CHAPTER – 5

DISCUSSION
5. DISCUSSION

The results of the study are discussed in this chapter under the following headings.

1. Awareness of FCV tobacco farmers about communication sources / media accessible.
2. Communication sources / media utilized by the FCV tobacco farmers for seeking information pertaining to FCV tobacco production technologies.
3. Source credibility as perceived by the FCV tobacco farmers.
4. Personal, socio-economic and psychological characteristics of FCV tobacco farmers and association with their communication source / media utilization pattern.
5. Role of communication sources / media in empowerment of FCV tobacco farmers.
6. Use of media in extension activities to disseminate FCV tobacco production technologies.
7. Infrastructure and resource facilities established by the participating agencies in extension activities.

5.1. Awareness of FCV tobacco farmers about communication sources / media

5.1.1. The overall awareness of FCV tobacco farmers regarding the communication sources / media

The overall awareness of FCV tobacco farmers regarding the information sources / media are measured and presented in the Table 5. It is evident that the majority of the farmers were under the medium awareness category followed by high and low awareness category. This is in conformity with the findings reported by Oliver and Annamalai (1975).
5.1.2. Awareness of FCV tobacco farmers about the communication sources /media

The data pertaining to the awareness of FCV tobacco farmers about different communication sources viz., personal localite, personal cosmopolite, mass media and new media sources were collected. The responses were decoded and the results are presented in Table 6. Among the personal localite sources, majority of respondents were having awareness about neighbours and friends followed by progressive farmers, relatives, local leaders and fertilizer and pesticide dealers. The table further explains that among the personal cosmopolite sources of communication, that the majority of the respondents were much aware of the extension personnel of Tobacco Board and Tobacco industry followed by Scientists of CTRI, extension personnel of Department of Agriculture and the Scientists of Agricultural University to a considerable extent.

Among the mass media sources of communication, Radio and Television stands first followed by Newspaper, Farmer’s training, Demonstrations, pamphlets/leaflets/folders, Field day/field trips, exhibition and Film show. These findings are in consonance with findings of Ramasubramanian and Manoharan (2003). The possible reason may be that the farmers have much trust and confidence in their own sources, may be due to daily dealing, closeness and similar thinking. With respect to new media sources of communication the majority of the respondents aware of video-on-wheel programme followed by Tobacco farmers’ portal (Thambaku vedike) and respondents were less aware of Kissan call centre as new media. The poor awareness to the new media sources specially Kissan call centre and Tobacco farmers portal may be due to lack of knowledge and accessibility. It is the high time that the awareness of the farmers has to be improved with respect to Tobacco farmers’ portal and Kissan call centre.
5.2. Information sources / media utilized by the FCV tobacco farmers for recommended cultivation practices.

5.2.1. The overall communication sources / media utilization pattern of FCV tobacco farmers.

The communication sources utilized by the FCV tobacco farmers for information regarding FCV tobacco production technologies are measured and presented in the Table-7. It can be seen that majority of respondents were under medium category with respect to receiving information from different sources like personal localite, personal cosmopolite, mass media and new media sources. This was followed by low and high category respectively. The findings were similar with that of Meena and Jitendra chauhan (2005), Babanna (2002).

5.2.2. Information sources utilized by the FCV tobacco farmers for recommended FCV tobacco production technologies

The data pertaining to the different levels of utilization of the farmers to different category viz., personal localite sources, personal cosmopolite sources, mass media sources and new media sources were collected and the results were presented in Table-8 which includes the results pertaining to the extent of different personal localite, personal cosmopolite, mass media and new media sources used by the FCV tobacco farmers to seek information on FCV tobacco production technologies. Among the personal localite sources, neighbours and friends are main sources for receiving information by majority of respondents followed by progressive farmers, relatives fertilizer and pesticide dealer and local leaders, for obtaining information on FCV tobacco production technologies. This may be due to the fact that they are easily accessible to the farmers with their neighbours and friends, progressive farmers and relatives. The findings

Among the personal cosmopolite sources of communication the extent of use was bit higher compared to personal localite, mass media and new media sources. Among the personal cosmopolite sources, extension personnel of tobacco industry and tobacco board are main sources for diffusing information on FCV tobacco production technologies followed byScientists of CTRI, extension personnel of Agricultural department and the Scientists of Agricultural University, because of good extension activities related to FCV tobacco cultivation organized in the area. The reliability and trustworthiness about the sources may be due to their frequent visit, which would have developed more rapport with farmers. This may be one of the reason for being the major cosmopolite sources. Similar findings were made by Pamadi (1980), Rotty (1983), Aski (1996) and Ramasubramanian et al. (2003).

