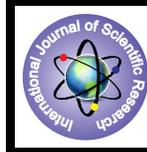


# A Study on Utilisation Pattern of Information Sources by The Farmers of Mahabub nagar District in Andhra Pradesh



## Agriculture

KEYWORDS :

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### ABSTRACT

*Communication is an exciting and truly challenging field of human interaction. The main thrust of all agricultural development programme is to spread farm technology in entire areas through different communication sources. Extension workers use various channels to send the developmental messages. With object the present study was conducted in four selected mandals of Mahabubnagar district with Ex- post facto research design. The results of study reveal that informal sources followed by formal source and mass media were ranked in the order of utilisation of information sources by the farmers of mahabubnagar district.*

### Introduction

Communication plays a vital role in all social changes. Studies in India and elsewhere have pointed the need for an 'Effective Communication strategy' to enable research results to reach the farmers fields without much time lag. It is obvious, therefore, that the change from traditional to modern ways of life essentially involves communication of new ideas and their unhesitating acceptance by people. For this purpose, various communication media ranging from the sophisticated TV to the common and causal ones like interpersonal channels have to be utilized.

There are many sources through which farmers seek or get information about the technological changes in farming. The preference and selectivity for a particular source may vary with individuals. Nevertheless, interpersonal communication still plays an appreciable role in communication of technology in backward areas because of their social bindings.

The available and relevant research information in mass communication indicates that the interpersonal channels both informal and formal sources builds confidence of farmers and have obviously the capacity to influence them to willingly adopt what is urged through these channels.

In this situation today, the effectiveness of the sophisticated media can at best be very limited because majority of the farmers are socially backward, economically poor and illiterates. In such a situation greater stress should inevitably be placed on the fostering of less sophisticated media like informal, interpersonal channels of communication to reach the isolated farmers.

The main thrust of all agricultural development programme is to spread farm technology in entire areas through different communication sources. Extension workers use various channels to send the developmental messages. Hence the pattern of source utilisation is likely to be different from farmers to farmers because of their culture and personality. Keeping this in the view the present study was taken with the following specific objective as to know the extent of utilisation of different information sources.

### Methodology

Ex- post facto research design was followed for carrying out the study. The State of Andhra Pradesh was selected purposively for the study as the investigator hails from the state.

Out of 23 districts of Andhra Pradesh, Mahabubnagar district was selected purposively for the study. Out of 64 mandals in the Mahabubnagar district, the selected mandals were Mahabubnagar, Hanuwada, Jadcherla, and Mirjil. From each mandal, one village was selected at random by following simple random sampling method. The villages namely Machinpally from Mahabubnagar mandal; Ibrahimbad from Hanuwada mandal; Gangapuram from Jadcherla mandal; and Manannur from Mirjil mandal. From each selected village, 30 respondents were selected randomly thus making a sample of 120 respondents for the study. The base reference period adopted for the study was 2009-2012. Based on class interval the obtained scores distributed into three categories namely completely utilised, partially utilised, not utilised corresponding frequencies and percentages were recorded. The z statistical test reveals that there was significant difference between utilisation of information obtain from three sources. The total score of all respondents was arrived by multiplying the frequency of responses under each of statement of information source with corresponding weightage. The mean score of each statement of information source was arrived from dividing total score with number of respondents and sub items under information source were ranked based on mean scores. Average mean score was arrived from summing up of all mean scores and divided with number of statements in a particular information source.

### Results and discussion

The results and discussion of utilisation of information sources was presented below.

**Table 1; Distribution of respondents based on pattern of utilisation of information sources.**

**n=120**

S. No	Category	Respondents	
		Frequency	Percentage (%)
1	Completely utilised(30-38 )	21	17.50
2	Partially utilised(38-46)	68	56.67
3	Not utilised(46-54)	31	25.83

