

INFORMATION NEEDS AND SEEKING BEHAVIOUR OF FARMERS IN BHUTARAMANAHATTI VILLAGE OF BELAGAVI DISTRICT IN KARNATAKA STATE: A STUDY

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Abstract: An effort had been done to find out the information needs of the persons engaged in the agricultural activities i.e. agricultural farmers. Today, each and every person needs a different type of information in his daily life, to make the easiest way. Developing society generates large amounts of information by using different methods and media and this in term get consumed by the society. Information is one of the basic resources that is needed and utilized by human being for their development and prosperity. Several work and efforts are needed for imparting information support for agricultural development with the application of emerging information and communication technologies for information oriented and socio-economic empowerment of the rural farmers' community.)

INTRODUCTION:

Information is a concept of great richness. Accurate, useful and timely information on new products, new process, new patents and standards and research in progress are essential for today's competitions. Information enables man to perform his day-to-day duties. There is no life in the modern society without information.

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 to 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. 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.

The study entitled as "Information Needs and Seeking Behavior of the Farmers through Mobile Phones: A Study from Bhutaramanahatti Village of Belagavi District in Karnataka State: a study" with the introduction of the following background bases of the study, viz, Information Literacy, Information seeking behavior, importance in the dissemination of the information, web searching, web sources, search Engines, use of communication channels.

Review of Literature

A large amount of research literature is available in the area of information seeking behaviour. These researches have been carried out at institutional and college levels. These kinds of studies have been carried out across different regions and at different time frames for different objectives. I have collected some of the following relevant work studies mentioned below, reviewed and found out few of the insights and used towards the development of my study on "Information Needs and Seeking Behavior of the Farmers through Mobile Phones: A Study from Bhutaramanahatti Village of Belagavi District in Karnataka State: a study"

1.The study by Jach okwll and Shimayohol Dandu (2011) on 'Extension Communication Channels'¹ usage and preference by farmers in Benne State, Nigeria is about the assessment and analysis of farmers' use and preference of extension communication channels in Benue State. A sample of 316 farmers had been selected through a stratified sampling technique and interview schedule had been used to elicit information. It is found that interpersonal communication channels were generally to be more available, accessible and used by the farmers than the mass media to obtain information on improved farm technologies. Relatives, friends and neighbors constituted the most regularly available, accessible and used interpersonal channels although extension agents and television were mentioned by the farmers as the most preference of extension communication channels used by farmers and their educational level, sex, farm size and farming experience.

2. The Study about the "Information Needs and Information Seeking Behaviour of Rural Women in Borno State"² of Adam Gembo Saleh and Fatima Ibrahim Lasisi (2011) has revealed that 45% of rural women of Northern Senatorial zere have sought

the information about their various needs such as agriculture education, economy, Health, Political through most of the informal means such as friends and relatives, market women, village heads, the school Headmasters, the Imams (Religious Leaders) and elite group is the community. As there is the lack of accessibility to Formal channels such as Radio, TV and other Mass Media, most of the agriculture involved women depending upon their agricultural needs such as the use of Fertilizers, Pesticides, herbicides, improved variety. Seeds, tractors etc. about 53% of the women whose main occupations are agricultural depending on informal means only. It implies the backwardness of rural women and the governments' a pathy to have formal means.

3. A research Paper "A Study of Women farmers" agricultural information needs and accessibility: A Case Study of Apa Local Government area of Benue State, "Nigeria"³ by O.J.Okwn and B.I. Umoru (2009) had been aimed at determining women farmers' agricultural information needs and accessibility, using Apa local government area of Benue state as a case study. In this regard, the required sample size of 70 women farmers had been chooses by simple random technique, the questionnaire had been used to chicit information, both descriptive and taferential statistics were used for dates analysis, after the research process, the result has shown the highest information needs in the areas of pesticides and fertilizer applications and improved farm implements. Husbands, bellow women and man media were the main sources of agricultural information to women farmers and accessibility of information from these sources was relatively high. Age educational level and income of women farmers showed signification relationship with their accessibility to agricultural information at 5% level of significance. The researchers have recommended that enough information should be provided in the needed areas and women adult literacy and economic empowerment programmes should be given serious attention to enhance their access to needed agricultural information.

