

MASS MEDIA EXPOSURE AND INFORMATION SOURCE UTILIZATION OF FARM WOMEN IN GROUNDNUT PRODUCTION AND POST- HARVEST OPERATION IN THIRUVANNAMALAI DISTRICT

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Abstract

The present investigation was designed to determine the mass media exposure and information source of farm women in participation with groundnut production and post – harvest operations. The study was undertaken in selected six villages from Keelpennathur block of Thiruvannamalai District in Tamil Nadu. A sample size of 120 was fixed for the study considering the limitations of time and other resources. Based on the proportionate random sampling method, one hundred and twenty respondents were identified for the study from selected six villages. Data collection was done with the help of well-structured interview schedule. The data were collected by the researcher by personally interviewing the respondents and the collected data were interpreted and tabulated for appropriate statistical analysis. The results of the study showed that majority of them were agriculture as primary mass media exposure and low level of information source of farm women in groundnut production and post – harvest operations.

Key words: Occupational status and annual income, farm women, participation, groundnut production and post-harvest operations.

Introduction

Agriculture is the backbone of the Indian economy. Women play a vital role in building this economy. In India 60 per cent women are engaged in agricultural operations in rural areas, majority of the farm women performed the farm activities. Over the years, there is a gradual realization of the key role and participation of women in agricultural development and their vital contribution in the field of agriculture, food security, horticulture, processing nutrition, sericulture, fisheries and other allied sectors. Groundnut are often referred to as a “female crop” due to the significant roles women play in production and processing across many developing countries Recognition of their crucial role in agriculture should not obscure the fact that farm women continue to be concerned with their primary functions as wives, mothers and homemakers..

Materials and Methods

The present investigation was designed to determine the mass media exposure and information source of farm women in participation with groundnut production and post – harvest operations, to analyze the participation of farm women. The study was undertaken in selected six villages from Keelpennathur block of Thiruvannamalai District in Tamil Nadu. A sample size of 120 was fixed for the study considering the

limitations of time and other resources. Based on the proportionate random sampling method, one hundred and twenty respondents were identified for the study from selected six villages. Data collection was done with the help of well-structured interview schedule. The data were collected by the researcher by personally interviewing the respondents and the collected data were interpreted and tabulated for appropriate statistical analysis.

Mass media exposure

Mass media exposure referred to the degree to which the mass media sources such as a radio, television, newspaper, exhibition, agricultural films, and agricultural journals were utilized to get more information by the respondents. The variable was measured on two dimensions of exposure viz. frequency of exposure and purpose of exposure. The scoring system adopted by Aitochopi (2016) was followed to quantify the variable.

The score obtained by an individual to analyse the frequency with multiple scoring procedure for the purpose of every item were summed up to arrive the total value of mass media exposure.

S.No	Frequency of exposure	Score
1	Daily	6
2	Few days in a week	5
3	Once in a week	4
4	Once in a month	3
5	Rarely	2
6	Never	1
S.No	Purpose of exposure	Score
1	Agri	2
2	Non-Agri	1

Information source utilisation

Information source utilization in this study referred to the frequency of utilization of three major sources viz., i. personal cosmopolite ii. Personal localite and iii. Impersonal cosmopolite sources by the respondents. The scoring procedure followed by Balu (2018) was adopted, the scores of 3, 2 and 1 were given for the respondents such as frequently, sometimes and never respectively. The summation of scores against all the sources yielded the information source utilization score for an individual.

Finding and Discussion

Mass media exposure

Mass media refers to the communication tool for the farm woman who brings more exposure to the farm women that helps the respondents to become aware of the relevant new technologies and also keep them to gain adequate knowledge about the technologies. Hence, more exposure gain by the farm women from mass

media they would also be high. This variable was measured in terms of frequency and purpose for which the contact was made with mass media. The collected data on this aspect are presented in Table 1.

Table 1. Distribution of respondents according to their Mass media exposure (n=120)

S. No.	Category	Number of respondents	Per cent
1	Low	23	19.17
2	Medium	71	59.16
3	High	26	21.67
Total		120	100.00

It could be Inferred from the above table that (59.16 per cent) of the term women had medium level of exposure followed by 21.67 per cent of the farm women with high level of exposure and 19.17 per cent of them had low level of mass media exposure.

Majority of the farm women possessed various media sources like newspaper, magazines, television and radio sets, but they were not frequently using these media sources for gathering agricultural information. It would have resulted for medium level of mass media exposure. This finding is in conformity with the findings of Sowmya (2009).

Information source utilization

Information seeking plays an important role in transfer of technology from technocrats to farm women. Particularly, when a farm woman is unable to contact external sources and internal sources come to their rescue by bringing timely information to the female cultivators. Hence, it becomes necessary to be conversant as to how the farm women utilise the information sources. The collected data on this aspect are presented in Table 2.

Table 2. Distribution of respondent* according to their Information source utilisation (n-120)

Sl. No	Category	Number of respondents	Per cent
1	Low	33	27.50
2	Medium	61	50.83
3	High	26	21.67
Total		120	100.00

It could be found from the Table 2, inferred that nearly half of the farm women (50.83 per cent) had medium level of information source utilization followed by 27.50 per cent and 21.67 per cent of the farm women had low and high levels of information source utilization.

Education helps one's mental horizon to broaden, aware and utilize the information on farm activities. Besides, majority of the women were middle and young aged involved in fanning activities. This might be the

major factor influencing majority of them belong to medium level of information source utilization. This finding is in parallel with the findings of Shital Girade and Yashwant shambharkar (2012).

Conclusion

On the basis of the major findings of this study, certain broad implication that may be useful for the improvement of the farm women in participation with ground production and post – harvest operations. Moderate level of participation was observed among the groundnut producing farm women. This might be due to intensive transfer of technologies by way of giving more training would help them to do them to participate more scientifically. They may also be given intensive training especially on post-harvest operations. Further they can develop technologies to enable the farming communities. To mould appropriate extension strategies so as to generate awareness among consumers as well as farm women about the need for adoption of suitable technologies. The research and extension needs of farm women for sustainable agriculture may be studied.

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