

# Use of Communication Channels for their Information Needs by Farmers of Belagavi District: A Study

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*(Abstract: This investigation explores how correspondence channels are trading agricultural information were chosen. In particular, it recognizes the correspondence Channels utilized by Farmers in Belagavi District and decides the components impacting the decision of correspondence channels for trading rural information. The significant job that information plays can be estimated from the huge spaces of agrarian exercises where in it discovers applications that include: development of information and intelligence, dynamic and the board, including uses of Information Technology. The outcomes demonstrate that radio, cell phones, TV, individual ranchers, farming expansion specialists and papers were the usually utilized correspondence channels for moving agricultural information.)*

*(Keywords: Communication, Information, Seeking Behaviour, Channels, Farmers)*

## **Introduction:**

Farmers are information dependent, but they have to be trained to use information. The Information Literacy programs are essential. Hence the need for right information at the right time in the right context becomes a vital communication. Information dissemination has become a major focus on emerging aspects of agriculture by using various channels like Telecommunication, Television, Telemetric, Computers, Publishing firms, Radio, Satellite Communication and Libraries etc. Industry, Research and Development, Bureaucracy, Journalism and Entertainment also serve as secondary sources of Information for farmers. Libraries on the other hand gather, process, store and disseminate information useful to farmers. Historically the development of agriculture was seen some 10000 years back in the Middle East initially from raising animals in captivity where information was passed from farmers to farmers. The knowledge accumulation was word of mouth.

## **Review of Literature:**

**Alam and Haque (2011)** have studied the “contribution of television channels in disseminating agricultural information for the agricultural development in Bangladesh” is carried out by case study method. The agriculture in Bangladesh includes farming crops, animals, fishing and foresting contribution.

The Government used to provide agricultural information through training guides, newsletters, radio and TV programmes films etc. The study has found out that about 50% of the people of the country are involved in cultivating the variety of job based crops directly or indirectly.

**Razaque and Hassan (2014)** had conducted survey on, “The Role of Mobile phones in the information needs of the Farmers”. After the research process, it is found that, mobile phones have provide an chance to the farmers to speak straightly with market brokers and customers for selling their products in good price. They are going to be benefited lot by getting latest information with regard to wealth, market and other related issues.

**Bachav (2013)** conducted a study on “Information need of the farmers Community in rural areas” which has been conducted by survey method deals with the Farmers’ requirement o daily information for various agriculture work. They used to get the required information through News papers, Government information documents about developed agricultural practice and action to mitigate crop losses.

A Study conducted by **Okwu and Dandu (2011)** on “Expansion Communication Channels' use and inclination by farmers in Benne State, Nigeria” is expresses about the evaluation and examination of farmers utilization and inclination of augmentation correspondence diverts in Benue State. An example of 316 farmers had been chosen through a stratified examining method and personal interview had been utilized to evoke data. It is discovered that relational correspondence channels were by and large to be accessible, available and utilized by the farmers than the broad communications to get data on improved homestead advances. Relatives, companions and neighbors comprised the most consistently accessible, open and utilized relational stations despite the fact that expansion specialists and TV were referenced by the farmers as the most inclination of augmentation correspondence channels utilized by farmers and their instructive dimension, sex, family size and cultivating knowledge.

### **Objectives of the Study:**

The objectives of the study are,

1. To find out Communication Channels used by the farmers.
2. To find the nature and types of Communication Channels required by the farmers.
3. To find the necessity of local channels of information for the farmers
4. To examine the role of Local Channels and the utilization of Communication Channels by the farmers.

### **Methodology:**

The survey method was applied to collect the data to fulfill the objectives of the study. The random sampling method was used for selection of farmers from District. The present study is based on a primary data of 500 individual farmers from 10 Raitha Sanparka Kendras in Belagavi District. The data collected

through questionnaire by direct interview method was thoroughly organized and tabulated using statistical method and tables were generated using M S Excel 2007.

### Scope & Limitation:

The scope of the present study is limited to the farmers of 10 Raith Samparka Kendras from Belagavi District in Karnataka State only and whose main occupation is agriculture. The study was involving farmer's community and therefore it is not projectable of the entire population of the region.

