

INFORMATION GATHERING BEHAVIOR OF FARMERS IN MAHARASHTRA: A STUDY

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ABSTRACT:

The purpose of this study is to investigate the information needs of farmers, sources used by them and what are the Medias of information gathering. A large person in India is busy in the agriculture occupation. The objective of the study was to observe and examine the information gathering behavior of farmers in Jalgoan, Bhusawal and Raver region of Maharashtra. The studies also examine the types of information used by the farmers and the problems faced by the farmers while gathering and use information the study was limited to the farmers Jalgoan, Bhusawal and Raver region of Maharashtra. A survey is conducted on the 120 farmers of the Jalgoan, Bhusawal and Raver region of Maharashtra literate and development area of Khandesh region were selected for the study.

Keywords: *Information Gathering Behavior, Farmers information needs, Khandesh region, Jalgoan, Bhusawal, Raver, Maharashtra*

1. INTRODUCTION

Information is a vital source for success and is a decisive factor in the development of a nation. The advances in ICT have decisively changed the whole environment of society. The farmers are the backbone of society and they play vital role to overall development of society. Farmers use various information sources and media for gathering information on improved agricultural practices. Farmers need to seek and utilize information that can develop the farming system. It is useful for increase their agriculture productivity as well as improve their standards of living. Agricultural information is useful for farmers to develop certain basic practices such as technical, marketing, social, legal and etc. The unevenness of knowledge acquired through various information sources and media by the farmers depends on their personal characteristics, i.e. education, family background, family members, age group, experience and extensive relations.

2. SCOPE OF THE STUDY

The scope of the study is Jalgoan, Bhusawal and Raver; it is the part of Khandesh region of Maharashtra, India.

3. OBJECTIVE OF THE STUDY

The study was an attempt to find out the Information Gathering Behavior of Farmers in Jalgaon, Bhusawal and Raver of Maharashtra .The study was designed and conducted to achieve the following objectives:

- 1) To identify the sources of information available to farmers in Jalgaon district
- 2) To study the types of information used by the farmers
- 3) To determine the purpose of information gathering by farmers
- 4) To identify the difficulties faced by the farmers while gathering and use of information
- 5) To study the use of ICT

4. LITERATURE REVIEW

A number of relevant studies have been carried out on the Information Gathering Behavior of Farmers. The present study is an attempt to establish and exhibit the information gathering behavior of information usefulness at Jalgaon district of Maharashtra. The literature of information gathering behavior available is greatly wide-ranging. The study conducted by Megan Hill (2013) studies the results of this study suggest that dairy farmers used information seeking behavior to inform their complex decision

making processes when considering the adoption of centre pivot irrigation. Author has also suggested that, to be effective, extension should be designed with the farmers information needs in mind.

Verma A.K. and (et .all) carried out a survey in two districts of Uttar Pradesh state. Survey indicates that most of the farmers (45%)of Bareilly district were contacting frequently to neighbors followed by 21.7 % progressive farmers.15% contacting family members and friends. Whereas in case of Lakhimpur kheri district majority of the farmers (48.3%) were contacting frequency to neighbors followed by 25 % to progressive farmers . 20% to family members and 18.3% to friends for livestock related information.

Njoku I.F. carried out a survey on the information needs and information seeking behavior of fresh farmers in lagos state of Nigeria. He conducted a survey on 500 fish farmers of different fishing communities in the state. The study analysis information needs, source and information seeking behavior as well as problems encountered by the farmers to gather the information. The information needs of the farmers were directly related to their occupation. Most of the respondents was illiterate, male, adults and married. They depend upon friends, relatives and neighbors to fulfill their information needs as these are the main source of information.

5. METHODOLOGY OF THE STUDY

The study was limited to the famers develop area of Jalgoan, Bhusawal and Raver it is the part of Khandesh region of Maharashtra, India. A questionnaire survey was conducted to collect the information regarding the types of information used by the famers and the problems faced by the famers while gathering and use information. A total of 120 questionnaires were distributed among the farmers of the Jalgoan, Bhusawal and Raver, literate and development area of Khandesh region were selected for the study.

