Relationship between Communication Sources and Technological Gap of Pulse Technology

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Abstract

*Marginal farmer's **c**ommunication sources are negatively and significantly associated with the technological gap, which suggested that more the communication sources consulted lesser the technological gap and vice-versa. As evident from the beta coefficients for communication sources it has been found to contribute negatively towards technological gap. Thus by inference it can be suggested that as the use of source of communication increased, the adoption of pulse crop technology also increased. Communication sources taken together resulted in 34.91 percent variability in technological gap, which was found to the highly significant (F-49.89). Small farmer's communication sources are non significantly associated with the technological gap. Since, the farmers were exposed to pulse recommended practices. As evident from the beta coefficient for communication sources it has been found to make non significant contribution towards technological gap. Communication sources taken together resulted in only 04.20 percent variability in technological gap, which was found to be non-significant (F-2.54). Other farmers are apparent that communication sources are negatively and significantly associated with technological sources are required to educate and motivate the farmers to bridge this gap.As evident from the beta coefficient for communication sources it has been found to contribute negatively towards technological gap. Thus, by inference it can be suggested that use of number sources of communication could help in minimizing present technological gap. All the communication sources taken together resulted in 12.57 percent variability in technological gap, which was found to be significant (F=6.18). All selected farmers it is apparent from this table that communication sources are negatively and significantly associated with the technological gap. This suggested that more the communication sources consulted less the technological gap and vice-versa. As evident from the beta coefficient for communication sources it has been found to contribute negatively and significantly towards technological gap. Thus, by inference it can be suggested that more use of sources of communication increased the adoption of pulse crop technology. Communication sources, all the taken together resulted in 26.85 percent variability in technological gap, which was found to be highly significant (F=72.66).*

Keywords- *Relationship, Contribution, Communication Sources, Technological Gap, Correlation, Standard Error, Coefficient, Variable, Significant.*

Introduction

Among the major pulse crops arhar (pigeon pea) moong and gram occupy a prominent place. Pulses are grown in almost all the states in India but major producer are Uttar Pradesh, Madhya Pradesh, Orissa, Maharashtra and Rajasthan. Being an item of mass consumption, even at current level of consumption, demand for pulses exceeds it production. Paradoxically, India is a largest producer of pulses yet per capita availability in recent year has declined.

Today, however, dietary patterns are changing. Policy makers, researchers, and health activists are looking for ways to fight malnutrition in the country and not just hunger. As attention is shifted from calorie intake to nutrition, neglected foods such as pulses (the dried, edible seeds of legumes) are gaining popularity. So a study (Triveni 1992) has planned with the following objectives-

1. To Study the Relationship and contribution of communication sources towards technological gap with respect to marginal farmers.
2. To Study the Relationship and contribution of communication sources towards technological gap with respect to small farmers.
3. To Study the Relationship and contribution of communication sources towards technological gap with respect to other farmers.
4. To Study the Relationship and contribution of communication sources towards technological gap with respect to all selected farmers.

Methodology-

The data for the study have been collected from about 200 farmers of ten randomly selected villages Pahasu and Siyana blocks of district Bulandshahr of Uttar Pradesh. The sample of respondents included. 95 marginal farmers, 60 farmers and 45 other farmers. Technological gap of pulse production technology was completed from a three point (personal cosmopolite, personal localise and mass-media). Information relevant of the study was collected from the three categories of farmers through well structural pre tested interview schedule.

1. To Study the Relationship and Contribution of Communication Sources towards Technological with Respect to Marginal Farmers-

In order to determine the association of respondents' communication sources and technological gap, the data subjected to regression analysis. The results obtained have been presented in Table-1.Communication sources are negatively and significantly associated with the technological gap, which suggested that more the communication sources consulted lesser the technological gap and vice-versa.

Table-1.Relationship between CommunicationSources Technological Gap with respect to Marginal Farmers

N=95

Variable	Constant	Correlation	Coefficient of Partial Regression (b Value)	Standard Error of Regression Coefficient	Calculated 't' Value	Coefficient Of Determination R^2
Communication Sources	52.98	-0.5908**	-0.825	0.117	7.062**	0.3491

 F Value = 49.89** D.F. 1 and 93

 *Significant at 0.05 Level of probability.

** Significant at 0.01 Level of probability.

As evident from the beta coefficients for communication sources it has been found to contribute negatively towards technological gap. Thus by inference it can be suggested that as the use of source of communication increased, the adoption of pulse crop technology also increased. Communication sources taken together resulted in 34.91 percent variability in technological gap, which was found to the highly significant (F-49.89). A hypothesis is rejected. It is very much evident from the finding that communication sources are directly related with gap in technologies being adopted by the marginal farmers. It is, therefore, very much desired that all the agencies and sources of communication become active and efficient so that in future this gap in technology among farmers may be minimized to the extent possible.

2.To Study the Relationship and Contribution of Communication Sources toward Technological Gap with Respect to Small Farmers-

In order to determine the association of respondent's communication sources and technological gap, the data were subjected to regression analysis. The results obtained have been presented in Table-2. It is apparent from Table 3 that communication sources are non significantly associated with the technological gap.

