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## Information processing behaviour of turmeric growers in Pappireddipatti taluk of Dharmapuri district in Tamil Nadu

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### Abstract

Turmeric is scientifically known as *Curcuma longa*. It belongs to the family Zingiberaceae. Information processing behaviour referred to the reaction of farmers when they received new information of farm practices and way of processing them for use. The study was conducted in Pappireddipatti taluk of Dharmapuri district in Tamil Nadu. Communication helps in imparting training to people, organizing community and farm related process and coordinating various activities. Pappireddipatti taluk is selected for this study purposively. Major turmeric producing villages in Pappireddipatti are Venkatasamuthiram, Menasi, Molayanur, A. Pallipatti, Bommi and Devarajapalayam. Sample size of 120 respondents was selected by using proportionate random sampling technique. The data were collected by personal interview utilizing a well structured and pre-tested interview schedule. The collected data were tabulated and analyzed using appropriate statistical tools. In this investigation, majority of the respondents made discussion with the family members, friends, relatives, neighbours and informed to family members to keep in mind & asked them to remember respectively.

**Keywords:** Turmeric, Pappireddipatti, information processing behaviour

### Introduction

India is called as legendary land of spices. Turmeric is scientifically called as *Curcuma longa* and belongs to the family Zingiberaceae. The word 'turmeric' is derived from the latin word "terra merita" that means 'meritorious earth' refers to the color of turmeric. Turmeric, a significant spice crop, is grown in an area of 23,164 Ha. Red chillies (41%) and Turmeric (21%) are the leading Spice crops in Tamil Nadu accounting for over 62% of the total Spices Area. Turmeric needs temperature between 20 °C and 30 °C. Individual plants grow at a height of 1m, and have large leaves. Plants are gathered yearly for their rhizomes. The rhizome, from the turmeric is derived, is tuberous, with a tough skin. The rhizomes mature under the foliage in the ground. They are yellowish brown with dull orange color. The main rhizome tapered at the distal end and measures 2.5-7.0 cm in length and 2.5 cm in diameter, with smaller tubers branching off. When the turmeric rhizome is dried, it can be ground to a yellow powder with a better, slightly sweet and taste. Turmeric produced in Dharmapuri is sent throughout the country. It ranks second in area and production in the state after Erode district. The major turmeric cultivating areas in Dharmapuri are Pappireddipatti, Harur, Nallampalli, Karimangalam, Dharmapuri, Palacode and Pennagaram. Major turmeric producing villages in Pappireddipatti are Venkatasamuthiram, Menasi, Molayanur, A.Pallipatti, Bommi and Devarajapalayam. Information processing behaviour referred to the reaction of farmers when they received new information of farm practices and way of processing them for use. It indicates two aspects namely information evaluation and information storage. Information evaluation referred to the analysis on information received by turmeric growers and Information storage referred to noting, indexing. Categorizing and cataloging of information received by farmers and it was measured on various items, the items being what an individual usually does for storing the information received by him/his for future use. This present study can provide useful guidance for information processing behaviour of turmeric growers in Pappireddipatti taluk of Dharmapuri district.

## Research Methodology

Pappireddipatti taluk consists of forty eight revenue villages. Among the forty eight villages, six villages were selected based on maximum area under turmeric cultivation. From the list, six villages were selected. The selected villages were Venkatasamuthiram, Menasi, Molayanur, A. Pallipatti, Bommidi and Devarajapalayam. Sample sizes of 120 turmeric growers were considered sufficient for the study. Proportionate random sampling method was used to select the 120 turmeric growers among the six selected villages. The data collection was done with the use of a well-structured and pre-tested interview

schedule.

## Results and Discussion

### Information Evaluation

In general, majority of the farmers are likely to evaluate the received information in consultation and discussion with the other farmers immediately. They may also analyse the pros and cons of the information received by them which may influence them in making effective and good decisions. The data are collected and the results are presented in Table 1.