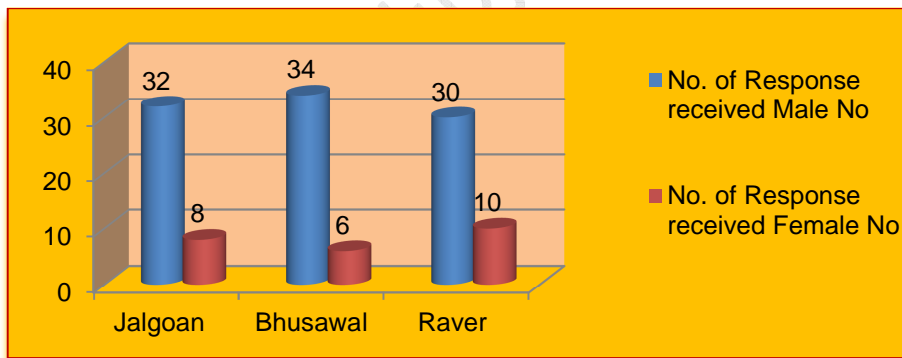
6. DATA ANALYSIS

6.1 RESPONSE RATE OF FARMERS

Table No. 01 Response rate of farmers

Respondent from develop area of Jalgoan District	No. of Questionnaire distributed	No. of Response received			
		Male		Female	
		No	%	No	%
Jalgoan	40	32	80	8	20
Bhusawal	40	34	85	6	15
Raver	40	30	75	10	25

Graph No.1 Response rate of farmers



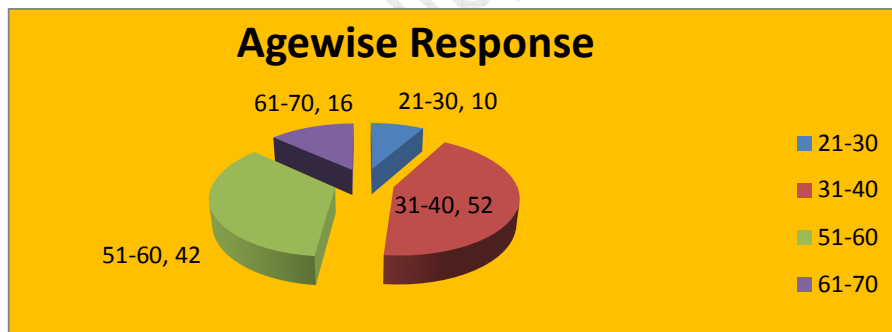
The above table and graph no.1 shows that 85% farmers are male from bhuswala, 80% farmers are male from Jalgoan and 75% farmers are male from Raver region. While 25% famers are female from Raver region, 20 farmers are female from Jalgaon region and 15% famers are female bhusawal region.

6.2 AGE WISE RESPONSE

Table No. 02 Age wise Response

Sr. No.	Age Group	Response	Percentage
1	21-30	10	8.33
2	31-40	52	43.33
3	51-60	42	35
4	61-70	16	13.33
	Total	120	100

Graph No.2 Age wise Response



The data given in the table and graph no.2 shows the age wise allocation among the respondents of different age groups. 43.33% of age group 31-40 of respondents, 35% of age group 51-60 of respondents, 13.33% of age group 61-70 of respondents and 8.33% of age group 21-30 of respondents.

6.3 MARITAL STATUS

Table No.3 Marital Status

Sr. No.	Marital Status	Response	Percentage
1	Single	20	16.66
2	Married	98	81.66
3	Widowed	2	1.66
	Total	120	100

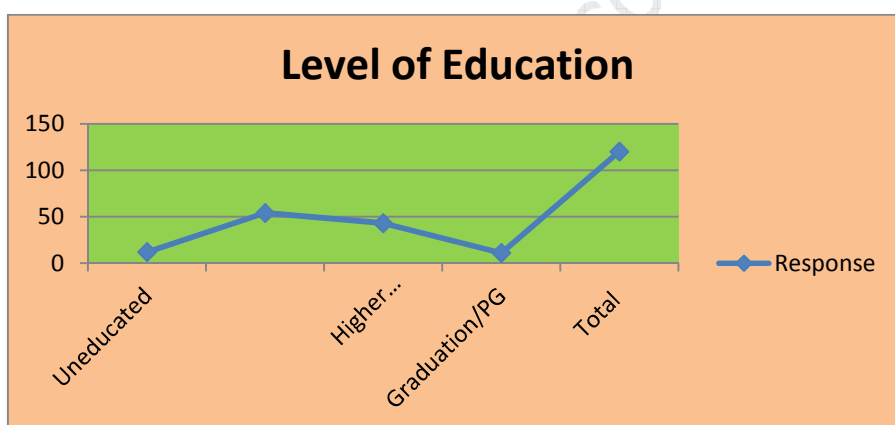
The survey reveals that marital status of the famers in 81.66% are married.16.66% are single and only 1.66% are widowed.

