

**RESEARCH ARTICLE :**

# Studies on awareness of farmers pertaining agriculture management related information in Bundelkhand tract of Uttar Pradesh

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**SUMMARY :** The study was undertaken in districts Jalaun and Hamirpur in Bundelkhand tract of Uttar Pradesh. Results display that the farmers were unaware about the availability of quality seed and the place from where it could be purchased. Similarly, the unawareness was quite significant about pesticides, horticulture nursery and farm implements. Most of farmers (87.50%) were aware about market place, where they could sell from produced. Likewise, awareness was higher towards transport facilities. Unawareness was quite high among farmers (90.00%) about market laws, percentage of interest and repayment norms. The farmers need to be made aware on regular basis about different programmes related to oilseeds, pulses, food grains etc., so that they could avail different kinds of subsidy and facilities like training exposure visit etc. besides of project related technologies.

**KEY WORDS :**

Awareness,  
Co-operative  
agriculture, Market  
place, Telepathy  
system, T.V. channels,  
Video conferencing

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**BACKGROUND AND OBJECTIVES**

Indian farmer is a dynamic individual, who is hungry for good information. As far as prospect of productivity increase in concerned, there is enough potential with in country. Information technology based system personal computer, information Kiosk Internet are placed. On communication technology based system, T.V. channels, cable channel, radio, telephone, video conferencing one way video and two way audio cassette technology, mobile telephony are included.

The source of content should be provided by the local State Government, State

Agriculture University, Indian Agriculture Research Institutes, Krishi Vigyan Kendras, Commodities Organizations, Farmers Associations Exporters or Input Supplier, Processors, Banks, Cooperatives, Agricultural produce Market Commodities and all other related legal enforcement writs.

Singh *et al.* (2016) undertaken the study on farmers fields through tele counseling mode of extension in the service area of C.S.A. University of Agriculture, Kanpur on potato production. They reported that the very good response was recorded from this system. Now-a-days farmers are harvesting the fruits of this technology and earn considerable net

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income.

## RESOURCES AND METHODS

The study was conducted in Jalaun and Hamirpur districts of Bundelkhand tract of Uttar Pradesh. There are two administrative division viz., Jhansi and Chitrakoot Dham and seven districts falling under Bundelkhand Agro-climate zone. On the basis of resource availability with the investigator district Jalaun from Jhansi division and district Hamirpur from Chitrakoot Dham division were selected. One block was randomly selected from each district and four villages were selected with the help of systematic random sampling method from each block. A group of 50 rural families were selected from each village. Thus, a total of 400 rural families were selected from eight villages of two selected districts. The awareness about the sources of content provides were assessed simply. The responses were categorized in three categories *i.e.*, full, partial and non.

## OBSERVATIONS AND ANALYSIS

The data on awareness of inputs, market and credit need, institutions and development departments, awareness related to weather and soil and water related awareness were collected and discussed here under

appropriate heads.

### Availability of inputs in terms of place and subsidy:

It is clear from the data available in Table 1 that about 42 per cent of the farmers were unaware about the availability of quality seed and place from where it could be purchased. Similarly, the unawareness was quite significant about pesticides/chemicals, horticulture nursery and farm implements but level of awareness is quite higher seed and fertilizer. However, a large number of farmers are unaware about the availability of inputs and subsidy provided by government and other organizations. This has to be taken seriously to fulfill the information needs of the farmers particularly in case of pesticides horticulture and farm implements.

### Market and credit related information need:

The findings given in Table 2 indicate that most of the farmers (87.50%) were aware about the market place, where they could sell farm produce. Similarly, awareness was higher towards transport facility. The 46.25 per cent were aware about the loans facility.

Similarly awareness was higher towards transport facilities 71.75 per cent. However, unawareness was quite high among farmers (> 90%) about market law as percentage of interest and repayment norms.

**Table 1: Input related information need**

Sr. No.	Input	Aware (%)	Unaware (%)
1.	Seed	57.50	42.50
2.	Fertilizer	82.25	17.75
3.	Pesticides/Chemicals	22.50	77.50
4.	Horticulture nursery	27.50	72.50
5.	Farm experiments	12.50	87.50

**Table 2 : Market and credit related information**

Sr. No.	Particular	Aware (%)	Unaware (%)
1.	Market place	87.50	12.50
2.	Changing price in different market	22.50	77.50
3.	Transportation facilities	71.75	28.25
4.	Loans	46.25	53.75
5.	Market law	09.75	90.25
6.	Percentage of interest	09.75	90.25
7.	Repayment norms	08.25	91.75

### Awareness of farmers towards institutions and development departments:

The data presented in Table 3 displays that highest percentage of the farmers were aware about Department of Agriculture (76.50%) followed by seed and agro-chemical stores (67.50%), Department of Animal Husbandry (52.00%), Department of Horticulture (46.00%) and KGK (37.00%). The other institutions including NGOs were having low awareness among the farmers. The overall awareness level was low which need to be enhanced through various programmes.

### Level of awareness related to weather:

It is clear from Table 4 that awareness of farmers was very poor pertaining weather information and there is no system in the villages, which could provided information at local level about weather.

There is on urgent need to create such facilities at village level which regularly provided weather related information to the farmers.

### Soil and water related awareness:

The data are available in Table 5 displayed that the awareness level was found quite high among farmers (94.50%) about ground water levels. The 34.50 per cent farmers were found aware about soil testing and its benefits. However, awareness about water testing was found among very few numbers of farmers. It is clear that the awareness level need to be enhanced about soil and water testing. Though farmers were found aware about water table but the different interaction related water table downfall was not known to farmers. The studies made by Gillet (1988); Saravanan *et al.* (1999) and Kadin and Kumar (2003) on awareness of farmers on different aspects exhibited the similar results.

### Conclusion:

The major information needs of the farmers were found related awareness about market and credit, input availability in terms of place and subsidy, different Government Departments and Institutions related various programmes, weather facilities and importance of soil

**Table 3 : Awareness of farmers about the institutions and development department**

Sr. No.	Particulars	Aware (%)	Unaware (%)
1.	Krishi Gyan Kendra	37.25	62.75
2.	Jila Gram Vikas Prasikshan Sansthan	33.50	66.50
3.	Department of Agriculture	76.50	23.50
4.	Department of Horticulture	46.60	53.40
5.	Department of Animal Husbandry	52.40	47.60
6.	Seed and Agro-Chemical stores	67.50	32.50
7.	Industries for agriculture produce	22.25	77.75
8.	Non-Government Organization (NGO)	27.50	72.50

**Table 4 : Level of awareness related to weather**

Sr.No.	Particular	Aware (%)	Unaware (%)
1.	Rain fall	-	100
2.	Temperature	9.50	90.50
3.	Weather forecasting	5.50	94.50

**Table 5: Soil and water related awareness**

Sr. No.	Particular	Aware (%)	Unaware (%)
1.	Soil testing	34.50	65.50
2.	Water testing	2.25	97.75
3.	Water level	94.50	5.50

and water testing.

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