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## Extent of utilization of information input pattern of Pomegranate growers

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#### **Abstract**

The present study was conducted to study extent of utilization of information input pattern of pomegranate growers in Nashik and Solapur Districts of Maharashtra. From each district three tahsils were selected. From each tahsil five villages were selected. From each village 10 pomegranate growers were selected by random sampling method. In case of regular use of information input sources, friends were ranked first. Pomegranate is a hugely profitable crop that can end subsistence farming and hence reduce poverty, especially in the rural areas of Maharashtra. It is a crop with a high market value, and the whole tree has economic value. For a good production of pomegranate, pomegranate growers must have good knowledge about the package of practices. Pomegranate growers can get the information from variety of sources. Hence, it was necessary to study the information input behavior pattern of pomegranate growers. Nashik and Solapur district were selected for conduct of study because they are the top pomegranate producing districts in Maharashtra. Pomegranate growers were asked about their sources of information and methods they used for getting agricultural information. Local input dealers, neighbours, relatives and progressive farmers were ranked second, third, fourth and fifth. Agricultural assistants, Agricultural supervisors, Expert of private companies and Circle agricultural officers were the occasional source of information for pomegranate growers. Pomegranate growers were regularly using self observation and field experience method, Television, Youtube, Newspaper, Individual contact method, Mobile SMS, Shivarpheri, Search engine-Google and By visiting demonstration as the methods for seeking the farm information. It is also observed that Telephonic communication, Farm publications, Study tours, Poster/Charts, meetings, group discussion on pomegranate, Radio and Krishi darshani were the occasional methods used by pomegranate growers for seeking the farm information.

**Keywords:** Information Input, pomegranate growers, utilization, Pattern

#### **Introduction**

Pomegranate fruit has a large market and export potential. India is the top producer of pomegranates in the world, contributing 36% of global production. It consistently produces pomegranates of the highest grade. Pomegranate production in India totaled 2844.52 thousand metric tonnes in 2017–18. India shipped 47.33 MT of fruits worth Rs. 537.73 billion during the 2017–18 fiscal year, demonstrating the enormous potential for fruit export. According to a recent estimate, more than 2.5 lakh families in India today depend on this crop for their livelihood, and the majority of growers fall into the group of landowners with marginal or below-marginal land holdings. Indian pomegranates are predominantly located over "Peninsular India" in semi-arid tropical regions. Together, the states of Maharashtra and Karnataka, which are situated on the "Deccan plateau," produce 89 percent of the country of India's agricultural land and 85% of its production. As a result, they are referred to as the nation's "pomegranate bowls." Pomegranate is regarded as an ideal crop for Maharashtra's subtropics because of its adaptability to a wide range of climatic and edaphic conditions, hardiness, durability, good returns on investment in dry regions, low maintenance cost, constant and high yields, excellent Table and therapeutic values, good response to high-tech horticultural practises, excellent keeping quality, low water requirement, huge demand for processed products, and great export potential. It is a hugely profitable crop that can end subsistence farming and hence reduce poverty, especially in the rural areas of Maharashtra. It is a crop with a high market value, and the whole tree has economic value. It is well-known for producing a wide range of goods, including juice, anardana, seed oil, confectionary items, rind powder, and so on. It is also well-known for fresh consumption. It is regarded as a super fruit since all parts of the pomegranate tree can be utilised for a variety of tasks, such as the formulation of medicines, the manufacture of leather, the production of dyes, etc.

For a good production of pomegranate, pomegranate growers must have good knowledge about the package of practices. Pomegranate growers can get the information from variety of sources. Hence, it is necessary to study the information input behavior pattern of pomegranate growers.

### Objectives

1. To know the extent of utilization of information input pattern of pomegranate growers

### Material and Method

This study was conducted in Nashik and Solapur district of Maharashtra state. From each district three tahsils were selected. From each tahsil five villages were selected. From each village 10 pomegranate growers were selected by random sampling method. Thus, from 30 villages, 300 pomegranate growers were selected. The data were collected

with help of pre-designed interview schedule by contacting pomegranate growers. Statistical analyses were done using mean, standard deviation and percent frequency.

### Result and Discussion

Akhouri (1973) [1] conceptualized Information input pattern as activity performed by respondents for acquiring scientific and technical information from various sources for performing his role effectively. Operationalized definition of Information input behaviour refers to activity performed by pomegranate growers for acquiring scientific and technical information from various sources for performing his role effectively. The respondents were asked to indicate the sources by which they did update themselves with the scientific information; they are presented.

