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Moorat SinghMahamaya College of
Agriculture, Dhamtari,
Chhattisgarh, India

Use of communication sources and level of knowledge of chilli growers in Abhanpur block of Raipur district of Chhattisgarh

Moorat Singh**Abstract**

India is known as the 'The home of spices'. There is no other country in the world that produces as many kinds of spices as India. The climate of the country is suitable for almost all spices. The study was conducted in Raipur district of Chhattisgarh state during the year 2011-12. Out of 4 blocks of Raipur district, only Abhanpur block was selected purposively for the present study, because chilli is cultivated in maximum area in this block. Out of total chilli growers in each selected village, 30 per cent farmers from each village were selected randomly, thus the total 160 farmers were selected for the present study. It was found that the majority the respondents (68.76%) utilized medium level of sources of information they were used 4 to 10 sources i.e. neighbors/ friends/relatives, progressive farmers, training and visit, RAEOs/ADOs, radio, T.V, news paper/pamphlet, village panchayat, Krishi Vigyan Kendra and Agriculture university. On source wise analysis it was found that the majority of the respondents (55.00%) always contacted neighbours/friends/relatives, 43.13 per cent contacted progressive farmers, and 21.25 per cent of the respondents used others always as a source of information regarding recommended chilli production technology. It was found that out of the total respondents majority (61.88%) of them had medium level of knowledge regarding recommended chilli production technology. Whereas 25.62 per cent and 12.50 per cent of the respondents were having low and high level of knowledge respectively. The study showed medium level of knowledge regarding recommended chilli production technology i.e. preparation of nursery (83.13%), identification of respondents had low level of knowledge regarding selected practices of chilli production technology i.e. seed rate (46.25%), storage (41.88%) While 73.12% of the respondents having high level of knowledge of selected practices were i.e. time of transplanting and time of picking of chilli.

Keywords: Chilli, Economics, Family, Small, Marginal and large**Introduction**

India is known as the 'The home of spices'. There is no other country in the world that produces as many kinds of spices as India. The climate of the country is suitable for almost all spices. There are over 80 spices grown in different parts of the world and around 50 spices are grown in India. Spices constitute an important group of agricultural commodities which are virtually indispensable in the culinary art. In India, spices are important commercial crops from the point of view of both domestic consumption and export. Besides, huge quantities of spices are also being consumed within the country for flavouring foods and are also used in medicine, pharmaceutical, perfumery, cosmetics and several other industries.

The spices that India can offer in abundant quantities are pepper, ginger, turmeric, chilli, cardamom, fenugreek, fennel, cumin, coriander, cinnamon, ajowan (bishop's weed), cassia, clove, nutmeg and mace. Chilli is an important ingredient in day to day curries, pickles, chutnies, spices and vegetables. Oleoresin, sauce and essence are prepared from chilli. Chilli is used in various forms; as raw fresh green chopped chilli or ground to paste, broken split or whole form. To preserve chilli for longer time it is pickled or sun dried to get a red coat chilli which when powdered is used in pinch to get the desired level of pungency.

Materials and methods

The study was conducted in Raipur district of Chhattisgarh state during the year 2011-12. Raipur district is situated in South Eastern part of Chhattisgarh state and lies at 21.16°N latitude and 81.35°E longitude with an altitude of 298 meter above the mean sea level. It comes under dry moist sub humid region and has an annual average rainfall of 1200-1400 mm, the maximum temperature goes as high as 48 °C during the summer season and minimum temperature as low as 6 °C during the winter season.

Corresponding Author:**Moorat Singh**Mahamaya College of
Agriculture, Dhamtari,
Chhattisgarh, India

Out of 4 blocks of Raipur district, only Abhanpur block was selected purposively for the present study, because chilli is cultivated in maximum area in this block. Out of total 104 villages in Abhanpur block 11 villages namely Raveli, Champaran, Mundara, Sundarkera, Amdi, Bhurka, Khatti, Koliyari, Lakhana, Thanaud, and Julum were selected purposively for this study because in these villages maximum number of farmers were involved in chilli cultivation. Out of total chilli growers in each selected village, 30 per cent farmers from each village were selected randomly, thus the total 160 farmers were selected for the present study.