With regard to mass media sources of communication, pamphlets / leaflets / folders, Television, Farmer’s training, Newspaper, demonstration and Radio are the chief sources of communication used for obtaining information on FCV tobacco production technologies. Sangitha (2001), Ramasubramanian et al., (2003). Nirmal kumar (2003), Siddeshwara (2006) and Soogha (1993) were also made similar findings.

The New media sources of communication like video-on-wheel programme and tobacco farmer’s portal were utilized to a limited extent. It is interesting to see that none of the respondents consulted Kissan call centre to receive information either regularly or occasionally regarding FCV tobacco production technologies. This may be due to lack of awareness, knowledge and accessibility on the Tobacco farmer’s portal and Kissan call centre. Even though new media have been doing lot of works, the accessibility is again in the stand still.
5.2.3. **Rank order of different sources of communication utilized by the farmers**

Over all, the data presented table-9, revealed that in general, out of four categories of communication sources, personal cosmopolite sources received first rank with average mean score of (1.74) followed by mass media sources of communication with average mean score of (1.66), the personal localite sources of communication ranked third with average mean score of (1.49) and followed by new media sources of communication (1.24) for seeking information on FCV tobacco production technologies. Similar findings were made by Sabyasachi Ray (2004).

5.3. **Source credibility as perceived by FCV tobacco farmers**

Table-10 exhibited the credibility of the sources consulted by the FCV tobacco farmers in getting the information needed about the FCV tobacco production technologies. It could be seen that among personal cosmopolite sources extension personnel of Tobacco Industry FCV tobacco farmers by Scientists of CTRI Scientists as they provide technical information at all stages of FCV tobacco cultivation and visiting their fields regularly. This effort helps to build and maintain a good reputation among the farming community. The FCV tobacco farmers consult the scientists of tobacco research station. This may be due to existence of tobacco research station in the study area and it may be due to scientists are specialized in FCV tobacco cultivation. Among localite sources of communication, neighbours and friends was more credible source of communication followed by progressive farmers. And none were expressed the fertilizer and pesticide dealers as credible source of information. Neighbours and friends are available within the reach of all the FCV tobacco farmers on and around their social system. Since neighbours and friends are member of their own social system, the FCV tobacco farmers might be under impression that the information obtained is highly dependable, believable and found to be the
trustworthiness’ addition, the recommended technologies adopted in their fields were observable and problems can be discussed.

The credibility of mass media sources, farmer’s training was more credible followed by pamphlets / leaflets / folders, Television, Demonstration and radio as higher credible sources of information. Field day / field trips, exhibition and film show were found to be least credible sources of information. As and when farmers watch TV, listen to radio, reading pamphlets and participate in farmers training, they must have had the information.

Among the New media sources of communication video-on-wheel programme was found most credible followed by Farmer’s portal “Tambaku Vedike” as least credible source of information and none of the farmers were expressed the Kissan call centre as a credible source of information. The results indicate that extension personnel of Tobacco industry and Tobacco Board were the most credible information sources followed by neighbour and friends, farmers training, agricultural literature and Scientists. The findings were similar to the results reported by Vijayaraghavan and Subramanian(1981), Rushdi(1995) and Waghmare (1998).

5.4. Relationship among personal, socio-economic and psychological characteristics of the FCV tobacco farmers and their communication source utilization pattern

Data presented in Table-11 clearly shows that FCV tobacco farmers vary in the characteristics of personal, socio-economic and psychological characteristics such as age, education, land holding, annual income, experience in FCV tobacco cultivation, family size, family type, social participation, level of perceived source credibility and market orientation. These characteristics may also have a bearing on the selectivity and preference for a particular source. The age of the farmers found to be non-significant relationship with communication source utilization. The probable reason is that youngsters with lower access for information
sources. This is in conformity with the findings reported by Mande et al., (1993), Rusdi (1995), and Naresh Prasad et al., (2006).

