

Research Article

## Communication sources used by farmers for market information

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**SUMMARY :** In the world of modern agriculture and globalization, market play a vital role for getting more profit by using wise use of information for trading of goods. In India, farmers work very hard for getting maximum production in available resources, but they do not get expected price for their produce. Consequently, they increase production by using improved production technology of crops, but their profit or income relatively lower. This is due to the non-availability of market or lack of knowledge about market. Trading at proper market can definitely give profit to the farmers. Hence, present investigation was undertaken with an objective to study the relationship between socioeconomic profile and level information sources for market information by farmers. Present investigation was undertaken in Ramtek and Kuhi Panchayat Samiti of Nagpur District during the year 2005-2006. The list of farmers of selected villages was prepared with the help of Agri. Assistant and it was arranged alphabetically. After doing this, selection was made by n<sup>th</sup> number method and 16 farmers from each village were included in the sample. In all total sample, consisted of 160 respondents. Pre-structured questionnaire was used for data collection. It is evident from the findings that majority of farmers had low-medium level of use of information sources for market information. Among the younger age group of farmers 31.50 per cent of farmers had high level of use of information sources. Whereas old age group of farmers had 24.39 per cent of level of use of information sources for market information. There was significant relationship between education and use of information sources among farmers. The positive correlation indicates that illiterate farmers had low level of use of information sources as compared to literate framers. Among the big land holding group 33.25 per cent had high level of use of information sources. Whereas among the marginal land holding group of farmers 31.66 per cent of farmers had high level of use of information sources for market information.

**KEY WORDS:**

Information sources,  
Market information,  
Farmers

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### **BACKGROUND AND OBJECTIVES**

Business refers to any activity undertaken for getting maximum profit from the means of production but agriculture business experience by means of farmers as a non-profitable activity. In the world of modern agriculture and globalization market play a vital role for getting more profit by using wise use of information for trading of goods. In India, farmers work very hard for getting maximum production in available resources, but they do not get expected price for their produce. Consequently, they increase production by using improved production technology of crops, but their profit or income relatively lower. This is due to the non-availability of market or lack of knowledge about market.

Trading at proper market can definitely give profit to the farmers Choudhary *et al.* (1991).

Desai and Rao (1983) Shows that market information is an important facilitating function in the agricultural marketing system. It facilitates marketing decisions, regulates the competitive market process and simplifies marketing mechanisms. Regular, timely and reliable market information is needed by farmers in planning production and marketing, as well as by other market participants in arriving at optimal trading decisions. In India, where more than 75 per cent agricultural producers are small and marginal farmers, marketing information service should ideally be available to all. Removal of inter and intra-state restrictions on storage and movement of agricultural production in the country demand

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existence of complete and accurate marketing information service to farmers to facilitate better realization of prices for the produce marketed. Use of computers can improve the availability and delivery of information in a user friendly manner to farmers and other market participants (Das and Sharma, 1998).

Speedy development of agriculture is vital for the progress of our country for securing maximum crop production. It is important to best utilize the available land by putting into scientific practice with the latest method of crop husbandry. But this depends on the availability of scientific information and guidance on all aspects of agriculture in an easily digestible form. An understanding of nature and extent of use of communication sources in farming communities will help planning communication strategy.

It is necessary to disseminate agricultural information and technical knowledge to the farming community the task can be most effectively performed with the various communication sources. Therefore, it was felt necessary to determine the communication sources used by farmers for market information. Hence, present investigation was undertaken with an objective to study the relationship between socioeconomic profile and level of information sources for market information by farmers.

## RESOURCES AND METHODS

Present investigation was undertaken in Ramtek and Kuhi Panchayat Samiti of Nagpur District during the year 2005-2006. The list of villages was obtained from the office of the respective Panchayat Samiti, further, 5 villages were selected from each *i.e.* Ramtek and Kuhi Panchayat Samiti. In order to get the representative sample, random sampling method was adopted, total 10 villages selected for the present investigation.

