

Original Research Article

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Relationship between Agriculture Information Management Behaviour of Aonla Growers

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ABSTRACT

The study was conducted in Semi-Arid Eastern Plains Zone (IIIa) of Rajasthan state. In Semi-Arid Eastern Plain Zone (III a) there are 4 districts namely Ajmer, Jaipur, Dausa and Tonk. Out of these two districts namely Ajmer and Jaipur were selected for study purpose. Respondents from each village in the districts had been randomly selected by using proportionate sampling procedure, thus making a total of 240 respondents and data was collected by personal interview method. In both Jaipur and Ajmer districts there was a positive and significant relationship between Agriculture Information Management Behaviour of aonla growing farmers and farm women and their caste, occupation, education level, social participation, size of land holding, family type, family size, annual income, training received, innovation proneness, economic motivation, orientation towards competition, attitude towards modern agriculture and risk orientation, while, the farming experience of aonla growing farmers and farm women were found negatively and significantly correlated. However, the farm power of aonla growing farmers and farm women of Jaipur district was found positively and non-significantly correlated, whereas in case of aonla growing farmers and farm women of Ajmer district the farm power was positively and significantly correlated with their Agriculture Information Management Behaviour. In Jaipur district the management orientation of aonla growing farmers and farm women was found positively and significantly correlated with their Agriculture Information Management Behaviour, whereas in Ajmer district the management orientation was found positively and non-significantly correlated with their Agriculture Information Management Behaviour of both aonla growing farmers and farm women.

Keywords

Agriculture information, Management, Behaviour, Aonla.

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Introduction

An improvement and strengthening of agricultural infrastructure needed to all the levels of supply chain. Shrinking extension is another component of infrastructure that needs attention. After the green revolution in the mid-sixties there has been no major technological innovation, which could give a fresh impetus to agricultural productivity, insufficient extension services and poor access to information further widen the gap in

the adoption of technology and lead to poor productivity levels. A push towards higher productivity will require information based, decision making agricultural system. This is often described as the next great evolutionary step in agricultural. Today's farmers desire not only the meals for their families from their hard sweat but also surplus production which can sold in the market to get sufficient money to fulfill the daily requirements.

According to economic reforms in the country each and every sector has changed its strategies in view of global competition.

Materials and Methods

The study was conducted in Semi-Arid Eastern Plains Zone (IIIa) of Rajasthan state. In Semi-Arid Eastern Plain Zone (III a) there are 4 districts namely Ajmer, Jaipur, Dausa and Tonk. Out of these two districts namely Ajmer and Jaipur were selected for study purpose. The study was conducted in 30 villages of six tehsils namely, Ajmer and Kishangarh of Ajmer district and Chomu, Amber, Jhotwara and Shahpura tehsils of Jaipur district. From each selected village 4 aonla growing farmers and 4 aonla growing farm women were selected randomly by simple random sampling. In this way a total of 40 aonla growing farmers and 40 aonla growing farm women from Ajmer district and 80 aonla growing farmers and 80 aonla growing farm women from Jaipur district were selected to constitute the total sample size of 120 aonla growing farmers and 120 aonla growing farm women comprising a total of 240 respondents for the study purpose.

Results and Discussion

The relationship between the Agriculture Information Management Behaviour (dependent variable) of aonla growing farmers and farm women in Jaipur and Ajmer districts and their selected independent variables *i.e.* characteristics such as their caste, occupation, education level, social participation, size of land holding, farm power, family type, family size, farming experience, annual income, training received, innovation proneness, economic motivation, orientation towards competition, attitude towards modern agriculture, risk orientation, and management orientation were worked out by calculating the spearman's rank order

correlation (r_s). The data have been presented in table 1.

A critical examination of the data presented in table 1 reveals that the caste, occupation, education level, social participation, size of land holding, family type, family size, annual income, training received, innovation proneness, economic motivation, orientation towards competition, attitude towards modern agriculture, risk orientation, and management orientation of the aonla growing farmers and farm women in Jaipur district were positively and significantly correlated with their Agriculture Information Management Behaviour at 0.05 level of probability, while the farming experience of aonla growing farmers and farm women in Jaipur district was found negatively and significantly correlated with their Agriculture Information Management Behaviour at 0.05 level of probability.

Only farm power of aonla growing farmers and farm women in Jaipur district was found positively and non-significantly correlated with the Agriculture Information Management Behaviour at 0.05 level of probability.

