



E-ISSN: 2278-4136
P-ISSN: 2349-8234
JPP 2019; 8(5): 713-715
Received: 28-07-2019
Accepted: 30-08-2019

BT Kolgane

Ph.D. Research Scholar
(Agril. Extension), Department
of Extension Education, Post
Graduate Institute, Mahatma
Phule Krishi Vidyapeeth,
Rahuri, Maharashtra, India

SB Shinde

Professor (Agril. Extension),
College of Agriculture, Pune,
Maharashtra, India

MC Ahire

Head, Department of Extension
Education Post Graduate
Institute, Mahatma Phule Krishi
Vidyapeeth, Rahuri,
Maharashtra, India

Correspondence**BT Kolgane**

Ph.D. Research Scholar
(Agril. Extension), Department
of Extension Education, Post
Graduate Institute, Mahatma
Phule Krishi Vidyapeeth,
Rahuri, Maharashtra, India

Mass media utilization by the pomegranate growers for seeking the information on nutrient management practices

BT Kolgane, SB Shinde and MC Ahire

Abstract

India with diverse soil and climate comprising several agro ecological regions provides ample opportunity to grow a variety of horticultural crops. Though area under pomegranate cultivation has increased tremendously, but the productivity has not increased the desired extent. The low level of nutrient input accounted as one of the reasons for relatively low yields, much below the reliable potential. Long term and continuous application of one favoured nutrient source may lead to its accumulation in soil resulting in the increased concentration and build-up of nutrient that may interact with other nutrients influencing either synergism or antagonism. Therefore, there is a need for rational application of nutrients for ensuring efficient use of external inputs for optimizing productivity besides, addressing the issue of pollution. This emphasizes the need for an integrated nutrient management approach for sustainability of pomegranate production across the state. Use of organic and inorganic fertilizer sources that are locally available, culturally suitable and economically viable is needed for ensuring balanced supply of nutrients impacting soil and human health. The study revealed that about three fourth (75.19 per cent) respondents has used electronic media as a sources of information to 'medium' extent, majority (58.52 per cent) respondents had used print media as a source of information to high extent.

Keywords: Nutrient management practices, mass media, information seeking.

Introduction

Pomegranate (*Punica granatum* L.) commonly known as Anar, Dadim and Dalimb in Marathi, belongs to family Lythraceae, regarded as 'fruit of paradise', an ancient favorite fruit of tropical and subtropical regions of the world. The centre of origin of this plant is thought to be Iran, where it was first cultivated in 2000 B.C. It is extensively cultivated in Spain, Morocco, Egypt, Iran, Afghanistan, China, Japan, USA, Russia, Pakistan, India and other Mediterranean countries. The wide adaptability, hardy nature, low maintenance cost, stable and high yields, fine table and therapeutic values, better keeping quality and possibilities to keep the plants into rest period when there is scarcity of irrigation water are some of the qualities which make this fruit crop ideally suitable for semi-arid and arid regions. Pomegranate fruits are mainly used for dessert purposes.

Among the various factors which contribute towards the growth, yield and quality of pomegranate, nutrition is the most important and it has direct effect on production and quality. Integrated nutrient management includes, use of inorganic and organic sources of nutrients to ensure balanced nutrient proportions by enhancing nutrient response efficiency and maximizing crop productivity of desired quality.

Material and Methods

The study was under taken to know the extent and nature of use of different mass media by the farmers for seeking the information on Nutrient Management Practices. Total 270 representative pomegranate growers were selected from the 18 villages of 06 tahsils in Solapur, Sangli and Nasik district of Maharashtra state. The data was collected with the help of pretested interview schedule and analyzed through the statistical tools like frequency, percentage and mean.

Findings and Discussion

Different sources of information have their own contribution and role in the transfer of information related to Nutrient Management Practices. In this study, utilization of mass media refers to the frequency of contact and or exposure of the farmers to different mass media like print and electronic for obtaining the agriculture information on Nutrient Management

Practices. The distribution of the respondents according to their extent of use of mass media is given as below.

