



SOURCES OF FARM INFORMATIONS TO THE FARMING COMMUNITY – SLDKVK-STUDY

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ABSTRACT

The study was conducted in Anantapur District of Andhra Pradesh state covering about randomly selected six mandals under Shreemati Lakshmi Devi Krishi Vigyana Kendra, Kalyandurg viz., Kalyandurg, Beluguppa, Kambadur, Brahasamudram, Settur and Kundurpi during 2015-16 to assess the sources of farm information to the farming community. Research design used for the study was ex-post-facto technique. A total number of 180 farmers were interviewed for the purpose. The results revealed that 83.34 percent of the farmers were literates and remaining 16.66 percent of the farmers were illiterates. With reference to overall sources of information, 95.55 % of the farmers used input dealers as one of the sources of information followed by friends (95.00%), neighbors (88.33%), progressive farmers (81.11%), Krishi Vigyan Kendra (KVK) (43.33%). With reference to the comparison between adopted and non adopted villages of KVK it was found that 80.00 and 36.00 % of respondents used KVK as one of the source of information in adopted and non adopted villages respectively, 93.33 and 96.00 % of respondents used input dealers as one of sources of information in adopted and non adopted villages respectively. Regarding information sought by the farmers, it was elicited that 97.22 % of respondents sought information on crop protection followed by vegetable cultivation (83.33 %), dairy management (44.44%), fruit cultivation (43.33%), flower cultivation (28.88 %), sericulture (25.00 %), and poultry (16.66 %). With respect to preferred source of information, 35 % of respondents preferred input dealers as the source of information followed by KVK (22.22 %), progressive farmers (19.44%), AEOs (9.44 %), MAOs (8.33%), friends and neighbors (2.77 %) and opinion leaders (2.77%).

KEY WORDS: Krishi Vigyan Kendra, Input dealers, Progressive farmers, Agriculture Extension officers.

INTRODUCTION

The present age has been rightly called as an Information age. Information has become the most important element for progress in society. According to Kemp, information has been described as the fifth need of man ranking after air, water, food and shelter. India is an agriculture based country with farming and related activities constituting to a huge chunk of the GDP and employment. In agriculture, relevant and timely information helps farming community to take right decision for sustainable growth. Providing information on weather trends, good management practices in farming, market information helps the farmer to take correct decisions. Therefore information is a powerful tool in addressing the agricultural needs. Shreemati Lakshmi Devi Krishi Vigyana Kendra was started in the year 2010-11 covering about 31 mandals of the Anantapur district. Total area under cultivation in these 31 mandals is about 403099 hectares. No study was done on source of information to the farming community. With this background the study was carried out to assess the sources of farm information for the farming community. The main objectives of the study, to know the sources of farm information for the farmers, find the type of information sought by the farmers and to know the preference of sources preferred by the farmers.

METHODOLOGY

The study was conducted in Anantapur District of Andhra Pradesh covering about randomly selected six mandals under Shreemati Lakshmi Devi Krishi Vigyana Kendra viz., Kalyandurg, Beluguppa, Kambadur, Brahasamudram, Settur and Kundurpi. From each mandal, three villages were selected randomly and from each village 10 respondents were selected thus making total sample size of 180. Data were collected using interview schedule and data were analyzed using appropriate statistical tools.

RESULTS & DISCUSSION

Education status of the respondents

Table 1 indicates that about 30.00 % of the farmers had education up to high school, 22.22 % of the respondents had education up to middle school followed by illiterates 16.66 per cent, primary school 15%, graduates 8.33 % and 7.77 percent of respondents had education up to pre university. It can be inferred that 83.34 percent of the farmers are literates and only 16.66 percent of the farmers were illiterates. Since majority of the farmers are literates, KVK can develop the print media for dissemination of information.

TABLE 1: Education status of farmers (n=180)

Sl. No	Education	Frequency	Percentage
1	Illiterates	30	16.66
2	Primary	27	15.00
3	Middle school	40	22.22
4	High school	54	30.00
5	Pre University	14	7.77
6	Graduates	15	8.33