Table-2.Relationship and Contribution between Communication Sources and Technological Gap with Respect to Small Farmers-

N=60

Variable	Constant	Correlation	Coefficient of Partial Regression (b Value)	Standard Error of Regression Coefficient	Calculated 't' Value	Coefficient Of Determination R^2
Communication Sources	42.26	-0.2050NS	-0.314	0.197 0.0420	1.595NS	0.0420

F Value = 2.50 NS D.F. 1 and 58

*Significant at 0.05 Level of probability.

** Significant at 0.01 Level of probability.

Since, the farmers were exposed to pulse recommended practices. As evident from the beta coefficient for communication sources it has been found to make non significant contribution towards technological gap. Communication sources taken together resulted in only 04.20 percent variability in technological gap, which was found to be non-significant (F-2.54). Therefore, the hypothesis is accepted. The results on effect of communication sources on various categories of farmers reveal that sources of information are putting maximum stress on reduction in technological gap of smallest farmers (R^2=0.3491 may be because of government policy. Then the extension agencies are also assigned certain targets to be achieved which they cannot achieve without the cooperation of bigger farmers, hence their better contact with them also (R^2 -0.1257). In the process perhaps farmers falling in between get neglected. That is why the result show minimum impact of communication sources on this category of farmer's i.e. small farmers (R^2=0.0420). It is therefore suggested that the participation of small farmers in farmers training programmes should be encouraged. It needed special training programme for small farmers are planned and executive to develop confidence in them so that they may rape the benefit of modern technology. To instill in them confidence on communication sources mare emphases should be laid on personal contact, demonstration and use of audio-visual aids.

3.To Study the Relationship and Contribution of Communication Sources towards Technological Gap with Respect to Other Farmers-

In order to determine the association of respondents' communication sources and technological gap, the data were subjected to regression analysis. The results obtained have been presented in table-3. It is apparent that communication sources are negatively and significantly associated with technological sources are required to educate and motivate the farmers to bridge this gap.

Table-3.Relationship and Contribution of Communication Sources towards Technological Gap with Respect to Other Farmers-

N=45

Variable	Constant	Correlation	Coefficient of Partial Regression (b Value)	Standard Error of Regression Coefficient	Calculated 't' Value	Coefficient Of Determination R^2
Communication Sources	39.82	-0.3545*	-0.261	0.105	2.486*	0.1257

F Value = 6.18*   D.F. 1 and 43

*Significant at 0.05 Level of probability.

** Significant at 0.01 Level of probability.

As evident from the beta coefficient for communication sources it has been found to contribute negatively towards technological gap. Thus, by inference it can be suggested that use of more number sources of communication could help in minimizing present technological gap. All the communication sources taken together resulted in 12.57 percent variability in technological gap, which was found to be significant (F=6.18). A hypothesis is rejected. It is much evident from the finding that communication sources are directly related with gap in technologies being adopted by the other farmers. It is, therefore, very much desired that communication pattern should be developed local leadership should be encouraged by extending proper guidance and training to village head men and village secretary.

4.To Study theRelationship and Contribution of Communication Sources towards Technological Gap with Respect to All Selected Farmers-

In order to determine the association of respondents antecedents' variables of communication sources and technological gap, the data were subjected to regression analysis. The result obtained has been presented in Table-4.

It is apparent from this table that communication sources are negatively and significantly associated with the technological gap. This suggested that more the communication sources consulted less the technological gap and vice-versa.

As evident from the beta coefficient for communication sources it has been found to contribute negatively and significantly towards technological gap. Thus, by inference it can be suggested that more use of sources of communication increased the adoption of pulse crop technology. Communication sources, all the taken together resulted in 26.85 percent variability in technological gap, which was found to be highly significant (F=72.66). There is no relationship between communication sources used by the farmers and their technological gap. A hypothesis is rejected.

Table-4.Relationship and Contribution of Communication Sources towards Technological Gap with Respect to All Selected Farmers-

N=200

Variable	Constant	Correlation	Coefficient of Partial Regression (b Value)	Standard Error of Regression Coefficient	Calculated 't' Value	Coefficient Of Determination R^2
Communication Sources	47.29	-0.5181**	-0.519	0.061	8.524**	0.2685

F Value = 72.66**   D.F. 1 and 198

 *Significant at 0.05 Level of probability.

** Significant at 0.01 Level of probability.

It is very much evident from the findings that communication sources are

directly related with gap in technologies being adopted by the all selected farmers. It is, therefore very much desired that all the agencies and sources of communication become active and efficient so that in future this gap in technology among farmers may be minimized to the extent possible. However, similar results were reported by Feder and Slade (1986), Jaiswal et al. (1986), Baldeo Singh (1990), Bavlati and Sundaraswamy (1990) findings that contact of extension agencies and mass media were found to play major role in influencing knowledge, attitude and adoption behavior of farmers. Adoption of recommended practices was significantly associated with extension participation.

From the above results it could be concluded that communication pattern should be developed local leadership should be encouraged by extending proper guidance and training to village head man and village secretary.

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