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Credibility of different Agriculture Information Sources and Channels Utilized by the Aonla Growers

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A B S T R A C T

India has one of the largest and most complex public systems for generation, testing and transfer of agricultural information. It is the information behaviour of the farmers, which can promote and spread the results obtained in the laboratories for their better utilization in farming community. Aonla growers' information management from different sources and channels of agriculture information which have brought the aonla growers and scientists close to understand the suitability of the technologies. The Semi-Arid Eastern Plains Zone (IIIa) of Rajasthan has highest area and production under aonla cultivation. There are so many agricultural institutions, which are engaged in the research on aonla growers' problems and transfer of technology to the aonla growers.

Introduction

An improvement and strengthening of agricultural infrastructure needed to all the levels of supply chain. Shrinking extension is another component of infrastructure that needs attention. After the green revolution in the mid-sixties there has been no major technological innovation, which could give a fresh impetus to agricultural productivity, insufficient extension services and poor access to information further widen the gap in the adoption of technology and lead to poor productivity levels. A push towards higher productivity will require information based, decision making agricultural system. This is often described as the next great evolutionary step in agricultural. Today's farmers desire not only the meals for their families from their hard sweat but also surplus production which can sold in the market to get sufficient money to fulfill the daily requirements.

According to economic reforms in the country each and every sector has changed its strategies in view of global competition.

The credibility of information sources and channels affects the extent of adoption of different improved agricultural practices by the farmers.

The credibility refers to the perceived trustworthiness and expertise accorded to a source or channel by its audience at any given time. Therefore, sources and channels of

agriculture information play major role in diffusion of agriculture innovation.

Materials and Methods

Credibility was defined as the trustworthiness and expertness of the sources and channels of agriculture information as perceived by the respondents. For measuring the degree of credibility of different sources and channels of agricultural information credibility index developed by Gunawardana (2005) was used after slight modification as suggested by the experts. The responses of the respondents were recorded on a three point continuum namely 'highly credible', 'moderately credible' and 'least credible' with a score of 3, 2 and 1, respectively.

The degree of credibility score of a respondent was worked out by summing the credibility score obtained by that respondent in all the information sources and channels of agriculture information. The mean percent scores of each source and channel was worked out and then various sources and channels were arranged in the rank order according to their degree of credibility.

Results and Discussion

Credibility of a particular agricultural information sources or channels can be defined as the degree to which a source or channel is perceived as trustworthy and competent by the receiver. The different sources and channels of agriculture information are one of the most important elements of communication process and its effectiveness largely depends upon its credibility as perceived by the clientele. Hence, it is necessary to know the credibility of different sources or channels of agriculture information for transfer of any new technology or improved practice. Credibility pattern of different sources and channels of agriculture information was therefore studied and results are presented as followed.

Distribution of aonla growers according to their levels of credibility to different sources and channels of agriculture information

Credibility of different personal localite sources of agriculture information by the aonla growing farmers and farm women

Credibility of different personal cosmopolite sources of agriculture information by the aonla growing farmers and farm women

Credibility of different personal cosmopolite channels of agriculture information by the aonla growing farmers and farm women

Credibility of different impersonal cosmopolite channels of agriculture information by the aonla growing farmers and farm women

Distribution of aonla growers according to their levels of credibility to different sources and channels of agriculture information

The Credibility of particular aonla growing farmers and farm women was calculated by summing the scores obtained by that particular farmer in all the four components of Credibility which personal localite sources, personal cosmopolite sources, personal cosmopolite channels and impersonal cosmopolite channels. Then the aonla growing farmers and farm women were categorized into five different levels of credibility namely, very low (0-20 per cent), low (20-40 per cent), medium (40-60 per cent), high (60-80 per cent) and very high (80-100 per cent). Further the X^2 value between the frequencies of aonla growing farmers and farm women in different levels was calculated to find out the significance in

the agreement between the aonla growing farmers and farm women.

