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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, Naviakhol, Rohini and Tamsa

were selected randomly from 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 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 measured using three point continuum .The mean score was obtained by the total number of score divided by total number of respondents. Coefficient of correlation was computed to find out the relationship between each of the independent variables and the dependent variable.

OBSERVATION AND ANALYSIS

The results obtained from the present investigation are presented below:

Information need of the rice growers:

The data presented in Table 1 revealed that major area of information needs 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 results are in conformity with the findings of Patel (2004). It means that the rice growers gave highest emphasis on market related information, as this information can help them to a great extent to convert their produce in more money. They were also conscious about information on schedule of water to be supplied by canal as well as plant protection measures. The data also reflect that the rice growers have become more cautious about fertilizer management due to new trend of organic rice framing. Singh (2005) was also the same opinion.

Table 1: Over all information needs of the (n = 100)

Sr. No.	Areas of information	Mean score	Rank
1.	Variety	1.31	V
2.	Schedule of water supply by canal	1.67	II
3.	Preparation of seedlings	1.36	IV
4.	Land preparation and sowing	1.22	VII
5.	Fertilizer management	1.67	II
6.	Weed management	0.71	IX
7.	Irrigation management	1.42	III
8.	Plant protection measures	1.89	I
9.	Harvesting and post harvesting technology	0.88	VIII
10.	Marketing	1.89	I
11.	Supportive facts	1.21	VII

Correlation between independent and dependent variables:

The data presented in Table 2 clearly signify that information need of the rice growers had non-significant correlation with their age and education. This may be due to the fact that irrespective level of education, level of the rice growers had information need for rice cultivation which remained indifferent. The information need of the rice growers had significant correlation with their extent of utilization of information sources. It indicates that those rice growers who utilize more information sources to acquire information regarding rice cultivation , have shown higher need for such information. This may be due to the fact that those who were using various sources of information might have understood importance of information regarding rice cultivation. Social participation of the rice growers had non-significant correlation with their information need. It reflects that social organizations of villages failed to motivate rice growers to decide difference between what is and what should be for higher production of rice.

Table 2 : Correlation between characteristics of rice growers and information need (n =100)

Sr. No.	Personal traits	Correlation coefficient value
1.	Age	0.011
2.	Education	0.141
3.	Use of information sources	0.192*
4.	Social participation	0.134
5.	Extension participation	0.281*
6.	Size of land holding	-0.021
7.	Land under rice cultivation	0.481*
8.	Irrigated area to total land	0.052
9.	Annual income	-0.112
10.	Cosmopoliteness	0.193*
11.	Economic motivation	-0.040
12.	Market orientation	0.114*

* indicate significance of values at p=0.05 respectively

It is obvious from the result of Table 2 that the information need of the rice growers had significant correlation with their level of extension participation. It means that extension agencies played pivotal role in identifying rice growers' information needs. The probable reason for this might be that extension activities have been considered as an important source for getting information regarding agriculture certainly by those farmers, who were inquisitive to obtain information, took active part in extension activities.

Information need of the rice growers had non-significant correlation with their size of land holding. It shows that there were all most similar needs of the rice growers with small, medium and big size of land holdings. The probable reason might be that irrespective of the size of land holding, the rice growers always try to get maximum returns from their available resources. Further, the crop being profitable one, the farmers required to be updated with latest information that leads to stability in information need irrespective to the size of holding.

Information need of the rice growers had significant correlation with the proportionate land under rice cultivation of their total land, whereas it had non-significant correlation with their proportionate irrigated area to total land. The farmer, who covers big portion of his total land under rice cultivation, transmits more risk for this crop, which leads them to have more information to minimize risk factors. Any increase in irrigated area has no influence over information need of the rice grower. The findings are in line with the observation of Talati (1994).

Information need of the rice growers had non-significant correlation with their annual income and level of economic motivation. It means that there was similar level of interest to have information on rice among rich and poor rice growers. The rice growers, with irrespective of annual income, will always have interest to increase their income that this factor might have led them to have information need for the rice cultivation technologies.

Information need of the rice growers had significant correlation with their level of cosmopoliteness as well as market orientation. The farmers with high level of cosmopoliteness tend to avail required information, which ultimately leads to less information need. It is also obvious that, all the rice growers want information of rice cultivation, irrespective of their orientation to market. Singh (2005) also reported the same information.

Conclusion:

It can be concluded that majority of the rice growers had expressed plant protection measures; marketing, schedule of water supply by canal; fertilizer management and irrigation management as the important areas of information needs.

The independent variables like use of information sources, extension participation, land under rice cultivation and cosmopoliteness were significantly related with their information needs for rice cultivation. Rice growers who had better contact with sources of information, extension personals and more area under rice cultivation as well as high level of cosmopoliteness realized more information on various aspects of rice cultivation.

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