

Original Research Article

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Study Profile of the Pomegranate Growers

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ABSTRACT

The present study was conducted with the specific objective of “Profile of the pomegranate growers”. For the study, Aurangabad district was purposively selected for the present study as it is one of the maximum pomegranate growing district of Marathwada region. There are nine talukas in Aurangabad district out of which two talukas purposively selected for the study. Four villages from each talukas selected randomly and fifteen farmers from each village selected on the lottery basis. Thus total sample size 120. Ex-post facto research design was adopted in this study. For the study the variables taken namely Education, Occupation, Annual income, Social participation, Mass media exposure, Scientific orientation, Economic motivation and Innovativeness showed positive significant relationship with information management behaviour of pomegranate growers with 0.01 per cent level of probability. The variables Land holding, Area under pomegranate, Farming experience and extension contact showed positive significant relationship with information management behaviour of pomegranate growers with 0.05 per cent level of probability While Variables namely Size of family and Source of irrigation showed non- significant relationship with information management behaviour of pomegranate growers.

Keywords

Profile,
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Introduction

Agriculture is not merely a source of income rather it is a culture. Agricultural sector has been one of the most important components of Indian economy. The contribution of agriculture to the overall Gross Domestic Product (GDP) of the country which has about 30.00 per cent in 1990-91 has reduce to

15.00 per cent in 2011-2012 and about 16.00 per cent in the year 2018 (1-4).

Now a day, Information is a basic necessity of everyday life. For anything and everything information required. Information can be obtained or retrieved from a variety of sources. Farmers constitute a particular group of users whose information need is very

specific (5-8). The present paper deals with the information needs of the farmers' community in rural areas. In agriculture environment, relevant and timely information help farmers' community to take right decision to sustain the growth of agriculture activity. Use of information in agriculture sector is enhancing farming productivity in a number of ways. Providing information on weather trends, best practice in farming, timely access to market information helps farmers make correct decisions about what crops to plants and where to sell their product and buy inputs (9-11). There is large gap between our farmers field and research. In order to meet this gap we need proper extension and dissemination of technologies to reach out to our poor farmers (12-15). While cultivating pomegranate farmers and village community facing various problems like insufficient and inadequate information about pomegranate cultivation practices hence it is necessary to formulate effective extension strategies and also essential to find out whether farmers are undergoing any change in their information management behaviour or not. To bridge the gap between the research and adoption, many questions may arise like what extend to the extension personal satisfy the information needs of our farmer? What are the various credible sources of our farmers for seeking information? What is the information management behaviour of our pomegranate growing farmers? What are the problems pomegranate growing farmers faces in information management of pomegranate cultivation.

The main objectives of this study include to study profile of the pomegranate growers.

Materials and Methods

There are eight districts in Marathwada region. From there Aurangabad district was purposively selected for the research study on

the basis of maximum number of pomegranate growers and production. There are nine talukas in Aurangabad district out of which two taukas i.e. Aurangabad and Phulambari were selected purposively for the study. From each taluka four villages were selected randomly. From each village fifteen farmers were selected on the lottery basis. Thus total sample size 120. Ex-post facto research design was adopted in this study, Statistically analyzed by using statistical techniques like Mean, Frequency and Percentage, Standard Deviation, Pearson's correlation coefficient (r). The interview schedule based on the objectives of the study was prepared for collecting data from the respondents. The schedule was formulated in consultation with the experts in the field of extension education, by reviewing the relevant literature.

