

Mass Contacts Behaviour of rice growers under Seed Village Programme in District Baramulla (J&K)

K. Naresh¹, Veenita Kumari²

ABSTRACT

The participation and the extent to which they used the mass contact methods in sharing their knowledge and experience of rice growers under seed village programme was conducted in five purposively selected Divisions of Baramulla district, which have the Seed Village Program under the rice crop. Data was personally collected by researcher through well-structured interview schedule. The majority of rice growers having medium level of mass contact were in sub-division Tangmarg (83.33%), followed by sub-division Sopore (68.90%), sub-division Pattan (68.57%), sub-division Rohamma (65.00%) and sub-division Baramulla (61.64%). However, the overall mass contact of the rice growers (67.42%) from all the five sub-divisions had medium level of mass contact.

Keywords: Mass contact, Behaviour, Rice, Growers, Seed Village.

Introduction

The backbone of the Indian economy is still agriculture, with rice being one of the most important staple products that support rural livelihoods and food security. Growing rice is a significant component of the agricultural sector in the Union Territory of Jammu and Kashmir, especially in the Baramulla area. Improving rice farming's sustainability and productivity requires making sure high-quality seeds are available and used.

The Seed Village Programme (SVP) was started by the Indian government to address issues with low seed replacement rates and limited availability of certified seeds. By encouraging farmers to grow, store, and distribute premium seeds at the village level, this program seeks to advance decentralized seed production. Effective communication strategies, as well as farmers' attitudes toward mass contact methods like agricultural exhibitions/Kisan Melas, Kisan Goshti, radio and television programs, attending ZREAC meetings, and scientific advisory committees, are just as important to the success of such initiatives as

-
1. Academic Associate, MANAGE, Hyderabad
 2. Deputy Director (Gender Studies), MANAGE, Hyderabad

Corresponding author: naresh.kethavath@manage.gov.in

Article Received Date: 18.04.2024

Article Accepted Date: 08.08.2024

technical support.

To evaluate the success of the Seed Village Program in achieving its goals, it is crucial to understand the mass contacts behavior of rice growers—how they obtain, react to, and act upon information supplied through various mass communication channels. The purpose of this study is to examine the patterns, preferences, and effects of mass contact techniques on rice farmers in the SVP's Baramulla district. The results can help development organizations, policy planners, and agricultural extension services improve methods of communication and increase farmer involvement in seed-related activities.

Objective

To assess the extent and pattern of mass contact methods used by rice growers for obtaining information related to the Seed Village Programme.

Methodology

The research design utilized in this study was ex-post-facto because phenomena had already occurred. The current research was conducted in the Kashmir valleys district of Baramulla, which was selected for a seed village programme under rice from 2018 to 2020. In District Baramulla, totally six Agricultural Sub Divisions, out of which five Agricultural Sub Divisions namely Baramulla, Pattan, Sopore, Rohamma and Tangmarg from the twelve selected agricultural zones in twenty five villages of District Baramulla. The study had a total of 310 growers that were part of the Seed Village Program. The data was collected on a well-organized schedule and the findings were analysed using percentage, frequency, mean and standard deviation methods.

The participation and the extent to which they used the mass contact methods in sharing their knowledge and experience.

Mass contact was measured by asking the rice growers the way they react to the received information. Different scores have been rated on the four point continuum i.e. regularly, occasionally, rarely and never. Scores 3, 2, 1 and 0 were assigned respectively. On the basis of scores obtained, the respondents were categorized as:

S. No.	Mass contact	Score
1.	Low	Below Mean - SD
2.	Medium	Between Mean $\pm$ SD
3.	High	Above Mean + SD

The final score for mass contact was calculated by summing up all the corresponding response scores. Then, the respondents were grouped into three categories on the basis of mean and standard deviation.

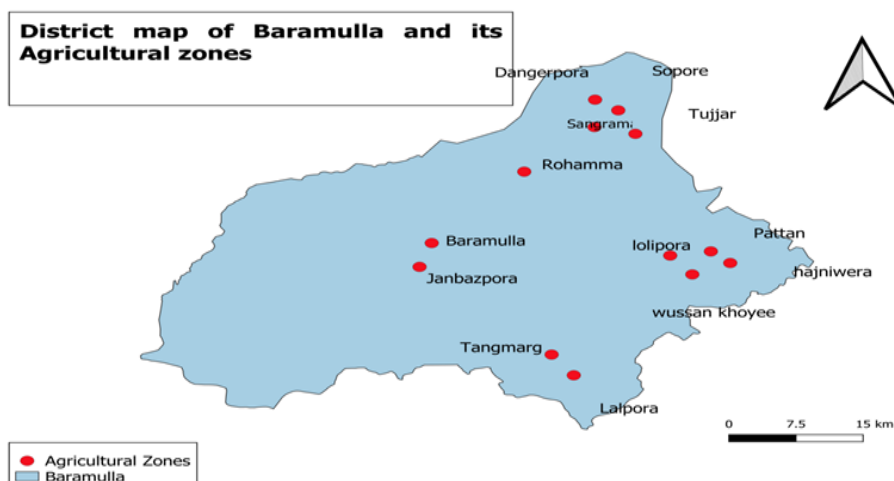


Fig. 1: Map of district Baramulla.