A. Extent of Utilization of Print Media

Pomegranate growers were using, contact or had exposure

with the print media such as news papers, extension literature, publications, farm magazines, etc. for obtaining the agriculture information related to Nutrient Management Practices. The distribution of the respondents according to their extent of use of print media sources is given in Table 1.

Table 1: Distribution of pomegranate growers according to their use of Print media source of information

| Sl. No. | Category | Respondents (N= 270) | |
|---------|---------------------|----------------------|------------|
| | | Number | Percentage |
| 1. | Low (Up to 8) | 00 | 0.00 |
| 2. | Medium (9 to 16) | 112 | 41.48 |
| 3. | High (16 and above) | 158 | 58.52 |
| | Total | 270 | 100.00 |
| | Maximum Score | 24 | |
| | Minimum Score | 00 | |
| | Class interval | 08 | |

The data from Table 1 revealed that majority (58.52%) respondents had used print media as a source of information to high extent, followed by medium extent (41.48%) and none of respondent were in low use category. The findings are in line with the findings of Samrit *et al.* (1991), Rehman (2011) and Dhare (2012).

The distribution of respondents as per their extent of use of different print media e.g. newspapers, magazines, etc. for obtaining the agriculture information is given in Table 2.

The data revealed that near to half of (42.22%) respondents were reading *Agrowon* news paper daily followed by 18.51

per cent used extension publication 'sometimes' and 10.37 per cent used Agricultural magazine 'sometimes' as a source of information. Majority respondents (94.44%) were not reading the university publication '*Shri Sugi*' and '*Krishidarshani*' (73.70%). The findings are in line with the findings of Deshmukh *et al.* (1997).

The distribution of respondents as per their use of different print media e.g. newspaper, magazines etc. for obtaining the agriculture information is given in Table 2.

Table 2: Distribution of Pomegranate growers according to their extent of use of print media as sources of information (N=270)

| Sl. No. | Name of personnel cosmopolite | Daily | Frequently | Sometimes | Rarely | Never | Overall (N=270) |
|---------|-------------------------------|-------------|------------|------------|-----------|-------------|-----------------|
| 1 | Newspaper (Agrowon) | 114 (42.22) | 59 (21.85) | 48 (17.77) | 10 (3.70) | 39 (14.14) | 270 (100.00) |
| 2 | Folders/Leaflets | 0 (0.00) | 4 (1.48) | 50 (18.51) | 3 (1.11) | 213 (78.88) | 270 (100.00) |
| 3 | Agril. Magazines | 18 (6.66) | 27 (10.00) | 28 (10.37) | 5 (1.85) | 192 (71.11) | 270(100.00) |
| 4 | Shrisugi | 1 (0.37) | 0 (0.00) | 7 (2.59) | 7 (2.59) | 255 (94.44) | 270 (100.00) |
| 5. | Krishi Darshani | 35 (12.96) | 25 (9.25) | 2 (0.74) | 9 (3.33) | 199 (73.70) | 270 (100.00) |

B. Extent of Utilization of Electronic Media

Besides the print media pomegranate growers were using or had exposure with the electronic media such as radio, television, internet and agricultural films for obtaining the agriculture information. The distribution of the respondents

according to their extent of use of electronic media sources is given in Table 3.

In this way, the respondents were grouped in to three categories *viz.*, low, medium and high electronic media sources as shown in Table 3.

Table 3: Distribution of pomegranate growers according to their extent of use of Electronic media as source of information

| Sl. No. | Category | Respondents (N= 270) | |
|---------|----------------------|----------------------|------------|
| | | Number | Percentage |
| 1. | Low (Up to 6) | 00 | 0.00 |
| 2. | Medium (7 to 12) | 203 | 75.19 |
| 3. | High (12 and above) | 67 | 24.81 |
| | Total | 270 | 100.00 |
| | Maximum Score | 18 | |
| | Minimum Score | 00 | |
| | Class interval | 06 | |

The data from Table 3 revealed that about three fourth (75.19%) respondents has used electronic media as a sources of information to 'medium' extent followed by (24.81%)

'high' extent and none of the respondent was in low use category. The findings are in line with the findings of Dhare (2012).

