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A COMPARATIVE ANALYSIS OF MASS MEDIA EXPSOURE AMONG THE TRAINED AND UNTRAINED PADDY FARMERS IN INTEGRATED PEST MANAGEMENT

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Abstract:

Paddy is an important food grain crop in India and is having a prime role in our agriculture. Green revaluation is associated not only with higher productivity through enhanced productivity, but also with several negative ecological and social consequences. serious problem have developed where indiscriminate use of pesticide in excess with consequent failure to produce expected yield resulted in economic loss. A sample size of One twenty farmers was selected, which comprised of sixty trained farmers and sixty farmers trained farmers. Data were personally collected through structured interview schedule and the result were analysed using simple percentage analysis, zero order correlation, 't' test and critical ratio. The result may be observed that there was a significant difference between the trained and untrained farmers with respect to mass media exposure.

Review of Literature:

Velusamy (1996) reported that 50.83 per cent of the respondents had low level of mass media exposure, followed by medium (26.67 per cent) and high (22.50 per cent) levels.

Venkatesan (1997) reported that more than half (56.67 percent) of the respondents had a moderate level of exposure to mass media source, followed by one-fifth (25.00 per cent) with low leel of media exposure. High level of exposure was found with less than one-fifth (18.33 per cent) of the respondents. Moreover radio was of the major source.

Introduction:

Paddy is an important food grain crop in India and is having a prime role in our agriculture. Green revaluation is associated not only with higher productivity through enhanced productivity, but also with several negative ecological and social consequences. Serious problem have developed where indiscriminate use of pesticide in excess with consequent failure to produce expected yield resulted in economic loss. A sample size of One twenty farmers was selected, which comprised of sixty trained farmers and sixty farmers trained farmers. Data were personally collected through structured interview schedule and the result were analysed using simple percentage analysis, zero order correlation, 't' test and critical ratio. The result may be observed that there was a significant difference between the trained and untrained farmers with respect to mass media exposure.

Research Methodologies:

In the Nagapattinam district, the Central Integrated Pest Management Centre has organized training on integrated pest management only in three blocks namely, Nagapattinam, Sirumarugal and Kollidam. Of the three blocks, Kollidam block was selected by simple random sampling. The list of villages of Kollidam block, where training was offered by central integrated pest management center was considered for the seledtion of the traine farmers. From that list, four villages, namely Arsur,

Mudhalaimedu, Mathiravelur and Perampur were selected by simple random sampling. The remaining thirty three villages of Kollidam block where no training was given by central integrated pest management center on integrated pest management were considered for the selection of untrained farmers. Of the thirty three villages, four villages, namely, Kunnam, Thillainathan, Uppangadu and Velangudi were selected by simple random sampling

Finding and Discussion:

Table 1: Distribution of respondents accordingly to their mass media exposure

S.No	Category	Trained farmers (n=60)		Untrained farmers (n=60)	
		Number	Per cent	Number	Per cent
1.	Low	9	15.00	16	30.00
2.	Medium	26	43.33	28	46.67
3.	High	25	41.67	14	23.33
	Total	**60**	**100.00**	**60**	**100.00**

Mean Score 18.60, Mean Difference 4.41
t-value 4.21
**significant at 1 per cent level of probability

The Table 1 reveals that 43.33 per cent of the trained farmers possessed medium level of mass media exposure, followed by high (41.07 per cent) and low (15.00 per cent) levels. Among the trained farmers, 46.67 per cent belonged to medium mass media category. It may also be observed that there was a significant difference between the trained untrained farmers with respect to mass media exposure.

It was understood from the personal interview with agricultural officer (plant protection) that every trained farmers was provided with a hand-book n integrated pest management practices along with required leaflets and pamphlets. Further, video shows on integrated pest management were also shown. This could be the likely reason for majority of trained farmers were with medium to high level of mass media exposure. This finding is in accordance with the findings of Thamas (1994).

Conclusion:

The result may be observed that there was a significant difference between the trained and untrained farmers with respect to mass media exposure. Hence it is recommended to the extension workers to consider the result demonstration as a suitable mean to reach greater mass effectively and it should be conducted locally in farmers holdings so as to enhance their knowledge and adoption in all aspects of integrated pest management practices for paddy.

References:

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