Therefore, the hypothesis $H_{05.1.1}$, $H_{05.1.2}$, $H_{05.1.3}$, $H_{05.1.4}$, $H_{05.1.5}$, $H_{05.1.7}$, $H_{05.1.8}$, $H_{05.1.9}$, $H_{05.1.10}$, $H_{05.1.11}$, $H_{05.1.12}$, $H_{05.1.13}$, $H_{05.1.14}$, $H_{05.1.15}$, $H_{05.1.16}$ and $H_{05.1.17}$ were rejected, while $H_{05.1.6}$ was accepted. Hence, it may be concluded that there is an association between AIMB of aonla growing farmers and farm women and their caste, occupation, education level, social participation, size of land holding, family type, family size, farming experience, annual income, training received, innovation proneness, economic motivation, orientation towards competition, attitude towards modern agriculture, risk orientation, and management orientation. It means that these variables exerted a highly significant

effect on the AIMB of aonla growing farmers and farm women in Jaipur district, whereas the observation confirm the hypothesis ($H_{05.6}$), which means “there is no association between the farm power of the respondents and their aonla growing farmers in Jaipur district. It concludes that their farm power exerted a non-significant effect on the AIMB of aonla growing farmers in Jaipur district.

A critical examination of the data presented in table 1 further, reveals that the caste, occupation, education level, social participation, size of land holding, farm power, family type, family size, annual income, training received, innovation proneness, economic motivation, orientation towards competition, attitude towards modern agriculture and risk orientation of aonla growing farmers and farm women were positively and significantly correlated with their AIMB of aonla growers in Ajmer district, whereas their farming experience was negatively and significantly correlated with their AIMB at 0.05 level of probability, while the management orientation of aonla growing farmers and farm women was found positively and non-significantly correlated with the AIMB at 0.05 level of probability.

Therefore, the hypothesis $H_{05.2.1}$, $H_{05.2.3}$, $H_{05.2.3}$, $H_{05.2.4}$, $H_{05.2.5}$, $H_{05.2.6}$, $H_{05.2.7}$, $H_{05.2.8}$, $H_{05.2.9}$, $H_{05.2.10}$, $H_{05.2.11}$, $H_{05.2.12}$, $H_{05.2.13}$, $H_{05.2.14}$, and $H_{05.2.15}$, $H_{05.1.16}$ were rejected, while $H_{05.2.17}$ was accepted. Hence, it might be concluded that there is an association between aonla growing farmers and farm women in Ajmer district with their caste, occupation, education level, social participation, size of land holding, farm power, family size, farming experience, annual income, training received, innovation proneness, economic motivation, orientation towards competition, attitude towards modern agriculture and risk orientation variables. It means that these variables exerted a highly

significant effect on the aonla growing farmers and farm women in Ajmer district, whereas the observation confirmed the hypothesis ($H_{05.2.16}$), which means “there is no association between the management orientation of the respondents and their aonla growing farmers and farm women in Ajmer district. It concludes that these variables exerted a non-significant effect of the aonla growing farmers and farm women in Ajmer district

Relationship between the caste and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the caste and the AIMB of aonla growing farmers and farm women in Jaipur district were 0.311* and 0.284* respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance.

Similarly, the rank order correlation values between the caste and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.423* and 0.333* respectively, which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the caste of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.1.1}$, $H_{05.1.2}$, $H_{05.1.3}$ and $H_{05.1.4}$ were rejected because there is no association between the caste and the AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts. However, alternate hypotheses were accepted. Hence, it could be inferred that the caste of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

Relationship between the occupation and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the occupation and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.292* and 0.302* respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance. Similarly, the rank order correlation values between the occupation and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.537* and 0.339* respectively, which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the occupation of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.2.1}$, $H_{05.2.2}$, $H_{05.2.3}$ and $H_{05.2.4}$ showing that there is no association between the occupation and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the occupation of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

Relationship between the education and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the education and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.319* and 0.279* respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level significance. Similarly, the rank order

correlation values between the education and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.452* and 0.406* respectively, which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the education of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.3.1}$, $H_{05.3.2}$, $H_{05.3.3}$ and $H_{05.3.4}$ showing that there is no association between the education and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the education of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

This might be due to the fact that the educated aonla growers might have certainly learned more from books, journals, magazines etc. and understood the recommended aonla cultivation technology much as compared to less educated aonla growers due to their higher perception level capabilities.

Relationship between the social participation and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the social participation and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.301* and 0.382* respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance. Similarly, the rank order correlation values between the social participation and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.366* and 0.357* respectively

which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the social participation of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.4.1}$, $H_{05.4.2}$, $H_{05.4.3}$ and $H_{05.4.4}$ showing that there is no association between the social participation and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the social participation of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

It might be due to the fact that the aonla growers had more exposure by virtue of being members of different rural institutions like gram panchayat, marketing society, village co-operative society, Kisan mandals, Krishi upaj mandi, aonla cultivators associations etc. which led them to actively participate in social activities and find opportunities to gain more Agriculture Information Management Behaviour.

