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# INFORMATION SHARING BEHAVIOUR OF TURMERIC FARMERS – AN ANALYSIS

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***Abstract:*** Information sharing behaviour is the sharing of received/known information to fellow farmers in their area. The major turmeric cultivating areas in Dharmapuri are Pappireddipatti, Harur, Nallampalli, Karimangalam, Dharmapuri, Palacode and Pennagaram. Major turmeric producing villages in Pappireddipatti are Venkatasamuthiram, Menasi, Molayanur, A.Pallipatti, Bommidi and Devarajapalayam. The respondents were selected by using proportionate random sampling technique. The data were collected by personal interview utilizing a well structured and pre-tested interview schedule. More than hundred turmeric farmers shared the information to fellow farmers (88.33 per cent) and only 11.67 per cent of the turmeric farmers did not share the information to fellow farmers because they maintaining secret or there are not interested to share the information to others. More than eighty percent of turmeric farmers among selected farmers, they shared the information to their family members (84.16 per cent), followed by their friends (80.00 per cent), their relatives (62.50 per cent), their neighbours (56.66 per cent), to those who come and ask (46.66 per cent) and shared to the farmers in their area (45.00 per cent).The information sharing behaviour of turmeric farmers are discussed in detail.

***Keywords:*** *Turmeric, Pappireddipatti, Information sharing behaviour*.

## INTRODUCTION

Turmeric is a major spice crop in India. India is called as legendary land of spices. Turmeric is scientifically called as *Curcuma longa* and belongs to the family Zingiberaceae. It has a valuable cash crop for cultivators and contributes national economy as one of the major exports commodity. Information sharing behaviour is the sharing of received/known information to fellow farmers in their area. Turmeric, a significant spice crop, is grown in an area of 23,164 Ha. Red chillies (41%) and Turmeric (21%) are the leading Spice crops in Tamil Nadu accounting for over 62% of the total Spices Area. In Tamil Nadu, two cultivars *viz*., Erode local and Salem local have been cultivated so far in addition to local cultivar *viz*., Bhavani. The principal turmeric producing districts in Tamil Nadu are Erode, Dharmapuri, Villupuram, Salem and Namakkal. The study was conducted in Pappireddipatti taluk of Dharmapuri district. Dharmapuri district is predominantly an agricultural district with more than 70 per cent of population directly or

indirectly associated with agriculture. Dharmapuri is the major turmeric producing district (4,497 ha.) in Tamil Nadu. The major turmeric cultivating areas in Dharmapuri are Pappireddipatti, Harur, Nallampalli, Karimangalam, Dharmapuri, Palacode and Pennagaram. Pappireddipatti taluk was selected for this present study because it has more turmeric area. Major turmeric producing villages in Pappireddipatti are Venkatasamuthiram, Menasi, Molayanur, A.Pallipatti, Bommidi and Devarajapalayam. Among seven taluks, Turmeric powder manufacturing company named as Ragavi Masala Company is located in kadathur village in Pappireddipatti taluk. More than hundred turmeric farmers among 120 farmers, they got the information from the AAO/AHO, friends, utilized leaflets made discussion with the family members, friends, relatives, neighbours and informing to family members to keep in mind & asking them to remember and shared the information to their family members (Barman et al, 2015).

## RESEARCH METHODOLOGY

The study was conducted in Pappireddipatti taluk, the turmeric farmers in the selected villages in selected taluk were obtained from the data given by the grass root level extension workers of the State Department of Horticulture. Sample sizes of 120 turmeric farmers were considered sufficient for the study. Proportionate random sampling method was adopted to select the 120 turmeric farmers from the six selected villages. By reviewing various relevant literature and discussion with extension scientists, a list of variables that could possibly influence the dependent variables were prepared (Kalidasan, T. 2019). The list of variables was sent to judges consisting of the extension scientists working in the various Agricultural Universities to ascertain the degree of relevancy for the study. The data collection was done with the use of a well-structured and pre-tested interview schedule. The data were collected through face to face contact method by contacting the selected farmers. The farmers were contacted at their homes or farm as per their convenience (Raman, 2014).

## RESULTS AND DISCUSSION

The data were collected and results are presented in Table 1.

**Table 1. Distribution of turmeric farmers according to their information Sharing**

**(n=120)**

| S. No. | Particulars | No. of turmeric farmers | Per cent |
|---|---|---|---|
| 1 | Shared the information to fellow farmers | 106 | 88.33 |
| 2 | Not shared the information to fellow farmers | 14 | 11.67 |

It could be observed from the Table 1 that more than hundred turmeric farmers shared the information to fellow farmers (88.33 per cent) and only 11.67 per cent of the turmeric farmers did not share the information to fellow farmers because they maintaining secret or there are not interested to share the information to others (Kasidurai, S and D. Vengatesan. 2017). An attempt was made in this study to find out the different types of persons to whom the turmeric farmers share the information to others and it is presented in the Table 2.

