

## Sources of information used by farm women in adoption of food grain storage

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### ABSTRACT

The study was undertaken to find the sources of information used by the farm women in adoption of foodgrains storage. The results revealed that the majority (61.77 per cent) of farm women obtained information from relatives/neighbours/friends. In case of personal cosmopolite (35.30 per cent) of women obtained information from Agricultural Assistant. Nearly 15.29 per cent obtained information from the sources *viz.* meetings and discussions *i.e.* from group media, while in case of mass contact, majority (37.05 per cent) of them used radio as source of information.

### INTRODUCTION

Utilization of improved agricultural technology by the farm women and the technology used by the farm women depend upon the effective sources of information and channels to which they are generally exposed directly or indirectly. Friends, neighbours, Agricultural Assistant, Extension workers and Media are the chief sources of information from whom the farm women obtained the information to perform the storage practices. The interpersonal communication plays a very important role due to its direct contact with the receivers *i.e.* farm women. The women also tend to use different sources of information for performing the storage of foodgrains practices. Keeping this in view, the present study was carried-out to know the sources of information used by the farm women.

### METHODOLOGY

This study was carried out in the College of Agriculture development block, Pune. Out of 112 villages, 10 villages were randomly selected for study. A list of farm women, who perform the village activities and the sources of information they use, for the same purpose were prepared. From the list of 350 farm women, 170 farm women were selected by using random sampling method.

For collection of data, an interview schedule was prepared in Marathi language in

order to get accurate information. Suitable questions were included to determine the training needs of farm women. The data were collected by personal interviews. The statistical tool and tests such as percentages mean standard deviation and correlation coefficient methods were used in the study for analysis of data and arriving at conclusions.

### RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been summarized under following heads:

#### Personal localite:

The data of Table 1 reveal that majority (61.77 per cent) of farm women obtained information from relatives/neighbours/friends rarely and 27.05 per cent of them sought the information regularly.

#### Personal cosmopolite:

The data of Table 1 reveal that farm women used sources like Agriculture Assistant (35.30 per cent), Save foodgrains officer (13.52 per cent), Gram sevak (8.82 per cent), Village Extension workers (5.82 per cent) and Agriculture Extension Officers (2.95 per cent) rarely for obtaining the information.

#### C group media:

The data of Table 1 reveal also that a very small proportion of farm women were obtaining the information from the sources *viz.*, meetings

#### Key words :

Adoption,  
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Group media,  
Mass contact

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