Result and Discussion

The findings of Table 01 indicates that the majority of the respondents (68.76%) utilized medium level of sources of information they were used 4 to 10 sources i.e. neighbors/friends/relatives, progressive farmers, training and visit, RAEOs/ADOs, radio, T.V, news paper/pamphlet,

village panchayat, Krishi Vigyan Kendra and Agriculture university, followed by 18.12 per cent of the respondents who utilized low level of sources of information they were used 1 to 6 sources i.e. neighbors/friends/relatives, progressive farmers, training and visit, village panchayat, Kisan Mela and others, while 13.12 per cent of the respondents had utilized high level of sources of information they were used 5 to 12 sources i.e. neighbors/ friends/relatives, progressive farmers, training and visit, RAEOs/ADOs, radio, T.V, news paper/pamphlet, SMS, Krishi Vigyan Kendra, Kisan call centre, Kisan mela and others.

It can be concluded that the majority of the respondents utilized medium level of sources of information they were used 4 to 10 sources i.e. neighbors/ friends/relatives, progressive farmers, training and visit, RAEOs/ADOs, radio, T.V, news paper/pamphlet, village panchayat, Krishi Vigyan Kendra and Agriculture university.

Table 1: Distribution of respondents according to overall use of sources of information n=160.

S.N.	Sources of information	Frequency	Per cent
1.	Low (up to 6 scores) 1 to 6 sources i.e. neighbors/ friends/relatives, progressive farmers, training and visit, village panchayat, Kisan mela and others	29	18.12
2.	Medium (7 –12 scores) 4 to 10 sources i.e. neighbors/ friends/relatives, progressive farmers, training and visit, RAEOs/ADOs, radio, T.V, newspaper/pamphlet, village Panchayat, Krishi Vigyan Kendra and Agriculture university	110	68.76
3.	High (13 and above scores) 5 to 12 sources i.e. neighbors/ friends/relatives, progressive farmers, training and visit, RAEOs/ADOs, radio, T.V, newspaper/pamphlet, SMS, Krishi Vigyan Kendra, Kisan call centre, Kisan mela and others	21	13.12
	Total	160	100.00

\bar{X} = 9.30 S.D. = 3.08

Table 2: Distribution of respondents according to use of sources of information

S.N.	Source of information	Always use f (%)	Occasionally use f (%)	Never use f (%)
1.	Neighbors/ Friends Relatives	88 (55.00)	60 (37.50)	12 (7.50)
2.	Progressive farmers	69 (43.13)	55 (34.37)	36 (22.60)
3.	RAEOs/ADOs	12 (7.50)	84 (52.50)	64 (40.00)
4.	Training and Visit	30 (18.75)	76 (47.50)	54 (33.75)
5.	Radio	34 (21.25)	74 (46.25)	52 (32.50)
6.	T.V	35 (21.88)	76 (47.50)	49 (30.62)
7.	News paper/pamphlet	16 (10.00)	20 (12.50)	124 (77.50)
8.	Village panchayat	29 (18.12)	73 (45.62)	58 (36.26)
9.	Subject matter specialist	01 (0.62)	09 (5.62)	150 (93.76)
10.	Krishi Vigyan Kendra	01 (0.62)	03 (1.88)	156 (97.50)
11.	Kisan Call Centre	00 (00.00)	12 (7.50)	148 (92.50)
12.	Kisan Mela	27 (16.88)	81 (50.62)	52 (32.50)
13.	Agriculture university	05 (3.12)	20 (12.50)	135 (84.38)
14.	Others	34 (21.25)	76 (47.50)	50 (31.25)

*Frequency based on multiple responses

The frequencies of use of various sources of information for obtaining the information about recommended chilli production technology by the respondents are given in Table 02. It reveals that amongst the sources of information, maximum number of the respondents (55.00%) always contacted with neighbours/friends/relatives for seeking information about recommended chilli production technology, followed by 43.13 per cent of the respondents who contacted progressive farmers for always getting the information regarding recommended chilli production technology. Whereas, 21.88 per cent of the respondents always watched T.V programmes, 21.25 per cent of the respondents use the Radio and other sources for seeking the information, 18.75 per cent of the respondents obtained information from training and visit, 18.12 per cent of the respondents always contacted

village panchayat for obtaining information, 16.88 per cent of the respondents always attended the Kisan mela, 10.00 per cent of the respondents read the news paper/pamphlet, 7.50 per cent of the respondents always contacted the RAEOs,ADOs, 3.12 per cent of the respondents always contacted the agricultural university for obtaining the information regarding recommended chilli production technology and only 0.62 per cent of the respondents always obtained the information SMS and Krishi vigyan kendra. None of the respondents were contacted always with Kisan Call Centre for obtaining the information regarding recommended chilli production technology.