6.4 LEVEL OF EDUCATIONAL QUALIFICATION

Table No.4 Level of Education

Sr. No.	Level of Educational Qualification	Response	Percentage
1	Uneducated	12	10
2	Primary Education	54	45
3	Higher Secondary	43	35.83
4	Graduation/PG	11	9.16
	Total	120	100

Graph No.3 Level of Education



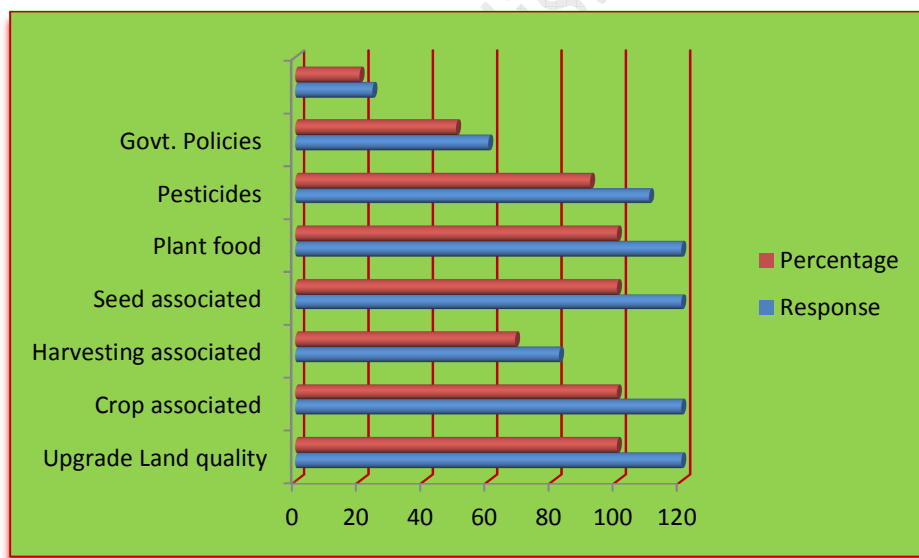
The respondent was asked to mention their education qualifications. It is very essential to know level of education of famers. Table no and Graphs no. 3 shows that the level of education. It is can be observed that the 45.00% of respondents having primary education, 35.83% respondents complete higher secondary education, 10.00% respondent uneducated and 9.16% respondents is graduate.

6.5 TYPES OF COGNITION

Table No. 5 Types of Cognition

Sr. No.	Types of Cognition	Response	Percentage
1	Upgrade Land quality	120	100
2	Crop associated	120	100
3	Harvesting associated	82	68.33
4	Seed associated	120	100
5	Plant food	120	100
6	Pesticides	110	91.66
7	Govt. Policies	60	50
8	Machinery and new development in Agri.	24	20

Graph No. 4 Types of Cognition



It can be observed from the Table no.5 and Graph no.4 that all the famers require information about Upgrade Land quality, Crop associated, Seed associated, Plant food related information (100%). 91.66% of Pesticides, 68.33% Harvesting associated, 50%