OBJECTIVES OF THE STUDY:

The objectives of the study are,

1. To find the information needs of the rural farmers.
2. To find the nature and types of information required by the farmers.
3. To find the source of information used by the farmers
4. To examine the channels of information and sources of information used by the farmers.

METHODOLOGY:

The survey method was used to collect the data to fulfill the objectives of the study. The stratified random sampling technique was used for selection of farmers from the village. The present study is based on a primary data of 50 individual farmers. The data collected through questionnaire by interview method was thoroughly organized and tabulated using simple 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 Bhutaramanahatti Village of Belagavi District in Karnataka State only and whose main occupation is agricultural. The study was involving farmer's community and therefore it is not projectable of the entire population of the region.

DATA ANALYSIS:

Table-1.

Gender wise distribution of Respondents

Gender	Respondents	%
Male	40	80
Female	10	20
Total	50	100

Table 1 shows about the Gender wise distribution of Respondents. 80% of respondents are Males and 20% Respondents are Females.

Table 2

AGE RANGE

AGE	Respondents	%
20 YR BELOW	2	4
21-30 YR	10	20
31-40 YR	16	32
41-50 YR	11	22
51-60 YR	6	12
ABOVE 61 YR	5	10
Total	50	100

Table 2 shows about the age range of respondents. The highest percentage (32%) belonging to the age group 31-40 years followed by the age groups of 41-50 (22%) and 10% of respondents are above age 61 years.

Table 3

Education Status		
Education	Respondents	%
Primary school	24	48
Higher Primary school	8	16
High school	5	10
12th	6	12
Bachelor Degree	5	10
Uneducated	2	4
Total	50	100

Table 3 shows about educational status of respondents. As per the above status maximum number of Farmers i.e. (48%) are got education up to Primary School and 16% up to Higher Primary, 10%, 12% and 10% up to High School, 12th and Bachelor Degree respectively. Only 4% of Farmers are Illiterates.

Channels used by the Respondents			
Sl. No.	Mass Media	Respondents	%
1	Radio	25	21.36
2	Television	15	12.82
3	News Paper	38	32.47
4	Magazine	11	9.4
5	Mobile phone	23	19.58
6	Internet	5	4.27
	Total	117	100

The data presented in Table 4 makes it clear that, among the Channels of information News Paper (32.47%) and Radio (21.36%) with Rank 1 and 2 were much preferred channels of information among the Agricultural Farmers in the study area. The other Channels of information used by the farmers were Mobile Phone (19.58%), Television (12.82%), Magazines (9.4%) and Internet (4.27%) which was placed at 3,4,5, and 6 ranks respectively in the order of preference.

Table 5

Purpose of agricultural information		
Kind of information	Respondents	%
The Use of fertilizer	47	52.22222
Soil Improvement	30	33.33333
Organic farming	13	14.44444
Total	90	100

Table 5 shows that majority of farmers (52.22%) need information about use of Fertilizer followed by Soil improvement (33.33%) and only (14.44%) of farmers are interested in getting the information about organic farming.

Table 6

Preferable agriculture information used by Respondents

Category	Respondents	%
Pest management	21	15.78 947
Market price	47	35.33 835
Use of insecticide	11	8.270 677
Weather forecast	19	14.28 571
Financial management	34	25.56 391
Others	1	0.751 88
Total	133	100

The above table shows the interest of farmers in different areas of agricultural activity. As evident from the table, majority of farmers need information on Market Price (35.33%) Financial Management (25.56%) Pest management (15.78%) and Weather forecast (14.28%) followed by use of Insecticide (8.27%) and other information is (0.75%) only.

CONCLUSION:

Information is a basic necessity of everyday life. For anything and everything information is required. Information can be obtained or retrieved from a variety of sources. Farmers constitute a particular group of users whose information needs is very specific. The present paper deals with the information needs of the farmer community in rural areas.

References:

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