



Information sources used by the farmers for marketing

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ABSTRACT

Communication plays a vital role in dissemination of market information. In India where more than 75 per cent agricultural producers are small and marginal farmers. Marketing information services should ideally be available to all. In this globalization Indian farmers need to be updated with the latest knowledge to compete for global marketing. The study was undertaken in the year 2010-11. A sample of 120 farmers was randomly selected in 12 villages of Amravati and Bhatkuli Panchayat Samiti of Amravati district of Maharashtra. Majority of the farmers (66.67 per cent) had medium level of use of information sources for marketing. Among the selected characteristics, education, cosmopolitaness, extension contact, market orientation and economic motivation were positive and significantly related with level of use of information sources for marketing and age and farmers experience were negative and significant with use of information sources for marketing where as land holding and annual income were non-significant with level of use of information sources for marketing.

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INTRODUCTION

Business refers to any activity undertaken for getting maximum profit from the means of production but agriculture business experienced by means of farmers as a non profitable activity. In the world of modern agriculture and globalization, market plays vital role for getting more profit by using of information for trading goods. In India, farmers work very hard for getting maximum production in available resource but they do not expect price for their produce. This is due to non-availability of market or lack of knowledge about market. The farmers who assess agricultural information have better chance of succeeding than those who do not assess the same.

Market information is an important facilitating function in the agricultural marketing system. It facilitates marketing decisions, regulates the competitive market process and simplifies marketing mechanism. Regular, timely and reliable market information is needed by farmers in planning, production and marketing. It is necessary to disseminate agricultural information and technical knowledge to the farming community. The task

can be most effectively performed with the various information sources. Therefore, it was felt necessary to determine the information sources used by farmers for market information.

The specific objectives have been undertaken as follows :

To study the personal, socioeconomic psychological characteristics of the farmers.

To study the use of information sources by the farmers for seeking information about market.

To study the relationship between personal, socio-economic and psychological characteristics of farmers with the use of information sources for market information.

METHODOLOGY

Amravati block was properly selected for the study. The study was conducted in Amravati and Bhatkuli Tahsil of Amravati district. Farmers in 12 villages were contacted at their places of residence and data were collected by personal interview. From 12 villages, 120 respondents were

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