Highly significant relationship between educational level and communication source utilization pattern was because of this who were educated had an opportunity to get exposed to print media on the subject and more likely to be receptive to new ideas and trained their mental fitness to remember better. It is also likely that they have frequent contacts with extension agency, thereby acquiring more information. The findings are in agreement with Hegde (1986), Javle and Nachane (1994), Dudani and Rao (1995).

The annual income of the farmers found to positive and significant relationship with the communication utilization pattern of FCV tobacco farmers. This could be due to the fact that higher landholding is resulted to higher income and quite naturally had higher contacts with the outside agencies. These findings are in conformity with results of Patel et al., (1994), Rusdi (1995), Chandrashekar (1999), Babanna (2002). It was clear from the Table-8 that the positive and significant relationship was found between landholding and social participation with communication sources utilization pattern. The education of the farmers might have influenced in going for medium holdings of FCV tobacco cultivation. And subsequently they might have going for medium level social participation and information source utilization. As the farm size of the farmer increased, the utilization of personal cosmopolite, mass media and new media sources also increased and the chi-square value indicated significant relationship between the land holding and communication sources utilization. The findings were similar to the findings of Kantharaju (1980), Ravishankar (1995), Mande et al., (1993).

The source credibility is another psychological variable which had highly significant relationship with communication sources utilization pattern of FCV tobacco farmers. This might
be due to the fact that farmers who are scientifically oriented towards sources to get information will have a positive attribute towards scientific source of information. This was in agreement with the Rushdi (1995), Wagdhare (1998) and Jyothi (2000).

It is quite clear from the Table-11 that the calculated chi-square value indicated non-significant relationship of communication source utilization with the experience in FCV tobacco cultivation of the farmers. The reason may be that they were not aware which is beneficial and which is harmful with their level of experience. The reason for the non-significant relationship between market orientation and communication source utilization pattern of FCV tobacco farmers could be due to the fact that the time of consulting information specialists apart from getting information to crop, they may not gain information related to marketing of produce and price. So information utilization of FCV tobacco farmers could not boost the market orientation of the farmers. The results were supported by Basavaraj (1987), Babanna (2002). It is evident from Table-8 that the farmers under medium family category utilized more of personal cosmopolite and mass media sources than small and large family category farmers. The relationship between communication sources utilization and their family size was found to be non-significant.

The results are discussed pertaining to the relationship between the communication source utilization and family type of the FCV tobacco farmers. The use of personal cosmopolite, mass media and new media sources are high in joint family type category and low in use of personal localite sources compared to nuclear family type category. The relationship between communication source utilization and family type was found non significant.
5.5. Role of Media in empowerment of FCV tobacco farmers

5.5.1. Media Access

The accessibility of various communication media is very essential for sustainable agriculture development. Media are required to provide FCV tobacco farmers about the various aspects of production. Personal cosmopolite sources of communication tops the list with accessibility to the respondents from the development of FCV tobacco farmer’s point of view. Mass media comes next followed by personal localite sources of communication and news media. It is noted that only a few number of farmers had no accesses to media. The rural people still have the difficulty in accessing crucial information in order to make timely decisions even in present age of communication revolution (Table-12).

5.5.2. Frequency of media

Frequency of information and dissemination also matters from the point of view of empowering the FCV tobacco farmers with the timely information to take up decisions to adopt the recommended technologies. The Table-13 reveals that the personal cosmopolite sources of communication / media are frequent and regular in flow of information followed by mass media, personal localite and new media sources to the limited extent.

5.5.3. Relevance of information among FCV tobacco farmers

Relevant information is must for the farmers. If the condition of the farmers has to improve socially and economically, media are required to play a responsible role in providing the farmers with relevant information about various aspects of FCV tobacco production technologies. An examination of Table-14 reveals that the personal cosmopolite sources / media of communication provide the farmers with most relevant information on various FCV tobacco
production technologies. Mass media comes next followed by personal localite sources and new media.

