

A CASE STUDY :

Information requirement of paddy growers in Navsari district of South Gujarat

■ VISHVAJEET J. PATEL AND N.M. CHAUHAN*

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SUMMARY : The present investigation was confined to Navsari district of South Gujarat. The information need of the 100 rice growers was measured using three point continuums. Major area of information needs expressed by the rice growers, respectively in descending order of rank were schedule of water supply by canal, weed management, marketing, irrigation management, variety, preparation of seedlings, plant protection measures, land preparation and sowing, fertilizer management, harvesting and post harvesting technology and supportive facts. This means that the rice growers gave highest emphasis on schedule of water to be supplied by canal related information, as this information can help them to make a great management on schedule of water to be supplied by canal. They were also conscious about information on weed management as well as marketing and many other aspects of paddy.

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KEY WORDS :

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BACKGROUND AND OBJECTIVES

Rice (*Oryza sativa* L.) belongs to family Poaceae. It is the most important food crop of the world, next to wheat for human consumption. Rice is a most important staple food for 60.00 per cent of world's population. It is grown in 152 millions hectares in the world with the production of 586 millions tones (Anonymous, 2004). Rice is predominantly grown in Navsari 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

Author for correspondence :

N.M. CHAUHAN

Krishi Vigyan Kendra,
(N.A.U.), Vyara, TAPI
(GUJARAT) INDIA
Email: nikulsinh_m@
yahoo.in

See end of the article for
authors' affiliations

Navsari district of Gujarat state. Navsari district comprises of five talukas viz., Navsari, Jalalpor, Chikhli, Gandevi, and Vansda. All the taluka having need of rice growing information in the district were selected all 5 talukas for the study. A 20 rice grower were selected from selected 2 villages of each talukas, simple random sampling method was used for selection of the respondents of rice. Total 100 rice grower were selected from randomly selected villages. The lists of rice growers were obtained for each of the selected villages from the gram panchayat office. Twenty respondents from each of the selected villages were randomly selected. Thus, the study was confined to 100 respondents. The information need of the farmer was measure using three point continuums. The mean score was obtained by the total number of score divided by total number of respondents.

OBSERVATIONS AND ANALYSIS

The results obtained from the present investigation as well as relevant discussion have been summarised under following heads :

Information hungers of the rice growers :

The data presented in Table 1 revealed that major area of information needs expressed by the rice growers, respectively in descending order of rank were schedule of water supply by canal, weed management, marketing, irrigation management, variety, preparation of seedlings, plant protection measures, land preparation and sowing, fertilizer management, harvesting and post harvesting technology, supportive facts and this means that the rice growers gave highest emphasis on schedule of water to be supplied by canal related information, as this information can help them to make a great management on schedule of water to be supply by canal. They were also conscious about information on weed management as well as marketing. Chauhan (2012) reported the same. It means that the rice

growers gave highest emphasis on water supply in canal, weed management and market related information, as this information can help them to a great extent to convert their produce in more money through sound management. They were also conscious about information on schedule of water to be supplied by canal as well as plant protection measures. The data also reflects that the rice growers have become more cautious about fertilizer management due to new trend of organic rice framing. Prakash and Singh (2010) also reported the same.

Operation wise information hungers of the rice growers :

An attempt was made to ascertain operation wise information needs of the rice growers. The data in this regard are presented in Table 2.

Looking to the variety, majority of the farmers have expressed their needs for information about suitable high yielding variety for the area, sources of seeds, and rate of seeds. The reason might be that the farmers is convinced to sow good variety but the suitable variety, availability of seed and its' rate are always a dilemma for him. followed by majority of the farmers have expressed their needs, respectively on advance information about time and date of supply of water in canal for complete crop period and information about water to be supplied in canal before sowing time were the expected information needs of the rice growers. Regarding the information need about variety. Majority of the farmers have expressed their needs on nutrient management in nursery. Chauhan (2009). Regarding information needs about land preparation and sowing, major respondent information needs were seed rate. Information needs about fertilizer management, majority of the rice growers shown their interest of on nutrient requirements of plant. Information needs about weed management, important needs expressed were price of weedcides. In information needs about irrigation management, expressed need on schedule for irrigation. Information needs about plant

Table 1 : The respondents according to their overall information needs for rice cultivation

(n = 100)

Sr. No.	Areas of information	Mean score	Rank
1.	Variety	1.39	V
2.	Schedule of water supply by canal	1.71	I
3.	Preparation of seedlings	0.64	VI
4.	Land preparation and sowing	0.45	VIII
5.	Fertilizer management	0.23	IX
6.	Weed management	1.52	II
7.	Irrigation management	1.41	IV
8.	Plant protection measures	0.51	VII
9.	Harvesting and post harvesting technology	0.18	X
10.	Marketing	1.47	III
11.	Supportive facts	0.09	XI

(Mean = 10.2) (S.D. = 2.30)

