



Research Article

Communication sources used by farmers for market information

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SUMMARY : In the world of modern agriculture and globalization, market play a vital role for getting more profit by using wise use of information for trading of goods. In India, farmers work very hard for getting maximum production in available resources, but they do not get expected price for their produce. Consequently, they increase production by using improved production technology of crops, but their profit or income relatively lower. This is due to the non-availability of market or lack of knowledge about market. Trading at proper market can definitely give profit to the farmers. Hence, present investigation was undertaken with an objective to study the relationship between socioeconomic profile and level information sources for market information by farmers. Present investigation was undertaken in Ramtek and Kuhi Panchayat Samiti of Nagpur District during the year 2005-2006. The list of farmers of selected villages was prepared with the help of Agri. Assistant and it was arranged alphabetically. After doing this, selection was made by nth number method and 16 farmers from each village were included in the sample. In all total sample, consisted of 160 respondents. Pre-structured questionnaire was used for data collection. It is evident from the findings that majority of farmers had low-medium level of use of information sources for market information. Among the younger age group of farmers 31.50 per cent of farmers had high level of use of information sources. Whereas old age group of farmers had 24.39 per cent of level of use of information sources for market information. There was significant relationship between education and use of information sources among farmers. The positive correlation indicates that illiterate farmers had low level of use of information sources as compared to literate framers. Among the big land holding group 33.25 per cent had high level of use of information sources. Whereas among the marginal land holding group of farmers 31.66 per cent of farmers had high level of use of information sources for market information.

KEY WORDS:

Information sources,
Market information,
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