The list of farmers of selected villages was prepared with the help of Agri. Assistant and it was arranged alphabetically.

After doing this, selection was made by  $n^{\text{th}}$  number method and 16 farmers from each village were included in the sample. In all total sample, consisted of 160 respondents. Pre-structured questionnaire was used for data collection.

## OBSERVATIONS AND ANALYSIS

It is observed from findings presented in Table 1 that, there was no significant relationship between age and level of use of information sources among farmers for market information.

Among the younger age group of farmers 31.50 per cent of farmers had high level of use of information sources. Whereas old age group of farmers had 24.39 per cent of level of use of information sources for market information.

It is evident from the findings that, there was no significant relationship between age and level of use of information sources for market information.

It is observed from findings presented in Table 2 that, there was significant relationship between education and use of information sources among farmers. The positive correlation indicates that illiterate farmers had low level of use of information sources as compared to literate farmers.

Among the HSSC and above group of farmers 79.41 per cent of farmers had high level of use of information sources. Whereas nobody in the illiterate group had high level of use of information sources for market information. It is evident from the findings that, education influenced the level of use of information sources for market information. Similar findings were observed by Swarnakar and Agrawal (1999).

It is observed from the findings presented in the Table 3 that, there was no significant relationship between land holding and level of use of information sources for market information. Among the big land holding group 33.25 per cent had high level of use of information sources. Whereas among the marginal land holding group of farmers 31.66 per cent of

**Table 1 : Relationship between age and level of use of information sources used by farmers for market information.**

Age	n=160	Level of use of information sources			
		Low	Low medium	High medium	High
Young	54 (33.75)	3 (5.55)	29 (53.70)	5 (9.25)	17 (31.50)
Middle	65 (40.62)	5 (7.70)	37 (56.92)	14 (21.55)	9 (13.83)
Old	41 (25.63)	3 (7.32)	19 (46.34)	9 (21.95)	10 (24.39)

$r = -0.1052$  Non-significant

**Table 2 : Relationship between education and level of use of information sources used by farmers for market information**

Educational status	n=160	Level of use of information sources			
		Low	Low medium	High medium	High
Illiterate	15 (9.37)	4 (26.66)	11 (73.34)	0 (0.00)	0 (0.00)
Primary School	35 (21.88)	4 (11.42)	28 (80.00)	2 (5.73)	1 (2.85)
Up to SSC	76 (47.5)	3 (3.94)	41 (53.94)	24 (31.60)	8 (10.52)
HSSC and above	34 (21.25)	0 (0.00)	5 (14.70)	2 (5.89)	27 (79.41)

$r = 0.2438^{**}$

\*\* indicates significance of value at  $P = 0.01$

**Table 3 : Relationship between land holding and level of use of information sources used by farmers for market information**

Land holding	n=160	Level of use of information sources			
		Low	Low medium	High medium	High
Marginal	60 (37.50)	1 (1.66)	35 (58.33)	5 (8.33)	19 (31.66)
Small	75 (46.87)	9 (12.00)	40 (53.33)	16 (21.33)	10 (13.33)
Medium	16 (10.00)	1 (6.25)	5 (31.25)	6 (37.5)	4 (25.00)
Large	9 (5.63)	0 (0.00)	5 (55.55)	1 (11.11)	3 (33.25)

$r = -0.0398$  Not significant  
(Figures in the parenthesis indicate percentage)

**Table 4 : Relationship between annual income and level of use of information sources used by farmers for market information**

Income levels	n=160	Level of use of information sources			
		Low	Low medium	High medium	High
Low	20 (12.5)	1 (5.00)	16 (80.00)	3 (15.00)	0 (0.00)
Low medium	74 (46.25)	8 (10.81)	45 (60.82)	13 (17.56)	8 (10.81)
High medium	36 (22.35)	2 (5.55)	21 (58.35)	5 (13.88)	8 (22.22)
High	30 (18.90)	0 (0.00)	3 (10.00)	7 (23.33)	20 (66.67)

$r = 0.2205^*$  \* Significant at 0.05 probability level  
(Figures in the parenthesis indicate percentage)

farmers had high level of use of information sources for market information. It is evident from the findings that land holding has no relationship with level of use of information sources for market information. Chaudhari *et al.* (1991) also reported that no-significant correlation between the land holding and information utilization behavior of farmers, and hence the findings of the present study are in accordance with the above findings.

