

## Correlates of Selected Socio-Personal Characters with Understandability & Utility of Readers of Vyavasaya Panchangam

**Key words :** Profile Characteristics, Groundnut Farmers

Ex-post facto research design was used for conducting this study. Andhra Pradesh state was selected purposively. Rangareddy district was selected for the present investigation by following the simple random sampling method. Four mandals viz., Manchal, Moinabad, Ghatkesar and Hayathnagar were selected randomly for the present study. Three villages were selected randomly from each of the selected mandal, and the villages include Aarutla, Chennareddy guda, Bandalarmur, Ankushapur, Chandupatla, Avushapur, Koheda, Kawadpally, Batasingaram, Medipally, Reddipally and Peddamangalaram. From each of the selected village, ten (10) respondents were selected randomly, thus constituting a total sample of 120 farmers for the study.

To find out the relationship between selected socio- personal characters and understandability & utility of readers of Vyavasaya Panchangam, the correlation coefficients was worked out and the results have been presented in the given Table.

### a) Socio-personal characters Vs Understandability:

The results indicated that there was positive and significant correlation between education, achievement motivation, information acquisition behaviour, peer group interactions and understandability of Vyavasaya Panchangam readers. Farming experience was negatively and significantly correlated with understandability of Vyavasaya Panchangam readers whereas all other variables were found to be not significant.

### Education Vs Understandability:

The variable education provides the respondent a broader horizon on any innovation. More the education more will be the farmer's outlook towards various sources of information. Because of education, the farmers would perceive the content of Vyavasaya Panchangam better, thereby increasing the understandability of the technical information given in Vyavasaya Panchangam. Thus

there was a significant relationship between education and understandability (in conformity with Ganesh Kumar (2005) and Sarada *et al.*, (2009).

### Achievement motivation Vs Understandability:

The desire or motivation among the respondents to achieve good yields and good results through different new agricultural practices increases the perception of the respondents regarding any new information thereby increasing the understandability of the technical information given in Vyavasaya Panchangam. Hence there was significant relationship between achievement motivation and understandability in conformity with Venkatesham (2002) and Sarada *et al.*, (2009).

### Information acquisition behaviour Vs Understandability:

As the respondents now a days are exposed to various sources of information, the information acquisition behaviour of the respondents lead to gathering of the new technical information which is useful for them to get good results. Thus, the information acquisition behaviour influences the respondents towards perception of new farming practices thereby increasing the understandability of technical information given in Vyavasaya Panchangam and hence there was a significant relationship between information acquisition behaviour and understandability in conformity with Venkatesham (2002) and Ghadi *et al.*, (2010).

### Peer group interactions Vs Understandability:

Results showed that majority of the respondents utilized personnel and local channels for information acquisition. Thus, majority of them indicated that they consult other farmers for getting meaning and understanding of new agricultural information and for adopting any new technology which is published in Vyavasaya Panchangam, thereby increasing the understandability of the technical information given in Vyavasaya Panchangam. Hence there was significant

Table: Correlation coefficients (r-values) between independent variables with understandability and utility of readers of Vyavasaya Panchangam.

Sl. No.	Independent variables	Correlation co-efficients	
		Understandability	Utility
1	Age	-0.1686 <sup>NS</sup>	0.0242 <sup>NS</sup>
2	Education	0.2265*	0.0117 <sup>NS</sup>
3	Farming experience	-0.2399**	-0.0615 <sup>NS</sup>
4	Farm size	0.0999 <sup>NS</sup>	0.2179*
5	Extension contact	0.0289 <sup>NS</sup>	0.2348**
6	Social participation	0.0296 <sup>NS</sup>	-0.4115**
7	Scientific orientation	0.0144 <sup>NS</sup>	0.2376**
8	Achievement motivation	0.2535**	0.0256**
9	Information acquisition behaviour	0.2438**	0.2426**
10	Peer group interactions	0.4117**	0.1441 <sup>NS</sup>

\*Significant at 5% level of significance, \*\*significant at 1% level of significance, <sup>NS</sup> not significant.

relationship between peer group interactions and understandability.