**Table 1:** Distribution of respondents according to their information evaluation

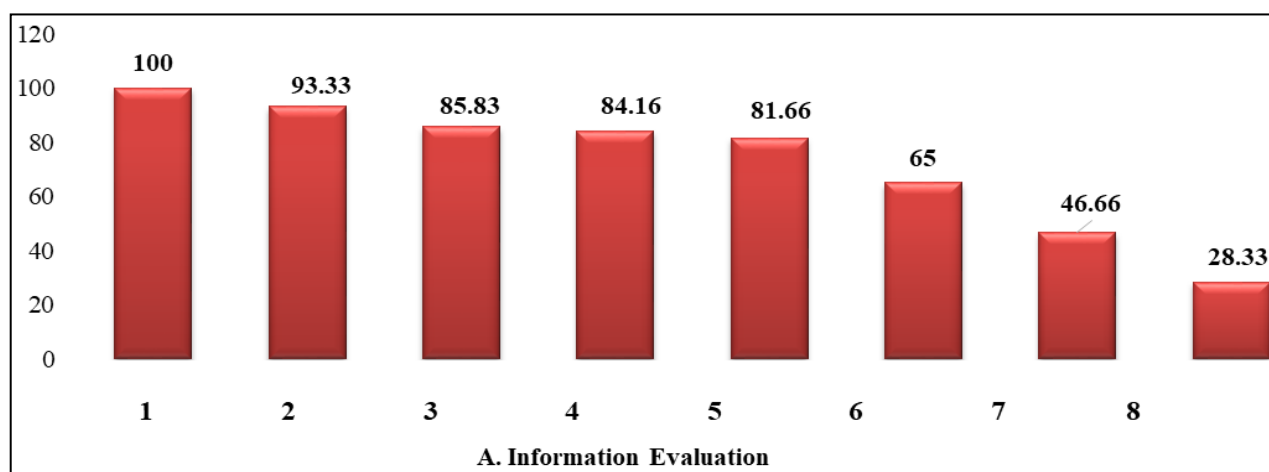
S. No	Evaluation methods	Respondents	Percent	Rank
1	Discussion with the family members, friends, relatives, neighbours	120	100	I
2	Judgement on the basis of economic feasibility	112	93.33	II
3	Interpreting by referring to the past experiences	103	85.83	III
4	Judgment on the basis of technical feasibility	101	84.16	IV
5	Discussing with the local farmers who are getting higher yields continuously	98	81.66	V
6	Acceptance of received information with modification	78	65	VI
7	Discussion with the officials of Department of Agriculture	56	46.66	VII
8	Acceptance of received information as such	34	28.33	VIII
	Mean percentage		73.12	

\*Multiple responses were recorded

It is reported from the Table 1 that majority of the respondents made discussion with the family members, friends, relatives, neighbours (100.00 percent) followed by judgment on the basis of economic feasibility (93.33 percent), interpreting by referring to the past experiences (85.83 percent), judgment on the basis of technical feasibility (84.16 percent), discussing with the local farmers who are getting higher yields continuously (81.66 percent), acceptance of received information with modification (65.00 percent) and discussion with the officials of Department of Agriculture (46.66 percent). Only 28.33 percent of the

respondents accepted the received information as such. The mean percentage on the pattern of information evaluation is 73.12.

The most common methods used for information evaluation by turmeric farmers are discussion with the family members, friends, relatives, neighbours and accepted the received information with slight modification. This may be due to the fact that the members in the farm families decide the adoption of any new technologies because they are locally available and easy to contact with others in their area.



1. Discussion with the family members, friends, relatives, neighbours
2. Judgement on the basis of economic feasibility
3. Interpreting by referring to the past experiences
4. Judgment on the basis of technical feasibility
5. Discussing with the local farmers who are getting higher yields continuously
6. Acceptance of received information with modification
7. Discussion with the officials of Department of Agriculture
8. Acceptance of received information as such

**Fig 1:** Distribution of respondents according to their Information Processing Behaviour of Turmeric Growers (Information Evaluation)

## Information Storage

After evaluating the information received by the respondents,

storage of the evaluated information is must for future use. The various methods of information storage are presented in the

Table 2.

