



## A study on information sources utilized by cotton growers

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### ABSTRACT

This investigation was carried out during the year 2010-2011, from 8 villages of Chandur Bazar Taluka of Amravati district. The result revealed that majority (70.83 per cent) of the cotton growers had medium utilization of information sources in farming. The analysis related to independent variables *viz.*, age, education, size of land holding, social participation, annual income, motivation, extension contact, showed significant and positive relationship with utilization of information sources. While type of family showed negative and non-significant relationship with utilization of information sources. Majority of respondents (66.67 per cent) most needed agriculture service centre and agricultural news on radio at more extends for receiving agriculture. information. Major constraints faced by cotton growers like kisan mela / exhibition not arranged frequently (65.00 per cent).

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### INTRODUCTION

India is an agricultural country having about 6 lakh villages. Three fourth populations depend on agriculture and about 30 per cent of national income is desired from agriculture. There is no doubt that agricultural technology is developing fast but there is no use of improved technology unless and until it is put into actual use by the potential user for increasing production through different information sources. To feed additional millions of people being added to the country's population each year and to improve present inadequate amount of food availability per person, will require faster agricultural development in this millennium. Thus, to boost agricultural production has become a prerequisite for the progress and development of nation.

There are various types of information sources used by farmers for farming practices. The different information sources are Television, Radio, Newspaper, Krishi Vigyan Kendra, Magazines, University, Dairy, Agriculture Technology Information Center (ATIC), Internet, Krushak Vagyan Manch, Kisan call centre, Leaflets, Pamphlets, Folders, etc.

### METHODOLOGY

Amravati block was properly selected for the study. The study was conducted in Chandur Bazar Taluka of Amravati district. From 8 villages, 120 cotton growers were selected. The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to age, education, type of family, size of land holding, social participation, motivation and extension contact, as well as utilization of information sources, specific needs of information sources by the farmers in farming and constraints faced by them while use of information sources.

### OBSERVATION AND ANALYSIS

It was observed from Table 1 that, majority (66.67 per cent) of respondents used radio and television always while the information sources which were sometimes used by the farmers were Newspaper, Agril.literature, Agril. Exhibition, Crop demonstration, Shivar Pheri, Agril. gathering, Agricultural assistance, Gramsevak, Friends/ Relatives/Neighbors, Private companies salesmen, Agriculture service centre etc. Rest of the information sources like Internet, Taluka

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