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Research Paper | Sociology

Officium of Impersonal Cosmopolite Channel for Crevit Tomato Facundia in District Kashipur

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ABSTRACT

Tomato is one of the crops having high nutritive value vegetable of the country. But its production was low due to major factors like non-availability of disease free seed of high yielding varieties, poor agronomic practices, indigenous weeding methods, lack of proper plant protection measures for the control of insect/pests and diseases, defective marketing system and lack of information. Present study was designed especially to see the role of mass media in the promotion of latest technology among farmers for enhancing the tomato production in district Kashipur. The Kashipur district is famous for its fertile lands, and green fields of tomato, sugarcane, wheat, rice and maize crops. Kashipur district comprises of seven tehsils, namely Jaspur, Bazpur, Gadarpur, Kichha, Sitarganj, Khatima, Kashipur and Rudrapur. Tehsil Kashipur randomly selected as the study area having a total of 669 villages. Out of these villages 10 were selected randomly. Thirteen tomato growers from each selected village were taken at random. Thus, the total sample was 130 respondents. Data were collected with the help of a specifically designed and pre-tested interview schedule. The result evinced that 26.15%, 22.30% and 16.15% of the respondents had primary level, middle level and matric or above level education, respectively. Majority (57.69%, 59.23% and 75.38%) of the respondents were aware of tomato varieties like Ratna, Angurlata and Arkabahar, respectively, whereas, awareness about other varieties was at low level. On the other hand, adoption level for all varieties was low except Arkabahar which was adopted by 67.69% of the respondents. It was concluded that different mass media were not fully utilized in the area which hindered not only awareness level of the respondents but also adversely affect the adoption level regarding the latest production technology related to tomato. That, all the educational level of the study circumference should be expanded so as farming community is able to get remuneration from printed material. To augment the use of computer and internet both public and private sector should create awareness for the dissipation of modern tomato technology that ultimately upshot in the elavation of tomato production.

KEYWORDS: Mass media, Agricultural technology, Tomato growers

INTRODUCTION

Tomato is one of the most important protective food crops of India. The estimated area and production of tomato for India are about 3,50,000 hectares and 53,00,000 tons respectively (NHM 2012). The average productivity of tomato in our country is merely 158q/ha while its productivity in USA is 588q/ha, in Greece 498q/ha, in Italy 466q/ha and 465q/ha in Spain. The major tomato producing states are Bihar, Karnataka, Uttar Pradesh, Orissa, Andhra Pradesh, Maharashtra, Madhya Pradesh and West Bengal (NHM 2012). The major factors of low productivity of tomato may be attributed to the non-availability of disease free seed of high yielding varieties, poor agronomic practices, indigenous weeding methods, lack of proper plant protection measures for the control of insect/pests and diseases, defective marketing system and lack of information. It is assumed that modern technology available at technology producing centers but not effectively transferred to the ultimately users. So, accentuation should be laid upon the most modern agricultural techniques which were possible by dissemination of agricultural information among the farmers. It was also important to note that simply the provision of information was not sufficient but also desirable that farmers must adopt the most recent varieties of tomato and other farming techniques. In the absence of sophisticated technologies, a country like India can only survive economically with the development of its agriculture into the most dynamic, efficient and productive system possible. For the dissemination of these modern technologies extension agencies utilize different methods like individual, group and mass media. Out of these mass media proved their efficacy among the other medias (Muhammad & Garforth, 1999). The cost of extension advice through mass media comes to be considerably low as compared to individual and group methods (Oakley and Garforth, 1985). However, the mass media involve one-way communication from information source to the receivers. They permit limited and delayed feedback, which of course is essential for effective communication. Mass media are playing very important role in creating awareness about new agricultural technologies among farmers. Mass media are spreading agricultural technologies to the farmers at a faster rate than personal contact. Khushk & Memon (2004) stated that production and distribution of printed material helps farmers in the transfer of new information and technologies. Printing helps in preserving the technologies in the shape of books/booklets, magazines, newspapers, and brochures. Radio is a tool for the delivery of quick information. Television is a powerful medium of information exchange in these days. Among the six major sources used by farmers to obtain information on modern agricultural technology, 'extension workers' were contacted mainly 'seasonally' or at 'need-based' intervals (NSSO 2005). For the three other sources, namely, newspaper, TV and radio, a 'daily' periodicity of access was most frequent, followed by 'weekly' (NSSO 2005). The radio plays a vital role in disseminating information on cultivation techniques. The different kinds of information on cultivation received by farmers through radio included improved seed/variety, fertilizer application, plant protection, etc. At all-India level, 13% of the farmer households obtained information on modern agricultural technology from the radio. Of them, 94% received information on cultivation (NSSO 2005). Among such farmers 45% received information on 'improved seed/ variety', 29% on 'fertilizer application', 16% on 'plant protection' and 10% on other aspect (NSSO 2005). Moreover, a research can also reveal the cooperative effectiveness of agencies such as evaluation will lead to discover the weakness and strengths for further improvement of this program. Keeping in view the about facts present study was designed especially to see the role of mass media in the promotion of latest technology among farmers for enhancing the tomato production in district Kashipur.

