

INFORMATION NEEDS AND SEEKING BEHAVIOR OF FARMERS BY LOCAL INFORMATION SOURCES IN KAKATI VILLAGE OF BELAGAVI DISTRICT IN KARNATAKA STATE: A STUDY.

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Abstract: Agriculture is the backbone of Indian Economy. Farmers maintain their livelihood by selling crops, marketing these items in local market. Information Seeking Behaviour of farmers are considered for proper planning and policy making. Information has been a very important element in the development of human society. It has shaped the way in which people think and act. All human beings take decisions in their routine lives and to get the positive result out of it use information. Therefore the Need for right information at the right time is of utmost importance. All the human activities are directed towards information-producing and information-consuming practices.

Introduction:

Information has been a very significant sequence in the evolution of human society. It has carved the way in which people think and act. All human beings take decisions in their day today lives and to get the favour result out of it use information. So, the need for right information at the right time is of utmost importance. We live in an "Information Age". All the human activities are directed towards information-producing and information-consuming practices. Information has become the central focus in the new dimensions and spheres of Telecommunication, Television, Telemetric, Computers, Publishing firms, Radio, Satellite Communication etc. Those people who are engaged in Agriculture, Industry, Research and Development, Bureaucracy, Journalism and Entertainment are running after information. They collect, process, store, disseminate and use information in several forms for different purposes. If human society is marching towards development and progress, it is only due to information. Information has tremendous impact on society in all the walks of life.

Information has become an ingredient of man's life cycle to such an extent that there can be no life in the modern society without information. Information is the input of knowledge and is always received through the senses. "Information is the product of the human brain in action. It may be abstract or concrete. When an individual begins to think a variety of images and sensations flash across his mind. This makes some information to accumulate in his mind and his memory retains some pieces of knowledge".

"The crucial role that information plays can be gauged from the vast areas of human activities in which it finds applications that include: growth of knowledge and wisdom, decision making and management. Human progress has become possible because of the existence and awareness of knowledge created by the past generations, cultures and societies. The base of knowledge is information. Information, which is the result of a meaningful response to a stimulus, when correlated, synthesized and stratified during the course of time, becomes knowledge. Knowledge applied and tested over a long period of time by a continuous stream of minds resulting in its acceptance, as truth becomes wisdom. Thus wisdom is a part of human heritage".

Review of Literature

1.The Research Topic, entitled as 'Information seeking and sharing Behaviour of the farmers – A case study of Uttar Pradesh State India by Verma A.K. et al (2012)¹; is a study had been conducted among the livestock owners of two districts namely, Bareilly and Lakehimapur in Uttar Pradesh to also the information seeking and sharing behaviour of farmers. Multistage sampling procedure had been used to select a total of 120 farmers at the rate of 60 farmers from each district. The data had been obtained from the farmers by the investigator with the help of a structured interview schedule and focus group discussion. The data has been scrutinized, collected and analysed by using the SPSS – 11.0 software. Availability of Veterinary services in very important for development of livestock sector in India in many locations apart from state veterinary services are also available and the veterinary service users have the choice available with them regarding the service providers. Sources of Information for livestock services. Were categorized as localite, cosmopolite and mass media exposure and investigated among the selected farmers. Survey indicated that majority of the respondents (46.7%) were contacting frequently to neighbours followed by 23.3. percent to progressive farmers as localite sources for live stock related information. In case of cosmopolite channel, majority of the respondents (13.3%) were contacting frequently to V.C. (veterinary officers) followed by 12.5 percent to PVSP, 7.5 percent to BA 1st personals and 8.3 percent to parapets respectively livestock related information whereas man media channels 15 percent respondents were frequently used radio followed by 11.7 and 10.8 percent respondents mobile phone and newspaper as the source

of information related to livestock farming while 15.0, 5.0 and 4.2 percent of the selected farmers were rarely getting information from radio, TV and internet respectively. Findings of information sharing has revealed that 30 percent farmers were always shared livestock related information with family members followed by 21.7 percent with neighbours, equal numbers (9.21) with friends and follow farmers and 2.5 percent with Gram Pradhan.

2. It is the research paper by Karen Petersen and Evelyn Hurley (2015)²; on “Information Needs of organic Farmers’ discussed the importance and method of production needs that information is a key input into all conventional and organic farming systems. Organic production systems are low input and intensive, requiring a through and detailed knowledge of the farming system and of organic production methods. This paper has compared the processes involved in information flow into organic and conventional farming systems and argues that the adoption diffusion model of technology transfer is even less appropriate for organic producers than conventional. Models of participatory or interdependent native are likely to be more useful. It is argued that the viability of the industry is likely to depend on the development of methods of information flow which are appropriate for both producers and their system.