**Table 2. Distribution of turmeric farmers based on the types of persons to whom information were Shared**

**(n=120)**

| S.No | Particulars | Turmeric farmers | Per cent | Rank |
|---|---|---|---|---|
| 1 | To their family members | 101 | 84.16 | I |
| 2 | To their friends | 96 | 80.00 | II |
| 3 | To their relatives | 75 | 62.50 | III |
| 4 | To their neighbours | 68 | 56.66 | IV |
| 5 | To those who come and ask | 56 | 46.66 | V |
| 6 | To the farmers in their area | 54 | 45.00 | VI |
| 7 | By sharing the information through social media | 50 | 41.66 | VII |
| 8 | To the farmers in the agriculture meetings | 32 | 26.66 | VIII |
| 9 | By writing articles about his experience to the newspapers/ magazines | 3 | 2.50 | IX |
| | **Mean percentage** | | **43.23** | |

*Multiple responses were recorded

It could be revealed from the Table 2, More than eighty percent of turmeric farmers among selected farmers, they shared the information to their family members (84.16 per cent), followed by their friends (80.00 per cent), their relatives (62.50 per cent), their neighbours (56.66 per cent), to those who come and ask (46.66 per cent) and shared to the farmers in their area (45.00 per cent). About 41.66 per cent of the turmeric farmers share the information through social media and in the agricultural meetings (26.66 per cent). Only 02.50 per cent of the turmeric farmers shared the information by writing articles about their experiences to the newspapers/magazines. The diagrammatic representation is shown in the **Fig 1.** The mean percentage on the pattern of information Shared is 43.23. This may be due to the traditional and natural habit of any farmer to share the information to their neighbours, relatives and friends first then to others. This finding is in line with the findings of Prathapsingh (2012).

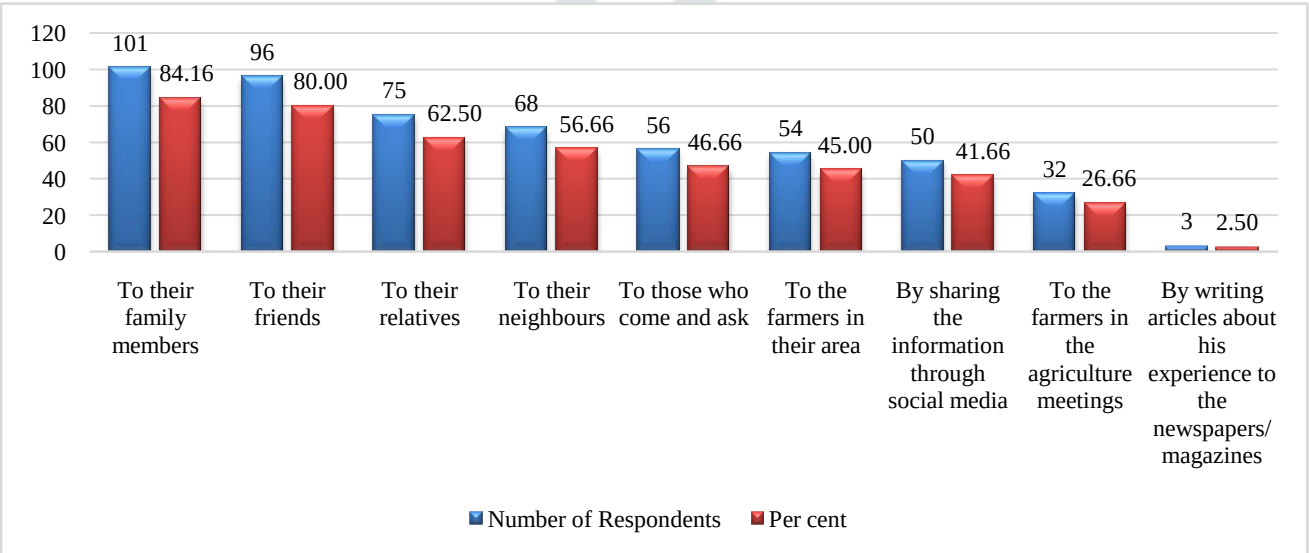


**Fig 1. Graphical representation of turmeric farmers based on the types of persons to whom information were Shared**

## CONCLUSION

From the examined result, it could be concluded that majority of the turmeric farmers (84.16 per cent) had shared the information to their family members. This is because that more than hundred farmers among 120 farmers, they were in good relationship not only with their family members and also with the friends, relatives and so on. So, the turmeric famers in that selected villages had a good rapport and they were communicated easily with each other's and share their known information to others in a social system.

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