



## Research Article

# SUGGESTIVE MODEL FOR TRANSFER OF TECHNOLOGY, CONSTRAINTS FACED IN GETTING INFORMATION WITH RESPECT TO GROUNDNUT PRODUCTION TECHNOLOGY

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**Abstract-** With a view to support larger group of groundnut growers with agricultural information in future, it seems worthwhile to determine the information needs of the groundnut growers. A good source of communication directly affects the adoption process. Without a suitable source or channel, it is not possible to convince all the farmers and rural citizen for the adoption of ICT. In India it is important that the extension administrators should decide the effective communication sources before development of any system for the higher adoption at a farmer's level, in particular with this context it is necessary to develop a suggestive model for transfer of information for groundnut growers. The most important constraints faced by the groundnut growers were: Agricultural information is not available as and when required and information is not available at co-operative societies. The important suggestions offered by majority of groundnut growers' were: Agricultural information centre should be established at village and required information should be available at co-operative societies.

**Keywords-** Suggestive model, Constraints, Suggestions, Groundnut growers

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## Introduction

Information is considered as a critical input in decision-making. Information is known as power, those who own it. In contrast, lack of information causes uncertainty about the possible impact of decisions on results. Lack of accurate and timely information is one of the important factors for the inefficiency and imperfections observed in the agricultural marketing system in India [1,2]. Now, 'Information' has started gaining importance. Besides the development of the theory of information, the need to have information systems to facilitate sound decisions in agriculture were greatly felt [3]. There is a need to have an integrated system providing the required information to the various decision-makers at the right time and place.

Agriculture sector would demand for quickly approaching quite a larger area with a variety of information right from inputs, production, grading and marketing. It is not feasible to reach in person regularly to every farmer to convey high-tech farm techniques. Hence, the future extension strategy would concentrate on distant extension education by way of newspapers, radio, TV, mobile phones, village resource centres or electronic media. Further, all these media would require to carry information as per the demand of the producers. For preparing good content of information on groundnut farming, it should be based on the information needs of the farmers. The content based on actual need of the users will be of great interest and use by them. Keeping in view the study was conducted with following objectives:

1. To suggest a model of technology transfer to cater the information needs of the groundnut growers.
2. To analyze constraints faced by groundnut growers in getting information regarding various aspects of groundnut production.

To seek suggestions of the groundnut growers to overcome the constraints faced by them in getting information related to groundnut production

## Materials and Methods

A component was included in the original interview schedule to find out growers' information needs along with time frame when it is needed. During actual collection of data, respondents were requested to give their opinion about the period, when they are in need of information for each group and sub-group areas of the information related to groundnut production. The information, so collected was summarized to prepare a suggestive model for transfer of groundnut production technology.

For ascertaining the constraints faced by the respondents in getting information regarding groundnut production technology an explorative study was made. Constraints were collected from the respondents and percentage was worked out for each constraint. To trace the relative importance of constraints, overall ranks were assigned on the basis of percentage.

To overcome the constraints, the suggestions were kept open before the respondents. The suggestions were collected from the respondents and percentage was worked out. To trace the relative importance of the suggestion, the overall ranks were assigned on the basis of percentage.

## Discussion

### Suggestive model for transfer of groundnut production technology

A suggestive model for transfer of groundnut production technology based on growers' information needs was prepared. Attempt was also made to suggest the exact period of the year, when the farmers would be in need of the information

related to a specific aspect of groundnut production technology. For transfer of information for each group and sub-group areas of the information related to groundnut production is presented in [Fig-1].

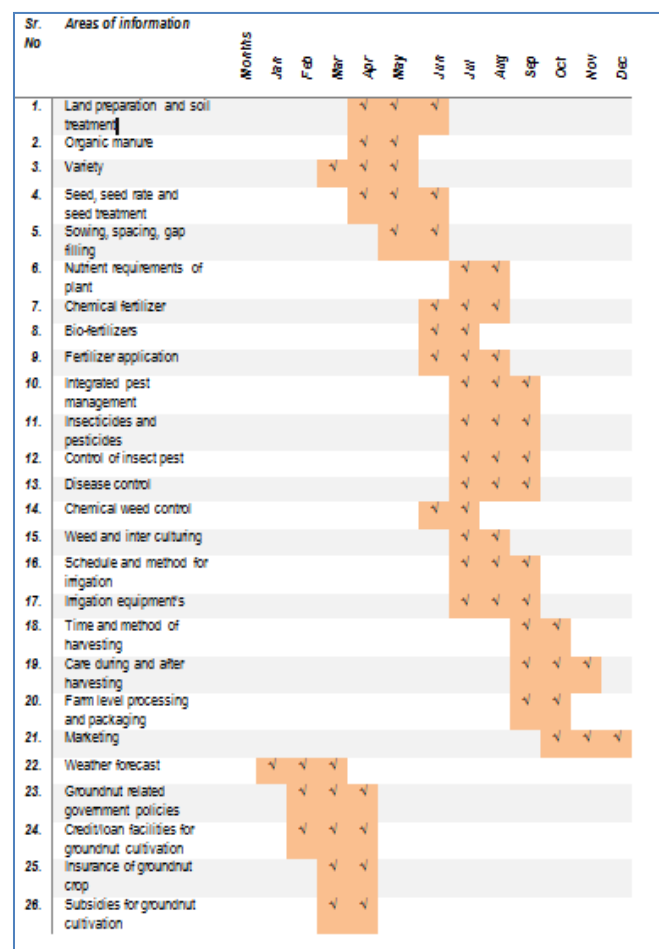


Fig-1 Suggestive Model for Transfer of Groundnut Production Technology

### Constraints faced by Groundnut growers in getting information

Table-1 Distribution of the respondents according to the constraints faced in getting information regarding various aspects of groundnut production technology. (n = 120)

