Original Research Article

Communication behaviour of Groundnut growers in Chittoor district of Andhra Pradesh

Abstract: This study was conducted in Chittoor District of Andhra Pradesh to measure communication behaviour among groundnut growers for agricultural technology. A total number of 120 respondents were selected purposively from 12 villages under Gudipala & Yadamari block to measure the level of communication behaviour among growers for agricultural technology. The data was collected by personal interview method by using pre-structured interview schedule and latter appropriate statistical analysis was done to draw logical conclusion. The study revealed that 44.18 percent of the Groundnut growers belonged to middle age category and 57.51 percent of groundnut growers belonged to middle and high school. 44.16 percent of the groundnut growers belonged to medium (2.5 – 5) acre of land holding. The findings also revealed that that majority (41.66%) of the groundnut growers had medium level of communication behaviour among groundnut growers, (40.01%) and (18.33%) of the groundnut growers had high and low level of communication behaviour.

Keywords: Groundnut Growers, communication behaviour

Introduction

The groundnut (*Arachis hypogea Linn.*) is the most popular oilseed crop in India. Groundnut is grown on a large scale in almost in all the tropical and subtropical countries of the world. The most important groundnut growing countries are India, China, Nigeria, Sudan and USA, it is grown over an area of 24.7 million hectares with a total production of 33 million tonnes in the whole world. Groundnut is cultivated in more than 60 countries of the world.

India is one of the largest producers of oilseed in world and occupies important position in Indian agricultural economy. It is estimated that nine oilseeds namely groundnut, rapeseed /mustard, soybean, sunflower, safflower, sesame, niger, castor and linseed accounted for an area of 23.44 million hectares with production of 25.14 million tonnes. It is one of the important food and cash crop. Groundnut is also called as wonder nut and poor men's cashew nut. It is low-priced commodity but valuable source of all nutrients. Groundnut is grown on 26.4 million hectares worldwide with a total production of 37.1 million metric tonnes and an average productivity of 1.4 metric tonnes ha¹. Developing countries constitute 97 per cent of global area and 94 per cent of total production of this crop. The production of groundnut is concentrated in Asia and Africa **(Madhusudhana 2013).**

Andhra Pradesh state shares about 1/3 of Groundnut area of the country and occupies 3 place production contributing 18.81 percent of the production in the country. In Andhra Pradesh the irrigated groundnut area has increased from 12.4 lakh hectares from 1955-56 to 17.66 lakh hectares in 2007-08 and the production has increased from 10.7 lakh tonnes in 1955-56 to 26.04 lakh tonnes in 2007-08.

In Chittoor district of Andhra Pradesh, it stands second in both area and production in area of acreage at 1,89,000 hectares and production of groundnut crops at 1,31,000 tons while the productivity levels of irrigated groundnut crop in the district was 2696 kg per hectare (2014-2015).

Agriculture is the primary occupation of the people in most of the developing countries and it plays a vital role in the process of development. To enhance agricultural production level through various communication sources is a necessity. Effective communication of scientific findings to millions of farmers is necessary for economic progress of the nation. Agricultural extension (also known as agricultural advisory services) plays a crucial role in promoting agricultural productivity, increasing food security, improving rural livelihoods, and promoting

agriculture as an engine of pro-poor economic growth. Communication media are most effective in increasing awareness about innovative agricultural technologies in rural masses engaged in farming which is their chief source of livelihood. Effective communication of farm information to the users is an important function of agricultural extension and their key role in socio-economic and transformation of rural society **Ravi Goud. E. and Daya Ram, (2018).**

Communication as process involves six distinct elements communicator, message, channel, and treatment of message, audience and their response. Therefore, depends upon the manipulation of these elements in communication process, communication has been a most preferred area of investigation in the discipline of extension education in India. **Singh and Sharma (1990)** reported that from 1957 to 1972, out of 1335 theses submitted in extension education in India, 15 % were in the area of communication alone. The way to prevent several irregular interpositions of the people is to give them information through different communication sources about the recent agricultural technology. Understanding a cross-section of the farmers in their various groups or categories with respect to their communication behaviour is a fundamental pre-requisite to rapid transfer of technology.

The majority of farmers were approaching many sources and channels for getting information on groundnut production technology. Various information sources and agencies viz. radio, television, newspapers, magazines, agriculture scientist, RAEOs, kisan mitra, progressive farmers, trainings, exhibition, university, KVK etc play an important role for disseminating new technologies related with groundnut production technology to the groundnut growers.

