

## Communication behaviour of Tribal farmers of Pachaimalai hills

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### ABSTRACT

The study was conducted to analyse the communication behaviour of tribal farmers of Pachaimalai hills. Three hundred tribal respondents were identified based on proportionate random sampling method and data were collected from them using a well- structured and pre-tested interview schedule. The collected data were subjected to statistical analysis like percentage analysis. The results indicated that the tribal farmers received information an agricultural aspects primarily from personal cosmopolite channels like Block officials, personal localite channels like input merchants and hamlet local leaders and impersonal cosmopolite channels like newspapers and farm broadcast and telecast. With regard to information processing, they discussed mainly with their family members, group members and tribal leaders and evaluated the informations. They stored the informations mainly by memorizing. With regard to information giving behaviour, majority of tribal farmers disseminated the agricultural information mainly to their family members and relatives.

**Key words :** Tribal, Communication, Farmer.

**T**ribal system is one of the earliest forms of society, who lives in a common unit in a particular area sharing a common language and often kinship. The tribal population in Tamil Nadu state is about 5.2 lakhs representing 1.10 per cent of the total population of the state. The tribes living Pachaimalai hills are by and large a traditionbound people. They speak Tamil with a slang. In this study, an attempt is made to analyse the communication behaviour of tribes of Pachaimalai hills.

### METHODOLOGY

Pachaimalai hills is located in Trichy district of Tamilnadu. A sample size of 300 farmers were selected based on proportionate random sampling procedure from the twenty villages. The information input behaviour, information processing and information output behaviour of tribal farmers were studied using a well-structured and pre-tested interview schedule.

### OBSERVATION AND DISCUSSION

This communication pattern in this study referred to the individual farmer's information input, processing and output behaviour.

#### Information input:

The extent of utilization of various information sources by tribal farmers of the study area is presented in the Table 1.

A considerable proportion of tribal farmers utilized the personal cosmopolite sources namely, Block officials (73.33 per cent), followed by Rural welfare officers

(48.33 per cent), campaign meetings (9.33 per cent), Farmer's training (9.33 per cent), Demonstrations (5.67 per cent), and query letters (5.00 per cent).

**Table 1 : Distribution of the respondents according to their utilization of various information sources (n=300)**

Sr. No.	Category	No. of respondents	Per cent
I.	Personal cosmopolite		
1.	Block officials	220	73.33
2.	Rural welfare officers	145	48.33
3.	Campaign meetings	28	9.33
4.	Farmers training	28	9.33
5.	Demonstrations	71	5.67
6.	Query letters	15	5.00
	Mean percentage	25.17	
II.	Personal localite		
1.	Input merchants	265	88.33
2.	Hamlet local leaders	220	73.33
3.	Progressive farmers	215	71.67
4.	Friends and neighbours	185	61.67
5.	Relatives	85	28.34
6.	Co-operatives staff	45	15.00
7.	Panchayats staff	17	5.67
8.	School teachers	10	3.34
	Mean percentage	44.25	
III.	Impersonal cosmopolite		
1.	Newspapers	225	75.00
2.	Farm broadcast / Farm telecast	210	70.00
3.	Posters and charts	127	42.33
4.	Written information materials	116	38.67
3.	Leaflets and bulletins	25	8.33
5.	Agricultural films	10	3.33
7.	Popular farm magazines	08	2.66
	Mean percentage	34.33	