### Primary Characteristics Of Farmers:

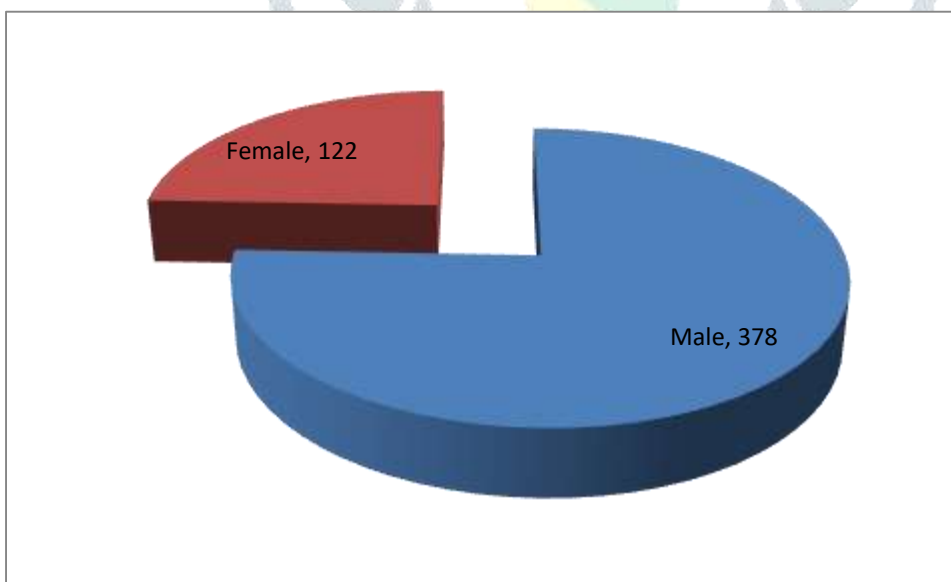
Primary information of every farmer is collected to understand different factors like age, gender, educational level and languages known by respondent farmers.

### Primary Information:

**Table 1 Gender wise Distribution of Respondents**

Sl. No.	Gender	Respondents	Percentage (%)
1	Male	378	76
2	Female	122	24
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Field Survey



**Figure 1** Shows the gender wise distribution of Respondents.

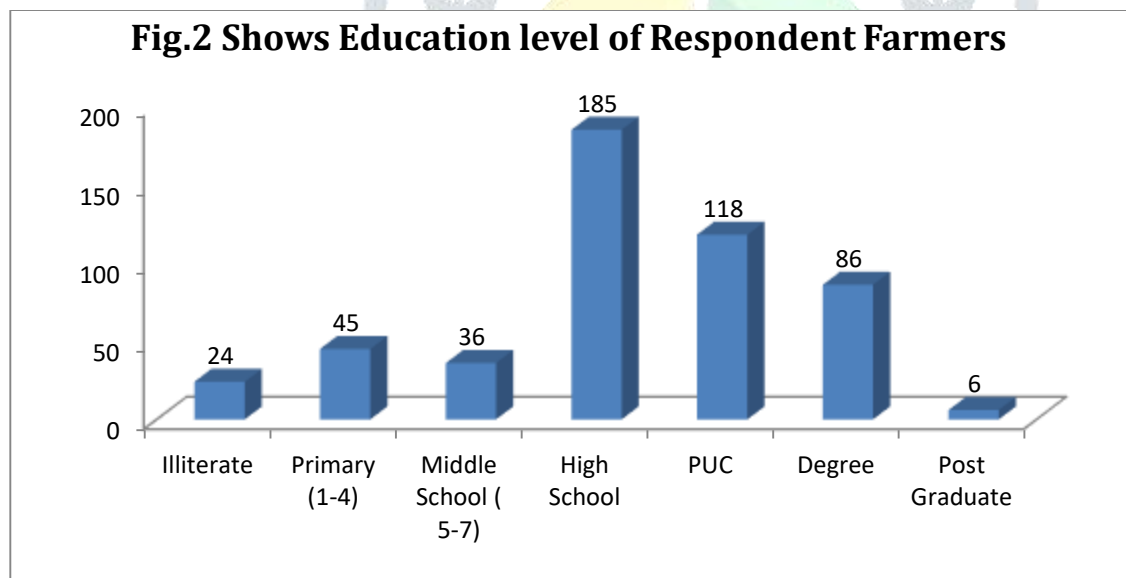
Table No.1 and Figure No.1 Shows that, out of the total 500 respondents selected for the study 378 i.e. of 76% are the male Farmers and remaining 122 i.e. of 24% are Female farmers. The selected

difference in number of respondents implies that even today, the agriculture is the male job in this study area.

**Table 2 Educational Statuses of Respondents**

Sl. No	Education Level	Respondents	Percentage (%)
1	Illiterate	24	4.8
2	Primary (1-4)	45	9
3	Middle School ( 5-7)	36	7.2
4	High School	185	37
5	PUC	118	23.6
6	Degree	86	17.2
7	Post Graduate	6	1.2
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Field Survey