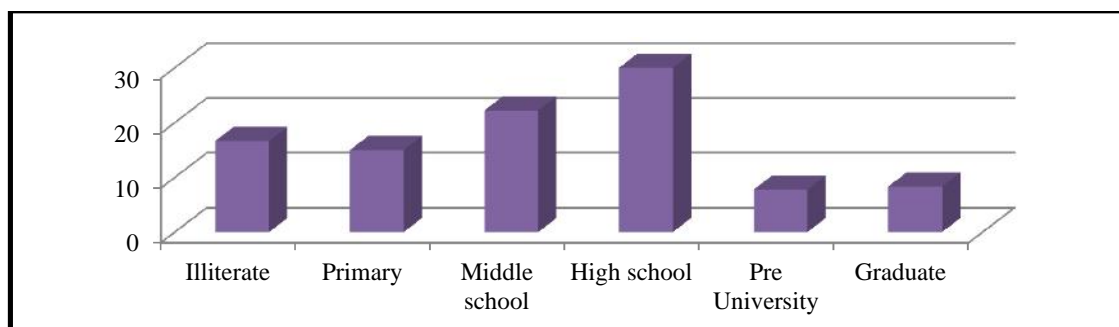


FIGURE 1: Education status of farmers

Overall sources of farm information to the farming community

Table 2 indicates that 95.55% of respondents sought information from input dealers, 95% of them sought information from their friends followed by 88.33 % of respondents from neighbors, 81.11 percent of respondents used progressive farmers as source of information, 70 % of respondents used television as source of information, 65 % of them consulted company agents, 45.55 % used newspaper as source of information, 43.88 % of the respondents consulted mandal agriculture officers, 43.33 % of farmers consulted Krishi Vigyana Kendra, 31.11 % of respondents consulted multi purpose extension officers, 27.22 percent of farmers consulted Agriculture Extension

officers for source of information. The above results infer that majority of the farmers are using input dealers as the source of information and the reason behind this trend of findings may be because of availability of inputs like fertilizers, plant protection chemicals etc with the input dealers and farmers perceive input dealers as the credible source of information. Hence as a strategy to overcome the farmers problems and get them the correct and reliable information for the farmers it is necessary to conduct the training for the input dealers and train them about the plant protection chemicals, dosage to be recommended, time of sprayings, method of spraying, fertilizer dosage, fertilizer application, Split fertilizer dosage application *etc.*

TABLE 2: Overall sources of farm information to the farming community (n=180)

Sl.No	Source	Frequency *	Percentage
1	KVK	78	43.33
2	Input dealers	172	95.55
3	AEOs	49	27.22
4	MAOs	79	43.88
5	MPEOs	56	31.11
6	Progressive farmers	146	81.11
7	Opinion leaders	53	29.44
8	Neighbors	159	88.33
9	Friends	171	95.00
10	Farm magazines	15	8.33
11	Money lenders	07	3.88
12	NGOs	03	1.66
13	Radio	01	0.55
14	Television	126	70.00
15	KCC	24	13.33
16	Newspapers	82	45.55
17	Extension bulletin	04	2.22
18	Telephone calls	06	3.33
19	Exhibition	03	1.66
20	Internet	06	3.33
21	Text messages	02	1.11
22	Leaflets	13	7.22
23	Magazines	33	18.33
24	Farm/Home visits	09	05.00
25	Company agents	117	65.00

*Multiple responses obtained

Comparison between adopted and non adopted villages of KVK for source of farm information

Table 3 depicts the comparison between adopted and non adopted villages for the source of information and it indicates that 80.00 and 36.00 % of respondents used KVK as one of the source of information in adopted and non adopted villages respectively, 93.33 and 96.00 % of respondents used input dealers as one of source of information in adopted and non adopted villages respectively, 23.33 percent and 28.00 percent of farmers consulted Agricultural Extension officer for source of information in adopted and non adopted villages respectively, 86.66 percent and 80.00 percent of farmers used progressive farmers as the source of information in

adopted and non adopted villages respectively, 90 percent and 96 percent of farmers consulted their friends for getting information in in adopted and non adopted villages respectively, further only 33.33 % of respondents of adopted villages used company agents as source of information while it was 71.33 % in non adopted villages. The above results infer that the farmers in adopted villages found KVK as the credible source of information. The reason behind the above trend of findings might be that since the KVK scientists visit the farmers fields frequently and conduct many front line demonstrations, group discussions, method demonstrations, result demonstrations vocational trainings farmers perceive that the KVK is the credible source of information.