The data presented in table 1 indicated that majority of the aonla growing farmers and farm women (51.50 per cent and 45.80 per cent respectively) were having high credibility, whereas 35.00 per cent aonla growing farmers and 40.00 per cent farm women were having medium credibility. Only 10.80 per cent aonla growing farmers and 13.30 per cent farm women were having low credibility. None of the aonla growing farmers and farm women was having very low credibility.

The data in table 1 indicated that majority of aonla growing farmers and farm women (52.50 per cent and 45.00 per cent respectively) were having high credibility in Jaipur district, whereas 50.00 per cent aonla growing farmers and 47.50 per cent farm women were having high credibility in Ajmer district. In Jaipur district 36.25 per cent aonla growing farmers and 42.50 per cent farm women were having medium credibility, however 32.50 per cent aonla growing farmers and 35.00 per cent farm women having medium credibility in Ajmer district. Only 8.75 per cent aonla growing farmers and 11.25 per cent farm women were having low credibility in Jaipur district, whereas in Ajmer district only 15.00 per cent aonla growing farmers and 17.00 per cent farm women were having low credibility. None of the aonla growing farmers and farm women in both districts were having very low credibility. The calculated value of chi-square (χ^2) test between the scores of aonla growing farmers and farm women was found to be 92.27, which is more than its tabulated value (9.49) at 5 percent level of significance. Hence the null hypothesis was rejected and alternate hypothesis was accepted. This leads to the conclusion that there is highly significant agreement between the aonla growing farmers and farm women with regard to their credibility.

Credibility of different personal localite sources of agriculture information by the aonla growing farmers and farm women

The data related personal localite sources of agriculture information of the aonla growing farmers and farm women with respect to their personal localite sources incorporated in table 2 shows that calculated Wilcoxen 'Z' value for the personal localite sources viz. friends, neighbours, relatives, agriculture graduates, panchayat members and Family member were more than the tabulated value at 5 per cent level of significance.

Hence, the null hypothesis was rejected and alternate hypothesis was accepted, which leads to the conclusion that there is a significant difference between aonla growing farmers and farm women with respect to these personal localite sources of information.

Whereas the calculated Wilcoxen 'Z' value for the personal localite sources viz. progressive famers and opinion leaders were less than the tabulated value at 5 per cent level of significance.

Hence, the null hypothesis was accepted and alternate hypothesis was rejected, which leads to the conclusion that there is no significant difference between aonla growing farmers and farm women with respect to these personal localite sources of information.

The data presented in table 2 indicates that for aonla growing farmers and farm women "friends" (MPS 80.02 and 79.36 respectively) and "neighbors" (MPS 73.10 and 78.94 respectively) were the major personal localite sources of agriculture information used by majority of the anola growers and accorded first and second ranks respectively. It also

revealed that for anola growing farmers and farm women "opinion leaders" (MPS 55.00 and 56.06 respectively) was the least preferred information source as perceived by the respondents.

In case of aonla growing farmers and farm women in Jaipur district "friends" (MPS 78.33 and 80.42 respectively) and "neighbors" (MPS 72.50 and 77.08 respectively) were the major personal localite sources of agriculture information used by majority of the anola growers and accorded first and second ranks respectively.

It also revealed that for anola growing farmers "opinion leaders" (MPS 53.33) and for farm women "agriculture graduates" (MPS 56.67) were the least preferred information sources. Whereas, for aonla growing farmers "friends" (MPS 81.70) and for farm women "neighbours" (MPS 80.80) in Ajmer district were the major personal localite sources of agriculture information used by majority of the anola growers and accorded first rank, whereas, for aonla growing farmers "progressive farmers" (MPS 71.70) and for farm women "friends" (MPS 78.30) was the major personal localite sources of agriculture information used by majority of the anola growers and accorded second rank respectively. It also revealed that for anola growing farmers and farm women "opinion leaders" (MPS 56.67 and 54.17 respectively) was the least preferred information source as perceived by the respondents.

Conclusion on basis of these data could be drawn that "friends", "neighbors" and "progressive farmers" were the most credible personal localite sources of agriculture information to the aonla growers in the study area. This might be due to the fact that the friends, neighbors and progressive farmers have more innovativeness, risk bearing ability, and large size of land holding therefore, aonla growers perceived it as the most credible source of agriculture information.