#### **Farming experience Vs Understandability:**

Farming experience was negatively and significantly correlated with the understandability as the increase in farming experience, lead more understanding of the different farming practices and some times it also may lead to high confidence in old traditional practices rather than the new practices thereby farming experience was negatively and significantly correlated with the understandability of Vyavasaya Panchangam readers.

#### **b) Socio-personal characters Vs Utility:**

Farm size, extension contact, scientific orientation, achievement motivation, information acquisition behaviour were positively and significantly correlated with utility of readers of Vyavasaya Panchangam. Social participation had negative and significant relationship with the utility of Vyavasaya Panchangam readers, whereas all other variables were either negatively or positively correlated with utility of Vyavasaya Panchangam readers though not significant.

#### **Farm size Vs Utility:**

Farm size had positive and significant relationship with the utility of readers of Vyavasaya

Panchangam. It indicate that larger the farm size there will be more chances for them to adopt different new agricultural practices and to estimate their results with the traditional practices. This increases the utility of new technical information provided in the Vyavasaya Panchangam in confirmity with Ganesh kumar (2005).

#### **Extension contact Vs Utility:**

Extension contact increases the usefulness of the new technical information as the respondents were exposed to different extension personnel regarding the new improved farming practices and they were exposed to different tours and field trips for gaining knowledge on different new agricultural practices, thereby increasing the utility of the technical information given in Vyavasaya Panchangam. This might be the possible reason for having positive and significant relationship between extension contact and utility in confirmity with Gandi *et al.*, (2010).

#### **Social participation Vs Utility:**

Social participation was negatively and significantly correlated with the utility of the readers of Vyavasaya Panchangam. Social participation increases the information acquisition by the respondents which is useful for them. Hence they might have not felt the utility of the content published

in Vyavasaya Panchangam and therefore this variable might have shown negative and significant relationship.

#### **Scientific orientation Vs Utility:**

Scientific orientation increases the usefulness of the new technical information as the respondents are more interested in adopting the scientific methods in their farming practices, thereby increasing the utility of the technical information given in Vyavasaya Panchangam. Hence there was a significant relationship between scientific orientation and utility in conformity with Ganesh kumar (2005).

#### **Achievement motivation Vs Utility:**

Motivation among the respondents to achieve higher yields also increases the usefulness of the technical information, which could be the reason for significant relationship between achievement motivation and utility.

#### **Information acquisition behaviour Vs Utility:**

Information acquisition behaviour by the respondents from various sources of information increases the usefulness of the technical information, thus increasing the utility of the technical information given in Vyavasaya Panchangam, and hence the significant relationship between information acquisition behaviour and utility in conformity with Gandhi *et al.*, (2010). The results shown that the variables education, achievement motivation, information acquisition behaviour, peer group interactions were positively and significantly related with understandability of readers of

Vyavasaya Panchangam. The variable farming experience was negatively and significantly related with understandability. Further farm size, extension contact, scientific orientation, achievement motivation, information acquisition behaviour were positively and significantly related with utility of readers of Vyavasaya Panchangam. The variable social participation was negatively and significantly with utility. However the variables age, education and farming experience did not show any relationship with utility of content published in Vyavasaya Panchangam.

#### **LITERATURE CITED**

- Ganesh kumar P 2005** A study on Rythumitra television programme for farm tele viewers in chittoor district of Andhra Pradesh. M.Sc. (Ag.) thesis, Acharya N.G.Ranga Agricultural University, Hyderabad.
- Ghadi D R and Antwal P N 2010** Utility perception of Agricultural advertisements by farmers. *Agriculture update*, (5):145-147.
- Sarada O and Prabhakar K 2009** Relationship between personal, psychological and communication characteristics of researchers and their perceived feed back effectiveness of extensionists. *The Andhra Agricultural journal*, 56(2):251-255.
- Venkatesham B 2002** A Study on readability, credibility and utility of Vyavasaya Panchangam of ANGRAU. M.Sc. (Ag.)Thesis, Acharya N.G.Ranga Agricultural University, Hyderabad.

Department of Extension Education  
College of Agricultural  
Rajendranagar  
Hyderabad 500 030,  
Andhra Pradesh

**Shireesha Devarakonda  
V Ananda Rao  
M Jagan Mohan Reddy**

(Received on 21.08.2011 and revised on 31.01.2012)