



A study on information sources utilized by cotton growers

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ABSTRACT

This investigation was carried out during the year 2010-2011, from 8 villages of Chandur Bazar Taluka of Amravati district. The result revealed that majority (70.83 per cent) of the cotton growers had medium utilization of information sources in farming. The analysis related to independent variables viz., age, education, size of land holding, social participation, annual income, motivation, extension contact, showed significant and positive relationship with utilization of information sources. While type of family showed negative and non-significant relationship with utilization of information sources. Majority of respondents (66.67 per cent) most needed agriculture service centre and agricultural news on radio at more extends for receiving agriculture. information. Major constraints faced by cotton growers like kisan mela / exhibition not arranged frequently (65.00 per cent).

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INTRODUCTION

India is an agricultural country having about 6 lakh villages. Three fourth populations depend on agriculture and about 30 per cent of national income is desired from agriculture. There is no doubt that agricultural technology is developing fast but there is no use of improved technology unless and until it is put into actual use by the potential user for increasing production through different information sources. To feed additional millions of people being added to the country's population each year and to improve present inadequate amount of food availability per person, will require faster agricultural development in this millennium. Thus, to boost agricultural production has become a prerequisite for the progress and development of nation.

There are various types of information sources used by farmers for farming practices. The different information sources are Television, Radio, Newspaper, Krishi Vigyan Kendra, Magazines, University, Dairy, Agriculture Technology Information Center (ATIC), Internet, Krushak Vagyan Manch, Kisan call centre, Leaflets, Pamphlets, Folders, etc.

METHODOLOGY

Amravati block was properly selected for the study. The study was conducted in Chandur Bazar Taluka of Amravati district. From 8 villages, 120 cotton growers were selected. The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to age, education, type of family, size of land holding, social participation, motivation and extension contact, as well as utilization of information sources, specific needs of information sources by the farmers in farming and constraints faced by them while use of information sources.

OBSERVATION AND ANALYSIS

It was observed from Table 1 that, majority (66.67 per cent) of respondents used radio and television always while the information sources which were sometimes used by the farmers were Newspaper, Agril.literature, Agril. Exhibition, Crop demonstration, Shivar Pheri, Agril. gathering, Agricultural assistance, Gramsevak, Friends/Relatives/Neighbors, Private companies salesmen, Agriculture service centre etc. Rest of the information sources like Internet, Taluka

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Table 1: Distribution of the respondents according to their extent of information sources

Sr.No.	Information source	Always	Sometimes	Never
1.	Radio	80 (66.67)	35 (29.17)	05 (4.16)
2.	Television	80 (66.67)	37 (30.83)	03 (2.50)
3.	Newspaper	34 (28.34)	67 (55.83)	19 (15.83)
4.	Internet	00 (0.00)	22 (18.33)	98 (81.67)
5.	Agricultural literature	07 (5.83)	62 (51.67)	51 (42.50)
6.	Agricultural exhibition	09 (7.50)	62 (51.67)	51 (40.83)
7.	Crop demonstration	08 (6.67)	61 (50.83)	51 (42.50)
8.	Shivar Pheri	00 (0.00)	77 (64.16)	43 (35.84)
9.	Agricultural gathering	05 (4.16)	74 (61.67)	41 (34.17)
10.	Agricultural Assistant	22 (18.33)	74 (61.67)	24 (20.00)
11.	Gramsevak	15 (12.50)	69 (57.50)	36 (30.00)
12.	Taluka Agril. Officer	00 (0.00)	45 (37.50)	75 (62.50)
13.	SMS	00 (0.00)	22 (18.33)	98 (81.67)
14.	BDO	00 (0.00)	06 (5.00)	114 (95.00)
15.	University scientists	00 (0.00)	07 (5.83)	113 (94.17)
16.	Friends/Relatives/Neighbour	29 (24.17)	64 (53.50)	27 (22.33)
17.	Private company's salesman	15 (12.50)	69 (57.50)	36 (30.00)
18.	Agricultural service centre	32 (26.67)	59 (49.16)	29 (24.17)
19.	District Rural Development Manch	00 (0.00)	04 (3.33)	116 (96.67)
20.	Krishak Vigyan Manch	02 (1.67)	21 (17.50)	97 (80.83)
21.	K.V.K.	08 (6.67)	42 (35.00)	70 (58.33)

(Figures in parenthesis indicate the percentage)

Agriculture officer, SMS, Block Development Officer, University scientists, District Rural Development Manch, Krishak Vigyan Manch and KVK were the information sources which were never used by the farmers for farming.