Relationship between the size of land holding and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the size of land holding and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.314* and 0.309* respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance. Similarly, the rank order correlation values between the size of land holding and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.356* and 0.654* respectively which

are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the size of land holding of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.5.1}$, $H_{05.5.2}$, $H_{05.5.3}$ and $H_{05.5.4}$ showing that there is no association between the size of land holding and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the size of land holding of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

It can be inferred that the association was positively significant which indicated that the size of land holding has significant effect on the Agriculture Information Management Behaviour of the aonla growers. This might be due to fact that land holding of the aonla growers is a major means of their livelihood. Hence, the aonla growers with more land holding tried to get more economic return due to going the crops.

Relationship between the farm power and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the farm power and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.214NS and 0.210NS respectively which was less than the tabulated value at 78 degrees of freedom at 5 per cent level non-significance, which meant that the farm power of aonla growing farmers and farm women in Jaipur districts were positively and non-significantly correlated with their AIMB. whereas, the rank order correlation values

between the farm power and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.452* and 0.406* respectively which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the farm power of aonla growing farmers and farm women in Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.6.1}$, $H_{05.6.2}$, $H_{05.6.3}$ and $H_{05.6.4}$ showing that there is no association between the farm power and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the farm power of aonla growing farmers and farm women in Ajmer districts were found significantly associated with their AIMB, whereas the farm power their AIMB of aonla growing farmers of Jaipur district was found non-significantly.

It could be inferred from the findings that the farm power of aonla growing farm women in both Jaipur and Ajmer district and aonla growing farmers in Ajmer district were found having positively significantly influence on their Agriculture Information Management Behaviour, whereas the aonla growing farmers in Jaipur district was found having positive and non-significant influence on their AIMB, it means the aonla growing farm women in Jaipur district and aonla growing farmers and farm women in Ajmer district with more farm power has high AIMB. This might also be due to the reason that the farmers with higher farm power may essentially try to acquire the improved technological information, whereas in case of aonla growing farmers in Jaipur district their farm power had non-significant effect on their AIMB. It might be due to the fact that most of the aonla growing farmers in Jaipur district had lack of mechanical power like jeep, car and motor cycle etc. which are

helpful in increasing AIMB.

Relationship between the family type and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the family type and the AIMB of aonla growing farmers and farm women in Jaipur district were 0.296* and 0.323* respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance. Similarly, the rank order correlation values between the family size and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.332* and 0.499* respectively which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the family size of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.7.1}$, $H_{05.7.2}$, $H_{05.7.3}$ and $H_{05.7.4}$ showing that there is no association between the family size and the Agriculture Information Management Behaviour of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted.

Hence, it could be inferred that the family size of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB, which means the aonla growing farmers and farm women in Jaipur and Ajmer districts with large family size have high AIMB and the aonla growing farmers and farm women low AIMB. It might be due to the fact that all the categories of aonla growers of any size of family can seek the information about improved aonla cultivation.

Relationship between the family size and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the family size and the AIMB of aonla growing farmers and farm women in Jaipur district were 0.286* and 0.320* respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance. Similarly, the rank order correlation values between the family size and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.341* and 0.404* respectively which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the family size of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.8.1}$, $H_{05.8.2}$, $H_{05.8.3}$ and $H_{05.8.4}$ showing that there is no association between the family size and the AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the family size of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB, which means the aonla growing farmers and farm women in Jaipur and Ajmer districts with large family size have high AIMB and the aonla growing farmers and farm women low AIMB. It might be due to the fact that all the categories of aonla growers of any size of family can seek the information about improved aonla cultivation.

Relationship between the farming experience and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the

farming experience and their AIMB of aonla growing farmers and farm women in Jaipur district were -0.280* and -0.302* respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significant. Similarly, the rank order correlation values between the farming experience and their AIMB of aonla growing farmers and farm women in Ajmer district were -0.478* and -0.524* respectively which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the farming experience of aonla growing farmers and farm women in Jaipur and Ajmer districts were negatively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.9.1}$, $H_{05.9.2}$, $H_{05.9.3}$ and $H_{05.9.4}$ showing that there is no association between the farming experience and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the farming experience of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly negatively associated with their AIMB.

It means aonla growing farmers and farm women in Jaipur and Ajmer districts with more farming experience has low AIMB. This might be due to the fact that the aonla growers with more farming experience had less use new farm technologies and they want no change in their farming system and also followed traditional method of farming.