Table 4: Distribution of Pomegranate growers according to their extent of use of electronic media as sources of information (N=270)

| Sl. No. | Name of mass (electronic) media | Always | Once in week | Once in fortnight | Once in a month | Once in a season | Once in a year | Never | Overall (N=270) |
|---------|---------------------------------|-------------|--------------|-------------------|-----------------|------------------|----------------|-------------|-----------------|
| 1 | Television | 253 (93.70) | 0 (0.00) | 0 (0.00) | 0 (0.00) | 0 (0.00) | 0 (0.00) | 17 (6.29) | 270 (100.00) |
| 2 | Radio | 72 (26.66) | 0 (0.00) | 0 (0.00) | 0 (0.00) | 0 (0.00) | 0 (0.00) | 198 (73.33) | 270 (100.00) |
| 3 | Computer + internet | 8 (2.59) | 1 (0.37) | 1 (0.37) | 0 (0.00) | 1 (0.37) | 1 (0.37) | 258 (95.55) | 270 (100.00) |
| 4 | Agril. film (CDs)/ VCD,s | 14 (5.18) | 1 (0.37) | 1 (0.37) | 1 (0.37) | 0 (0.00) | 2 (0.74) | 251 (92.96) | 270 (100.00) |

The distribution of respondents as per their frequencies use of electronic media e.g. radio, television, internet, agricultural films etc. for obtaining the agriculture information is given in Table 4. Overall, it was observed from Table 4 that a large majority of the respondents (93.70%) were viewing the television daily for acquiring information. However, 26.66 per cent respondents were listening radio daily for getting information. Large majority of the respondents were not using computer with internet (95.92%) and Agril. Film CD's or VCD's were not used by 93.33 per cent.

The findings are in line with the findings of Dhere (2012) and Sabi *et al.* (2014).

Conclusions

From the findings of the study it can be concluded that majority of the respondents had used, printed material as a source of information in low to medium extent and electronic media to low extent. Overall this trend was same. Overall, majority of the respondents were reading newspapers daily, followed by leaflets - folders and agricultural magazines. Also large majority of the respondents were viewing television daily for acquiring information and listening radio daily for getting information. Large majority of the respondents were not using CDs or VCDs and internet for seeking information for pomegranate growers on nutrient management practices.

References

1. Bloom BS, Engerhart MD, Fures EJ, Hill WH, Kranthwohi DR. Taxonomy of educational goals. Dav Mckay Co. Inc., New York, 1969, 25-30.
2. Elakkia N. Training needs of vegetable growers on organic farming practices in Western Zone of Tamil Nadu. M.Sc., (Ag.) thesis (unpub.), Department of Agricultural Extension and Rural Sociology, Tamil Nadu Agricultural University, Coimbatore, 2007.
3. Jaganathan D, Ram Bahal R, Roy Burman, Lenin V. Knowledge level of farmers on organic farming in Tamil Nadu. Indian Res. J Ext. Edu. 2012; 12(3):70-73.
4. Juliana CS, Annamalai B, Somsundaram S. Adoption of integrated pest management (IPM) practices. Indian J Extn. Edn. 1991; 27(3&4):68-72.
5. Mehta PG, Sawant PS, Nirban AJ. Knowledge level of farmers in respect of selected horticultural practices of citrus and mango crop. Maharashtra J Extn. Edn. 1989; 8:167-170.
6. Patil SD. Utilization of farm implements by the farmers. Ph.D. thesis (unpub.) MPKV, Rahuri, Maharashtra, India, 2015.
7. Patil RP, Desai BR, Kibey MB. Farm information sources used by the contact and non contact farmers under Training and Visit (T&V) System in Dhule district. J Maharashtra Agri. Univ. 1986; 11(13):323-335.
8. Shirke VS, Sonawane HP, Palande RS. Information sources used by strawberry growers in Mahabaleshwar tahasils of Satara district (M.S.). Maharashtra J Extn. Edn. 2002; 18:123-124.
9. Singh KV. Extent of adoption of improved practices of mango production by mango growers in Muzaffarnagar district of U.P, 2010.
10. Sumati P, Alageshan V. Level of adoption of IPM practices by the cotton growers in adoption of IPM strategy. Rural India. 2000, 130-131.