Credibility of different personal cosmopolite sources of agriculture information by the aonla growing farmers and farm women

The data related personal cosmopolite sources of agriculture information of the aonla growing farmers and farm women with respect to their personal cosmopolite sources were incorporated in table 3 shows that calculated Wilcoxen 'Z' value for the personal cosmopolite sources viz. agriculture supervisor, A.R.S/Master trainers of agriculture, Agriculture officer, Assistant Agriculture officer, private agencies, plant clinic/polyclinic center, A.T.I.C., co-operative officials, panchayat officials, Deputy Director of agriculture, Assistant Director of agriculture and K.V.K. officials were more than the tabulated value at 5 per cent level of significance. Hence, the null hypothesis was rejected and alternate hypothesis was accepted, which leads to the conclusion that there is a significant difference between aonla growing farmers and farm women with respect to these personal cosmopolite sources of information. Whereas the calculated Wilcoxen 'Z' value for the personal cosmopolite sources viz. NGO's personnel and research station were less than the tabulated value at 5 per cent level of significance. Hence, the null hypothesis was accepted and alternate hypothesis was rejected, which leads to the conclusion that there is no significant difference between aonla growing farmers and farm women with respect to these personal cosmopolite sources of information.

The data presented in table 3 indicates that for aonla growing farmers and farm women "agriculture supervisor" (MPS 85.73 and 83.98 respectively) and "K.V.K. officials" (MPS 83.55 and 80.64 respectively) were the

major personal cosmopolite sources of agriculture information used by majority of the anola growers and accorded first and second ranks respectively. It also revealed that for anola growing farmers and farm women "Deputy Director of agriculture" (MPS 48.30 and 48.75 respectively) was the least preferred information source.

In case of aonla growing farmers and farm women "agriculture supervisor" (MPS 92.25 and 86.25 respectively) and "K.V.K. officials" (MPS 86.30 and 82.08 respectively) in Jaipur district were the major personal cosmopolite sources of agriculture information used by majority of the anola growers and accorded first and second ranks respectively. It also revealed that for anola growing farmers "research station" (MPS 54.50) and for farm women "private agencies" (MPS 49.20) were the least preferred information sources. However, for aonla growing farmers and farm women in Ajmer district "agriculture supervisor" (MPS 82.20 and 81.70 respectively) and "K.V.K. officials" (MPS 80.80 and 79.20 respectively) were the major personal cosmopolite sources of agriculture information used by majority of the anola growers and accorded first and second ranks respectively. It also revealed that for anola growing farmers and farm women "Deputy Director of agriculture" (MPS 43.30 and 44.20 respectively) was the least preferred information source as perceived by the respondents.

Basis on result, it is suggested that extension organization should make their efforts to train "agriculture supervisor", "K.V.K. officials" and "salesmen and dealers" on improved aonla cultivation practices because they had high credibility and may play a significant role in disseminating the agriculture information specially on aonla growers in the study area.

The findings revealed that among different personal cosmopolite source and channels of agriculture information the "agriculture supervisor" was perceived as the most credible source of agriculture.

This might be due to the reason that the agriculture supervisor has more education more technical and latest knowledge and more experience in research so, the aonla growers perceived it as the most credible source of agriculture information.

Table.1 Distribution of aonla growing farmers and farm women According to their levels of credibility

N=240

S. No.	Levels of credibility	Jaipur district (n=160)		Ajmer district (n=80)		Total respondents (N=240)	
		Farmers (n=80)	Farm women (n=80)	Farmers (n=40)	Farm women (n=40)	Farmers (n=120)	Farm women (n=120)
1.	Very Low (0-20 per cent)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)
2.	Low (20-40 per cent)	7 (8.75)	9 (11.25)	6 (15.00)	7 (17.50)	13 (10.80)	16 (13.30)
3.	Medium (40-60 per cent)	29 (36.25)	34 (42.5)	13 (32.50)	14 (35.00)	42 (35.00)	48 (40.00)
4	High (60-80 per cent)	42 (52.50)	36 (45.00)	20 (50.00)	19 (47.50)	62 (51.70)	55 (45.80)
5	Very high (80-100 per cent)	2 (2.50)	1 (1.25)	1 (2.50)	0 (0.00)	3 (2.50)	1 (0.83)
	Total	**80 (100.00)**	**80 (100.00)**	**40 (100.00)**	**40 (100.00)**	**120 (100.00)**	**120 (100.00)**