Relationship between the annual income and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the annual income and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.232* and 0.313* respectively

which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance. Similarly, the rank order correlation values between the annual income and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.337* and 0.364* respectively which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the annual income of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.10.1}$, $H_{05.10.2}$, $H_{05.10.3}$ and $H_{05.10.4}$ showing that there is no association between the annual income and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the annual income of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

It means inferred that the annual income of aonla growers had positively significant influence on their AIMB, which means that the aonla grower with more annual income has high AIMB. The reason behind this might be that the aonla growers, whose annual income is high had more facilities available for getting agriculture information and also due to their high risk bearing ability, they may have used more sources and channels for AIMB.

Relationship between the training received and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the training received and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.259* and 0.238* respectively

which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance. Similarly, the rank order correlation values between the training received and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.315* and 0.418* respectively which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the training received of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.11.1}$, $H_{05.11.2}$, $H_{05.11.3}$ and $H_{05.11.4}$ showing that there is no association between the training received and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the training received of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

It means the aonla growers who received more training have high AIMB. The reason behind this might be that the farmers with more training received get exposed more to new innovations and new technical knowledge about improved production technology. Hence, they had high AIMB. Therefore it can be concluded that training received had a significant effect on the AIMB of all the categories of aonla growers.

Relationship between the innovation proneness and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the innovation proneness and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.486* and 0.477*

respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance. Similarly, the rank order correlation values between the innovation proneness and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.375* and 0.562* respectively which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the innovation proneness of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.12.1}$, $H_{05.12.2}$, $H_{05.12.3}$ and $H_{05.12.4}$ showing that there is no association between the innovation proneness and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the innovation proneness of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

It could be inferred that innovation proneness of aonla growers had positively significant influence on their AIMB. It means the aonla growers with more innovation proneness have high AIMB. The reason behind this might be that the fact farmers with high innovation proneness try to get new innovations from the researchers, innovations and extension personnel's etc.

Relationship between the economic motivation and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the economic motivation and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.231* and 0.298* respectively which are greater than the

tabulated value at 78 degrees of freedom at 5 per cent level of significance. Similarly, the rank order correlation values between the economic motivation and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.256* and 0.404* respectively which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the economic motivation of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.13.1}$, $H_{05.13.2}$, $H_{05.13.3}$ and $H_{05.13.4}$ showing that there is no association between the economic motivation and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the economic motivation of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

It can be concluded from above results that Agriculture Information Management Behaviour and economic motivation was significantly correlated. The positive direction of relationship indicated that the AIMB increased with increase in economic motivation.

Relationship between the orientation towards competition and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the orientation towards competition and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.284* and 0.226* respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance. Similarly,

the rank order correlation values between the orientation towards competition and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.398* and 0.506* respectively which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the orientation towards competition of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.14.1}$, $H_{05.14.2}$, $H_{05.14.3}$ and $H_{05.14.4}$ showing that there is no association between the orientation towards competition and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the orientation towards competition of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

The probable reason might be that aonla growers try themselves to climb up to from lower order of psychological traits to self-actualization of needs. This urge to move upward number then other, which acts as instrument to acquire and growers AIMB component related to orchard enterprise. To orientation towards competitions might have raised that the AIMB.

Relationship between the attitude towards modern agriculture and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the attitude towards modern agriculture and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.226* and 0.307* respectively which are greater than the tabulated value at 78 degrees of freedom at 5

per cent level of significance. Similarly, the rank order correlation values between the attitude towards modern agriculture and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.383* and 0.426* respectively which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the attitude towards modern agriculture of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.15.1}$, $H_{05.15.2}$, $H_{05.15.3}$ and $H_{05.15.4}$ showing that there is no association between the attitude towards modern agriculture and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the attitude towards modern agriculture of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

It is because of high favourable attitude towards modern technology which led to high adoption ultimately resulted in better Agriculture Information Management Behaviour.

Relationship between the risk orientation and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the risk orientation and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.315* and 0.349* respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance. Similarly, the rank order correlation values between the risk orientation and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.461*

and 0.521* respectively which are also greater than the tabulated value at 38 degrees of freedom at 5 per cent level of significance, which meant that the risk orientation of aonla growing farmers and farm women in Jaipur and Ajmer districts were positively and significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.16.1}$, $H_{05.16.2}$, $H_{05.16.3}$ and $H_{05.16.4}$ showing that there is no association between the risk orientation and their AIMB of aonla growing farmers and farm women in Jaipur and Ajmer districts were therefore rejected and alternate

hypotheses were accepted. Hence, it could be inferred that the risk orientation of aonla growing farmers and farm women in Jaipur and Ajmer districts were found significantly associated with their AIMB.