Table 1: Distribution of rice growers according to their Mass Contacts

Mass contacts	Sub-Division					N=310
	Pattan (n1=70)	Sopore (n2=135)	Tangmarg (n3=12)	Baramulla (n4=73)	Rohamma (n5=20)	
Low	08 (11.43)	19 (14.07)	00 (00.00)	11 (15.07)	02 (10.00)	40 (12.90)
Medium	48 (68.57)	93 (68.90)	10 (83.33)	45 (61.64)	13 (65.00)	209 (67.42)
High	14 (20.00)	23 (17.03)	02 (16.67)	17 (23.29)	05 (25.00)	61 (19.68)
Mean±S.D	10.70±2.92	10.81±2.86	9.83±3.40	12.25±2.99	11.80±2.70	11.08±2.97
Observed Range	3-15	5-15	6-14	6-17	7-16	3-17

Figures within parenthesis indicate respective percentage.

Results and Discussions

According to Table 1 and Figure 2, the majority of rice growers in the Pattan sub-division (68.57%) had a medium level of mass contacts, followed by 20.00 per cent of the rice growers having high level of mass contacts and only 11.43 per cent of the rice growers had low level of mass contacts. In sub-division Sopore,

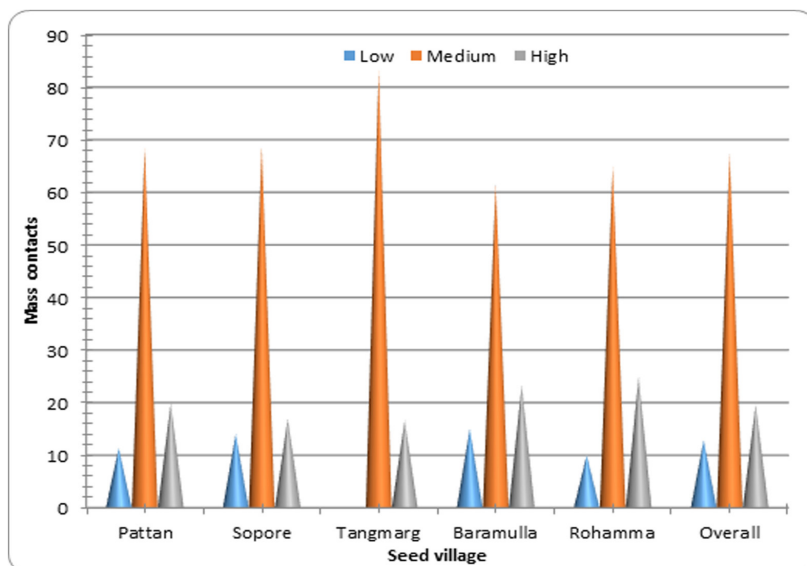


Fig. 2: Mass Contacts of rice growers under seed village programme

a majority (68.90%) of the rice growers had medium level of mass contacts, followed by 17.03 per cent of the rice growers having high level of mass contacts and only 14.07 per cent of the rice growers had low level of mass contacts. In sub-division Tangmarg, a majority (83.33%) of the rice growers had medium level of mass contacts, followed by 16.67 per cent of the rice growers having high level of mass contacts. In sub-division Baramulla, a majority (61.64%) of the rice growers had medium level of mass contacts, followed by 23.29 per cent of the rice growers having high level of mass contacts and only 15.07 per cent of the rice growers had low level of mass contacts. While as, in case of sub-division Rohamma, a majority (65.00%) of the rice growers had medium level of mass contacts, followed by 25.00 per cent of the rice growers having high level of mass contacts and only 10.00 per cent of the rice growers had low level of mass contacts. However, the overall mass contact of rice growers from all the five sub-divisions, it was found, that a majority (67.42%) of the rice growers had medium level of mass contacts followed by 19.68 per cent of the rice growers having high level of mass contacts and only 12.90 per cent of the rice growers had low level of mass contacts. So, it is clear from the data, that majority of the rice growers had medium level of mass contacts.