It could be seen from Table 2 that majority of respondents (66.67 per cent) most needed agriculture service centre and radio as a source of information. The cotton growers (30.83 per cent) needed internet followed by 50.00 per cent and 65.83 per cent of cotton growers needed agricultural literature and agricultural gathering,

respectively. It is also revealed that 21.67 per cent of cotton growers needed agricultural programmes on TV followed by 50.83 per cent, 53.53 per cent and 64.16 per cent needed crop demonstration, agricultural exhibition and Shivar Pheri, respectively. Out of seven personal characteristics namely, age, education, land holding, social participation, annual income, motivation and extension contact were found to be positive and significantly related with utilization of information sources. Type of family from personal characteristics group showed negative and significant relationship with utilization of information sources.

Table 2 : Specific needs of information sources by cotton growers

Sr. No.	Category	Information needs of cotton growers		
		Most needed	Needed	Not needed
1.	Agriculture service centre	80 (66.67)	35 (29.17)	5 (4.16)
2.	Radio	80 (66.67)	37 (30.83)	3 (2.50)
3.	Internet	9 (7.50)	17 (30.83)	94 (78.33)
4.	Agricultural literature	6 (5.00)	60 (50.00)	54 (45.00)
5.	Agricultural gathering	00 (0.00)	79 (65.83)	41 (34.16)
6.	Agril. Programmes on TV	54 (45.00)	26 (21.67)	40 (33.33)
7.	Crop demonstration	0 (0.00)	61 (50.83)	59 (49.17)
8.	Agril. exhibition	0 (0.00)	64 (53.53)	56 (46.67)
9.	Shivar Pheri	0 (0.00)	77 (64.16)	43 (35.84)

Table 3 : Constraints faced by cotton growers while using utilization of information sources

Sr. No.	Constraints	No. of respondents	Percentage
1.	Kisan mela / Exhibition not arranged frequently.	78	65.00
2.	Non-availability of agril. literature in village and in time.	74	61.66
3.	Irregular electric supply.	66	55.00
4.	Difficult to understand the language used in broadcast / telecast.	58	48.33
5.	Short duration of time for broadcasting / telecasting.	56	46.66
6.	Programmes once broadcast / telecast are not repeated.	56	46.66
7.	Unable to recall the information as and when required.	44	36.66
8.	Timing of broadcasting / telecasting are not suitable.	42	35.00
9.	Unable to note down the information broadcast / telecast.	39	32.50
10.	Language used in literature is difficult understand	37	30.83
11.	Lack of internet facility in village	35	29.16
12.	Unable to use agricultural literature due to illiteracy.	33	27.50
13.	Information not based on local needs / resources.	25	20.83

From Table 3, it is observed that majority (65.00 per cent) of respondents had faced constraint like Kisan mela/exhibition which are not arranged frequently. 61.66 per cent respondents had faced constraint like non-availability of agricultural literature in village and in time, again irregular electric supply (55.00 per cent), 48.33 per cent respondents faced constraint like difficult to understand the language used in broadcast/telecast. Followed by short duration of time for broadcast /telecast (46.66 per cent), and programmes ones telecast / broadcast are not repeated (46.66 per cent). It is worth mentioning here that 36.66 per cent felt that they are unable recall the information as and when required, however about one-third (35.00 per cent) of them reported that timing of broadcast/telecast was not suitable. Followed by 32.50 per cent of cotton growers were unable to note down the information broadcast/telecast, In case of agriculture literature, 30.83 per cent of the users expressed that language used in literature is difficult to understand. While 29.16 per cent

of cotton growers faced the constraint like lack of internet facility in village. It is followed by 27.50 per cent of cotton growers who were unable to use agricultural literature due to illiteracy. It was also found and expressed that Information was not based on local needs/resources (20.83 per cent).

Information regarding the relationship between the independent variables and utilization of information sources are given in Table 4. It was observed that age, education, size of land holding, social participation, annual income had positive relationship with utilization of information sources. Similar results were observed by Bhosale *et al.* (2000). Extension contact had positively related with utilization of information sources. Same type of result was found by Dharmadhikari *et al.* (1994). Whereas type of family had shown negative and non-significant relationship with utilization of information sources and same type of result was found by Jadhav *et al.* (2000).

Table 4 : Relationship between the personal, socio-economic and psychological characteristics of the respondents and utilization of information sources

Sr. No.	Variables	X ² (cal.)	X ² (tab.)
1.	Age	9.286	9.210**
2.	Education	16.96	9.210**
3.	Family type	6.80	9.210 ^{NS}
4.	Size of land holding	14.61	13.27**
5.	Social participation	20.33	9.210**
6.	Annual income	14.71	13.27**
7.	Motivation	11.39	9.210**
8.	Extension contact	12.38	9.210**

** indicate significance of value at 0.01 level, NS = Non-significant

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