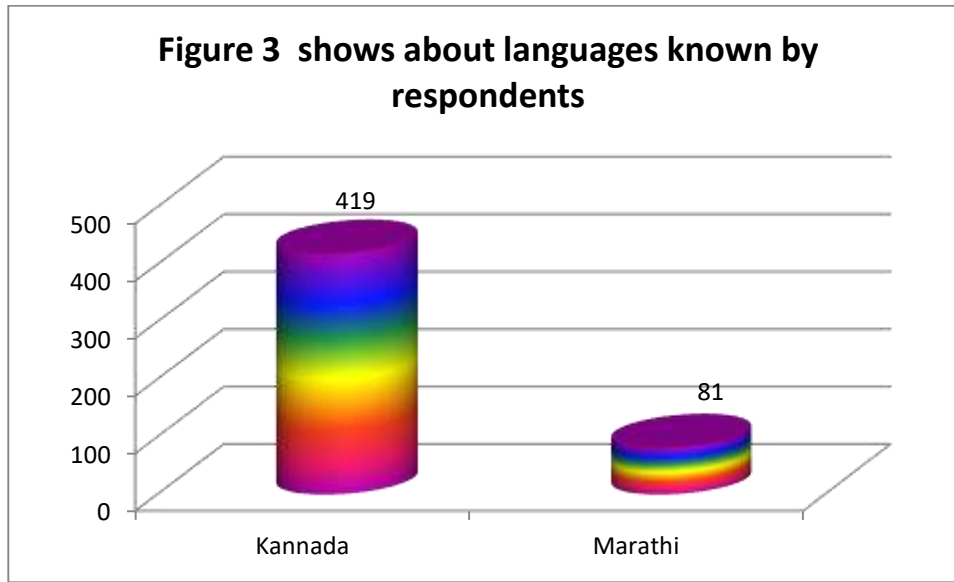
**Fig.2 Shows Education level of Respondent Farmers**

Table No.6.2 and Figure No.6.2 gives information about education level of respondents. Out of 500 respondents 185 (37%) are educated up to High school Level, 118 (23.6%) of respondents are educated up to PUC level, 86 (17.2%) respondents are studied up to Degree, 45(9%) are studied only Primary school, 36(7.2%) respondents are educated up to Middle School, and only 6 (1.2%) farmer respondents are studied Post Graduation.

**Table 3 Languages Known by Respondents:**

Languages	Respondents	Percentage %
Kannada	419	84
Marathi	81	16
<b>Total</b>	<b>500</b>	<b>100</b>

Source: Field Survey.



**Figure 3 shows about languages known by respondents**

The above table and figure no.6.3 reveals that 84% of farmers were knows Kannada, and 16% of farmers were knows Marathi Language.

#### **Local Channel of Information:**

Many times farmers are relying on Local channels of information. To know usage of local channels some questions were asked to farmers. The answers provided by farmers are shown in following table.

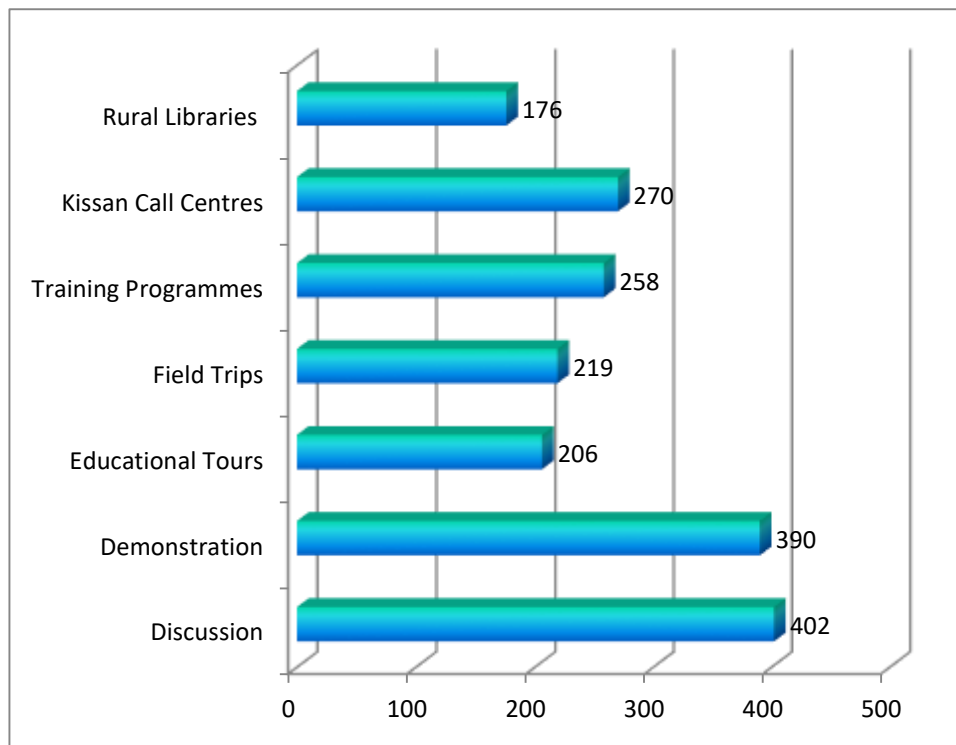
**Table 4 Local Channels of Information:**

Sl. No.	Channels	Response	Percentage (%)
1	Discussion	402	80.4
2	Demonstration	390	78
3	Educational Tours	206	41.2
4	Field Trips	219	43.8

5	Training Programmes	258	51.6
6	Kissan Call Centres	270	54
7	Rural Libraries	176	35.2

Source: Field Survey.