The findings also revealed that the maximum number of the respondents (52.5%) occasionally contacted with the RAEOs/ADOs for obtaining the information regarding

recommended chilli production technology, followed by 50.62 per cent of the respondents occasionally attended the Kisan melas, 47.50 and 47.50 per cent of the respondents obtained information from training and visit and watching T.V. programme and others sources, 46.25 per cent of the respondents listened the Radio, 45.62 per cent of the respondents occasionally contacted in village panchayat for obtaining information, 37.50 per cent of the respondents occasionally contacted with Neighbours/friends/relatives for seeking information about recommended chilli production technology. 34.37 per cent of the respondents who contacted progressive farmers for occasionally getting the information regarding recommended chilli production technology, 12.50 per cent of the respondents read the news paper/pamphlet and contacted the agricultural university for obtaining the information regarding recommended chilli production technology, 7.50 per cent of the respondents occasionally called to Kisan Call Centre and 5.62 per cent of the respondents occasionally contacted to Subject matter specialist, while only 1.88 per cent of the respondents occasionally contacted to Krishi vigyan kendra for obtaining the information regarding recommended chilli production technology.

Similarly majority of the respondents (97.50%) never contacted to Krishi vigyan kendra, followed by 93.76 per cent of the respondents never contacted to Subject matter specialist, 92.50 per cent of the respondents never called to Kisan Call Centre, 84.38 per cent of the respondents never contacted the agricultural university, 77.50 per cent of the respondents never read the news paper/pamphlet, 40.00 per cent never contacted with the RAEOs/ADOs for obtaining the

information regarding recommended chilli production technology, 36.26 per cent of the respondents never contacted the village panchayat, 33.75 per cent of the respondents never obtained the information from training and visit system, 32.50 per cent of the respondents never attended the Kisan mela and also equal per cent of the respondents never listened radio, 31.25 per cent of the respondents never used the other sources of information, 30.62 per cent of the respondents never watched T.V programmes, 22.60 per cent of the respondents never contacted to the progressive farmers and 7.50 per cent of the respondents never contacted with Neighbors/friends and relatives for seeking information about recommended chilli production technology.

Table 3: Distribution of respondents according to their overall level of knowledge regarding recommended chilli production technology n=160.

S.N.	Level of knowledge	Frequency	Per cent
1.	Low (up to 40 scores)	41	25.62
2.	Medium (41-64 scores)	99	61.88
3.	High (65 and above scores)	20	12.50
	Total	160	100.00
	X= 52.00		S.D=12.06

The data presented in Table 03 indicates that out of the total respondents majority (61.88%) of them had medium level of knowledge regarding recommended chilli production technology. Whereas 25.62 per cent and 12.50 per cent of the respondents were having low and high level of knowledge respectively

Table 4: Distribution of respondents according to their practice wise level of knowledge regarding recommended chilli production technology n=160

S.N.	Selected practices of chilli production technology	Level of knowledge		
		Low f (%)	Medium f (%)	High f (%)
1.	Selection of land	04 (2.50)	93 (58.12)	63 (39.38)
2.	Preparation of land	40 (25.00)	107 (66.88)	13 (8.12)
3.	Crop rotation	26 (16.25)	83 (51.88)	51 (31.87)
4.	Selection of improved variety	23 (14.38)	118 (73.74)	19 (11.88)
	4(a) Up side fruit variety			
	4(b) More branches variety			
5.	Seed rate	74 (46.25)	51 (31.88)	35 (21.87)
6.	Time of sowing	06 (3.75)	60 (37.50)	94 (58.75)
7.	Seed/Seedling treatment	50 (31.25)	76 (47.50)	34 (21.25)
	8(a) Seed treatment before sowing			
	8(b) Seedling treatment before transplanting			
8.	Preparation of nursery	12 (7.50)	133 (83.12)	15 (9.38)
9.	Time of transplanting	15 (9.38)	28 (17.50)	117 (73.12)
10.	10(a) Distance between row to row	09 (5.62)	87 (54.38)	64 (40.00)
	10(b) Distance between plant to plant	15 (9.37)	100 (62.50)	45 (28.13)
11.	Intercultural operation	09 (5.62)	83 (51.88)	68 (42.50)
	11(a) Earthing			
	11(b) Identification of weeds control and their management			
12.	12(a) Irrigation	10 (6.25)	90 (56.25)	60 (37.50)
	12 (b) Gap between two irrigation	16 (10.00)	94 (58.75)	50 (31.25)
13.	Use of manures	40 (25.00)	107 (66.88)	13 (8.12)
14.	Use of fertilizers	51 (31.88)	81 (50.62)	28 (17.50)
15.	Identification of insects and their control measures	34 (20.25)	107 (67.88)	19 (11.87)
16.	Identification of diseases and their control measures	42 (26.25)	98 (61.25)	20 (12.50)
17.	Harvesting	4 (2.50)	54 (33.75)	102 (63.75)
	17(a) Time of picking			
	17(b) Gap between two picking			
18.	Yield	67 (41.87)	80 (50.00)	13 (8.13)
19.	Storage	67 (41.88)	78 (48.75)	15 (9.37)
20.	Marketing	02 (1.25)	118 (73.75)	40 (25.00)