METHODOLOGY

The Kashipur district is known for its productive lands and green fields of tomato, maize crops, wheat, rice and sugarcane. Therefore present study was occured in district Kashipur. Kashipur District comprises of seven tehsils, namely Jaspur, Bazpur, Gadarpur, Kichha, Sitarganj, Khatima, Kashipur and Rudrapur. Tehsil Kashipur randomly selected as the study area having a total of 669 villages. Out of these villages 10 were selected randomly. Thirteen tomato growers from each selected village were taken at random. Thus, the total sample was 130 respondents. The data were collected with the help of a specifically designed and pre-tested interview schedule. The collected data were analyzed with the help of an appropriate statistical package for interpretation and formulation of suggestions.

RESULTS AND DISCUSSION

Table 1 evinced that less than half (44.61%) of the respondents were 26-35 years of age. However, 25.38% of the respondents were of upto the age of 25 years. Only 30.0% of the respondents were above 36 year of age.

Table 2. evinced that 26.15%, 22.30% and 16.15% of the respondents had primary level, middle level and matric or above level education, respectively. Howbeit, rest of the respondents (35.38%) were illiterate. The educational level of the study area was higher then that of national level and it might be due to the better educational facilities available in the area.

Table 1. Distribution of the respondents according to the age

Age	f	%
Upto 25 year	33	25.38
26-35 year	58	44.61
Above 36	39	30.00
Total	130	100.00

Table 2. Distribution of the respondents according to education of tomato growers

Education	f	%
Illiteracy	46	35.38
Primary	34	26.15
Middle	29	22.30
Matric or above	21	16.15
Total	130	100.00

Table 3 evinced that a majority (57.69%, 59.23% and 75.38%) of the respondents were aware of tomato varieties like Ratna, Angurlata and Arkabahar, respectively, whereas, awareness about other varieties was at low level. On the other hand, adoption level for all varieties was fewer except Arkabahar which was adopted by 67.69% of the respondents.

Table 3. Distribution of the respondents according to their awareness and adoption of different varieties of tomato

Varieties	Awareness		Adoption	
	f	%	f	%
Arka bahar	98	75.38	88	67.69
Pusa gaurav	7	5.38	-	-
Angurlata	77	59.23	37	28.46
Pant bahar	42	32.30	27	20.76
Pusa 120	57	43.84	57	43.84
Rupali	27	20.76	22	16.92
Vaishali	18	13.84	7	5.38
Rashmi	12	9.23	7	5.38
Pusa rubi	23	17.69	12	9.23
Ratna	75	57.69	43	33.07

Table 4 evinced that radio was the most used mass media for the dissemination of tomato technology and utilized by 73.07% of the respondents. The other method, which benefited by 43.84% of the respondents was meetings. Although, other media were utilized by meager number of respondents. Howbeit, internet was used by flimsy number (2.30%) of respondents. As radio was less expensive and portable therefore use by both literate and illiterate persons, whereas internet was a new technology and due to its pre-requisites less available in the study area consequently its utilization was very fewer.

Table 4. Distribution of the respondents according to the use of mass media in the promotion of innovative technology for tomato production

Mass media	f	%
Internet	3	2.30
Campaign	17	13.07
Exhibition	57	43.84
Leaflet	37	28.46
Agri. Department	37	28.46
Print media	12	9.23
TV	27	20.76
Radio	95	73.07

CONCLUSION

It was concluded that sundry of mass media were not fully utilized in the area which hindered not only awareness level of the respondents but also adversely affect the adoption level regarding the latest production technology related to tomato. Educational level of the study area should be spurred so as farming community is able to get benefit from printed material. To multiply the use of computer and internet both public and private sector should create awareness and establish tele-centers for the dissemination of modern tomato technology that ultimately results in the uplift of tomato production.

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