5.5.4. Creation of awareness among FCV tobacco farmers

Farmers are to be aware of the developments in the field of FCV tobacco farming including new technologies, innovations and resources. Media are required to bring awareness among FCV tobacco farmers for the adoption of innovation and to attain the programme in the production and quality of FCV tobacco. The data presented in the Table-15 reveals that the personal cosmopolite sources / media of communication forms as major sources in creating awareness among the FCV tobacco farmers followed by mass media, new media and personal localite sources of communication.

5.5.5. Enhancement of knowledge of FCV tobacco farmers

Knowledge becomes an important factor for the farmers to increase the FCV tobacco production with acceptable quality. The goal of increasing production can be achieved by motivating the farmers to accept the innovations. One reason that attributed to non-acceptance of innovation by farmers is due to lack of sufficient knowledge about innovation. Hence, media play a very important role in enhancing the farmer’s knowledge. They have to be knowledgeable with respect to the recommended practices of FCV tobacco production technologies (Table-16). Personal cosmopolite sources of communication provides necessary knowledge to the farmers on FCV tobacco production technologies considerably when compared to the mass media followed by personal localite sources of communication and new media to adopt the technologies of FCV tobacco production.
5.5.6. Adoption of innovation among FCV tobacco farmers:

The table 17 indicates that the personal cosmopolite sources play a main role in persuading the farmers to the extent of 80.00% to adopt FCV tobacco production technology followed by mass media (42.00%), new media (10%) and personal localite sources (3.33%).

5.5.7. Credibility of media among FCV tobacco farmers

Communication sources / media have the responsibility of providing the farmers with credible information about the means and methods of achieving more production / good quality leaf in FCV tobacco farming. Farmers depend more upon media for most of the information and hence media need to be dependable. The Table-18 exhibited that the personal cosmopolite source provides credible information to the farmers followed by mass media, personal localite sources of communication and new media.

5.5.8. Participation of FCV tobacco farmers in development programmes of FCV tobacco

The Table-19 indicates that the personal cosmopolite sources of communication play a major role in persuading the farmers to participate actively in FCV tobacco development programmes followed by personal localite sources of communication and mass media to the extent of and the new media has not persuade the farmers in this regard.

5.5.9. Improvement of productivity among FCV tobacco farmers

Communication sources / media are required to play an important role in increasing the production and productivity of FCV tobacco crop. Media are also required to provide good extension services to the farmers in this regard. Personal cosmopolite sources of communication provide the farmers with most of the information on increasing production and productivity, personal localite sources and the new media only to the limited extent and the role of new media was meager in this regard (Table -20).
5.5.10. Marketing opportunities among FCV tobacco farmers

The Table-21 reveals that the personal cosmopolite sources of communication provide the farmers with most of the information with regard to marketing followed by the personal localite sources, mass media and new media. It is noted that the mass media and new media play a very meager role with regard to providing market information among FCV tobacco farmers.

5.5.11. Leadership development among FCV tobacco farmers

It can be examined from the Table-22 that personal cosmopolite, sources of communication succeed most in promoting leadership qualities among FCV tobacco farmers followed by personal localite sources and mass media. The mass media and personal localite sources of communication have not played notable role in this regard and the role of new media not at all felt with regard to promoting leadership qualities among FCV tobacco farmers. The Table-12 reveals that the personal cosmopolite sources of communication persuading the FCV tobacco farmers regarding the inputs supply to the extent followed by personal localite sources and mass media. The mass media do not play the significant role in providing information on supply of inputs with credit facility. The role of new media not felt with regard to providing information on supply of inputs.

5.5.12. Information about input supply among FCV tobacco farmers:

The Table-23 reveals that the personal cosmopolite sources of communication persuading the FCV tobacco farmers regarding the inputs supply to the extent (98.00 %) followed by personal localite sources (36.00 %) and mass media (3.33 %). The mass media do not play the significant role in providing information on supply of inputs on competitive with credit facility. The role of new media not felt with regard to providing information on supply of inputs.
5.5.13. Information on supply of other technological inputs

The Table-24 reveals that the personal cosmopolite sources of information play a major role in providing information on other technological input supply and persuading farmers to adopt the technologies followed by personal localite sources of communication. The role of mass media and new media not at all felt with regard to providing information on supply of other technological inputs.