f- Frequency

(%) - Per cent

The data presented in **Table no-04** reveals that the respondents had low level of knowledge regarding selected practices of chilli production technology i.e. seed rate (46.25%), storage (41.88%), yield (41.87%), use of fertilizers (31.88%), seed treatment before sowing and more branches variety (31.25%), identification of disease and their control measures (26.25%), use of manures and preparation of land (25.00%), identification of insect and their control measures (20.25%), seedling treatment before transplanting (17.50%), crop rotation (16.25%), upside fruit variety (14.38%), gap between two irrigation (10.00%), time of transplanting (9.38%), distance between plant to plant (9.37%), preparation of nursery (7.50%), irrigation (6.25%), distance between row to row and earthing (5.62%), time of sowing and gap between two picking (3.75%), selection of land, identification of weed control and their management and time of picking (2.50%) and marketing (1.25%).

The respondents who had medium level of knowledge regarding recommended chilli production technology i.e. preparation of nursery (83.13%), identification of weed control and their management (78.75%), marketing (73.75%), upside fruit variety (74.74%), identification of insect and their control measures (67.87%), use of manures and preparation of land (66.88%), distance between plant to plant (62.50%), more branches variety and seedling treatment before transplanting (61.88%), identification of disease and their control measures (61.25%), gap between two irrigation (58.75%), selection of land (58.12%), irrigation (56.25%), distance between row to row (54.38%), earthing and crop rotation (51.88%), gap between two picking (51.25%), use of fertilizers (50.62%), yield (50.00%), storage (48.75%), seed treatment before sowing (47.50%), time of sowing (37.5%), time of picking (33.75%), seed rate (31.88%) and time of transplanting (17.50%).

While in case of high level of knowledge of selected practices were i.e. time of transplanting (73.12%), time of picking (63.75%), time of sowing (58.75%), gap between two picking (45.00%), earthing (42.50%), distance between row to row (40.00%), selection of land (39.38%), irrigation (37.50%), crop rotation (31.87%), gap between two irrigation (31.25%), distance between plant to plant (28.13%), marketing (25.00%), seed rate (21.87%), seed treatment before sowing (21.25%), seedling treatment before transplanting (20.62%), identification of weed control and their management (18.75%), use of fertilizers (17.50%), identification of disease and their control measures (12.50%), upside fruit variety (11.88%), identification of insect and their control measures (11.87%), preparation of nursery (9.38%), storage (9.37%), yield (8.13%), preparation of land and use of manures (8.12%) and more branches variety (6.87%).

It can be inferred from the table that in case of low level of knowledge the practices were, seed rate, storage, yield, use of fertilizers, seedling treatment before transplanting and more branches variety, identification of disease and their control measures, use of manures and preparation of land, identification of insect and their control measures. Whereas in case of medium level of knowledge the practice were preparation of nursery, identification of weed control and their management, marketing, upside fruit variety, identification of insects and their control measures, use of manures and preparation of land. While in case of high level of knowledge the practices were time of transplanting, time of picking, time of sowing, gap between two picking and earthing.

Conclusion

The study revealed that that maximum number of the respondents always contacted with Neighbors/friends/relatives and progressive farmers for regularly getting the information regarding recommended chilli production technology. Whereas maximum number of the respondents occasionally contacted to the RAEOs/ADOs and attended the Kisan mela for obtaining the information regarding recommended chilli production technology and majority of the respondents never visited to the Krishi vigyan kendra, and never contacted to Subject matter specialist for obtaining the information regarding recommended chilli production technology

The respondents having low level of knowledge the practices were, seed rate, storage, yield, use of fertilizers, seedling treatment before transplanting and more branches variety, identification of disease and their control measures, use of manures and preparation of land, identification of insect and their control measures. Whereas in case of medium level of knowledge the practice were preparation of nursery, identification of weed control and their management, marketing, upside fruit variety, identification of insects and their control measures, use of manures and preparation of land. While in case of high level of knowledge the practices were time of transplanting, time of picking, time of sowing, gap between two picking and earthing.

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