3. The study by N.V. Kavitha and et al (2014)³ on ‘Information seeking Behaviour of Dairy Farmers’ had been undertaken to analyse the information seeking behaviour of the dairy farmers of Erode District of Tamil Nadu with the objectives to study socio-economic profile of dairy farmers and to study the relationship among the socio-economic variables with information seeking behaviour of dairy farmers. Seventy dairy farmers of Erode district were selected randomly for the study and information had been collected through personal interview method. Various socio-economic variables such as age, education, number of dairy cattle and Dairy farm experience were considered for gathering the information and them these variables were used to relate with information seeking behaviour. Statistical tool were employed to analyse the dates. The study results of the study have revealed that there is the influence of socio-economic variables on information seeking behaviour of dairy farmers. The results also have emphasis the need for the extension agency to identity regularly sources of information through regular contacts with formers and concerted efforts should be mode by the extension agencies to deliver the dairy information effectively to the farmers for the adoption of newer practices in their farm.

OBJECTIVES OF THE STUDY:

The objectives of the study are,

1. To find the information needs of farmers through Local information sources.
2. To find the nature and types of Local information Sources required by the farmers.
3. To find the usage of Local information Sources by Farmers.
4. Determine the information sources and services available to farmers in Kakati Village of Belagavi District.

METHODOLOGY:

The present study was conducted in Kakathi Hobli of Belagvi Taluka and Belagavi District in Karnataka State. This area is selected purposefully because it has located one Raitha Smparka Kenrdra. With the help of this Kendra farmers were selected from the village. Survey method was used to collect the data to fulfill the objectives of the study. The present study is based on a primary data of 50 individual farmers. The data collected through structured questionnaire by interview method was tabulated using statistical method and tables were generated using M S Excel 2007.

RESULTS AND DISCUSSION

Table-1. Genderwise distribution of Respondents

Column 1	Column2	Column3	Column4
	Gender wise Distribution		
Sl.No.	Gender	Respondents	%
1	Male	43	86
2	Female	7	14
	Total	50	100

Table 1 shows about the Gender wise distribution of Respondents. 86% of respondents are Males and 14% Respondents are Females.

Table-2. Frequency of Respondents in getting the Information

Sl No.	Frequency	Respondents	%
1	Daily	5	10
2	Occasionally	12	24
3	Sometimes	18	36
4	Never	0	0
5	No answer	15	30
	Total	50	100

Table 2 shows about the Frequency in getting the information by the respondents. The highest percentage (36%) of farmers response is 'sometimes' they need the information followed by the 'no answer' from (30%) of farmers, 'Occasionally' 24% of farmers, and 'Daily'10% of respondents and 'Never' is 0%..

Table 3. Local Sources used by the Farmers

Column n1	Column2	Column3	4 Column
	Local Sources	Response	%
Sl.No.	Progressive Farmers	50	14.33
1	Neighbours	50	14.33
2	Friends	50	14.33
3	Local Leaders	14	4.01
4	Religious Heads	10	2.87
5	Panchayat Members	35	10.03
6	Relatives	11	3.15
7	Agricultural Students	5	1.43
8	Staffs of Raitha Samparka Kendra	28	8.02
9	Family member	20	5.73
10	krishi vignana Kendra/research stations	11	3.15
11	krishi mela	13	3.72
12	Agricultural University	12	3.44
13	NGO	18	5.16
14	Commission Agents	10	2.87
15	Private companies	12	3.44
		349	100

The above table shows the information needs and information seeking behavior farmers from available local sources o in different areas of agricultural activity. As evident from the table, majority of farmers getting equally local information from Progressive Farmers, (14.33%), Neighbours (14.33%), and Friends(14.33%), Followed by Panchayat Members (10.03%),from Staffs of Raitha Samparka Kendra (8.02%), from Family Members(5.73%), from NGO(5.16%), Local leaders (4.01%) followed by Krishi Mela(3.72),Agricultural University (3.44), Private Companies (3.44%), Commission agents(2.87), Religious Heads (2.87%), and Agricultural students (1.43%) respectively.

Conclusion:

The value of information needs and seeking behavior has increased tremendous as the farming systems in developing countries like India become knowledge-intensive. Access and use of current information is critical for not only financial success of farmers, but to support sustainable agricultural systems. Yet, farmers are rarely consulted before the design of extension services about their needs and preferences. But by understanding farmers' access to and use of agricultural information, their agricultural information needs, and the factors that influence this behavior, programs disseminating agricultural information could better target farmers.

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