The reason for above situation might be better annual income, size of land holding and cultivation of more than one horticulture crop. Moreover, economic status might have helped them for taking risk in aonla cultivation operation.

Table.1 Relationship between Agriculture Information Management Behaviour of aonla growers and selected independent variables

(N=240)

S. No.	Independent variables	Jaipur district (n=160)		Ajmer district (n=80)	
		Farmers (n=80)	Farm women (n=80)	Farmers (n=40)	Farm women (n=40)
		'r' value	'r' value	'r' value	'r' value
1.	Caste	0.311*	0.284*	0.423*	0.333*
2.	Occupation	0.292*	0.302*	0.537*	0.339*
3.	Education level	0.319*	0.279*	0.452*	0.406*
4.	Social participation	0.301*	0.382*	0.366*	0.357*
5.	Size of land holding	0.314*	0.309*	0.356*	0.654*
6.	Farm power	0.214NS	0.210NS	0.329*	0.328*
7.	Family type	0.296*	0.323*	0.332*	0.499*
8.	Family size	0.289*	0.320*	0.341*	0.404*
9.	Farming experience	- 0.280*	- 0.320*	-0.478*	-0.524*
10.	Annual income	0.232*	0.313*	0.337*	0.364*
11.	Training received	0.259*	0.238*	0.315*	0.418*
12.	Innovation proneness	0.486*	0.477*	0.375*	0.562*
13.	Economic motivation	0.231*	0.298*	0.256*	0.404*
14.	Orientation towards competition	0.284*	0.226*	0.398*	0.506*
15.	Attitude towards modern agriculture	0.226*	0.307*	0.383*	0.426*
16.	Risk orientation	0.315*	0.349*	0.461*	0.521*
17.	Management Orientation	0.254*	0.294*	0.186NS	0.248NS

* = Significant at 5% level of significance

NS = Non-significant

Relationship between the management orientation and Agriculture Information Management Behaviour of aonla growers

The data presented in table 1 revealed that the rank order correlation (r_s) value between the management orientation and their AIMB of aonla growing farmers and farm women in Jaipur district were 0.254* and 0.294* respectively which are greater than the tabulated value at 78 degrees of freedom at 5 per cent level of significance. whereas, the rank order correlation values between the management orientation and their AIMB of aonla growing farmers and farm women in Ajmer district were 0.186NS and 0.248NS respectively which are also less than the tabulated value at 38 degrees of freedom at 5 per cent level of non-significance, which meant that the management orientation of aonla growing farmers and farm women in Jaipur district was positively and significantly correlated with their AIMB, whereas in Ajmer district it was positively and non-significantly correlated with their AIMB. Hence, the null hypotheses $H_{05.17.1}$, $H_{05.17.2}$, $H_{05.17.3}$ and $H_{05.17.4}$ showing that there is no association between the management orientation and the AIMB of aonla growing farmers and farm women in Jaipur district were therefore rejected and alternate hypotheses were accepted. Hence, it could be inferred that the management orientation of aonla growing farmers and farm women in Jaipur and Ajmer districts were found positively associated with their AIMB. The Positive correlation of management orientation and AIMB is quite logical because all aonla growing farmers and farm women in Jaipur district tend to introduce high management over other horticulture crops especially aonla.

In conclusion,

1. A positive and significant relationship between Agriculture Information

Management Behaviour of aonla growing farmers and farm women and their caste, occupation, education level, social participation, size of land holding, family type, family size, annual income, training received, innovation proneness, economic motivation, orientation towards competition, attitude towards modern agriculture and risk orientation, while, the farming experience of aonla growing farmers and farm women were found negatively and significantly correlated in both the Jaipur and Ajmer districts.

2. However, the farm power of aonla growing farmers and farm women of Jaipur district was found positively and non-significantly correlated, whereas the farm power was positively and significantly correlated with their Agriculture Information Management Behaviour in case of aonla growing farmers and farm women of Ajmer district.

3. In Jaipur district the management orientation of aonla growing farmers and farm women was found positively and significantly correlated with the Agriculture Information Management Behaviour, whereas the management orientation was found positively and non-significantly correlated with the Agriculture Information Management Behaviour of both aonla growing farmers and farm women in Ajmer district.

Recommendations

The farmers may be motivated to participate ore in the extension activities like training, demonstration, exhibition, agricultural quiz programmes and farmers fair etc, so that they may have opportunity to learn new things.

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