5.5.14. Providing information on credit facilities among FCV tobacco farmers

The Table-25 reveals that the personal cosmopolite sources of communication provides the information on credit facilities available to the FCV tobacco farmers followed by personal localite sources of communication and mass media and it is noted that mass media play a very meager role in this regard and the role of new media not at all felt with regard to providing information on credit facilities to the FCV tobacco farmers.

5.5.15. Farmer’s welfare insurance scheme

The personal cosmopolite sources provide the information on farmers’ Welfare insurance scheme followed by personal localite sources and mass media. The mass media do not play the notable role in this regard and the role of new media not at all felt in this regard to provide information on farmer’s welfare insurance scheme to empower the FCV tobacco farmers (Table-26).

5.5.16. Providing information on awards to FCV tobacco farmers

The personal cosmopolite sources (Table-27) found to be playing major role followed by mass media and personal localite sources in providing information on Best farmer’s award. The mass media and personal localite sources played a very meager role and new media role was
not at all felt in this regard to motivate the farmers providing information on facilitation of Best farmer’s award.

Several workers made observations on media access, frequency of media, relevance of information, media awareness, enhancement of knowledge, adoption of innovation, credibility of media, participation of farmers in development programmes, improving productivity, marketing opportunities, leadership development, input supply, other technological inputs, credit facilities, insurance scheme and farmer’s awards. It was found that the personal cosmopolite and mass media sources playing major role in empowering of FCV tobacco farmers. The reason may be due to more of extension activities carried in the study area under private-public extension system which include CTRI, Tobacco board and the tobacco industry. The present findings are in conformity with Narayanappa (2004), Sannibabu et al., (2003), Subramanian (1978), Oliver (1975) and Preethi Sharma (2006).

5.6. Media usage in extension activities to disseminate FCV tobacco production technologies

5.6.1. Media used in dissemination of FCV tobacco production technologies by extension personnel

The data (Table-28) about the use of various media in extension activities to disseminate FCV tobacco production technologies to the farmers are placed into four groups namely interpersonal media, Extension media, Print media and electronic media.

5.6.1.1 Inter personal media

It is evident from the, among the interpersonal communication media, it has been observed that the majority of the extension personnel informed that they were mostly using farm and home visit followed by attending to office calls and giving information over phone. The
extension personnel moderately using the giving information over telephone and office calls and they were using the farm and home visit to the limited extent only.

The ranking made revealed that farm and home visit received first rank followed by office calls and informing the farmers over phone.

5.6.1.2. Extension media

Among the extension media, it is clear from the study that the extension personnel mostly using farmer’s training followed by conducting demonstrations, field day/field trips and educational tour. Some of the extension personnel informed that they have mostly used conducting exhibition, models and specimens to the limited extent only. The ranking made revealed that farmer’s training received first rank followed by demonstrations and field day/field trips, education tour, Models/specimens and exhibition received fourth and fifth rank to disseminate FCV tobacco production technologies.

5.6.1.3. Print media

The extension personnel mostly used pamphlets/leaflets/folders to disseminate FCV tobacco production technologies. Majority of them never utilized writing articles to newspaper and agricultural magazines respectively.

The ranking revealed that pamphlets/leaflets/folders received first rank followed by agricultural magazines and newspaper received second and third rank to disseminate FCV tobacco production technologies.

5.6.1.4. Electronic media

It has been observed that the Tobacco farmer’s portal – Tambaku vedike was mostly utilized by extension personnel. Video-on-wheel, local TV network and giving television programmes were mostly used to the limited extent. Whereas, majority of extension personnel
never utilized electronic media viz., radio, giving television programme, film show and local TV network, as their source to disseminate FCV tobacco technologies. The data revealed that video-on-wheel programme received first rank followed by local TV network and film show, Tobacco farmer’s portal. Whereas, giving television programme and radio talk received fourth and fifth rank utilizing for the diffusion of FCV tobacco technologies to the farming community.

