



Research Article

# Information sources used by Gram Panchayat members for agricultural development

■ P.P. SHINDE, S.U. MOKHALE, S.A. SHELKE AND R.S. AUNDHKAR

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**SUMMARY :** In the beginning of the 21<sup>st</sup> century a global development taking place and India is supported to keep pace with it, farmers all over country are supported by the State Govt. through various development schemes. Leaders in the villages *i.e.* Gram Panchayat members use many other sources for agricultural development. The study was undertaken in the year 2012-13. A sample of 120 Gram Panchayat members was randomly selected in 10 villages of Amravati Panchayat Samiti of Amravati District of Maharashtra. Majority (61.67%) of members had medium level of use of information source. Among the selected characteristics, education, land holding, occupation, annual income, social participation, cosmopolitaness, agricultural progressiveness, extension contact and knowledge were positive and significantly related with use of information source where as age was non-significant with use of information source.

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**KEY WORDS :**

Use of information source, Gram Panchayat members

## BACKGROUND AND OBJECTIVES

Farm productivity depends largely on extent to which farmers adopt new technologies. It is felt that large part of gain from farm still remains to be realized. This is only because of lack of awareness and knowledge about the farm innovations. Access to information of improved technologies and credit facilities depends much on participation in extension related activities by the farmers. Therefore, there is a pressing need for studies relating to the utilization of information sources by the farmers. The present study has been undertaken to identify different information sources utilized by the farmers who are Gram Panchayat members also.

Effective communication of research finding is very important for ensuring the fuller utilization of production potential information on improved agricultural technology can be communicated through various media to the farmers and one has to take into account the preference of the farmers for a particular

information and media.

### **The specific objectives have been undertaken as follows:**

- To study the profile of the Gram Panchayat members.
- To know the communication channels and information sources use by the Gram Panchayat members for agriculture development.
- To study the relationship between profile of the Gram Panchayat member and information sources.
- To obtain suggestions from the Gram Panchayat members regarding utility of communication channel.

## RESOURCES AND METHODS

Amravati block was purposively selected for the study. The study was conducted in Amravati Tahasil of Amravati district. Gram Panchayat members in 10 villages were

**Author for correspondence :**

**S.U.MOKHALE**

Department of Extension Education, Shri Shivaji Agriculture College, AMRAVATI (M.S.) INDIA

See end of the article for authors' affiliations

contacted at their places of residence and data were collected by personal interview. From 10 villages 120 respondents 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, land holding, occupation, annual income, social participation, cosmopolitanness, agricultural progressiveness, extension contact and knowledge as well as use of information source for agriculture development and suggestions from Gram Panchayat members regarding utility of communication channel.

The information from the respondent was collected by personal interview methods and their responses were considered for the purpose of present study. Data related to the use of information source for agriculture development and suggestions from Gram Panchayat members regarding utility of communication channel were collected. Mean, S.D., correlation and t test methods were used for analysis of the data.

## OBSERVATIONS AND ANALYSIS

The findings of the study as well as relevant discussion have been summarized under the following heads:

### Distribution of profile of respondents :

Table 1 depicts clearly that the age profile of respondents showed that majority of (49.17%) respondents were from middle age group. The education profile of respondents showed that, majority of (49.17%) respondents had college level education. The land holding profile of respondents observed that majority of (45.00%) the farmers had small size of holding. The occupation profile of respondents showed that majority of (40.84%) of respondents were engaged in agriculture as their occupation. The annual income profile of respondents showed that majority of (40.84%) of respondents had medium annual income. The social participation profile of respondents showed that majority of respondent (57.50%) had medium participation. The cosmopolitanness profile of respondents showed that majority of respondents (58.33%) had low level of cosmopolitanness. The agricultural progressiveness profile of respondents showed that majority of respondents (58.34%) had medium level of agricultural progressiveness. The extension contact profile of respondents showed that majority of respondents (60.83%) had medium extent of extension contact. The knowledge profile of respondents showed that majority of respondent (48.33%) had medium level of knowledge.