According to **Sandhu (1993)** the communication behaviour of a communicator may be defined as his expression of results from information seeking, information processing and information dissemination behaviour. It is also essential to know how farmers get farm information from extension personnel and researchers, what sources they use for getting information, how they evaluate the received technology and after getting information, to what extent the farmer act upon. Understanding a cross-section of the farmers in their various groups or categories with respect to their communication behaviour is a fundamental pre-requisite to rapid transfer of technology. In this study, communication behaviour was taken as information input behaviour, information processing behaviour and information output behaviour. The success of extension programme largely depends on the speed with which the information is disseminated to the farmers.

ROLE OF COMMUNICATION BEHAVIOUR IN AGRICULTURE

Information has a vital role to play in improving and sustaining agricultural production of any country. Information as a factor of production is necessary to increase productivity. **(Okereke et al., 2016)** Effective communication from different sources and channels are the essence of extension, which provides knowledge and information for rural people to modify their behaviour in the ways that provide sustainable benefits to them and to the society **(Gunawardana, 2005)**.

MATERIALS AND METHODS

The study was conducted in Chittoor district of Andhra Pradesh to measure communication behaviour of groundnut growers according to the agricultural technology. Descriptive research design was adopted for the study as it describes the characteristics or phenomenon that are being studied. A total number o 120 respondents were slected purporsively from 12 villages under Yadamari & Gudipala block to measure the level of communication behaviour among groundnut growers. The data was collected by personal interview method by using pre – structured interview schedule and latter appropriate statistical analysis (i.e. Frequency, Percentage, correlation etc.,) was done to logical conclusion.

Objectives for the Study

1. To Determine the socio-personal and psychological profile among the Groundnut growers;
2. To assess the communication behaviour among the Groundnut growers.

RESULTS AND DISCUSSIONS

Table 1: Socio-Economic Profile and Selected Independent Variables of the Respondents

S.no	Independent variable	Category	Frequency	Percentage
1.	Age	Young (upto 35 years)	17	14.18
		Middle (36 to 50 years	53	44.18
		Old (above 50 years)	50	41.64
2.	Education	Illiterate & Primary	28	23.33
		Middle & High	69	57.51
		Graduation & above	23	19.16
3.	Nature of family	Small	49	40.83
		Middle	37	30.83
		Large	34	28.34
4.	Size of land	Small growers (< 2.5 ha)	41	34.18
		Medium (2.5 -5.0 ha)	53	44.16
		Low (> 5.0 ha)	26	21.66
5.	Farming Experience	Low (20 Years)	17	14.16
		Medium (20 – 30 Years)	48	40.00
		High (>30 Years)	55	45.84
6.	Socio economic status	Low	20	16.67
		Medium	83	69.17
		High	17	14.16
7.	Annual income	Low (< 1 lakh)	68	56.66
		Medium (1-2 lakh)	44	36.66

		High (> 2 lakh)	8	6.68
8.	Extension contact	Low	21	17.50
		Medium	84	70.00
		High	15	12.50
9.	Mass media exposure	Low	24	20.00
		Medium	80	66.67
		High	16	13.33
10.	Risk orientation	Low	28	23.33
		Medium	83	69.17
		High	9	7.50
11.	Innovativeness	Low	36	30.00
		Medium	64	53.33
		High	20	16.67
12.	Sources of information	Low	11	9.17
		Medium	95	79.16
		High	14	11.67

From the table -1 Most of the Groundnut growers belongs to middle age(44.18%) group, majority of the respondents having education up to middle and high school (57.51%), most of the respondents families were small size (40.83%), most of the respondents had medium level (2.5 – 5 acre) of land holding (44.16%), most of the respondents are having high farming experience (45.84%), majority of the respondents are belongs to medium socio-economic status (69.17%), majorityof respondents earns low level of annual income (56.66%), majority of the respondents are having medium level of Extension contact (70.00%), majority of respondents have medium level of Mass media usage (66.67%),majority of respondents are having medium level (69.17%) of risk orientation, medium level of innovativeness (53.33%) and medium level of information sources (79.16%). Similar findings are also reported by **Baruah and Mohan (2021).**

Table 2: Distribution of Respondents According to their communication behaviour

S. NO	Sources	Rate of utilization					
		Agree		Un-decided		Dis-agree	
		f	%	*f*	%	*f*	%
	(A) MASS MEDIA						
1.	Radio	31	25.80	5	4.20	84	70.00
2.	Television	19	16.00	98	81.60	3	2.40
3.	News paper	60	50.00	28	23.30	32	26.70
4.	Farm magazines	34	28.30	12	10	74	61.70
5.	Mobile phones	40	33.33	75	62.5	5	4.17
6.	Internet	56	46.60	38	31.70	26	21.70
7.	Social media	52	43.33	39	32.51	29	24.16
	(B)EXTENSION PROGRAMMES						
8.	Field visits	47	39.10	63	52.57	10	8.33
9.	Demonstrations	42	35	66	55	12	10
10.	Extension meetings	39	32.54	73	60.80	8	6.66
11.	Group Discussions	69	57.54	38	31.66	13	10.80
12.	Exhibition / Kissan mela	39	32.50	69	57.40	12	10
	(C)EXTENSION AGENTS						
13.	District agriculture officer	56	46.6	28	23.4	36	30
14.	Agriculture extension officer	78	65	37	30.84	5	4.16