It is observed from the findings presented in the Table 4 that, there was significant relationship between annual income and level of use of information sources for market information among farmers. The positive correlation indicates that farmers with low income had low level of use of information sources as compared to higher income group farmers. Among the high income group of farmers 66.67 per cent had high level of use of information sources. Whereas nobody in the low income group had high level use of information sources. It is evident from the findings that there was significant relationship between annual income and level of use of communication sources for market information among farmers. Bajaj and Nayak (1985) revealed that there was highly significant association between the annual income and the use of information sources by the farmers, and thus this findings lend support to the findings of

the present study.

It is observed from findings presented in Table 5 that, 53.12 per cent of farmers had low medium and 22.5 per cent of farmers had high level of use of information sources. Whereas 17.5 per cent of farmers had high medium and only 6.88 per cent of farmers had low level of use of information sources for market information.

**Table 5 : Distribution of respondent's according to level of use of information sources used for market information**

Sr. No.	Level	Number	Percentage
1.	Low	11	6.88
2.	Low medium	85	53.12
3.	High medium	28	17.5
4.	High	36	22.5

It is evident from the findings that majority of farmers had low-medium level of use of information sources for market information. Das and Sharma (1998) also found that 45.85 per cent of the respondents were medium category, followed by 39.58 per cent were in low category in respect of use of information and only 14.58 per cent of the respondents belonged to high category of use of source of information.

**Table 6 : Relationship between extension contact and level of use of information sources**

Category	n=160	Level of use of information sources			
		Low	Low medium	High medium	High
Low	8 (5.00)	3 (37.5)	6 (25.00)	0 (0.00)	3 (37.5)
Low medium	58 (36.25)	4 (6.89)	52 (89.67)	1 (1.72)	1 (1.72)
High medium	58 (36.25)	0 (0.00)	31 (53.44)	26 (44.84)	1 (1.72)
High	36 (22.5)	4 (11.12)	0 (0.00)	1 (2.77)	31 (86.11)

$r = 0.6295^{**}$  \*\* Significant at 0.01 probability level  
(Figures in the parenthesis indicate percentage)

It is observed from the findings presented in the Table 6 that, there was highly significant relationship between extension contact and level of use of information sources for market information. The positive correlation indicates that farmers with low extension contact had low level of use of information sources as compared to farmers with higher extension contact.

Among the farmers with high extension contact 86.11 per cent had higher level of use of information sources. Whereas among the farmers with low extension contact 37.5 per cent had high level of use of information sources for market information.

It is evident from the findings that, high extension contact among the farmers was correlated with greater use of information sources among farmers particularly in respect of market information.

#### Conclusion:

It is evident from the findings that majority of farmers had low-medium level of use of information sources for market information. Among the younger age group of farmers 31.50 per cent of farmers had high level of use of information sources. Whereas old age group of farmers had 24.39 per cent of level of use of information sources for market information. There was significant relationship between education and use of information sources among farmers. The positive correlation indicates that illiterate farmers had low level of use of information sources as compared to literate farmers. Among the big land holding group 33.25 per cent had high level of use of information sources. Whereas among the marginal land

holding group of farmers 31.66 per cent of farmers had high level of use of information sources for market information. There was significant relationship between annual income and level of use of information sources for market information among farmers. The positive correlation indicates that farmers with low income had low level of use of information sources as compared to higher income group farmers.

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