### Level of use of information sources by Gram Panchayat members:

It is observed from Table 2 that, 61.67 per cent of

**Table 1: Table showing profile of the respondents (n=120)**

Sr. No.	Profile	Number	Percentage
1.	<b>Age</b>		
	Young	51	42.50
	Middle	59	49.17
	Old	10	8.33
2.	<b>Education</b>		
	Illiterate	1	0.83
	Functional illiterate	3	2.50
	Primary school	5	4.17
	Middle school	9	7.50
	High school	43	35.83
	College	59	49.17
3.	<b>Land holding</b>		
	Marginal	12	10.00
	Small	54	45.00
	Semi medium	38	31.67
	Medium	15	12.50
	Large	1	0.83
4.	<b>Occupation</b>		
	Agricultural family	49	40.84
	Agriculture + Labourer	26	21.66
	Agriculture + Business	42	35.00
	Agriculture + service	3	02.50
4.	<b>Annual income</b>		
	BPL	3	02.50
	Low	22	18.33
	Medium	49	40.84
	Low medium	23	19.17
	Medium high	13	10.83
	High	10	08.33
6.	<b>Social participation</b>		
	Low	46	38.33
	Medium	69	57.50
	High	5	04.17
7.	<b>Cosmopolitanness</b>		
	Low	70	58.33
	Medium	34	28.33
	High	16	13.34
8.	<b>Agricultural progressiveness</b>		
	Low	25	20.83
	Medium	70	58.34
	High	25	20.83
9.	<b>Extension contact</b>		
	Low	40	33.33
	medium	73	60.83
	High	7	5.84
10.	<b>Knowledge</b>		
	Low	41	34.17
	Medium	58	48.33
	High	21	17.50

members had medium and 27.50 per cent of members had high level of use of information source, and 10.83 per cent of members had low level of use of information source. It is evident from the findings that majority of Gram Panchayat members had medium level of use of information source.

**Table 2 : Distribution of respondent's according to use of information sources (n=120)**

Sr. No.	Level	Number	Percentage
1.	Low	13	10.83
2.	Medium	74	61.67
3.	High	33	27.50

Chavan *et al.* (2011) revealed that 66.67 per cent of farmer had medium and 20.83 per cent of farmers had low level of use of information sources, whereas only 12.50 per cent of farmers had high level of use of information sources for marketing.

**Relation analysis :**

It could be seen from Table 3 that out of ten selected characteristics, one characteristic namely age was found to have non-significant correlation with level of use of information source.

Table 3 also indicates that education, land holding, occupation, annual income, social participation, cosmopolitaness, agricultural progressiveness, extension contact and knowledge showed positive and significant correlation with use of information source. These findings are supported by the findings made by Dagwal and Dhapate (2009), Khalage (2010), Chavan *et al.* (2011).

**Table 3 : Co-efficient of correlation of selected characteristics of respondents with their use of information sources**

Sr. No.	Variables	Use of information sources	
		r'	t <sub>cal</sub>
1.	Age	-0.0206	0.2172 N.S.
2.	Education	0.6582	9.2893*
3.	Land holding	0.4580	5.4725*
4.	Occupation	0.2593	2.8047*
5.	Annual income	0.3329	3.8085*
6.	Social participation	0.4355	5.1725*
7.	Cosmopolitaness	0.4698	5.6200*
8.	Agricultural progressiveness	0.4495	5.3123*
9.	Extension contact	0.6465	9.0459*
10.	Knowledge	0.5136	6.4294*

NS= Non-significant, \* Indicate significance of value at P=0.05

Table 3 also shows that increase in education, annual income, cosmopolitaness, extension contact, social participation and knowledge of respondents would help to increase in level of use of information source.

**Suggestions :**

Findings indicate that 91.67 per cent of respondents suggested that the need to develop intense contact between Agricultural officers and Extension workers with farmers.

Majority 77.50 per cent of the respondents suggested that a special supplement regarding agricultural information be regularly published in daily newspapers. It is also observed that the 70.83 per cent respondents suggested about sufficient literature in Marathi language is published. Further it is revealed that 58.33 and 56.67 per cent of respondents suggested for arranging the demonstrations in local situation and arranging the training programmes for farmers, respectively.

Nearly 41.67 per cent of the respondents suggested for availability of sufficient market information through mobile and 29.17 per cent of the respondents suggested that agricultural university scientist should arrange various agricultural programmes at village level. This will help to improve the access of farmers with the agricultural university scientist.

**Conclusion :**

These findings revealed that, 61.67 per cent of members had medium level of use of information source. Out of ten selected characteristics, one characteristic age was found to be non- significant in relation with level of use of information source.

The study also indicate that education, land holding, occupation, social participation, cosmopolitaness, agricultural progressiveness extension contact, and knowledge showed positive and significant relationship with level of use of information source, use of information source of respondents increase may be due to education, land holding, occupation, social participation, cosmopolitaness, agricultural progressiveness, extension contact, and knowledge of respondents these would help to increase in level of use of information source.

hors' affiliations :

**P.P. SHINDE, S.A. SHELAKE AND R.S. AUNDHKAR**, Department of Extension Education, Shri Shivaji Agriculture College, AMRAVATI (M.S.) INDIA

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