Table 2 : Information needs of paddy growers**(n=100)**

Sr. No.	Areas of information	Mean score	Rank
The respondents according to information needs about variety			
1.	Source of seeds	1.34	II
2.	Suitable high yielding variety for the area	1.63	I
3.	Rate of seeds	1.01	III
4.	Stock of seeds	0.62	IV
5.	Characteristics of high yielding variety	0.51	V
(Mean = 4.17) (S.D. = 1.80)			
20 information needs about schedule of water to be supplied by canal			
1.	Information about water to be supplied in channel before sowing time	1.27	II
2.	Advance information about time and date of supply of water in canal for complete crop period	1.78	I
(Mean = 3.7) (S.D. = 0.46)			
Information needs about preparation of seedlings of rice			
1.	How to select site for raising seedlings	1.29	II
2.	Method of preparing bed for nursery	0.79	III
3.	Plant protection in nursery management	0.63	IV
4.	Nutrient management in nursery	1.43	I
5.	Irrigation management innursery	0.61	V
6.	Proper age to select seedlings for transplanting	0.4	VI
(Mean = 5.75) (S.D. = 2.38)			
The respondents according to information needs about land preparation and sowing			
1.	Land preparation	1.62	II
2.	Soil treatment methods	1.55	III
3.	Place of availability of soil treatment inputs	1.43	IV
4.	Seed rate	1.71	I
5.	Price of soil treatment inputs	1.33	V
6.	Sowing time	1.18	VI
7.	Depth of sowing	1	VII
8.	Method of sowing	0.75	VII
9.	Spacing	0.65	IX
10.	Seed treatment inputs	0.55	X
11.	Gap filling	0.43	XI
(Mean = 12.51) (S.D. = 2.87)			
The respondents according to information needs about fertilizer management			
1.	Price of fertilizers	1.71	II
2.	Stock of fertilizers	1.61	III
3.	Place of availability of fertilizers	1.51	IV
4.	Name of advantageous chemical fertilizers for rice	1.4	V
5.	Method and time of fertilizer application	1.29	VI
6.	Nutrient requirements of plant	1.85	I
7.	Calculating the doze of chemical fertilizer	1.25	VII
8.	Deficiency symptoms of major plant nutrients	0.93	VIII
9.	Bio-fertilizers	0.87	IX
10.	Making organic matter from farm waste	0.81	X
11.	Organic manures	0.77	XI
(Mean = 10.82) (S.D. = 3.39)			

Table 2 contd...

Table 2 contd...

Sr. No.	Areas of information	Mean score	Rank
The respondents according to information needs about weed management			
1.	Chemical weed control	1.66	II
2.	Price of weedicides	1.85	I
3.	Place of availability of weedicides	1.6	III
4.	Trade name of weedicides	1.56	IV
5.	Stock of weedicides	1.53	V
6.	Hand weeding	1.38	VII
(Mean = 9.37) (S.D. = 1.77)			
Respondents according to information needs about irrigation management			
1.	Schedule for irrigation	1.82	I
2.	Critical stages of irrigation	1.72	II
3.	How to save crop during shortage of water	1.57	III
4.	Fertilizer management during irrigation	1.46	IV
5.	Method of irrigation	1.33	V
(Mean = 7.1) (S.D. = 1.88)			
Respondents according to information needs about plant protection measures			
1.	Identification, nature of damage and control measures for insects/pests of rice	1.62	II
2.	Identification, nature of damage and control measures for diseases of rice	1.74	I
3.	Price of insecticides and pesticides	1.56	III
4.	Integrated pest management in rice	1.5	IV
5.	Method of preparing solution of insecticides/pesticides	1.48	V
6.	Trade name of insecticides/pesticides	1.37	VI
7.	Place of availability of insecticides and pesticides	1.26	VII
(Mean = 8.38) (S.D. = 1.79)			
The respondents according to information needs about harvesting and post harvest technology			
1.	Proper time of harvest	1.68	I
2.	Ideal thrasher for thrashings rice	1.56	II
3.	How to store rice production	1.51	III
4.	Care after harvesting at farm level	1.44	IV
5.	Care during harvesting	1.38	V
(Mean = 3.91) (S.D. = 1.71)			
The respondents according to information needs about marketing			
1.	Market price	1.75	I
2.	Quality parameters that affects price	1.63	II
3.	Time of market inflow	1.43	III
4.	Place of marketing	1.38	IV
5.	Marketing procedure	1.34	V
6.	Facilities available at market	1.27	VI
7.	Value addition	1.13	VII
(Mean = 10.68) (S.D. = 2.23)			
The respondents according to information needs about supportive facts			
1.	Weather forecast	0.66	V
2.	Rice related government policies	0.98	III
3.	Credit / loan facilities for rice cultivation	0.87	IV
4.	Insurance of rice crop	1.25	II
5.	Subsidies for rice cultivation	1.31	I
(Mean = 3.8) (S.D. = 1.92)			

protection measures, majority of the rice growers have expressed their needs about identification, nature of damage and control measures for diseases as well as insects/pests of rice crop. Manjunath *et al.* (2011) reported the same. The probable reason for information needs about protection measures might be that this crop faces major problems in this regard and if plant protection is not done correctly, that may decrease production and increase the cost of cultivation.

It can be seen that the rice growers expressed their needs for information about subsidies, insurance and government policies related to rice cultivation. Chauhan (2011) also reported the same. The high cost of cultivation might have led the respondents to get information about subsidies. Similarly, high risk associated with the crop may force them to acquire information of insurance. The market price of rice depends greatly on government policies, which lead the farmers to know more about government policies including support price related to rice crop, declared from time to time.

Implications :

It can be concluded that close collaboration with the extension worker should be thought of in order to impart training to the rice growers about improved technologies especially in the areas as expressed by them. Further, orientation of the training programme on how to make best use of the various sources of information may be organized which enables the rice growers to seek information. The high level, recent, updated and immediate availability of the information regarding rice growing and marketing as desired by farmers is need of the time for profitable rice cultivation in the country. Similar work related to the present topic was also done by Chinchmalpure and Temkar (2007) and Dalvi (2008).

Authors' affiliations :

VISHVAJEET J. PATEL, Krishi Vigyan Kendra (N.A.U.) Vyara, TAPI (GUJARAT) INDIA

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