

## COMPARATIVE EFFECTIVENESS OF VARIOUS SOURCES OF INFORMATION FOR CANE GROWERS IN CRESCENT SUGAR MILLS AREA, FAISALABAD

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This study was conducted in Crescent Sugar Mills, Area, Faisalabad to determine various sources of information for sugarcane growers. The population of the study consisted of 110 villages. Ten villages were selected randomly and 10 farmers from each selected village were taken as respondents through simple random sampling technique. In this way, 100 farmer-respondents were drawn as sample for this study. The data were collected through personal interviews. The main information sources of farmers identified in this study were relatives, friends, neighbours and radio. These were considered more effective than some other sources.

### INTRODUCTION

Sugarcane is one of the most important cash crops of Pakistan. However, the average yield of sugarcane is much lower than its potential yield which needs to be exploited. There are a number of constraints for low cane yield in Pakistan. Research studies have shown that lack of knowledge about the latest sugarcane production practices on the part of the farmers is very important among the factors responsible for this situation (Sher, 1983).

At present, there are many agencies rendering various types of help to the farmers for the attainment of potential yield of sugarcane. Among these, Department of Agriculture (Extension), Crescent Sugar Mills, and some other agencies/media such as radio, television, printed material, and relatives/friends/neighbours are also serving as information sources for the farmers regarding sugarcane production practices (Hanif, 1992). All these agencies are functioning in the same area and utilising their

own resources for boosting up sugarcane production, but their relative effectiveness is yet to be explored.

The present study was, therefore, planned to determine the effectiveness of different information sources which might ultimately lead towards better cane yield in the country.

### MATERIALS AND METHODS

In order to find the value of different information sources this study was conducted in Crescent Sugar Mills area, Faisalabad consisting of 110 villages. Ten villages were selected randomly and 10 farmers from each selected village were taken as farmer-respondents through simple random sampling technique. In this way, 100 farmer-respondents were drawn as sample for this study. A descriptive research design was used in this study.

The data were collected through personal interviews in Urdu language with the help of a pro-planned interview schedule. A

tally sheet was developed to analyse the data. Simple percentages were calculated to interpret these data.

Table 1. Information sources of the farmer-respondents regarding sugarcane production practices

Source	Percentage
Mills field staff	11
Agri. Extension field staff	13
Radio	56
Television	17
Printed material	9
Relatives / friends / neighbours	65

Note: The total number of respondents were 100. Multi-responses were received from each respondent.

majority of the respondents (65% and 56% respectively), whereas a small number of respondents (17%, 13%, 11% and 9%) had received information from television, Agricultural Extension field staff, Mills field staff and printed material respectively. These results are in line with those of Shcr (1983) and Khan (1986), who reported that relatives/friends/neighbours were the major information sources of the respondents regarding sugarcane production practices.

The farmers were further asked to rate the degree of 'relative effectiveness' of various information sources. Their responses are given in Table-2.

The data presented in Table 2 revealed that relatives/friends/neighbours and radio were the more effective sources as provided by 63% and 50% of the respondents respectively. Television, printed material, Agri.

Table 2. Degree of effectiveness of various information sources as perceived by farmers

Information source	More effective		Less effective		Ineffective		Total respondents
	No.	%	No.	%	No.	%	
Mills field staff	2	18	6	55	3	27	11
Agri. Extension field staff	3	23	7	54	3	23	13
Radio	28	50	22	42	4	7	56
Television	6	35	9	53	2	12	17
Printed material	3	33	4	44	2	22	9
Relatives / friends / neighbours	41	63	24	-	-	-	65

## RESULTS AND DISCUSSION

The farmer-respondents were asked about their sources of information regarding sugar cane production technology. The data given in Table 1 revealed that relatives/friends/neighbours and radio were the main information sources as reported by

Extension field staff and Mills field staff were perceived as relatively less effective sources.

Relatives/friends/neighbours proved to be the most effective information sources regarding improved sugarcane production practices. It is, therefore, suggested that the extension workers should be guided to

utilise the services of progressive farmers as agents of change. They may be organised locally to form committees. The extension agent of the area should have regular contacts with these committees.

### REFERENCES

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