

Social Participation and Extension Agency Contact of Tapioca Growers in Namakkal District of Tamil Nadu

Balamurugan.V¹, Balakrishnan. T² and Dhivya. A³

1&2. Assistant Professors, 3. P.G. Student

*Department of Agricultural Extension, Annamalai University,
Annamalai Nagar, Tamil Nadu.*

ABSTRACT

The study was conducted in Namakkali District of Tamil Nadu. A sample size of 120 was fixed for the study considering the limitation of time and other resources. From the list of farmers in each village, farmers cultivating tapioca were identified and selected from the selected six villages by using the proportionate random sampling. During the survey, the researcher could ascertain that most of the farmers were members in social organizations such as co-operative agricultural credit society, farmer discussion groups, milk society, etc, mainly to avail the benefits given by the organization extension agency contact respectively. Lack of awareness and interest of the respondent to know about improved tapioca cultivation practice might be the reason for their poor to medium extension agency contact.

Keywords: *Social Participation, Extension Agency Contact, Tapioca Growers.*

Introduction

Tapioca is also known as cassava. It is the predominant source of calories. Tapioca is a tuber crop of huge economic importance as it is used not only for human and animal food consumption, but also used as raw material for various industrial products. Tapioca is cultivated for consumption as raw tuber after cooking and also processed for making starch, which is the basic raw material for making sago, wafers etc., Tapioca is cultivated both as rainfall and irrigated crop. Increased productivity greatly depends on available technologies and extent of adoption by farmers.

Research Methodology

The study was conducted in Namakkali District of Tamil Nadu. A sample size of 120 was fixed for the study considering the limitation of time and other resources. From the list of farmers in each village, farmers cultivating tapioca were identified and selected from the selected six villages by using the proportionate random sampling. The details of number of respondents from each of the selected villages are given in Table 1.

Table 1 – Village wise distribution of selected respondents

| Sl. No. | Number of the village | Total number of tapioca growers | Number of respondents selected |
|----------------|------------------------------|--|---------------------------------------|
| 1. | Gundur Nadu | 340 | 26 |
| 2. | Valappur Nadu | 310 | 24 |
| 3. | Sittampoonid | 250 | 19 |
| 4. | Pillur | 230 | 18 |
| 5. | Paramathi | 215 | 17 |
| 6. | Kudacheri | 200 | 16 |
| | Total | 1545 | 120 |

Social Participation

Social participation referred to the degree of involvement of an individual either as a member or as an office bearer in any formal organization. The scale developed by Sashipuri (1972) and adopted by Naseem (2002) was used to quantify this variable. The score obtained by an individual for all the organizations were summed up to arrive at the total social participation score of an individual.

| Sl. No | Nature of participation | Score |
|---------------|--------------------------------|--------------|
| 1. | Office bearer – present | 4 |
| 2. | Member - present | 3 |
| 3. | Office bearer - past | 2 |
| 4. | Member - past | 1 |

Extension Agency Contact

This referred to the degree to which individual farmers contact various. Extension agencies. The scoring procedure as followed by Satheesh Kumar (2007) was adopted.

| Frequency of contact | Score |
|----------------------|-------|
| Regular | 3 |
| sometimes | 2 |
| Never | 1 |
| Purpose of contact | Score |
| Agriculture | 2 |
| Non – agriculture | 1 |

Each score obtained by an individual on the frequency was multiplied with the purpose of contact for every time and the scores were summed up to arrive at the total score of contact with extension agency of an individual.

FINDING AND DISCUSSION

Social participation

The results on distribution of respondents according to the their social Participation are presented in table 1.

Table 1. Distribution of respondents according to their level of social Participation

(n=120)

| Sl. No. | Category | Number of respondents | Per cent |
|---------|--------------|-----------------------|---------------|
| 1. | Low | 19 | 15.83 |
| 2. | Medium | 65 | 54.17 |
| 3. | High | 36 | 30.00 |
| | Total | 120 | 100.00 |

The data in table 1 reveals that above fifty per cent of the respondents (54.17 per cent) had medium level of social participation, followed by 30.00 per cent of the respondents with high level of participation. Only 15.83 per cent of the respondents belonged to low level of social participation category. During the survey, the researcher could ascertain that most of

the farmers were members in social organizations such as co-operative agricultural credit society, farmer discussion groups, milk society, etc, mainly to avail the benefits given by the organization. This might be the probable reason for the medium level of social participation reported among the majority of the respondents. This finding is in line with the finding of Ganapathy ramu (2017).

Extension agency contact

The result on distribution of respondents according their level of extension agency contact are presented in table 2.

Table 2. Distribution of respondents according to their level of extension agency contact

(n= 120)

| Sl. No | Category | Number of respondents | Per cent |
|--------|--------------|-----------------------|---------------|
| 1. | Low | 34 | 28.33 |
| 2. | Medium | 64 | 53.34 |
| 3. | High | 22 | 18.33 |
| | Total | 120 | 100.00 |

Table 2 show that above half of the respondents (53.34 per cent) had medium level of extension agency contact, followed by 28.33 per cent and 18.33 per cent of the respondents with low and high levels of extension agency contact respectively. Lack of awareness and interest of the respondent to know about improved tapioca cultivation practice might be the reason for their poor to medium extension agency contact. This finding is in line with the finding of shindhu (2015).

Conclusion

It can be concluded from the findings of above study that most of the farmers were members in social organizations such as co-operative agricultural credit society, farmer discussion groups, milk society, etc, mainly to avail the benefits given by the organization extension agency contact respectively. Lack of awareness and interest of the respondent to know about improved tapioca cultivation practice might be the reason for their poor to medium extension agency contact. This category requires more awareness and support for enhancing farmers in social participation and extension agency contact.

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