The overall ranking indicates that the farm and home visit received first rank followed by distribution of pamphlets/leaflets/folders, conducting Farmer’s training, conducting demonstration in farmer’s field and organizing field day / field trips , and attending to office calls in dissemination FCV tobacco production technologies to farmers. The findings are conformity with those of Khara (1967); Bhaskaran (1970); Veerabhadraiah (1975) and Gupta (1999).

5.6.1.5. Rank order of different media utilized by the extension personnel in dissemination of FCV tobacco production technologies

Overall, the data (Table-29) revealed that in general out of four categories of media, interpersonal media received first rank. The second important media used by extension personnel was extension media ranked second. Print media and electronic media utilized by the extension personnel stands third and fourth rank for dissemination of information with regard to FCV tobacco production technologies to the farming community. The reason may be that the extension personal did not have proper education about the electronic media and their utilization. The finding of the study is in conformity with the findings of Venkatappa (1983), Byra Reddy (1977), Sonaria (1977), Sridhar (1977) and Chidanandappa and Veerabhadraiah (1988).
5.6.2. Media used in dissemination of FCV tobacco production technologies by the Scientists

It is evident from the table 30 that the media used in dissemination of FCV tobacco technologies by the Scientists are depicted in following categories viz., Inter personal media, extension media, print media and electronic media.

5.6.2.1. Inter personal media

The study revealed that among inter personal media; the Scientists were mostly using office calls to s a chief media in dissemination of FCV tobacco technologies. The Scientists moderately used farm and house visit and giving information over phone to the farmers.

The ranking revealed that the Scientists used office call as chief media, received first rank followed by giving information over telephone and farm and home visit received second and third rank respectively in dissemination of FCV tobacco technologies to the FCV tobacco farming community.

5.6.2.2. Extension media

Among the extension media, it is clear from the data that majority of the Scientists mostly using farmer’s training, organizing field day / field trips and demonstration. The ranking indicates that Scientists employed farmer’s training to disseminate information on FCV tobacco technologies received first rank followed by field days / field trips, ranked second. Demonstration received third rank models / specimen, exhibition and educational tour, stands fourth, fifth and sixth rank in dissemination of FCV tobacco technologies to the FCV tobacco farming community.

5.6.2.3. Print media

It has been observed that the majority of the Scientists mostly used pamphlets / leaflets / folders as a chief media in diffusion of FCV tobacco production technologies. Among the print
media used by the Scientists writing and distribution of pamphlets / leaflets / folders received first rank followed by agricultural magazines and newspaper ranked second and third respectively in dissemination of FCV tobacco technologies to the farmers.

5.6.2.4. Electronic media

It is evident that the majority of the Scientists mostly using Farmer’s portal Tambaku Vedike as main media to transfer FCV tobacco production technologies. Among the electronic media used by the Scientists, Tobacco farmer’s portal and giving television programme received first rank followed by radio talk, giving programme in local TV network, Video-on-wheel and film show in dissemination of FCV tobacco production technologies to the farming community.

The overall ranking revealed that the distribution of pamphlets / leaflets / folders received first rank followed by Farmer’s training, field day / field trips, attending to office calls and demonstrations to diffuse information on FCV tobacco production technologies by the Scientists. The results are similar to the findings of Punam Tiwari (2006); Akian Bode (1981) and Rockett (1982).

5.6.2.5. Rank order of different media used by the Scientists in dissemination of FCV tobacco production technologies

Overall the data (Table-31) revealed that in general, out of four categories of media, print media received first rank. The second important media used by the Scientists was extension media followed by Inter personal media and the electronic for dissemination of FCV tobacco production technology to the farmers This may be due to the reason that, they were highly educated about the utility of the print media items in their training programmes attended at various places in the campus and outside the campus in the study area. The findings of the study

5.7. Infrastructure facilities for communication established by participating agencies

It is observed from the Table-32 that most of the infrastructure facilities for conducting trainings were lacking with Tobacco board and tobacco industry. Inadequate man power and infrastructure are observed during the study period. Similar observations were made by Preeti Sharma and Mahajan (2004) where, agencies were working in collaboration with each other