15.	Assistant Agriculture officer	64	53.34	45	37.5	11	9.16
16.	AEO/AO/VAA	44	36.66	65	54.16	11	9.16
17.	SMS from KVK	37	30.80	68	56.60	15	12.60
	(D) OTHERS						
18.	Friends / Relatives	59	49.16	51	42.50	10	8.34
19.	Progressive Farmers	62	51.60	36	30	22	18.40
20.	Shop keepers / input dealers (Pesticides/ fertilizers)	40	33	62	52	18	15

From the table-2. findings in relation to number of groundnut growers using different sources of information according to mass media most of the groundnut growers always have the sources of communication by newspaper (50%) followed by internet (46.60%) and followed by social media (43.33%) Sometimes they have more communication television (81.6%) followed by mobile phones (62.50%) by and at last they never use communication by radio (70%) followed by farm magzines (61.70%), group discussion (57.54%) frequently participation of extension meetings (60.80%) followed by exhibitions (57.50%), demonstrations (55%), field visit (52.57%) ,Agriculture extension officer (65%), assistant agriculture officer (53.34%), district agriculture officer (46.60%), frequently of SMS from KVK (56.6%), VAA (54.16%),progressive farmers frequently (51.60%) and sometimes by input dealers (52%) and followed by friends (49.16%) similar findings are also reported by **Srinivas (2016).**

Table 3: Distribution of Respondents Based on Overall distribution of communication behaviour

Sl. No.	Category	Frequency	Percentage
1.	Low	22	18.33
2.	Medium	50	41.66
3.	High	48	40.01
	Total	120	100

From table 3., It was clearly visible that majority (41.66%) of the groundnut growers had medium level of communication behaviour among groundnut growers, (40.01%) and (18.33%) of the groundnut growers had high and low level of communication behaviour. Similar finding by **Meenambigai *et al*. (2016)**

