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Communication Sources Followed by Tribal Communities for Adoption of Improved Animal Husbandry Practices in Pali and Sirohi District of Rajasthan

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ABSTRACT

The main purpose of animal husbandry information sources is to reach farmers who cannot be contacted personally by extension officers; in the shortest possible time. Location of the client and availability of time are the deciding factors for choosing information sources. The present study investigates the pattern of information sources utilized by tribal farmers for animal production technologies targeting 200 tribal farmers of Pali and Sirohi districts of Rajasthan. The findings revealed that majority of the respondents opined that scientists of the Krishi Vigyan Kendra and Pashu Vigyan Kendra were the best personal cosmopolite source. Among the localite sources, the input dealers were the top followed by fellow farmers. Among the mass media sources, training and demonstration units were the most important ones. It can be suggested that the access and availability of personal cosmopolite sources viz. scientists from KVK/SAU's/ICAR be increased as they are competent and reliable. Similar the access to cosmopolite channels to be improved for effective transfer of technology to farmers.

HIGHLIGHTS

- The extent of accessibility, availability and use pattern of information sources regarding improved animal husbandry practices by the tribal farmers of Rajasthan.
- To study the pattern of information sources utilized by tribal farmers for animal production technologies.

Keywords: Communication, Personal cosmopolite, Tribal and Utilization Pattern

India is among the few nations in the world for its tribal population. The tribal population of India is around 104.2 million which constitute 8.6 per cent of the country's total population and 11.3 per cent of the total rural population. In Rajasthan, tribal population is 13.48 per cent of the state population and more than 45 per cent resides in Southern Rajasthan covering the Aravali ranges which run through the South West boarder of the state. Livestock sector provides an important source of livelihood and generates regular income to the tribal farmers (Kumar *et al*. 2019).

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It is believed that ICT will serve the prime role for future economic development of livestock industry (Sasidhar and Sharma, 2006) through prompt and reliable information deliver. The communication technologies serve both as direct information channel to farmers and indirect channel for extension agents, agribusiness personnels and other intermediaries' to access and refinement the information (Galindo, 1994). As the traditional agriculture is gradually transforming into secondary agriculture, the need for updation is also essential for increasing production and productivity, eventually giving a lucrative yield and income to the farming community (Kumar *et al*. 2014). Information's sources play their key role in communicating innovative technologies to the ultimate users with the useful information; they create interest, promote understanding, assist in mental evaluation and ultimately motivate them for adoption (Kiran *et al*. 2012). The information hungry livestock owners' are approaching to various sources and channels engaged in disseminating scientific knowledge for acquire information on animal production and farm innovation. There are many agencies innovation on. However, the diffusion of animal production is not getting adequate momentum. It is estimated that 40% of farm households access information on agriculture techniques and input and only about 5% of farm households in India access information on livestock (NSSO, 2005).Hence, keeping the facts in view, the present investigation was carried out to analyze the extent of accessibility, availability and use pattern of information sources regarding improved animal husbandry practices by the tribal farmers of Sirohi and Pali district of Rajasthan.

MATERIALS AND METHODS

A survey was carried out by visiting 200 tribal families from 11 villages purposively selected based on tribal population in 5 tehsils of 2 districts viz. Sirohi and Pali in jurisdiction of Agriculture University, Jodhpur under Livestock based Integrated Farming System project in Tribal Sub Plan (TSP) funded by Division of Education, ICAR, New-Delhi during 2019-2020. Data were collected from individual tribal farmer through personal interview with the help of specially constructed interview schedule. Personal cosmopolite sources refers to the extent of outside contacts with five categories scientists, Subject Matter Specialists (SMS), progressive farmers, different extension personnel, Assistant agriculture officer, KVK/PVK scientists of SAU's/ ICAR. Personal localite sources refers to the extent of outside contact with five personal localite sources of information, namely neighbours, friends, relatives, input suppliers, local leaders and experienced farmers. Mass media (radio/television, newspaper, exhibition, demonstration, training and fair) exposure refers to the degree to which the farmers, in their attempt to obtain information on animal husbandry practices. Tribal farmers were also asked to indicate their frequency on contact with these sources. For 'Never', 'Seldom' and 'Always' assigned scores of 0, 1 and 2 respectively to individuals. Thus, a respondent could get a maximum of 10 and a minimum of 0 score on the basis of procedure adopted by Singh, (2005). While collecting the information on various aspect of communication behaviour in animal husbandry practices were analysed by applying simple statistical techniques.