$X^2 = 92.27$ d.f. = 4 Figures in parentheses indicate percentage

Table.2 Credibility of different personal localite sources of Agriculture information by the aonla growers

N=240

S. No.	Personal Localite Sources	Jaipur district (n=160)				Ajmer district (n=80)				Total respondents (N=240)				Wilcoxen (Z value)
		Farmers (n=80)		Farm women (n=80)		Farmers (n=40)		Farm women (n=40)		Farmers (n=120)		Farm women (n=120)		
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	
1.	Progressive famers	69.60	III	70.83	IV	71.70	II	74.17	III	70.65	III	72.50	III	1.83NS
2.	Friends	78.33	I	80.42	I	81.70	I	78.30	II	80.02	I	79.36	I	2.16*
3.	Neighbours	72.50	II	77.08	II	73.70	III	80.80	I	73.10	II	78.94	II	2.70*
4	Relatives	67.10	IV	72.10	III	70.80	IV	66.80	IV	68.95	IV	69.95	IV	2.53*
5	Agriculture graduates	69.20	VI	56.67	VIII	60.83	VII	55.85	VII	65.02	V	56.26	VII	2.73*
6	Panchayat members	61.25	VII	62.50	VI	65.83	V	56.67	VI	63.54	VII	59.59	VI	3.31*
7	Family member	65.42	V	67.50	V	62.50	VI	60.80	V	63.96	VI	64.15	V	2.40*
8	Opinion leaders	53.33	VIII	57.92	VII	56.67	VIII	54.17	VIII	55.00	VIII	56.05	VIII	1.87NS

NS = Non-significant, * = significant at 5 per cent level of significance

Table.3 Credibility of different personal cosmopolite sources of Agriculture information by the aonla growers

N=240

S. No.	Personal Cosmopolite Sources	Jaipur district (n=160)				Ajmer district (n=80)				Total respondents (N=240)				Wilcoxen (Z value)
		Farmers (n=80)		Farm women (n=80)		Farmers (n=40)		Farm women (n=40)		Farmers (n=120)		Farm women (n=120)		
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	
1.	Agriculture supervisor	92.25	I	86.25	I	82.20	I	81.70	I	85.73	I	83.98	I	2.27*
2.	A.R.S/Master trainers of agriculture	58.80	X	51.7	XIII	55.70	XIII	52.50	XI	57.75	XII	52.10	XIV	2.51*
3.	Salesmen and dealers	82.92	III	77.90	IV	76.70	III	77.50	III	79.81	III	77.70	III	2.83*
4.	NGO's personnel	64.20	VII	71.30	VI	66.70	VII	68.30	VII	65.45	VII	69.80	V	1.93NS
5.	Agriculture officer	59.17	VIII	73.30	V	62.50	IX	61.70	VIII	60.84	IX	67.50	VIII	2.02*
6.	Asstt. agriculture officer	68.30	VI	79.58	III	62.50	IX	58.30	IX	65.40	VIII	68.94	VI	3.12*
7.	Private agencies	56.70	XI	49.20	XIV	61.70	X	56.70	X	59.20	XI	52.95	XIII	3.93*
8.	Research station	45.40	XIV	67.50	VII	56.70	XII	48.30	XII	51.05	XIV	57.90	XI	1.84NS
9.	Plant clinic/polyclinic center	51.70	XIII	56.70	XI	59.20	XI	52.50	XI	55.45	XIII	54.60	XII	3.40*
10	A.T.I.C.	68.30	VI	60.40	IX	74.20	IV	74.20	IV	71.25	V	67.30	VII	2.43*
11.	Co-operative officials	70.40	V	71.30	VI	69.20	VI	72.50	V	69.80	VI	71.90	IV	2.53*
12.	Panchayat officials	76.70	IV	64.17	VIII	71.70	V	68.30	VI	74.20	IV	66.24	IX	3.01*
13.	Deputy director of agriculture	53.30	XII	53.30	XII	43.30	XIV	44.20	XIII	48.30	XV	48.75	XV	2.76*
14.	Asstt. director of agriculture	56.70	XI	58.80	X	64.20	VIII	68.80	VI	60.45	X	63.80	X	3.73*
15.	K.V.K. officials	86.30	II	82.08	II	80.80	II	79.20	II	83.55	II	80.64	II	3.87*