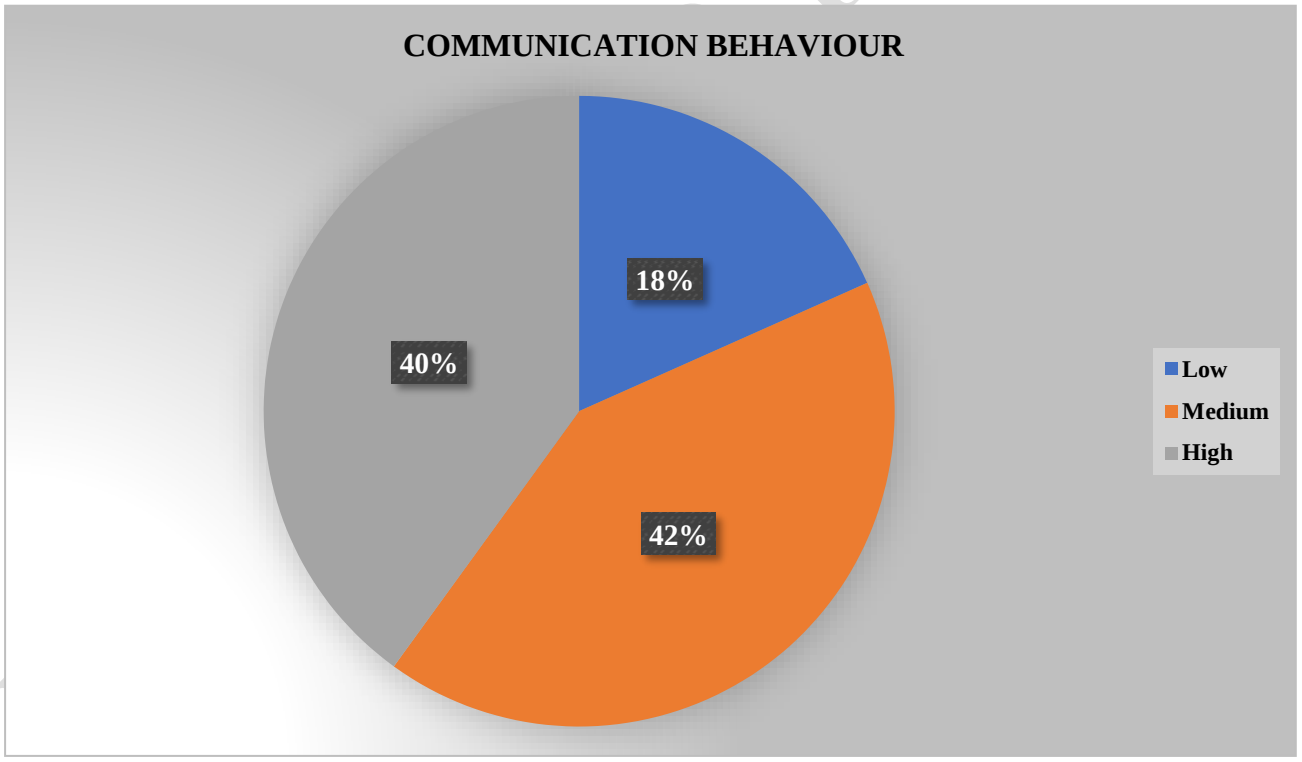

Figure 1: Distribution of Respondents Based on Communication behaviour

Table 4: Association between Selected Independent Variables with communication behaviour

S.No	Independent Variable	Correlation coefficient
1.	Age	0.999*
2.	Education	0.469*
3.	Nature of family	-0.967*
4.	Size of landholding	-0.127*
5.	Farming Experience	0.971*
6.	Socio – Economic status	0.520*
7.	Annual income	-0.763*
8.	Extension contact	0.487*
9.	Mass media exposure	0.455*
10.	Risk preference	0.331*
11.	Innovativeness	0.218*
12.	Sources of information	0.580*

* = Significant, - = Negatively significant

From table 4., analyzed that the variables namely Age, Education, Farming experience, Socio economic status, Extension contact, Mass media exposure, Risk preference, Innovativeness, source of information were positively and significantly correlated with communication behaviour towards groundnut growers at 0.01% of probability. Whereas the independent variable nature of family, size of land holding, annual income was negatively and significantly correlated with communication behaviour towards groundnut growers the at 0.01% of probability.

Conclusion

Present study concluded that majority of the groundnut growers in Yadamari & Gudipala block, chittoor district has medium level of communication behaviour in relation to groundnut crop cultivation. Majority of farmers are good at communication and using of internet and social media usage is good, they should be trained about present technology and most of the farmers depending on the progressive farmers, friends & relatives. it was good to hear but everyone should able to know the technology by their own. Many of the farmers know how to use the mobile phones but they are not using for knowing the agriculture technology reason might be improper functions of extension institutions like KVKs, ATMA, ATIC and other research stations are permitted in to a limited area may be due to inadequate transportation system and also lack of interest from the farmer's side too. Should make awareness according to the agriculture technologies in internet and social media by agricultural agents. Regular training and demonstrations should be projected according to the farmers understanding level.

REFERENCES

Baruah, A., and Mohan, M.G. (2021). Exploring the ICT preferences of personnel from agricultural extension organizations in the Northeastern Region of India, *Asian Journal of Agriculture and Development, Volume 18 Number 1, June 2021*.

Gunawardana, A. M. A. P. G. (2005). Communication behaviour of farmers on improved farm practices on Udaipur district of Rajasthan. *M.Sc. Thesis*, MPUAT, Udaipur.

Madhusudhana, B. (2013). A survey on Area, Production and productivity of groundnut crop in India. *IOSR Journal of Economics and Finance* Vol.1.

Meenambigai, J., Prathapsingh, D. and Thatchinamoorthy, C. (2016). Communication behaviour of banana growers in Delta region of Tamil Nadu. Agric. Update, 11(4): 00-00; DOI : 10.15740/HAS/ AU/11.4/00-00.

Ravi Goud. E. and Daya Ram, (2018). Comparative profile of CommunicationBehaviour among the Rice growers in Imphal West District of Manipur, India. *Int.J. Curr.Microbiol.App.Sci.* 7(05): 2273 - 2279.

Sandhu, A.S. (1993). Text book on Agricultural Communication Process and Methods, *Oxford and IBH publishing co. Pvt. Ltd*, New Delhi: 48-49.

Singh, S. P and Sharma, R.K. (1990). Technological gap in gram production in Haryana. *Research and development reports*, 7(1&2): 198-201.

Srinivas, M. V., Venkatareddy, Y. B. and Lakshmanreddy, B. S. (2014). A study on marketing practices followed by Tomato growers and source of market Information. *International journal of marketing and human resource management*, 5(4): 01-05.