

RESEARCH NOTE

**Information Seeking Behaviour of Mandarin Growers
in Jhalawar District of Rajasthan**

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INTRODUCTON

Sources and channels are the means through which we exchange the messages. They bridge the gap between what we know and what we do not know. With this point of view the present study was undertaken with the following specific objective.

(1) To identify the sources and channels of information utilized by the Mandarin growers in getting information on improved practices of Mandarin cultivation in the study area.

METHODOLOGY

The study was conducted in purposively selected Jhalawar district of Rajasthan. The Sunel Panchayat Samiti was selected for study purpose, considering its maximum area under Mandarin fruit among all the six panchayat samities of the district. Two village panchayats with maximum area under Mandarin orchards were identified and three villages with maximum area under Mandarin from each identified village panchayat were taken. Thus, in all six villages were included in the study. To select the sample of Mandarin growers, some ten Mandarin growers from each identified village

were selected by random sampling technique. Thus, the sample of the study was made of 60 Mandarin growers. The data were collected through a well structured interview schedule by employing a personal interview technique.

To identify the important information sources and chnnels in getting information on Mandarin cultivation, the respondents were asked to state the sources and channels utilized by them on a three point continuum scale viz.; 'Most often'; 'sometimes' and 'not at all', which were assigned 3, 2 and 1 score respectively.

RESULTS AND DISCUSSION

Utilization of Information Sources by Mandarin Growers

It is clear from Table 1 that among the personal localite sources, relatives (96.11 per cent) and neighbours (95.55 per cent) were the most utilized sources of information by the Mandarin growers. The village leaders were less approached by the orchard keepers in getting information on improved package of practices of Mandarin cultivation. This finding is in line with the findings of Mohamed Iqbal, et al. (1996).

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Table 1: Utilization of information sources by the Mandarin Growers

Sr. No.	Sources of Information	M.P.S.	Rank
	Personal Localite Sources :		
1.	Progressive farmers	66.11	IV
2.	Village Leaders	60.55	V
3.	Friends	91.66	III
4.	Relatives	96.11	I
5.	Neighbours	95.55	II
	Personal Cosmopolite Sources :		
1.	Subject Matter Specialists	33.33	V
2.	Agriculture Extension Officers	65.55	II
3.	Agriculture Supervisors	92.22	I
4.	Scientists	36.66	IV
5.	Input Dealers	50.55	III
6.	Personnels of voluntary organization	33.33	V

M. P. S. = Mean Percent Score

The table further reveals that the agricultural supervisor and A.E.Os. as the personal cosmopolite sources of information proved to be the most important as these were accorded first and second rank by the Mandarin growers respectively. Personnels of voluntary organizations and S.M.Ss. have not contributed substantially in the dissemination of information about Mandarin cultivation among Mandarin growers. This Finding is in line with that of Sujatha Kumer and philip (1992).

Utilization of Information Channels by Mandarin Growers

Table 2 shows that among the personal cosmopolite channels, the demonstration (MPS 67.77) proved to be the much availed and most utilized information channel and was ranked first by the respondents. This was

followed by training (MPS 66.11), field trip (M.P.S. 63.88) and group meeting (MPS 60.55) with second, third and fourth rank, respectively. The remaining sources were not much preferred by the Mandarin growers with respect to personal cosmopolite channels. Like wise among the impersonal cosmopolite channels, television was proved to be most important channel of information for the Mandarin growers in the study area. This was followed by exhibition (MPS 81.11) and radio (MPS 68.33) with second and third rank, respectively, A negligible use of film shows was also reported by the Mandarin growers. This finding is in conformity with that of Iqbal, et al. (1996).

From the results, it could be inferred that relatives and neighbours were much utilized personal localite sources for majority

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Table 2: Utilization of information channels by the Mandarin Growers

Sr. No.	Channels of Information	M.P.S.	Rank
Personal Cosmpolite Channels			
1.	Training	66.11	II
2.	Group Meeting	60.55	IV
3.	Demonstration	67.77	I
4.	Farmers Fair	46.11	VIII
5.	Educational Tour	53.33	V
6.	Field Day	49.44	VI
7.	Field Trip	63.88	III
8.	Lecture	35.00	VIII
Impersonal Cosmpolite Channels			
1.	Radio	68.33	III
2.	Television	92.22	I
3.	News Papers	38.33	IV
4.	Film Shows	33.33	VII
5.	Farm publications	35.55	V
6.	Traditional Media (Puppet Show, Local song etc)	34.44	VI
7.	Exhibition	81.11	II

M. P. S. = Mean Percent Score

of Mandarin growers. because of easy accessibility. Likewise agricultural supervisors and A.E.Os. were much utilized as personal cosmopolite sources by the respondents. On the other hand, scientists, S.M.Ss and personnel of voluntary organizations were less utilized. This may be because of their less availability in the villages.

Among personal cosmopolite channels, demonstration and training have attracted

attention of more number of respondents. Most of the Mandarin orchard keepers in the study area were well to do and had personal T.V. sets. They might have watched the agricultural programmes telecasted for the benefit of orchard keepers regularly. Farmers have also utilized exhibitions conducted by department of Horticulture as a channel of information. These reasons justify the results.