



Information on the pay attention of the rice growers

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ABSTRACT

The present investigation was confined to Anand district of Gujarat state. The information need of the 100 rice growers was measure using three point continuums. With a view to know the information behaviour of the rice growers, the study was undertaken in five villages of Anand district. Major area of information needs as expressed by the rice growers in descending order of rank were plant protection measures, marketing, schedule of water supply by canal, fertilizer management, water management, preparation of seedlings, variety, land preparation and sowing, supportive facts, harvesting and post harvesting technology and weed management. The study concluded that use of information sources, extension participation, land under rice cultivation and cosmopoliteness were the important independent variables affecting information need of the rice growers. Majority of the respondents expressed plant protection measures, marketing, schedule of water supply by canal, fertilizer management and irrigation management as the important areas of information needs.

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INTRODUCTION

Rice is the staple food of 65 per cent of the total population in India. It constitutes about 52 per cent of the total food grain production and 55 per cent of total cereal production. India became self-sufficient in rice in 1977 and that was achieved through a combination of increasing the area under cultivation and increasing the cropping intensity. With the adoption of modern varieties in 1966, an average annual increase of 2 per cent in rice yield has been attained. Looking to the importance of the rice crop in the global economy, the year 2004 was celebrated as International Rice Year (Manjunath *et al.*, 2011).

Increasing productivity is the vehicle for development of the rice sector. Rice production can be increased either by increasing the area under rice cultivation or by increasing the productivity of current cultivation. Given the pressure on agricultural land and the competition from other, more lucrative crops, it may be difficult to significantly increase the land under rice cultivation. The only solution, therefore, is to increase the productivity of the area currently under cultivation.

Mass dissemination of information may play an important role in view of its larger area coverage. Acquisition of information has always been regarded as a factor playing an important role in molding human behaviour leading to decision for adopting of innovation. Thus, identifying information needs of the users can become solid basis for developing meaningful information warehouse. Keeping in view the significance of the information needs of the rice growers, the present study was undertaken with the specific objectives: To ascertain the information needs of the rice growers, to study the relationship between selected personal, social, communicational, economical and psychological characteristics of rice growers and their information needs.

METHODOLOGY

The present investigation was confined to Anand district of Gujarat state. Anand district comprises of eight Talukas. Khambhat is the major rice growing Taluka of the district. This Taluka was selected purposively because area under rice cultivation is highest among all the eight Talukas of the district. Five villages *viz.*, Gudel, Galiyana, Naviakhoh, Rohini and Tamsa

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