22)	32 (35.56)	29 (32.22)	61 (67.78)	21 (23.33)	33 (36.67)	36 (40.00)	54 (60.00)
Extension buses	15 (16.67)	24 (26.67)	51 (56.66)	39 (43.33)	14 (15.55)	30 (33.34)	46 (51.11)	44 (48.89)
KVK	21 (23.33)	43 (47.79)	26 (28.88)	64 (71.11)	17 (18.88)	29 (32.23)	44 (48.89)	46 (51.11)
KCC	28 (31.11)	30 (33.33)	32 (35.56)	58 (64.44)	11 (12.22)	23 (25.56)	56 (62.22)	34 (37.78)
ICT Film/Mobile	05 (05.56)	28 (31.11)	57 (63.33)	33 (36.67)	02 (02.22)	16 (17.78)	72 (80.00)	18 (20.00)

\*Data are based on multiple responses F=Frequency %=Percentage

## CONCLUSION

From the above findings it can be concluded that the majority of the beneficiaries farmers had found information from ATIC and As regards to contact with extension agencies, the majority of the beneficiaries farmers had always contacted with Govt. Agricultural Department and had medium level of contact with extension agencies.

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