



Research Article

SOCIO-ECONOMIC, PSYCHOLOGICAL AND COMMUNICATIONAL ATTRIBUTES OF THE SESAME GROWERS OF JABALPUR DISTRICT OF M.P.

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Abstract- The research study was undertaken in Jabalpur district of M.P. under ex-post facto research design and planned to know the socio-economic, psychological and communicational attributes of the sesame growers. Ten different villages of Sihora block were selected randomly. Thus, in all, 100 sesame growers were interrogated through pre-tested structural interview schedule to constitute the samples for the investigation. The study uncovered the facts that majority of the sesame growers belonged to middle age, had education up to middle level, possess small land holdings with marginal land under sesame. It was also observed that a large number of them had low material possession, no participation in social organizations and falls under medium annual income group with low socio-economic status. The communicational attributes like exposure to mass media and extension participation were found to be low in majority of them. Although the sesame growers had medium knowledge and adoption level of sesame production technologies, they were seen to have high scientific orientation.

Keywords- Socio-economic, Psychological, Communicational, Sesame growers.

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Introduction

Sesame (*Sesame indicum* L.), commonly known as Til, is one of the important edible oilseeds cultivated in India. It is a rich source of oil (50%) and protein (18-20%). A 100g of seed provides 592 calories of energy. Having such attributes, it is well known as "poor man's alternate for ghee" [1]. Sesame oil has excellent nutritional, medicinal, cosmetic and cooking qualities for which it is known as the "the queen of oils". Due to presence of potent antioxidants, sesame seeds are called as "the seeds of immortality" [2]. It has a vast field of applications such as edible purposes, in industries like paints, pharmaceuticals, insecticides, cosmetics, soap making etc. Sesame is also used as a cattle feed especially for milch animals and as manure due to presence of 6-6.2% N, 2-2.2% P and 1-1.2% K in its cake [1]. Sesame is cultivated over an area of 16.73 lakh hectares with a production of about 6.85 lakh tonnes and average yield of 409 kg/ha in India [3]. The major sesame growing states are West Bengal, Rajasthan, Madhya Pradesh, Gujarat and Uttar Pradesh. In Madhya Pradesh sesame is mainly grown in Chhatarpur, Tikamgarh, Sidhi, Shahdol, Morena, Shivpuri, Sagar, Damoh, Jabalpur, Mandala, East Nimar and Seoni districts of the state. Keeping in view the study was conducted with the objective to know the socio-economic, psychological and communicational attributes of the sesame growers.

Materials and Methods

Out of seven blocks of Jabalpur district, the present study was conducted in Sihora block which is having lowest productivity (on an average 375 kg/ha) under sesame cultivation was purposively selected [3]. Ten villages having larger area under sesame were randomly selected from the Sihora block for the purpose. 10 sesame growers were randomly selected from each selected

villages making a sample of 100 sesame growers. Thus, purposively three stage sampling procedure was used to constitute the sample. A well-structured, pre-tested interview schedule was prepared in view of the objectives of the study and data were collected by personal interview of selected sesame growers. The collected data were scored, classified, analyzed and presented in the form of frequency count and percentage in the tables.

Results

The study revealed that majority of the respondents (59.00%) were of medium age group (36-55 years) and had middle level of education. This might be due to lack of educational institutions during the past time in the villages. With regards to land holding, majority of them (41.00%) possess small land holding (1.1 to 2 ha) and 88.00 per cent had marginal land (up to 1 ha) under sesame cultivation. Jahagirdar *et al.* (2012) [5] and Sagar *et al.* (2004) [6]. The conversion of joint families into medium families and land holding into small and marginal land holdings may be the reason behind this. A majority of the respondents (67.00%) were observed to have low material possession which comprised household, transport, agricultural and communicational materials because of poor socio-economic status and found to have no social participation (88.00%). Lack of leisure time and interest in the social activities might be the reason for such finding. The work of Singh (2003) [7] and Machhar *et al.* (2015) support the present findings [8]. Regarding the annual income, the study found that 47.00 per cent of the sesame growers were observed in medium annual income group (50,001-1,00,000) and nearly 60.00 per cent belonged to low socio-economic status.

Table-1 Distribution of respondents according to their socio-economic, psychological and communicational attributes

S. no.	Attributes	Frequency	Percentage
1	Age		
	Young (up to 35 years)	30	30.00
	Middle (36-55 years)	59	59.00
2	Education		
	Illiterate	22	22.00
	Primary	18	18.00
	Middle	25	25.00
	High and high secondary	24	24.00
	College	11	11.00
3	Land holding		
	Marginal (up to 1 ha)	34	34.00
	Small (1.1 to 2 ha)	41	41.00
	Medium (2.1 to 3 ha)	06	06.00
4	Area under sesame		
	Marginal (up to 1 ha)	19	19.00
	Small (1.1 to 2 ha)	88	88.00
	Medium (2.1 to 3 ha)	11	11.00
5	Material possession		
	Low	01	01.00
	Medium	32	32.00
	High	67	67.00
6	Social participation		
	No participation	00	00.00
	Low	01	01.00
	Medium	11	11.00
7	Annual income		
	Below Poverty Line (up to Rs. 24,000/-)	02	02.00
	Low (Rs. 24,001 to 50,000/-)	21	21.00
	Medium (Rs. 50,001 to 1,00,000/-)	47	47.00
	High (Rs. 1,00,001 and above)	30	30.00
8	Socio-economic status		
	Low	61	61.00
	Medium	39	39.00
9	Mass media exposure		
	Low	00	00.00
	Medium	21	21.00
10	Extension participation		
	Low	02	02.00
	Medium	26	26.00
11	Knowledge level		
	Low	05	05.00
	Medium	69	69.00
12	Adoption level		
	Low	27	27.00
	Medium	46	46.00
13	High		
	Low	27	27.00
	Medium	46	46.00
	High	27	27.00

Discussion

The study further revealed that 77.00 per cent of the respondents had low exposure to mass media [9] and extension participation was found to be low in majority of them (69.00%) Rajput (2005) [10]. This may be due to irregular visits of grass root level workers and non conduction of extension activities in the villages. A perusal of the study indicates that scientific orientation was found high in majority of the respondents (66.00%) It may be due to the higher expectations and belief in scientific technology. Knowledge regarding sesame production technology was observed to be medium in about half of the respondents (53.00%). This might be due to low extension participation, poor mass media exposure, irregular visits of RAEs and lack of trainings on improved sesame production technology. The finding finds support with that of Singh and Sharma (2005) [11] and Pare et al. (2006) [12]. It was noteworthy that a majority of the

sesame growers (46.00%) are medium adopters of sesame production technology Anonymous (2004-05) [13].

Conclusion

In nut shell the results of the study can be concluded as majority of the sesame growers with middle level of education were observed in middle age category with small land holdings and marginal land under sesame cultivation. Material possession, socio-economic status, exposure to mass media and extension participation were found to be low in most of the growers. No social participation was seen among the majority of the growers and they falls under medium group of annual income. Knowledge and adoption regarding sesame cultivation technology was found to be low in majority of the sesame growers. All these socio-economic, psychological and communicational attributes have an effect on the sesame productivity of the area.

Conflict of Interest: None declared

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