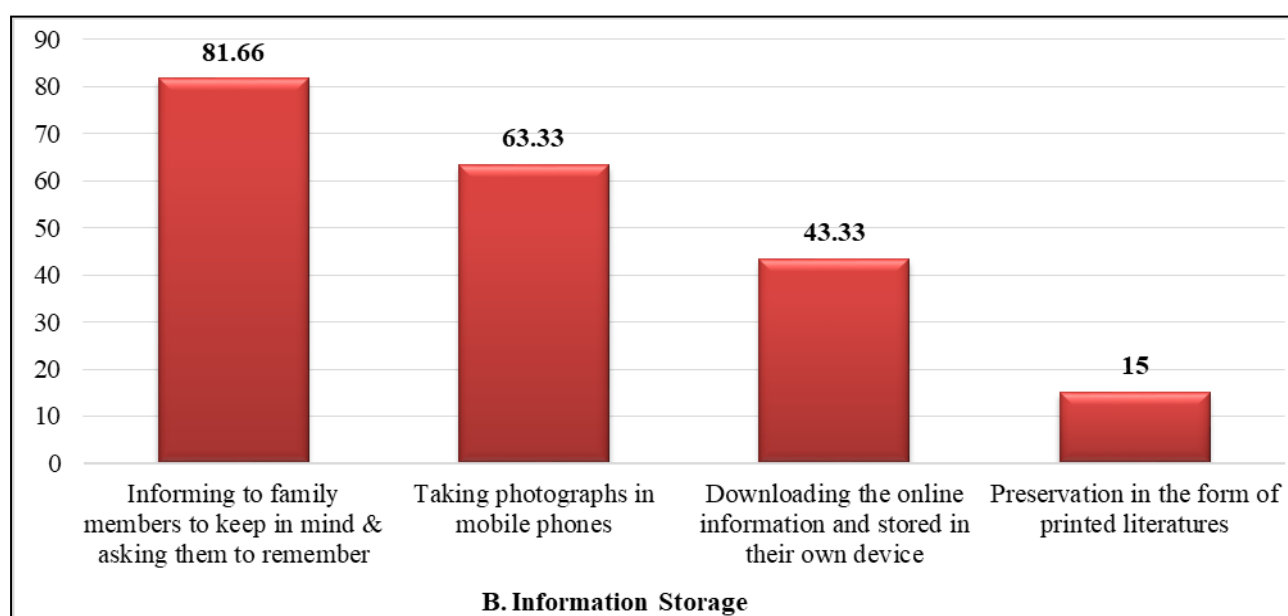
**Table 2:** Distribution of respondents according to their information storage

S. No	Storage methods	Respondents	Percent	Rank
1	Informing to family members to keep in mind & asking them to remember	98	81.66	I
2	Taking photographs in mobile phones	76	63.33	II
3	Downloading the online information and storing in their own device	52	43.33	III
4	Preservation in the form of printed literatures	18	15.00	IV
	Mean percentage		50.83	

\*Multiple responses were recorded

It is observed from the Table 2 that majority of the respondents informed to family members to keep in mind & asked them to remember (81.66 percent) followed by taking photographs in mobile phones (63.33 percent) and downloading the online information and storing in their own device (43.33 percent). Only 15.00 percent of the respondents stored the information by preserving in the form of printed literatures. The mean

percentage on the pattern of information storage is 50.83. There is no need of pencil/pen to the respondents to note it for future use, only good memory power is sufficient. Majority of the respondents are literates so that the farmers and their family members are well in memorizing. Literacy is the main advantage for the respondents/their family members.



**Fig 2:** Distribution of respondents according to their Information Processing Behaviour of Turmeric Growers (Information Storage)

### Summary and Conclusion

From the examined result, it could be concluded that majority of the respondents made discussion with the family members, friends, relatives, neighbours (100.00 percent) and informed to family members to keep in mind & asked them to remember (81.66 percent) respectively.

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