According to Table 2, the present study assessed the mass contact behaviour of rice growers under the Seed Village Programme across various sub-divisions of District Baramulla (J&K). The mass contact methods examined included participation in Agricultural Exhibitions/ Kisan Melas, Kisan Goshtis, radio and

television programmes, ZREAC meetings, and Scientific Advisory Committee meetings. The responses were categorized as Regularly, Occasionally, Rarely, and Never.

1. Agricultural Exhibitions / Kisan Melas

Overall, a high level of participation in agricultural exhibitions or Kisan Melas was observed among rice growers. About 41.90% of the respondents participated regularly, while 44.80% participated occasionally. The highest regular participation was reported from Baramulla (52.10%), followed by Pattan (45.70%). Interestingly, no respondent from Tangmarg and Rohamma reported never attending these events, indicating general awareness and outreach of such programmes. These findings highlight that agricultural exhibitions are effective extension tools for disseminating improved technologies and seed information.

2. Kisan Goshtis

The participation in Kisan Goshtis was comparatively low, with only 1.90% of respondents attending them regularly, while 20.00% participated occasionally. A significant proportion (42.60%) reported rare participation, and 35.50% never attended. This suggests a limited reach or acceptance of Kisan Goshtis as an extension method, possibly due to poor scheduling, low awareness, or logistical constraints. Notably, Tangmarg showed no regular participation, with 66.70% of farmers never attending.

3. Radio Programmes

The study indicated that 32.60% of farmers regularly listened to radio, 43.50% occasionally, and 22.30% rarely, making it a highly used mass contact medium. 1.60% of respondents never used it. Higher regular usage was observed in Sopore (38.50%) and Pattan (31.40%), showing the radio's continuing relevance in rural communication, particularly in areas with limited access to TV or the internet.

4. Television Programmes

40.00 percent of farmers regularly watched television, and 49.70 percent watched it occasionally, making it a highly preferred mass contact source. None of them reported to have never used it, and just 10.30% said they used it rarely. Baramulla (47.90%) and Sopore (41.50%) had the highest score on a regular basis. This suggests that one of the best ways to reach farmers with agricultural messages, such as those related to the Seed Village Program, is through television.

5. Attending ZREAC Meetings

Attendance at ZREAC (Zonal Research and Extension Advisory Committee)

meetings was found to be low overall, with only 5.80% of farmers attending regularly, 22.30% occasionally, and 51.30% rarely. Around 20.60% of respondents never attended such meetings. Lack of awareness or perceived importance might be the cause of the lack of participation. The largest proportion of farmers who never attended was reported by Tangmarg (75.00%).

6. Scientific Advisory Committee (SAC) Meetings

Participation in Scientific Advisory Committee meetings was the lowest among all mass contact methods, with only 2.30% attending regularly, 9.70% occasionally, and a significant 55.80% never attending. Pattan (75.70%), Sopore (53.30%), and Tangmarg (83.30%) had the highest percentage of farmers who never participated. This indicates that SAC meetings have limited farmer involvement, possibly due to their technical nature or institutional barriers.

However, the overall information dissemination through mass contact by the respondents of rice growers from all the five sub-divisions, It was found, that the respondents regularly visited agricultural exhibitions/kisanmelas (41.90%), followed by TV programmes (40.00%), radio programmes (32.60%), attended ZREAC meetings (05.80%), scientific advisory committee meetings (02.30%) and kisan Goshtis (01.90%). The respondents occasionally watched TV programmes (49.70%), followed by agricultural exhibitions/kisanmelas (44.80%), radio programmes (43.50%), attended ZREAC meetings (22.30%), kisan Goshtis (20.00%) and scientific advisory committee meetings (09.70%). The respondents rarely attended ZREAC meetings (51.30%), followed by kisan Goshtis (42.60%), scientific advisory committee meetings (32.30%), radio programmes (22.30%). Whereas, agricultural exhibitions/kisanmelas (11.60%) and TV programmes (10.30%). The respondents never attended scientific advisory committee meetings (55.80%), followed by Kisan Goshtis (35.50%), attended ZREAC meetings (20.60%), agricultural exhibitions/kisanmelas (01.60%) and radio programmes (01.60%). These findings revealed, that most commonly used mass contacts for information dissemination by the respondents were agricultural exhibitions/kisanmelas, followed by kisan Goshtis, radio programmes, TV programmes, ZREAC meetings and scientific advisory committee meetings.

These findings are in line with Kasidurai and Vengatesan (2017), Prashanth et al. (2012) and Ravi Goud and Daya Ram (2018).