Figure No. 4 Shows about Local Channels of Information used by Respondents:



The above table and figure no.4 shows that, majority i.e. 80.4% of farmers gets local channels of sources from Discussion, 78% of farmers gets information from local channels like Demonstration, and rest of the local channels of information utilized by the farmers are, Kissan Call Centers ( 54%), Training programmes (51.6%) Educational Tours (43.8%), Field Trips (41.2%), and followed by local libraries (35.2%) respectively.

### Mass Media Communication:

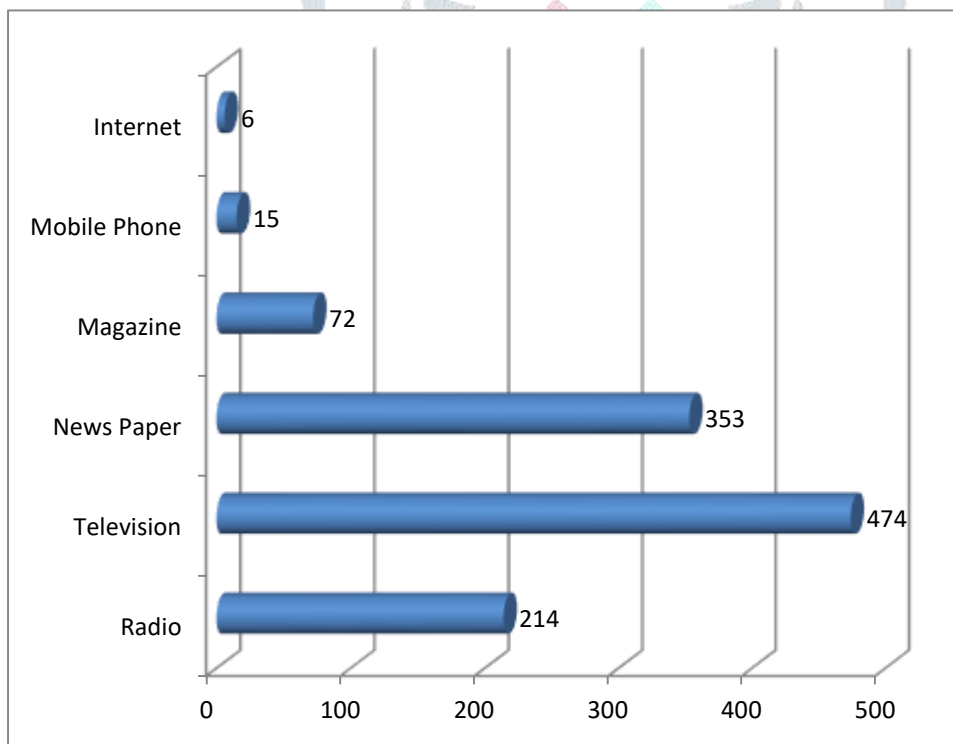
Mass Media is very important tools for dissemination of Information to the farmers. Some questions were asked and the response given by farmers is shown in following table.

**Table 5 Usage of Mass Media Communication.**

Sl. No.	Media	Response T=500	Percentage (%)
1	Radio	214	42.8
2	Television	474	94.8
3	News Paper	353	70.6
4	Magazine	72	14.4
5	Mobile Phone	15	3
6	Internet	6	1.2

Source: Field Study

Figure no. 5 shows about Usage of Mass media communication by Respondents.



The above Table No. 5 and Figure No.5 Shows that out of 94.8% of Farmers use Television as major source of mass- media information, where as 70.6% of farmers give preferences for News paper to get the agricultural information and 42.8% of farmers gives preference to other mass-media communication like Radio , 14.4% of farmers gives importance to Magazines, as well as rest of the farmers give importance towards Mobile Phones (3%) and Internet (1.2%) respectively to get the agricultural information.

## Conclusion:

Most of the human activities are centered around information producing action, which could be evidenced in the spheres of Telecommunications, Television, Telemetric, Computers, Publishing firms, Radio, Satellite communications, the people associated with Agriculture, industry, Development, Bureaucracy, Journalism and entertainment are regarded as information seekers. Today's trend is significantly marked by two important aspects. One is information producing process and the second one is information consuming process. This is cyclic and phenomenal in human societies and is done by societies on regular basis to create continuum in the life-cycle.

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