



# Credibility of information sources as accorded by cotton growers in relation to integrated weed management practices

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## ABSTRACT

This study was carried out in Vadodara district of Gujarat state with specific objective to explore the relative credibility of information sources as accorded by the cotton growers, which revealed that progressive farmers achieved the first efficiency rank amongst all the eleven sources of information with 3.88 relative credibility index, the 2nd runner in the competition was farm magazine with 3.33 relative credibility index and the 3<sup>rd</sup> and 4<sup>th</sup> most credible sources of information accorded by cotton growers were friends and relatives and agro-service centre with 1.80 and 1.15 relative credibility index, respectively. Whereas, agriculture extension officer, neighbour farmer and television were most credible sources of information with 1.00, 0.97 and 0.83 relative credibility index. Hence, newspaper, Gram Sevak and Kisan Call Centre were considered as least credible sources of information by cotton growers by giving 6, 22 and 34 votes against them with 0.55, 0.28 and 0.17 relative credibility index, respectively. The looser in the competition was Kisan Call Centre.