Sr. No.	Constraints	Total score	Per cent	Rank
1.	Agricultural information is not available as and when required	92	76.67	I
2.	Information is not available at co-operative societies	84	70.00	II
3.	Insufficient organization of field demonstrations	78	65.00	III
4.	Lack of government policies related to agriculture marketing	77	64.17	IV
5.	Lack of information on side of VLWs	74	61.67	V
6.	Time of telecast of TV programme is not suitable	72	60.00	VI
7.	Irregular visit of VLWs	70	58.33	VII
8.	Agricultural information is not published regularly in newspaper	68	56.67	VIII
9.	Agricultural information telecasted through TV is not timely	65	54.17	IX
10.	None is organizing field trips to research stations	64	53.33	X
11.	TV programmes are not repeated at peak time	62	51.67	XI
12.	Agricultural information broadcasted through radio is not timely	60	50.00	XII
13.	Agricultural information received through magazines is not understandable	58	48.33	XIII

14.	Time of broadcasting of radio programme is not suitable	55	45.83	XIV
15.	Agricultural information telecasted through TV is not understandable	54	45.00	XV
16.	Agricultural information broadcasted through radio is not understandable	49	40.83	XVI
17.	High cost of published literatures	40	33.33	XVII
18.	Agricultural information in newspaper is not understandable	38	31.67	XVIII
19.	Complexity of technical words	35	29.17	XIX
20.	Location of research station is far away	34	28.33	XX

The data presented in [Table-1] revealed that out of twenty items of constraints experienced by the groundnut growers in getting information regarding various aspects of groundnut production technology in descending order of rank were agricultural information is not available as and when required (76.67 per cent), followed by information is not available at co-operative societies (70.00 per cent), insufficient organization of field demonstrations (65.00 per cent), lack of government policies related to agriculture marketing (64.17 per cent), lack of information on side of VLWs (61.67 per cent), time of telecast of TV programme is not suitable (60.00 per cent), irregular visit of VLWs (58.33 per cent), agricultural information is not published regularly in newspaper (56.67 per cent), agricultural information telecasted through TV is not timely (54.17 per cent), none is organizing field trips to research stations (53.33 per cent), TV programmes are not repeated at peak time (51.67 per cent), agricultural information broadcasted through radio is not timely (50.00 per cent).

### Suggestions offered by respondents to overcome the constraints

Table-2 Suggestions offered by the groundnut growers to overcome the constraints in getting information regarding various aspects of groundnut production technology. (n = 120)

Sr. No.	Suggestions	Total score	Per cent	Rank
1.	Agricultural information centre should be established at village	84	70.00	I
2.	Required information should be available at co-operative societies	82	68.33	II
3.	Information about TV/radio programme should be available as per requirement of farmers	80	66.67	III
4.	Agricultural information should be published in leading newspapers everyday	76	63.33	IV
5.	Separate TV channel should be started	70	58.33	V
6.	VLWs should visit regularly	68	56.67	VI
7.	TV telecast shall be at suitable time	66	55.00	VII
8.	Field demonstrations should be organized	63	52.50	VIII
9.	Message given through different media should be simple and in understandable form	60	50.00	IX
10.	Radio broadcast shall be at suitable time	58	48.33	X
11.	Field trip to research stations should be organized	55	45.83	XI
12.	Information kiosks for agriculture shall be established	49	40.83	XII

On the basis of rank order of frequency/percentage, it is clearly observed from [Table-2] that great majority of the groundnut growers suggested that agricultural information centre should be established at village (70.00 per cent), followed by required information should be available at co-operative societies (68.33 per cent), information about TV/radio programme should be available as per requirement of farmers (66.67 per cent), agricultural information should be published in leading newspapers every day (63.33 per cent), separate TV channel should be started (58.33 per cent), VLWs should visit regularly (56.67 per cent), TV telecast shall be at suitable time (55.00 per cent), field demonstrations should be organized (52.50 per cent), message given through different media should be simple and in understandable form (50.00 per cent).

### Conclusion

The findings of the study led to concluded that the suggestive model was prepared to propose the exact period of the year, when the farmers would be in need of the information related to a specific aspect of groundnut production technology.

The most important constraints faced by the groundnut growers were: Agricultural information is not available as and when required, information is not available at co-operative societies, insufficient organization of field demonstrations, lack of government policies related to agriculture marketing, lack of information on side of VLWs, time of telecast of TV programme is not suitable, irregular visit of VLWs, agricultural information is not published regularly in newspaper. The important suggestions offered by majority of groundnut growers' were: Agricultural information centre should be established at village, required information should be available at co-operative societies; information about TV/radio programme should be available as per requirement of farmers. So, extension personnel will emphasized above constraints, which resulted effective transfer of technology of groundnut and increase productivity.

**Conflict of Interest: None declared**

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