

**Suggestions Expressed By The Tribal Farmers Of Kolli Hills To Improve Effective
Communication For Better Agricultural Production**

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ABSTRACT

The Study was carried out in order to determine the suggestions made by the tribal farmers in Namakkal District's Kolli hills. The hills of Kolli are important to 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. The research showed that most of the Tribal respondents indicated that agricultural extension programmes ought to be strengthened. Enhancement of agricultural expansion services, allocation of more agricultural extension agents in tribal traits, the provision of farmers with location-based specific technologies.

Key words: Tribal, Communication behavior, Suggestions, Agricultural production.

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INTRODUCTION

The tribal groups, the weakest part of the Indian civilization, make up 29.9 million, 7% of the overall population of India. In spite of social scientists' increasing emphasis on the study of tribal development and the accompanying rise of the literature, the position of tribal research in India, characterised by low sophistication, remains unsatisfied. The tribes are those that are included in the planned tribal list in the Indian Constitution for social scientists. According to W I nick's anthropology dictionary, a tribe is typically a social group having a certain region, dialect, cultural harmony and social structure. A "typical" tribe exhibits separated environment, population, politics, economics and other social connections from other ethnic groups. Although only 427 are officially recognised as over 550 communities, and include 227 ethnic groups, the tribes of India number 67.80 million, or more than 8 percent of the country's overall population, according to the recent population census. Tribes are regarded mainly as a stage and societal

type. They are a society that lacks the good features of contemporary civilization and forms therefore a simple, an alphabetical and backward society. The tribal society is no longer regarded as tribal. Tribals are more or less isolated backward people in jungles and tend to be self-sufficient with little contact with their customary councils with other civilizations. (Darbarilal,1972). The 414 tribes identified after 1956 are widely different in their habitats, methods of production, degree of isolation, degree of acculturation, level of development, social customs, beliefs and so on. The definition of a tribe by anthropologists "as a tiny, culturally unique, economically self-sufficient society with a language of its own independent political organisation" in India is totally unsuitable for the so-called tribal tribes. Indian anthropologists have portrayed tribes as tiny, self-contained, self-sufficient and independent, subsistence-based societies with little external commerce. One of the main causes for the agricultural backwardness of the tribal communities is a lack of communication services. The dissemination of knowledge about better agriculture in tribal society is hindered by the communication gap. (Vasanthakumar, 1979.)

The condition of the tribes in Tamil Nadu:

In Tamil Nadu, India, the total tribal population is small and dispersed throughout the nation. The tribal population is in and around the mountains, like in the rest of India. The tribal population of Tamil Nadu is about 5.2 lakhs, which accounts for 1.10 per cent of the whole population. An Indian tribe with its own language and autonomous political structures is a small, culturally distinct and economically independent community. (Shanmugaraja, 2008). Of India, the tribes are mentioned on the schedule in the Indian Constitution. In India, 414 tribes as stated in the presidential notification are recognised. The 'Malayali Gounders' in the Pachiamalai hills is one of the most important tribal tribes in Tamil Nadu. (Shanmugaraja,2020). The main goal of the study is now to identify the communication behaviour of the tribes in this area. A study of the communication network of the thesis tribes may greatly contribute to the agricultural development of this region.

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 relationship between profile characteristics and communication behavior. Constraints faced by the tribal farmers have been studied and suggestions have been provided for the betterment of communication of the tribal farmers of Kolli hills.

RESULTS AND DISCUSSION

Table 1: Distribution of respondents according to their suggestions to improve effective communication for better agricultural production

(n=300)

| S.No | Category | Number of Respondents | Per cent |
|------|---|-----------------------|----------|
| 1. | Strengthening Agricultural Extension Services | 217 | 72.33 |
| 2. | Allotting more Agricultural Extension officials in tribal tract | 205 | 68.33 |
| 3. | Provision of need based location specific technologies to the farmers | 199 | 66.33 |
| 4. | Arranging the supply of farm related books, journals and magazines | 164 | 54.66 |
| 5. | Strengthening feedback | 156 | 52.00 |
| 6. | Arranging for more agricultural programmes in mass-media channels like radio, television, newspaper etc., | 142 | 47.33 |

Suggestions to improve effective communication for better agricultural production:

Table 1 presents the different recommendations given by tribal farmers to improve their communication behaviour, in line with the goals, to improve their agricultural prospects. In Table 1, it can be noted that most tribal respondents (72.33 per cent) suggested the need in the tribal tree to enhance agricultural extension services, followed by the allocation of further agricultural extension officers (68.33 per cent), providing needs-based training for farmers (66.33 per cent) and arranging for the provision of a farm-related book (54.66 per cent). Three fourths of the farmers proposed increasing the agricultural extension services in the study region, requested more demonstrations / campaigns, group discussions, agricultural and domestic visits and extension workers' meetings in the research area. Such communications may allow them to get more knowledge about agriculture in order to enhance agricultural output. Vijayaraghavan (1976) stated that farmers had made such a proposal in his research region. About three-quarters of respondents requested additional extension officers in the research region because the farmers

could not meet the extending personnel since the block office was far and inaccessible owing to a lack of transport amenities.

The farmers also believed that they frequently did not meet farmers because of the smaller number of extension workers. Farmers were also looking for extension workers who are better acquainted with tribal tract farming methods. Another important idea is that tribal farmers be given with special agricultural advice depending on needs and region. Plants such as Tinai, Samai, Panivaragu, Varagu and others are grown here.

The tribal farmers traditionally and eco-friendly do agriculture. They thus required a precise site suggestion. This particular advice based on a need for farmers may allow them to enhance their agricultural production instead of a generic recommendation. A little more than half of the respondents asked for books, journals and agricultural periodicals to be accessible in the field of study. Since the level of literacy is very excellent, they sought agricultural literature like books and journals.

Printed information has more trustworthiness, and books and journals may be kept for longer. This may also enhance their level of literacy. In his field of research, Vijayaraghavan (1976) also found comparable findings. Feedback from the target audience is the desired answer. Feedback is part and parcel of every conversation. Successful communication requires effective feedback. Feedback must thus be reinforced to improve communication behaviour. Over 52.00 per cent of respondents recommended reinforcing feedback in agricultural communication so that communication could remain a healthy two-way channel.

Nearly half of respondents (47.33 per cent) indicated that they use mass media outlets such as TV, radio and newspapers for more agriculture programming, so that greater interactions between scientists/farm workers and farmers may be possible. The farmers think that agricultural information provided through the media is more trustworthy. The responders thus offered such a proposal.

A similar finding was also observed by Marimuthu (2001) and Prarthiba (2003). The communication limitations observed by tribal farmers may be taken seriously and the recommendations they make to create an even better communication amongst tribal farmers with a view to improving agricultural output can be considered.

CONCLUSION

Enhancement of agricultural expansion services, allocation of more agricultural extension agents in tribal tracts, the provision of farmers with location-based specific technologies, the provision of farm books, newspapers and magazines, reinforcement of feed and organization of more agricultural programmes on mass media channels, such as radio, television and newspapers, etc.

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