

A Study on Constraints in Communication behaviour of Tribal Farmers

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ABSTRACT

The study on constraints in communication behaviour of tribal farmers, was conducted to study about communication behaviour of tribal farmers in Kolli hills in Namakkal district of Tamilnadu. A sample of three hundred tribal farmers (respondents) was selected from the tribal hamlets using proportionate random sampling technique. Sixteen variables were selected. The data were collected with the help of well structured and pretested interview schedule and suitable statistical tools were used to analyse the data. It could be observed from the study that majority of tribal had the constraints in lack of training, lack of infrastructure, lesser number of agricultural campaigns, lack of self confidence, lack of family support, lack of interest in learning farm know-how. And the following constraints such as lack of skill in acquiring agricultural information, lack of skill in processing and evaluating agricultural information, lesser number of visits by agricultural officers and lack of location specific agricultural technologies in television, radio and newspaper are found to be faced by lesser number of tribal.

Key words: Tribal, Communication behavior, Constraints.

INTRODUCTION

Communication is an integral part of development. Communication support is a vital necessity to inspire and help rural people to take full advantage of available opportunities for their all round development which ultimately results in national development. Communication helps in imparting training to people, organizing community and farm related process and coordinating various activities. Farm the creation of awareness regarding the adoption of new technologies up to the final adoption of it, communication has played a predominant role over the year.

Kolli Hills or KolliMalai is the small hill located on the path of Eastern Ghats in Namakkal district of Tamil Nadu. The major crops of these hills are rice, tapioca, coffee, pepper, hill banana, pine apple, jack fruit and some other spices and also known for its rare medicinal plants. It has an evergreen forest cover that cannot be seen anywhere on the southern India. There are about 52 local tribal groups in the Kolli hills out of which 14 panchayats recognized by the Government. Tribal groups have always shared a unique relationship with nature and follow sustainable practices of livelihood. With religious practices of worshipping nature and land laws that give collective rights to communities, the tribal way of life is unique. With a population over 40,000, tribal groups or Malayalis form a large community in Kolli hills of Namakkal district. The tribal people depend on the farming and forest produce for their livelihood. However due to lack of accessibility and development

and long neglect, the standard of life among tribal groups remain poor. But turning opportunities, there is a rise in entrepreneurship across tribal groups of Kolli hills. By connecting agriculture and forest produce with markets using technology, creation of self-help groups,. (Subramaniom2003.)

RESEARCH METHODOLOGY

As the primary objective of this study was centered on the communication behavior of tribal people it was planned to select Kolli hills as the study area. Namakkal district has been administratively divided into seven taluks and fifteen blocks. Kolli hills had sixteen revenue tribal villages and five villages were purposively selected based upon its maximum tribal population.

The list of farmers from each selected village was obtained from the gram panchayat office. For the selection of the respondents based on the proportionate random sampling technique was followed to select a sample size of 300 respondents. A well prepared, pre-tested interview schedule is used to collect data from the respondents. Scores were allotted for each question and the scores obtained by the respondents were summed up for the respondent. The respondents were categorized into low, medium and high by using cumulative frequency. Further, the percentage analysis was worked out for the constraints of communication behaviour.

RESULTS AND DISCUSSION

Table -1. Constraints faced by tribal farmers in communication behaviour

(n=300)

S.No	Constraints	Number	Per-cent	Rank
1	Lack of training	243	81.00	1
2	Lack of infrastructure	226	75.33	2
3	Lesser number of agricultural campaigns	193	64.33	3
4	Lack of self confidence	176	58.67	4
5	Lack of family support	171	57.00	5
6	Lack of interest in learning farm know-how	154	51.33	6
7	Lack of skill in acquiring agricultural information	123	41.00	7
8	Lack of skill in processing and evaluating agricultural information	114	38.00	8
9	Lesser number of visits by agricultural officers	110	36.67	9

10	Lack of location specific agricultural technologies in television, radio and newspaper	92	30.67	10
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A perusal of Table-1 reveals that lack of training (81.00 percent) was the first major constraint reported by the respondents. It may be due to unavailability or small number of trainers.

Lack of infrastructure (75.33 percent) was the second major constraint reported by the respondents. The respondents had no infrastructure facilities even to conduct the meeting.

Lesser number of agricultural campaigns conducted in the study area is the third major constraint as reported by 64.33 per cent of the respondents. It may be due to lack of attention among the people about campaigns and the lack of infrastructure also decides the same.

Lack of self confidence (58.67 percent) was the fourth major constraint reported by the respondents. Lack of self-confidence, will- power, strong mental outlook and optimistic attitude amongst women create a fear from committing mistakes while during their peace of work.

Lack of family support (57.00 percent) was the next constraint reported by the respondents. They also lack a moral support from their family members.

Least number of farmers (51.33 per cent) expressed that they lacked interest in learning farm know-how. Because of the lesser availability of land and lesser income from agriculture some of the tribal farmers lacked interest in learning farm know-how. A similar observation was made by SanathoiKhuman(2018) in his study area.

Lack of skill in acquiring agricultural information was reported as a constraint by less than half of the respondents (41.00 per cent). Agricultural information are available to the farmers through internet, television, radio, books, journals, extension officials, folders, demonstrations, campaigns, etc., These farmers could not identify the right source for acquiring relevant and needed information as the tribal farmers are in hills and fairly separated from the people in plains. Shanmugaraja (2020) observed a similar constraint in their study area.

Lack of skill in processing and evaluating agricultural messages was reported as a constraint by 38.00 per cent of the respondents. The farmers even after receiving the information could not process and evaluate the worth of technologies as they lacked sources for further discussion and clarification. This report is congruent to the findings of Mohanty (2013) who also stated that lack of skill in processing and evaluating the information was felt as a constraint by farmer respondents.

The next major constraint felt by 36.67 per cent of the respondents was the lesser number of visits by the agricultural officials in the study area. The number of agricultural officials for this vast study area is less and hence they could make only less frequent visits to the different hamlets. This made the farmers to report this as a constraint.

The least constraint reported by 30.67 per cent of the respondents was lack of location specific agricultural technologies in newspapers, radio and television.

CONCLUSION

It could be observed from the study that majority of tribal had the constraints in lack of training, lack of infrastructure, lesser number of agricultural campaigns, lack of self confidence, lack of family support, lack of interest in learning farm know-how. And the following constraints such as lack of skill in acquiring agricultural information, lack of skill in processing and evaluating agricultural information, lesser number of visits by agricultural officers and lack of location specific agricultural technologies in television, radio and newspaper are found to be faced by lesser number of tribal.

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