Results and Discussion

From the present study it was observed that 41.67% of the pomegranate growers were educated up to high school level and education had significant relationship with information management behaviour of pomegranate growers. 55.00 % of the pomegranate growers belongs to small family size and it was non-significantly related with information management behaviour of pomegranate growers followed by 75.84% of the pomegranate growers had medium level of annual income and it was significantly related with the information management behaviour. 36.67% of the pomegranate growers had small land holding and it was significantly related with information management behaviour of pomegranate growers followed by 63.34% of the pomegranate growers had high area under pomegranate cultivation and it was significantly related with information management behaviour of pomegranate growers. From the given study another results

observed that 56.67% of the pomegranate growers had medium level of farming experience and had significant relationship with information management behaviour of pomegranate growers. 67.50 % of the pomegranate growers did only farming as a occupation and it was significantly related with information management behaviour of pomegranate growers. 96.67 % of the pomegranate growers had only well as a source of irrigation and it was non-significant relationship with information management behaviour of pomegranate growers. 83.34 % of the pomegranate growers had medium level of social participation and was significantly related with information management behaviour of pomegranate growers. Another result came from the given study that 81.67 % of the pomegranate growers belongs to medium level of extension

contact and had significant relationship with information management behaviour of pomegranate growers. 59,16 % of the pomegranate growers had medium exposure towards mass media and it was significantly related with information management behaviour of pomegranate behaviour. 42 50 % of the pomegranate growers had high level of scientific orientation and had significant relationship with information management behaviour of pomegranate growers. 70.83 % of the pomegranate growers belong to medium level of economic orientation and it was significantly related with information management behaviour of pomegranate growers. 63 34 % of the pomegranate growers were belongs to medium level of innovativeness and had significant relationship with information management behaviour of pomegranate growers (Table 1).

Table.1

Sr. No.	Category/ Characteristics	Pomegranate Farmers (n = 120)		r value
		No.	%	
A	Education			
1	Illiterate	01	00.83	
2	Only read and write	07	05.83	
3	Primary level	14	11.67	0.821**
4	Middle school	50	41.67	
5	College	48	40.00	
B	Family size			
1	Small (Up to 4 member)	66	55.00	
2	Medium (5 to 7)	48	40.00	0.132^{NS}
3	Large (>7)	06	05.00	
C	Annual income			
1	Low	06	05.00	
2	Medium	91	75.84	0.841**
3	High	23	19.16	
D	Land holding			

1	Marginal (Up to 1.00 ha)	24	20.00	
2	Small (1.01 to 2.00 ha)	44	36.67	
3	Semi- medium (2.01 to 4.00 ha)	31	25.83	0.274*
4	Medium (4.01 to 10.00 ha)	20	16.67	
5	Large (Above 10.01 ha)	01	00.83	
E	Area under pomegranate			
1	Marginal (Up to 1.00 ha)	02	01.66	
2	Small (1.01 to 2.00 ha)	76	63.34	
3	Semi-medium (2.01 to 4.00 ha)	39	32.50	0.212*
4	Medium (4.01 to 10.00 ha)	03	02.50	
5	Large (Above 10.01 ha)	00	00.00	
F	Farming experience			
1	Low	29	24.16	
2	Medium	68	56.67	0.210*
3	High	23	19.17	
G	Occupation			
1	Farming	81	67.50	
2	Farming + business	34	28.34	0.369**
3	Farming + labour	00	00.00	
4	Farming + service	05	04.16	
H	Source of irrigation			
1	No source	00	00.00	
2	River	00	00.00	-0.125^{NS}
3	Well	116	96.67	
4	Canal	04	03.33	
I	Social participation			
1	Low	01	00.83	
2	Medium	100	83.34	0.892**
3	High	19	15.83	
J	Extension contact			
1	Low	04	03.33	
2	Medium	98	81.67	0.271**
3	High	18	15.00	
K	Mass media exposure			
1	Low	16	13.34	
2	Medium	71	59.16	0.760**
3	High	33	27.50	

L	Scientific orientation			
1	Low	26	21.66	
2	Medium	43	35.84	0.952**
3	High	51	42.50	
M	Economic motivation			
1	Low	10	08.34	
2	Medium	85	70.83	0.917**
3	High	25	20.83	
N	Innovativeness			
1	Low	13	10.83	
2	Medium	76	63.34	0.344**
3	High	31	25.83	

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