RESULTS AND DISCUSSION

The persuasive effect of all communication media in the present socio-cultural context is well established (Rogers and Adhikari, 1978). In fact, communication is a crucial element for tribal farmer's development.

From the Table 1, it was found that majority of the respondents (84%) prefer personal cosmopolite sources at medium level. The personal localite sources were also used at the medium level by the majority of respondents. However, a good number of respondents (31.50%) used this information source at low level. Similarly majority of respondents (64.5%) used the mass media sources at medium level. All communication sources taken together, about 61.0 percent of the respondents used these channel at medium level followed by 30.0 per cent and 9.0% per cent at high and low levels, respectively for seeking various information about improved animal husbandry practices. The results obtained in present study are close proximity with the results of Singh (1999) and Lavania (2011).

Table 1: Distribution of respondents according to level of communication sources (n=200).

Sl. No.	Communication	Category	Frequency	Percentage
1	Personal cosmopolite sources	Low (up to 2 scores)	30	15.0
		Medium (3 to 6 scores)	168	84.0
		High (More than 6 scores)	02	1.0
2	Personal localite sources	Low (up to 2 scores)	63	31.5
		Medium (3 to 6 scores)	122	61.0
		High (Moe than 6 scores)	15	7.5
3	Mass media	Low (up to 6 scores)	57	28.5
		Medium (7 to 10 scores)	129	64.5
		High (More than 10 scores)	14	7.0
4	Over all communication	Low (up to 11scores)	18	9.0
		Medium (12 to 16 scores)	122	61.0
		High (More than 10 scores)	60	30.0

Correlation coefficients between communication media use and eight selected characteristics of the respondents are presented in Table 2 to find out the relationship between these in respect of tribal farmers. Table revealed that only one characteristics viz. Innovativeness of the farmers were positive and significantly correlated with their use of communication media. In contrast, annual income was negatively correlated with communication media use and rest characteristics were not significantly correlated with the use of media.

Table 2: Correlation co-efficient between the communication media use of the farmers with selected characteristics

Sl. No.	Farmer characteristics	Correlation coefficients
1	Age	0.034
2	Education	-0.023
3	Family education	0.073
4	Family size	0.129
5	Farm size	-0.084
6	Annual income	-0.309**
7	Social participation	0.127
8	Innovativeness	0.217*

Significant at the 0.05 level,significant at the 0.01 level.*

The coefficient of correlation between innovativeness and use of media by the tribal farmers indicated a positive and significant relationship (r = 0.217 at df of 98). Innovativeness farmers are always early adopter of new technology. For pursuing new technology and information they maintain strong linkage with all sorts of media use. This finding implies that the farmers having innovativeness in practicing animal husbandry activities had thrust to use more communication media. Negative and significant relationship was observed between annual income and communication media of the farmers. This might be due to the fact that higher annual income facilitated farmers to non–farm activities. Findings of the present study are accordance to findings of Suryawanshi, *et al*. (2011) and Meena and Sharma (2012).

CONCLUSION

Communication sources has long viewed as having great potential for improving decision making in agriculture including animal husbandry. Animal husbandry practiced by cross section of rural community with multipurpose objectives. The study identified distinct differences in the utilization pattern of various information sources. Information sources would strengthen the extension system to design appropriate diffusion model and strategies for the technology transfer. The insight also could help in selecting the right type of communication channels so as to suit the farmer preferences. However, there are certain lacunae exist in public sector in transfer of technology. In the broader perspective, it helps in promoting the pluralism

in extension services through information delivery system.

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