NS = Non-significant

* = significant at 5 per cent level of significance

Table.4 Credibility of different personal cosmopolite channels of Agriculture information by the aonla growers

N=240

S. No.	Personal Cosmopolite Channels	Jaipur district (n=160)				Ajmer district (n=80)				Total respondents (N=240)				Wilcoxen (Z value)
		Farmers (n=80)		Farm women (n=80)		Farmers (n=40)		Farm women (n=40)		Farmers (n=120)		Farm women (n=120)		
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	
1.	Training	74.92	III	71.67	V	81.50	II	68.30	V	80.21	II	69.99	VI	2.17*
2.	Farmer's fair (Kisan Mela)	72.10	VI	78.80	III	77.50	IV	79.17	III	74.80	V	78.99	III	2.27*
3.	Result demonstration	73.30	V	67.91	VI	75.83	V	73.33	IV	74.57	VI	70.62	V	2.62*
4	Method demonstration	81.25	II	75.42	IV	80.83	III	71.67	V	81.04	I	73.55	IV	2.25*
5	Kisan Seva Kendra	82.25	I	71.67	V	75.83	V	65.83	VII	78.54	III	68.75	VII	2.30*
6	Literature	66.25	VIII	65.42	VII	67.50	VII	61.70	VIII	66.88	VIII	63.56	VIII	2.07*
7	Group discussion	77.92	IV	80.42	II	70.83	VI	79.17	II	74.38	VII	79.80	II	2.93*
8	Group meeting	68.75	VII	84.17	I	82.50	I	81.70	I	75.63	IV	82.94	I	1.81NS
9	Field day	64.58	IX	62.50	VIII	61.67	VIII	55.83	IX	63.13	IX	59.17	IX	2.87*
10	Field visit	59.17	X	59.58	IX	58.30	IX	54.20	X	58.74	X	56.89	X	3.75*
11	Education tour	45.40	XII	55.40	X	52.50	X	46.70	XI	48.95	XII	51.05	XI	4.28*
12	Work shop/ seminars	55.42	XI	46.30	XI	48.30	XI	42.50	XII	51.86	XI	44.40	XII	2.54*

NS = Non-significant

* = significant at 5 per cent level of significance

Table.5 Credibility of different impersonal cosmopolite channels of Agriculture information by the aonla growers

N=240

S. No.	Impersonal Cosmopolite Channel	Jaipur district (n=160)				Ajmer district (n=80)				Total respondents (N=240)				Wilcoxen (Z value)
		Farmers (n=80)		Farm women (n=80)		Farmers (n=40)		Farm women (n=40)		Farmers (n=120)		Farm women (n=120)		
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank	
1.	Radio	74.17	III	81.67	III	70.83	IV	69.17	IV	72.50	III	75.42	III	2.11*
2.	TV./Film show	57.50	VII	79.17	IV	60.80	VIII	59.20	VIII	59.15	VII	69.19	VI	2.98*
3.	News paper	87.90	I	85.00	I	84.20	I	80.00	I	86.05	I	82.50	I	3.21*
4	Farm Journals /Magazines	53.30	IV	46.67	X	46.67	IX	45.83	IX	49.99	IX	46.25	IX	1.30NS
5	Traditional media (Puppet, local song, drama)	78.80	II	84.17	I	81.67	II	79.17	II	80.24	II	81.67	II	2.96*
6	Exhibitions	60.80	VI	52.50	VIII	76.67	III	66.67	V	68.74	IV	59.59	VII	2.13*
7	E-mail/Internet	46.30	X	48.75	IX	44.17	X	40.83	X	45.24	X	44.79	X	1.45NS
8	Poster/ Chart/Circulars	55.80	VIII	56.33	VII	50.83	VIII	62.50	VII	53.32	VIII	59.42	VIII	2.26*
9	Telephone/Mobile Phone	68.83	IV	77.50	V	63.33	VI	64.17	VI	66.08	V	70.84	V	2.63*
10	Youth club /Mahila mandal	64.60	V	68.33	VI	65.83	V	75.83	III	65.22	VI	72.08	IV	1.52NS