TABLE 3: Comparison between adopted and non adopted villages of KVK for source of farm information

Sl. No	Source	Adopted Percent*	Non Adopted Percent*
1	KVK	80.00	36.00
2	Input dealers	93.33	96.00
3	AEOs	23.33	28.00
4	MAOs	13.33	50.00
5	MPEOs	16.66	34.00
6	Progressive farmers	86.66	80.00
7	Opinion leaders	33.33	28.66
8	Neighbors	70.00	92.00
9	Friends	90.00	96.00
10	Farm magazines	10.00	8.00
11	Money lenders	6.66	3.33
12	NGOs	10.00	0.00
13	Radio	0.00	0.66
14	Television	76.66	68.66
15	KCC	33.33	9.33
16	Newspapers	50.00	44.66
17	Extension bulletin	3.33	2.00
18	Telephone calls	20.00	0.00
19	Exhibition	10.00	0.00
20	Internet	3.33	3.33
21	Text messages	6.66	0.00
22	Leaflets	6.66	7.33
23	Magazines	13.33	19.33
24	Farm/Home visits	30.00	0.00
25	Company agent	33.33	71.33

*Multiple responses obtained

Information sought by the farmers on different practices.

Table 4 indicates that majority i.e 97.22 % of respondents sought information on crop protection followed by vegetable cultivation (83.33 %), dairy management (44.44%), fruit cultivation (43.33%), flower cultivation (28.88 %), sericulture (25.00 %), and poultry (16.66 %). The reason for the above findings is that the farmers are facing more problem related to crops protection since the out break of pest and diseases has increased and many

pests had developed the resistance against pesticides and pest resurgence had occurred and also the locale of the study being the horticulture belt many farmers preferred information on horticulture aspects like vegetable, fruit cultivation. As a strategy to help the farmers the KVK intervention in the above aspects is essential and KVK scientists should focus much on the above issues and use the information communication technologies to disseminate the correct information in the correct time.

TABLE 4: Information sought by the farmers on different practices

Sl.No	Practice	Frequency*	Percent	Rank
1	Crop Protection	175	97.22	I
2	Vegetable cultivation	150	83.33	II
3	Dairy management	80	44.44	III
4	Fruit cultivation	78	43.33	IV
5	Flower cultivation	52	28.88	V
6	Sericulture	45	25.00	VI
7	Poultry	30	16.66	VII

*Multiple responses obtained

Preferred source of information by the farming community

Table 5 indicates that 35 % of respondents preferred input dealers as the source of information followed by KVK

(22.22 %), progressive farmers (19.44%), AEOs (9.44 %), MAOs (8.33%), friends and neighbors (2.77 %) and opinion leaders (2.77%).

TABLE 5: Preferred source of information by the farming community (n=180)

Sl. No	Source	Frequency	Percentage
1	Input dealers	63	35.00
2	KVK	40	22.22
3	Progressive farmers	35	19.44
4	AEOs	17	9.44
5	MAOs	15	8.33
6	Friends and neighbors	05	2.77
7	Opinion leaders	05	2.77
	Total	180	100

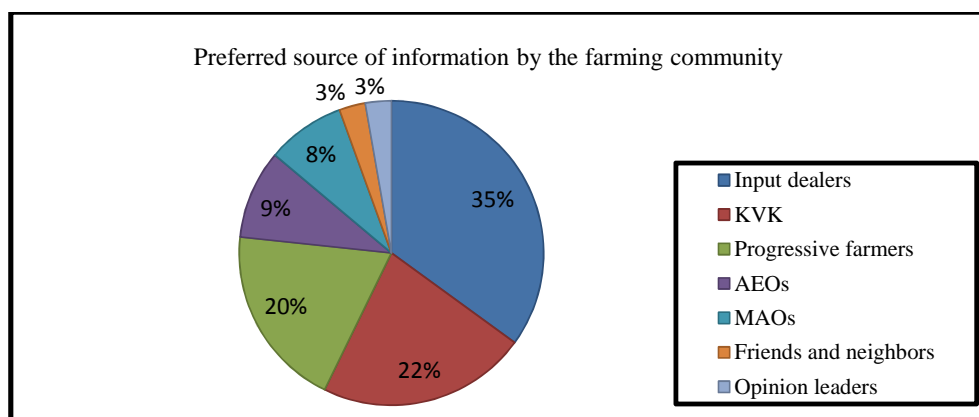


FIGURE 2: Preferred source of information by the farming community

CONCLUSION

It can be concluded from the above findings that majority of the farmers are using input dealers as the source of information, most of the farmers sought information on crop protection aspects and the farmers in adopted villages preferred KVK as the source of information since they found KVK as the credible source of information. With respect to farmers of non adopted villages there is a need to create awareness about the KVK by conducting training programmes and motivating them to participate in training programmes conducted by the KVK which would build confidence in them about KVK.

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