



Research Article

## Information hungers of the rice growers

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**SUMMARY :** 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. 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. It was observed from the same table that majority of the rice growers have expressed their information needs about identification, nature of damage and control measures for insects/pests as well as diseases of rice crop; price of insecticides/pesticides; integrated pest management and method of preparing solutions of insecticides /pesticides. They articulated high need for information on market price followed by quality parameters that affects price and time of market inflow. It can be seen that the rice growers expressed their needs for information about subsidies, insurance and government policies related to rice cultivation.

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### **BACKGROUND AND OBJECTIVES**

Rice is predominantly grown in Kheda district as it is the staple food crop of this region. The studies conducted in past in this region regarding rice crop production technology indicate that there is a wide gap exist between the knowhow already attained and their application in the fields. Thus, there is a wide scope for increasing production of rice per unit area. In order to increase the level of adoption, farmer must be made aware of the improved technologies.

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. Mass dissemination of information may play an important role in increasing the adoption of technology. The preparation of good content of information of rice farming is possible based on the real information needs of the farmers. The content based on actual needs of the users will create interest among them to apply it in practice (Mehta, 2003). With a view to supporting larger group of rice growers with

agricultural information in future, the present study was carried out with specific objective to ascertain the information needs of the rice growers. The golden era of an information age the high-tech rice production and marketing technologies should be reached to the final end users i.e. farmers. Hence, this attempt was made to study the information needs of the rice growers to increase rice production and income, too.

### **RESOURCES AND METHODS**

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 district. Five villages viz., Gudel, Galiyana, Naviakhol, Rohini, and Tamsa were selected randomly from among the list of the major rice growing villages of Khambhat taluka. The lists of rice growers were obtained for each of the selected villages from the gram panchayat office. Twenty

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