NS = Non-significant

* = significant at 5 per cent level of significance

Credibility of different personal cosmopolite channels of agriculture information by the aonla growing farmers and farm women

The data related with personal cosmopolite channels of agriculture information of the aonla growing farmers and farm women with respect to their personal cosmopolite channels were incorporated in table 4 shows that calculated Wilcoxen 'Z' value for the personal cosmopolite channels viz. training, farmers fair (Kisan Mela), result demonstration, method demonstration, Kisan Seva Kendra, Literature, Group discussion, field day, field visit, education tour and work shop/seminars were more than the tabulated value at 5 per cent level of significance. Hence, the null hypothesis was rejected and alternate hypothesis was accepted, which leads to the conclusion that there is a significant difference between aonla growing farmers and farm women with respect to these personal cosmopolite channels of information. Whereas the calculated Wilcoxen 'Z' value for the personal cosmopolite channels viz. group meeting was less than the tabulated value at 5 per cent level of significance.

Hence, the null hypothesis was accepted and alternate hypothesis was rejected, which leads to the conclusion that there is no significant difference between aonla growing farmers and farm women with respect to these personal cosmopolite channels of information.

The data presented in table 4 further indicates that for aonla growing farmers "method demonstration" (MPS 81.04) and farm women "group meeting" (MPS 82.94) were the major personal cosmopolite channels of agriculture information used by majority of the anola growers and accorded first rank, however, for aonla growing farmers "training" (MPS 80.21) and farm women "group discussion" (MPS 79.80) were the major personal cosmopolite channels of agriculture information used by majority of the anola growers and accorded second rank. It also revealed that for anola growing farmers "education tour" (MPS 48.95) and for farm women "work shop/ seminars" (MPS 44.40) were the least preferred information channels.

In case of aonla growing farmers "Kisan Seva Kendra" (MPS 82.25) and farm women "group discussion" (MPS 84.17) in Jaipur district were the major personal cosmopolite channels of agriculture information used by majority of the anola growers and accorded first rank, whereas, for aonla growing farmers "method demonstration" (MPS 81.25) and farm women "group discussion" (MPS 80.42) were the major personal cosmopolite channels of agriculture information used by majority of the anola growers and accorded second ranks. It also revealed that for anola growing farmers "education tour" (MPS 45.40) and farm women "work shop/seminars" (MPS 46.30) was the least preferred information channels as perceived by the respondents.

Whereas the aonla growing farmers and farm women in Ajmer district "group meeting" (MPS 82.50 and 81.70 respectively) was the major personal cosmopolite channels of agriculture information used by majority of the anola growers and accorded first rank, whereas, for aonla growing farmers "training" (MPS 81.50) and for farm women "group discussion" (MPS 79.17) were the major personal cosmopolite channels of agriculture information used by majority of the anola growers and accorded second rank. It also revealed that for anola growing farmers and farm women "work shop/ seminars" (MPS 48.30 and 42.50 respectively) was the least preferred information channels as perceived by the respondents.

On the basis of data, it is conclude that 'method demonstration', 'group meeting', 'training' and 'group discussion' were the most credible personal cosmopolite channels

of agriculture information as perceived by aonla growers.