The result are presented and discussed below

**Table 1:** Extent of utilization of information input pattern of pomegranate growers

Sr. No.	Items	Information input behaviour		
		Regular	Occasionally	Never
<b>Sources of information</b>				
<b>A.</b>	<b>Agricultural Department</b>			
1.	District Superintendent Agril. Officer	00 (0%)	08 (2.67%)	292 (97.33%)
2.	Sub Divisional Agriculture Officer	00 (0%)	12 (4.00%)	288 (96.00%)
3.	Taluka Agriculture Officer	11 (3.67%)	49 (16.33%)	240 (80.00%)
4.	Circle Agriculture Officer	16 (5.33%)	131 (43.66%)	153 (51.00%)
5.	Agricultural Supervisor	29 (9.67%)	205 (68.33%)	66 (22.00%)
6.	Agricultural Assistant	53 (17.67%)	226 (75.33%)	21 (7.00%)
7.	Members of Block Technology Team/Farm Information Advisory committee.	00 (0%)	04 (1.33%)	296 (98.67%)
<b>B.</b>	<b>Panchayat raj system -</b>			
1.	Agriculture Development Officer	00 (0%)	08(2.67%)	292 (97.33%)
2.	Agricultural Officer	00 (0%)	15 (5.00%)	203 (67.67%)
3.	Agricultural Extension Officer	00 (0%)	35 (11.67%)	204 (68.00%)
<b>C.</b>	<b>SAU/ ICAR/ KVK</b>			
1.	University Scientist	4 (1.33%)	22 (7.33%)	276 (92.00%)
2.	Scientist from regional research stations of university	12 (4.00%)	68 (22.67%)	220 (73.33%)
3.	Narianal Research Centre for Pomegranate (NRC) scientists	2 (0.67%)	10 (3.33%)	288 (96.00%)
4.	Krishi Vigyan Kendra – SMS	17 (5.67%)	65 (21.67%)	218 (72.66%)
5.	Farmer Scientist Forum	40 (13.33%)	71 (23.66%)	189 (63.00%)
<b>D.</b>	<b>Private/ Cooperatives' experts</b>			
1.	Pomegranate consultant	36 (12.00%)	24 (8.00%)	240 (80.00%)
2.	MAHA-ANAR Pomegranate association	12 (4.00%)	46 (15.33%)	242 (80.67%)
3.	Experts of private companies	26 (8.67%)	138 (46.00%)	136 (45.33%)
<b>E.</b>	<b>Local sources</b>			
1.	Neighbours	219 (73.00%)	51 (17.00%)	30 (10.00%)
2.	Friends	224 (74.67%)	53 (17.67%)	23 (7.66%)
3.	Relatives	201 (67.00%)	97 (32.33%)	02 (0.67%)
4.	Progressive Farmers	153 (51.00%)	96 (32.00%)	51(17.00%)
5.	Local Input dealers	223 (74.33%)	62 (20.67%)	15 (5.00%)
<b>Methods used</b>				
<b>A.</b>	<b>Individual Sources</b>			
1.	Personal Letter	00 (0%)	11 (3.67%)	289 (96.33%)
2.	Telephone Communication	79 (26.33%)	192 (64.00%)	29 (9.67%)
3.	Individual contact	197 (65.67%)	87 (29.00%)	16 (5.33%)
4.	From Self observation and field experiences	248 (82.67%)	52 (17.33%)	00 (0%)
5.	By participating in training	14 (4.67%)	38(12.67%)	248 (82.66%)
6.	By arranging and participating in demonstration on own field	2 (0.67%)	13 (4.33%)	285 (95.00%)
<b>B.</b>	<b>Group Contact</b>			
1.	Group Discussion	55 (18.33%)	89 (29.67%)	156 (52.00%)
2.	Meeting	78 (26.00%)	109 (36.33%)	113 (37.67%)
3.	By visiting the Demonstration	139 (46.33%)	85 (28.33%)	76 (25.34%)
4.	Shivar Pheri	168 (56.00%)	74 (24.67%)	58 (19.33%)
5.	Study tours	24 (8.00%)	176 (58.67%)	100 (33.33%)
<b>C.</b>	<b>Mass contact</b>			