Table 2; Ranking order of statements of information source utilisation

n=120

S.No	Information source	Frequently (3)		Occasionally (2)		Never (1)		TS	MS	R
		F	%	F	%	F	%			
1	Informal sources									
	a) Family members	16	13.33	64	53.33	40	33.33	216	1.80	VII
	b) Friends/ relatives	27	22.50	60	50.00	33	27.50	234	1.95	VI
	c) Neighbors	28	23.33	59	49.17	33	27.50	235	1.96	V
	d) Progressive farmers	33	27.50	69	57.50	18	15.00	255	2.13	I
	e) Village Panchayat Members	34	28.33	59	49.17	27	22.50	247	2.06	III
	f) Local leaders	28	23.33	65	54.17	27	22.50	241	2.01	IV
	g) Commission agents	29	24.17	70	58.33	21	17.50	248	2.07	II
	h) Sarpanch	28	23.33	65	54.17	27	22.50	241	2.01	IV
	Average mean score								2.00	I
2	Formal sources									
	a)Agricultural extension officer (AEO)	41	34.17	67	55.83	12	10.00	269	2.24	I
	b) Agricultural officer (AO)	39	32.50	69	57.50	12	10.00	267	2.23	II
	c) Assistant Director of Agriculture (ADA)	28	23.33	72	60.00	20	16.67	248	2.07	IV
	d) Deputy director of Agriculture (DDA)	1	0.83	8	6.67	111	92.50	130	1.08	IX
	e) Joint Director Agriculture (JDA)	3	2.50	12	10.00	105	87.50	138	1.15	VIII
	f) Marketing officials	12	10.00	19	15.83	89	74.17	163	1.36	VII
	g) Mandal development officer (MDO)	15	12.50	40	33.33	65	54.17	190	1.58	VI
	h) Non Government organization (NGO)	37	30.83	57	47.50	26	21.67	251	2.09	III
	i) Scientists	30	25.00	31	25.83	59	49.17	211	1.76	V
	Average mean score								1.73	II
3	Mass media									
	a) News papers	20	16.67	81	67.50	19	15.83	241	2.01	II
	b) Radio	11	9.17	79	65.83	30	25.00	221	1.84	III
	c) TV	25	20.83	79	65.83	16	13.33	249	2.08	I
	d) Farm literature (Magazines, leaf lets, folders/ journals)	10	8.33	49	40.83	61	50.83	189	1.58	IV
	e) Film shows	8	6.67	44	36.67	68	56.67	180	1.50	V
	f) Internet	2	1.67	4	3.33	114	95.00	128	1.07	VI
	Average mean score								1.68	III

**Table 3: ranking order of sources of information based on average mean score**

S no	Sources	Average mean score	Rank
1	Formal	2.00	I
2	Informal	1.78	II
3	Mass media	1.68	III

**a. Informal source category**

Out of all information sources, informal sources were ranked high followed by formal and mass media. This was due to the fact that majority of respondents were illiterates which led to high dependence. This can also be related to their illiteracy which inhibited them to utilise the other information sources.

Among all the eight sources of information available to farmers were progressive farmers followed by commission agents, village panchayat members, local leaders and sarpanch, neighbors, friends/ relatives and family members were the utilised sources in order of ranking. This was due to higher awareness of progressive farmers and knowledge in the latest technologies in farming. Hence farmers were frequently contacted. Next utilised information source was commission agents, this was the reason that due to most of the farmers got the credit or inputs from them for doing farming. Hence, farmers regularly contact acted with commission agents for latest information in farming.

**b. Formal source category**

Among all the nine sources of information available to farmers mostly utilized sources were agricultural extension officer followed by agricultural officer, non-government organization, assistant director of agriculture, scientists, mandal development officer, marketing officials, joint director of agriculture and deputy director of agriculture in the order of ranking. This was due to as agricultural extension officers were grass root level workers working closely with the farmers they were regarded to be trustworthy hence contacted for information. The respondents had less access to get information from different information sources, particularly the formal sources like higher Government officials in extension like DDA, JDA, scientists, etc. hence government should initiate the steps to transfer the valid, reliable and latest information through these formal sources. The meetings conducted by the extension personnel at village level and government agricultural development programmes conducted in each village provided an opportunity to farmers to utilise the sources.

**c. Mass media category**

It was evident from the Table 2 that the utility of mass media was very limited. The sources of information were TV, newspaper, radio, farm literature, film shows and internet in the order of ranking. A majority of the farmers do not use any of the mass media as the source of information. The reasons for a majority of farmers not utilising the mass media as a source of information was poverty, illiteracy and being unaware of receiving messages from such sources etc.

**Conclusion**

Visual mode of presentation of technical message (visual communication) by formal sources would better serve the purpose of information source utilisation by the farmers in the era of communication revolution. This is most suitable mode of communication as majority of farmers were illiterate and poverty stricken. The grass root level workers of various development departments need to organize awareness campaigns intensively in the villages to sell themselves besides brining awareness about their developmental activities. Usage of media mix by formal sources would better attract the farming community. In this, vide films on achievements progressive farmers by formal sources would help in efficient information source utilisation by farmers.

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