Table 2: Distribution of rice growers according to their Mass Contacts

Mass contacts	Sub-Division											
	Pattan (n1=70)				Sopore (n2=135)				Tangmarg (n3=12)			
Regularity of contact	Regularly	Occasionally	Rarely	Never	Regularly	Occasionally	Rarely	Never	Regularly	Occasionally	Rarely	Never
Agricultural exhibitions/ Kisan Melas	32 (45.70)	27 (38.60)	10 (14.30)	01 (01.40)	46 (34.10)	61 (45.20)	25 (18.50)	03 (02.20)	04 (33.30)	08 (66.70)	00 (00.00)	00 (00.00)
Kisan Goshti	01 (01.40)	14 (20.00)	30 (42.90)	25 (35.70)	03 (02.20)	34 (25.20)	57 (42.20)	41 (30.40)	00 (00.00)	01 (08.30)	03 (25.00)	08 (66.70)
Radio programmes	22 (31.40)	38 (54.30)	08 (11.40)	02 (02.90)	52 (38.50)	50 (37.00)	31 (23.00)	02 (01.50)	01 (08.30)	07 (58.30)	04 (33.30)	00 (00.00)
TV programmes	26 (37.10)	37 (52.90)	07 (10.00)	00 (00.00)	56 (41.50)	63 (46.70)	16 (11.90)	00 (00.00)	02 (16.70)	06 (50.00)	04 (33.30)	00 (00.00)
Attending to ZREAC meetings	22 (04.30)	29 (11.40)	15 (52.90)	04 (31.40)	02 (01.50)	23 (17.00)	83 (61.50)	27 (20.00)	01 (08.30)	00 (00.00)	09 (75.00)	02 (16.70)
Scientific Advisory Committee	00 (00.00)	04 (05.70)	13 (18.60)	53 (75.70)	00 (00.00)	10 (07.40)	53 (39.30)	72 (53.30)	00 (00.00)	01 (08.30)	01 (08.30)	10 (83.30)

Figures within parenthesis indicate respective percentage

Mass contacts	Sub-Division											
	Baramulla (n4=73)				Rohamma (n5=20)				N=310			
	Regularly	Occasionally	Rarely	Never	Regularly	Occasionally	Rarely	Never	Regularly	Occasionally	Rarely	Never
Regularity of contact												
Agricultural exhibitions/ Kisan Melas	38 (52.10)	33 (45.20)	01 (01.40)	01 (01.40)	10 (50.00)	10 (50.00)	00 (00.00)	00 (00.00)	130 (41.90)	139 (44.80)	36 (11.60)	05 (01.60)
Kisan Goshti	01 (01.40)	12 (16.40)	33 (45.20)	27 (37.00)	01 (05.00)	01 (05.00)	09 (45.00)	09 (45.00)	06 (01.90)	62 (20.00)	132 (42.60)	110 (35.50)
Radio programmes	24 (32.90)	27 (37.00)	21 (28.80)	01 (01.40)	02 (10.00)	13 (65.00)	05 (25.00)	00 (00.00)	101 (32.60)	135 (43.50)	69 (22.30)	05 (01.60)
TV programmes	35 (47.90)	36 (49.30)	02 (02.70)	00 (00.00)	05 (25.00)	12 (60.00)	03 (15.00)	00 (00.00)	124 (40.00)	154 (49.70)	32 (10.30)	00 (00.00)
Attending to ZREAC meetings	09 (12.30)	32 (43.80)	21 (28.80)	11 (15.10)	03 (15.00)	06 (30.00)	09 (45.00)	02 (10.00)	18 (05.80)	69 (22.30)	159 (51.30)	64 (20.60)
Scientific Advisory Committee	05 (06.80)	13 (17.80)	21 (28.80)	34 (46.60)	02 (10.00)	02 (10.00)	12 (60.00)	04 (20.00)	07 (02.30)	30 (09.70)	100 (32.30)	173 (55.80)

Figures within parenthesis indicate respective percentage.

Conclusion

The study revealed that the majority of rice growers under the Seed Village Programme in District Baramulla had a medium level of mass contact. Among the various mass contact methods, agricultural exhibitions/Kisan Melas, television, and radio programmes were the most frequently used and preferred sources of information. In contrast, participation in Kisan Goshtis, ZREAC meetings, and Scientific Advisory Committee meetings was relatively low. These findings highlight the need to strengthen and better promote underutilized extension channels to enhance farmer engagement and knowledge dissemination.

References

- Kasidurai, S. and Vengatesan, D. 2017. Information management behaviour of maize growers of perambalur district. *International Journal of Combined Research & Development* 6(7) : 871-880.
- Prashanth, P. Kishore, K.N. and Jagan, M.R. 2012. Usage of personal- localite channels for acquiring the agriculture information by the tribal farmers. *Indian Research Journal of Extension Education* 2 : 107-110.
- Ravi Goud, E. and Daya Ram. 2018. Comparative profile of communication behaviour among the rice growers in Imphal West District of Manipur, India. *Int. J. Curr. Microbiol. App. Sci* 7(05) : 2273-2279.