1.	News Paper	202 (67.33%)	70 (23.33%)	28 (9.33%)
2.	Farm Publications	95 (31.67%)	183 (61.00%)	22 (7.33%)
3.	Posters/ Charts	65 (21.67%)	168 (56.00%)	67 (22.33%)
4.	Radio	48 (16.00%)	81 (27.00%)	171 (57.00%)
5.	Television	232 (77.33%)	58 (19.33%)	10 (3.34%)
6.	Exhibition	68 (22.67%)	175 (58.33%)	57 (19.00%)
7.	Youtube	203 (67.67%)	80 (26.67%)	17 (5.66%)
8.	Mobile SMS	186 (62.00%)	101 (33.67%)	13 (4.33%)
9.	Search engine- Google	166 (55.33%)	90 (30.00%)	44 (14.67%)
10.	Krishi-Darshani	34 (11.33%)	74 (24.67%)	192 (64.00%)

Study was conducted to find the sources of information and methods used by pomegranate growers for seeking information regarding agriculture. Out of listed possible sources of farm information Friends (74.67%), Local input dealers (74.33%), Neighbours (73.00%), Relatives (67.00%) and Progressive farmers (51.00%) were the major sources where pomegranate growers were regularly seeking the information. It was further observed that Agricultural assistants (75.33%), Agricultural supervisors (68.33%), Expert of private companies (46.00%) and Circle Agricultural Officers (43.67%) were the occasional source of information for pomegranate growers. It was observed from the study that considerable numbers of pomegranate growers were seeking the farm information regularly and occasionally from Farmer scientist forum (37.00%), Scientists from krushi vigyan Kendra (27.33%), Pomegranate regional research scientists (26.67%), Taluka agril. officer (20.00%), Private pomegranate consultant (20.00%), MAHA-ANAR pomegranate association members (19.33%), Agril. extension officer (11.67%) and University scientists (8.67%).

Very few pomegranate growers were seeking the farm information occasionally from National Research Centre for Pomegranate scientists (4.33%), Agriculture officer (5.00%), Sub divisional agri. officer (4.00%) and District superintendent agri. officer (2.67%), Agriculture development

officer (2.67%) and ATMA-Block technology team/ farm information advisory committee members (1.33%).

It was further observed that different methods were used to seek the information with agriculture by dryland farmers. It is observed from Table-1 that pomegranate growers were regularly using self observation and field experience method (82.67%), Television (77.33%), Youtube (67.67%), Newspaper (67.33%), Individual contact method (65.67%), Mobile SMS (62.00%), Shivarpheri (56.00%), Search engine-Google (55.33%) and By visiting demonstration (46.33%) as a method for seeking the farm information. It is also observed that Telephonic communication (64.00%), Farm publications (61.00%), Study tours (58.67%), Poster/Charts (56.00%), meetings (36.33%), group discussion on pomegranate (29.67%), Radio (27.00%) and Krishi darshani (24.67%) were the occasional methods used by pomegranate growers for seeking the farm information.

Table-1 also shows that Very few pomegranate growers were using Personal letter (3.67%), By participating in training (17.33%) and By arranging and participating in demonstration on own field (5.33%) extension methods as a method for getting the farm information. The present finding substantiates the finding Sharma *et al.* (2006)<sup>[2]</sup> and Meena *et al.* (2011)<sup>[3]</sup>.

**Table 2:** Distribution of pomegranate growers according to their Information input behavior

Sr. No	Information input behaviour (Score)	Respondents (N=300)	
		Frequency	Percentage
1.	Low (Up to 51)	55	18.33
2.	Medium (52 to 76)	206	68.67
3.	High (77 and above)	39	13.00
	Total	300	100.00
	Mean=64.14	S.D=12.98	

It is observed from Table-2 that two third of the pomegranate growers i.e. 68.67 per cent were in medium category of information input behavior followed by 18.33 per cent in low category and 13.00 per cent in high information input behaviour category. This finding support the finding of Singh *et al.* (2011)<sup>[4]</sup>.

## Conclusion

It also concluded that majority of pomegranate growers used personal localite sources like friends, neighbours, relatives, input dealers and impersonal sources like Newspaper, Television and Youtube etc. As the localite personnel were one of them the farmers felt these sources are more authentic. Less number of pomegranate growers used the sources like expert of private companies Taluka Agricultural Officer, Circle Agricultural Officer, Agricultural assistant, Agriculture supervisor etc. Very few pomegranate growers were seeking the farm information occasionally from National Research

Centre for Pomegranate scientists, Agriculture officer, Sub divisional agri. officer and District superintendent agri. officer, Agriculture development officer and ATMA-Block technology team/ farm information advisory committee members It is seen that Newspaper and Television is most preferred methods used by pomegranate growers. Substantially Youtube viewers have been increased. Hence, there is scope for extension agencies to design feature article and TV programmes and Youtube videos specially for pomegranate growers to improve their productivity as well as mode of transfer of technology.

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