Credibility of different impersonal cosmopolite channels of agriculture information by the aonla growing farmers and farm women

The data related with impersonal cosmopolite channels of agriculture information of the aonla growing farmers and farm women with respect to their impersonal cosmopolite channels were incorporated in table 5 shows that calculated Wilcoxen 'Z' value for the group contact sources viz. radio, TV/ film shows, newspapers, traditional media (Puppet, local song, drama), exhibitions, poster/chart/circulars and telephone/mobile phone were more than the tabulated value at 5 per cent level of significance. Hence, the null hypothesis was rejected and alternate hypothesis was accepted, which leads to the conclusion that there is a significant difference between aonla growing farmers and farm women with respect to these impersonal cosmopolite channels of information.

Whereas the calculated Wilcoxen 'Z' value for the impersonal cosmopolite channels viz. farm journals /magazines, e-mail/internet and youth club /mahila mandal were less than the tabulated value at 5 per cent level of significance. Hence, the null hypothesis was accepted and alternate hypothesis was rejected, which leads to the conclusion that there is no significant difference between aonla growing farmers and farm women with respect to these impersonal cosmopolite channels of information.

It is clear from the data in table 5 indicates that for aonla growing farmers and farm women "newspapers" (MPS 86.05 and 82.50 respectively) and "traditional media (puppet, local song, drama)" (MPS 80.24 and 81.67 respectively) were the major impersonal cosmopolite channels of agriculture information used by majority of the anola growers and accorded first and second ranks respectively.

It also revealed that for anola growing farmers and farm women "E-mail/ internet" (MPS 45.24 and 44.79 respectively) was the least preferred information channel.

In case of aonla growing farmers and farm women "newspapers" (MPS 87.90 and 85.00 respectively) and "traditional media (puppet, local song, drama)" (MPS 78.80 and 84.17 respectively) in Jaipur district were the major impersonal cosmopolite channels of agriculture information used by majority of the anola growers and accorded first and second ranks respectively.

It also revealed that for anola growing farmers "E-mail/ internet" (MPS 46.30) and farm women "farm journals/ magazines" (MPS 46.67) were the least preferred information channels. Whereas, for aonla growing farmers and farm women in Ajmer district "newspapers" (MPS 84.20 and 80.00 respectively) and "traditional media (puppet, local song, drama)" (MPS 81.67 and 79.17 respectively) were the major impersonal cosmopolite channels of agriculture information used by majority of the anola growers and accorded first and second ranks respectively. It also revealed that for anola growing farmers and farm women "E-mail/ internet" (MPS 44.17 and 40.83 respectively) was the least preferred information channel as perceived by the respondents.

The findings revealed that among different impersonal cosmopolite channels of agriculture information the "newspapers" and "traditional media" show was perceived as the most credible channels by the majority of aonla growers.

This might be due to the fact that the "newspapers" are easily available in villages at low cost and farmers consider its news as reliable while "traditional media" preferred due to their availability in local language. They provide audio and visual information which is easily understandable. Therefore, the aonla growers perceived it most credible channels of

agriculture information.

In conclusion, the personal localite sources and the impersonal cosmopolite channels of agriculture information most used by the aonla growing farmers and farm women.

It was observed that majority of the aonla growing farmers and farm women were having significantly high credibility of different agriculture information sources and channels

The personal localite sources as well as the personal cosmopolite channels of agriculture information were perceived as the most credible among all the sources and channels of agriculture information.

It was found that all the categories of aonla growers used to 'family members', 'progressive farmers', 'friends' and 'neighbours' as their major personal localite sources of agricultural information, these sources were also perceived as the most credible personal localite sources. Sometimes, friends and neighbours generally not be competent with technical and practical aspects of improved aonla cultivation practices. So, government extension organizations and other change agents should be focused as opinion leaders in the area. Extension organization should make their efforts to communicate about improved aonla cultivation practices through opinion leaders, because opinion leaders act as a role of 'progressive farmers', friends' and neighbours'. The opinion leaders in the area should be trained by using short duration training courses on improved aonla cultivation practices. Majority of the aonla growers in the area perceived the 'agriculture supervisor' as the most competent, most credible and frequently used agriculture information sources. So, the authorities should be concerned on filling the existing vacant posts of such a technical personal like agriculture supervisors for the well-being of aonla growers.

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