Effective agricultural information sources for contact and non contact farmers under T and V system of extension in Kashmir

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ABSTRACT

A study was conducted in agricultural sub division of Tral with a sample size of 192 contact and non contact farmers from 12 villages. The results revealed that radio and television were the most effective, common and easily accessible source of agricultural information for farmers including contact and non-contact groups. Among the village personal sources, the effective source of information (88.54 %) for farmers were neighbours and friends followed by 80.72 % progressive farmers of the locality. Among the official sources, Junior Agriculture Assistants (64.58%) and Agriculture Extension Officers 51.04% were their main sources of information. Institutional sources contributed a significant percentage of 63.54 % through farmers fair / *Kisan Ghoshtees* for both categories of farmers.

Since post independence, Indian agriculture has got a major fillip in boosting production. Many programmes have been launched from time to time to improve traditional agriculture information and programmes through different extension systems have always a pivotal position in deciding the technologies to the targeted population (farmers) at gross root level. The aims and objectives of all these programmes are for the upliftment of socio-economic status of the farmers. While reorganization of agricultural extension system, T and V was introduced in 1974 and about a decade later it was implemented in Jammu and Kashmir State. It is a powerful and most effective agricultural information based extension programme which catered the needs of farmers in achieving the specific goals. The system envisaged professionalism, time bound activities, effective linkages and trainings and field visits by the extension functionaries through progressive and contact farmers at the village level. The project was financed by the World Bank and still exists in one or the other forms in many states of the country. In J&K it has not been remodeled and is in vogue. The ultimate aim of the system was to have an effective communication system for the overall agricultural development of the state. To know the effectiveness of this system with regard to communication skills and sources among the farmers, stake holders in J&K state, a study was planned with the objectives to identify the various important information sources of farmers related to their farming activities, to identify the most effective information source perceived by the farmers and to ascertain the important source of information on the basis of contact and non-contact farmers under T and V system.

METHODOLOGY

In order to gain an empirical insight into the matter, four agricultural zones *viz.*, Tral, Lurgam, Noorpora and Pampore of sub division Tral district Pulwama in Kashmir were selected as study area. The sub division Tral is consisting of a four set zones and covering 156 villages. After methodical discussions with the Sub Divisional Agricultural Officer, Tral and agricultural experts, three villages from each zone were selected randomly from the list of villages provided by the revenue authorities. In this way, twelve villages namely, Gamraj, Kuchmulla, Batagund, Arigam, Amirabad, Sherabad, Dadasara, Chandrigam, Amlar, Chandhara, Konibal and Lethpora were selected as per their cropping intensity. A sample size of 192 farmers was drawn from available lists of villages randomly in proportionate to village farm families of each village in terms of contact and non-contact farmers. For generating the data for the available information of agricultural technology among both the categories of farmers, a specially designed interview schedule in accordance to the available agriculture information sources was tabulated, processed and computed and inferences drawn by using the simple statistical methods *viz.,* number and percentages.

RESULTS AND DISCUSSION

The analysis of the results revealed that the farmers were using more than 17 number of agriculture information sources to update their agricultural technology for improving their production. It was conferred from the results shown in Table 1 that both the categories of farmers (contact and non-contact farmers) considered mass media that is radio and television as the major source