INFORMATION MANAGEMENT BEHAVIOR OF MAIZE GROWERS OF SALEM DISTRICT IN TAMIL NADU

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ABSTRACT-The study was carried out in Salem District of Tamil Nadu. There are twenty revenue villages in Idapadi block. A list of Villages cultivating maize was collected from the Office of the Assistant Director of Agriculture, Idappadi. Out of the twenty Villages, six were selected based on the maximum area under maize cultivation. The selected six villages were Chittoor, Oneripatty, Poomaniyar, Pillukurichi, Poolaampatty and Ivadangam. The sample size of 120 was fixed for the study considering the limitations of time and other resources. The respondents selected based on maximum area under maize cultivation and using proportionate random sampling method for selection of respondents. Data were personally collected by researcher through well structured interview schedule and the result were analyzed using percentage analysis and cumulative method. Most of the respondents were higher information utilization that lead to higher dissemination of information of maize crop. Further most of the respondents (55.84 per cent) already received the recommended training conducted by the concerned department that strengthen the information behavior of maize growers in study area. Hence it is necessary to identity the extension educational programmers such as training, group discussion, demonstrations and field visit etc., for need perceptual to the communication behavior among the maize growers.

INTRODUCTION

India is one of the largest producers of maize. In present agricultural scenario, role of maize is going to be important one, as it is not only a principle food crop, but also becomes a crop of industrial utilization. Any attempt to design a suitable extension strategy for increasing the maize productivity requires a through understanding of the information management behaviors.

Indian Agriculture in recent years has shown encouraging changes from traditional to modern through conversion of agricultural technology into production accomplishment. But this change has been confined to certain states, types of farmers and selected crops only. The main reason for this is not the lack of technological need for higher production but converting them into production accomplishment and using the same as an instrument of economic growth and social change. Thus the scientific farm information and its communication must be regarded as an essential ingredient of agricultural development strategy and not merely as facilitating influence.

An agriculture information system is a system in which agricultural information is generated, transformed, consolidated and feedback received in such a manner that these processes function synergistically to understand knowledge utilization by agricultural producers (Rolling Niels 1988). The information is not managed properly, timely and systematically by the researchers and agricultural workers, it may become absolute and sometimes may not reach the intended audience at all and consequently reflects on poor information management behavior of different personnel manning in different systems. The best way to view information management behavior is to treat it as an aspect of human behavior in general, which yields the highest information satisfaction. So, over the years there has been a change in the understanding of the use of information management behavior. The study was undertaken to assess the information management behaviors of respondents in the generation, dissemination and utilization of maize technologies.

RESEARCH METHODOLOGY

The study was carried out in Salem District of Tamil Nadu. There are twenty revenue villages in Idapadi block. A list of Villages cultivating maize was collected from the Office of the Assistant Director of Agriculture, Idappadi. Out of the twenty Villages, six were selected based on the maximum area under maize cultivation. The selected six   villages were Chittoor, Oneripatty, Poomaniyar, Pillukurichi, Poolaampatty and Vadangam. Data were personally collected by researcher through well structured interview schedule and the result were analyzed using percentage analysis and cumulative frequency method.

FINDING AND DISCUSSION
INFORMATION MANAGEMENT BEHAVIOR (IMB) OF MAIZE GROWERS

Farmers were categorized into three levels viz., low, medium and high based on information acquisition, information processing, information dissemination and overall information management behaviors are discussed.

1. Information Acquisition Behavior (IAB) of maize growers

The result on distribution of respondents according to their level of information acquisition behaviors are presented in Table 1.

Table 1. Distribution of farmers based on their information acquisition behavior

(n=120)

S. No	Category	Number of respondents	Per cent
1.	Low	22	18.34
2.	Medium	36	30.00
3.	High	62	51.66
	Total	120	100.00

It could be observed from the Table 1 that majority (51.66 per cent) respondents had high information acquisition behavior followed by medium (30.00 per cent) and low level (18.34 per cent) of information acquisition behavior. This findings revealed that the commonly used sources for information acquisition by the farmers were agricultural office, progressive farmers, Neighbors and fellow members. This might be due to more accessibility and frequent contacts made up them. This findings is line with the findings of Nanjaiyan (1985).

2. Information Processing Behavior (IPB) of maize growers

The result on distribution of respondents according to their level of information processing behavior are presented in Table 2.

Table 2. Distribution of farmers based on their information processing behavior

(n=120)

S. No	Category	Number of respondents	Per cent
1	Low	22	18.34
2.	Medium	39	32.50
3.	High	59	49.16
	Total	**120**	**100.00**

From the result of the Table 2, it could be observed that nearly half (49 16 per cent) of the respondents belonged to high category followed by medium (32.50 per cent) and low (18.34 per cent) categories of information processing behavior. Memorizing was the most used method of preservation of information by the farmers. This findings are in accordance with the findings of Reddy (1984) and Kalidasan (2008).

3. Information Dissemination Behavior (IDB) of maize growers

The results on distribution of respondents according to their level on information dissemination behavior are presented in Table 3

Table 3. Distribution of farmers based on their information dissemination behavior

(n=120)

S. No	Category	Number of respondents	Per cent
1.	Low	25	20.83
2.	Medium	37	30.83
3.	High	58	48.34
	Total	**120**	**100.00**

Table 3 revealed that nearly fifty proportion (48.34 Per cent) the respondents were found under high category followed by medium (30.83 per cent) and low (20.83 per cent) categories of information dissemination behavior. Agricultural exhibitions and farmers day were to be regularly used mass contact methods for information dissemination to other farmers. This finding is in line with findings of Sambi Reddy (1997) and Kalidasan (2008)

4. Over all Information Management Behavior (1MB) of maize growers

The results on distribution of respondent according to their level of information management behavior are presented in Table 4.

Table 4. Distribution of farmers based on their information management behavior

(n=120)

S. No	Category	Number of respondents	Per cent
1	Low	21	17.50
2.	Medium	65	54.16
3.	High	34	28.34
	Total	120	100.00

A perusal of overall information management behavior revealed that majority (54.16 per cent) of the respondents were observed under medium category and the rest were almost distributed under high (28.34 per cent) and low (17.50 Per cent) categories. Most of the respondents were higher in information utilization that lead to higher dissemination of information of maize crop. Further most of the respondents (55.83 per cent) already received the recommended training conducted by the concerned department that strengthen the information management behavior of maize growers in study area. This may be reason for most of the respondents fall under medium category in this study. This findings is in line with findings of Kalidasan (2008).

Conclusion

In this light of the present investigation it can be concluded that most of the respondents were higher information utilization that lead to higher dissemination of information of maize crop. Further most of the respondents (55.83 per cent) already received the recommended training conducted by the concerned department that strengthen the information behavior of maize growers in study area. Hence, it is necessary to identify the extension educational programmes such as trainings, discussion, meetings, demonstration and field visit etc., for need perceptual to promote the communication behavior among the maize growers.

Reference

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