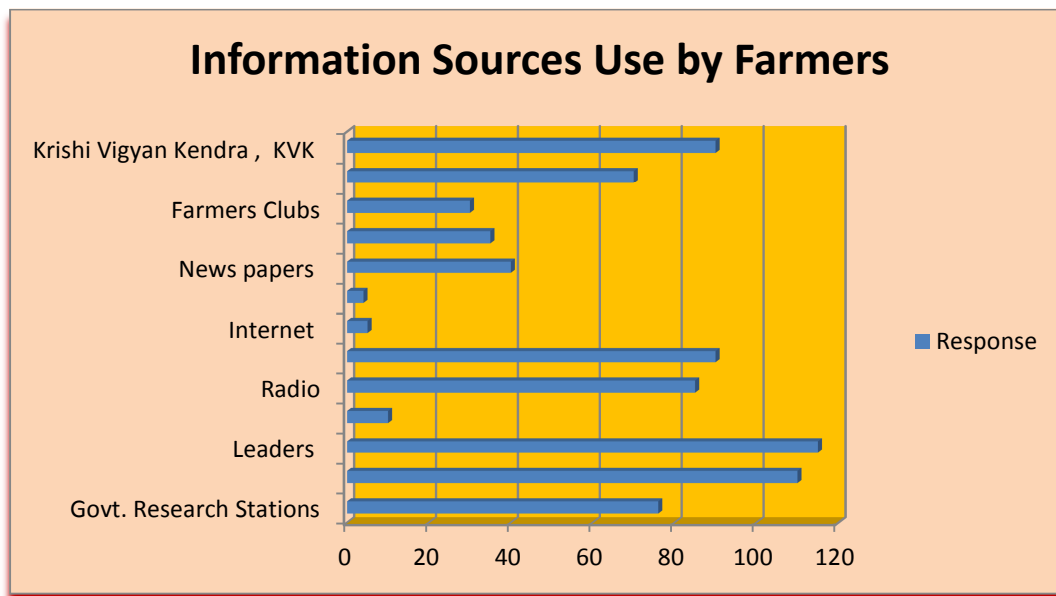
Govt. Policies and 20% of Machinery and new development in Agriculture require information of famers.

6.6 INFORMATION SOURCE USE BY FARMERS

Table No. 6 Information Source Use by Farmers

Sr. No.	Sources of information	Response	Percentage
1	Govt. Research Stations	76	63.33
2	Neighborhood	110	91.66
3	Leaders	115	95.83
4	Library	10	8.33
5	Radio	85	70.83
6	Television	90	75
7	Internet	5	4.16
8	Social Media	4	3.33
9	News papers	40	33.33
10	Farmers Association	35	29.16
11	Farmers Clubs	30	25
12	Farmers Exhibitions	70	58.33
13	Krishi Vigyan Kendra KVK	90	75

Graph No. 5 Information Source Use by Farmers



The Table no.6 and Graphs no.5 shows that the different sources of information for farmers. The result revealed that the majority of the respondents sought information through different sources which include Govt. Research Stations, Neighborhood, Leaders, Library, Radio, Television, Internet, Social Media, News papers, Farmers Association, Farmers Clubs, Farmers Exhibitions, Krishi Vigyan Kendra KVK. 95.83% of the respondents obtained information from the leaders, 91.66% respondents got information from Neighborhood, while 90% respondents specify Television and Krishi Vigyan Kendra KVK. The data also shows that majority 70.83% of the respondents listen to radio, 63.33% got information from Govt. Research Stations, 58.33% obtain information from Farmers Exhibitions, 33.33% respondents show News papers, 29.16% got information through Farmers Association, 25.00% respondents indicated Farmers Clubs, 8.33% of the respondents receive information through library, while 4.16% respondents Internet and 3.33% from Social media.

6.7 DIFFICULTIES OF FARMERS

Table No. 7 Difficulties of Farmers

Sr. No.	Difficulties	Response	Percentage
1	Unawareness	98	81.66
2	Information centre not available	44	36.66
3	Bareness	55	45.83
4	Illiteracy	12	10
5	Not proper guidance from Got. Offices	60	50

Table no.7 shows that the difficulties face by the famers, unawareness is the major difficulty in front of the famers of Khandesh region as nearly 81.66% respondents says, followed by Not proper guidance from Government Offices 50.00% respondents, 45.83% bareness of the respondents, 36.66% information centre not available for famers and 10% Illiteracy of the famers.

6.8 CONCLUSION AND SUGGESTIONS

As per the above discussion and interpretation of data it can be concluded that male farmers are ascendant in the agriculture profession of Khandesh region of Maharashtra , India. The farmers were willing to seek and utilize information that will increase their manufacture and source of income. The farmers like an interpersonal medium of communication in the dissemination of cognition on agriculture production. The maximum circumscription faced by farmers in the study such as; unawareness about agriculture

cognition, information and guidance center not available, bareness, illiteracy and not proper guidance from government offices and NGO. The major farmers are not aware about the new tools and techniques of farming. The neighborhood, leaders and telephone are very popular among the famers. Today’s need government should provide facilities to farmers in the study areas. Increase Krishi Vigyan Kendra (KVK) centre to provide information to farmers. KVK employees need to evaluate their roles and ensure that farmers are satisfied with cognition dissemination to them. This will motivate the farmers to adopt improved production technology as well as increase farmer’s productivity.

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