



## FARMERS' INCLINATION ON INFORMATION SOURCES FOR INNOVATIVE FARMING

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### ABSTRACT

*Today, more than ever, a wide range of information sources on new or innovative farming practices is available to farmers. However, there is little evidence that the increased availability of information sources has been effectively used by farmers (Lionberger & Gwin, 1982). The value of information as a commodity in today's information age cannot be overemphasized since it has contributed immensely to the stagnation or progressiveness of many farming operations. In today's agricultural industry, survival often depends on having an edge on information related to the market, efficient allocation of available resources, and use of new or innovative farming practices (Fedale, 1987).*

*Information sources are conceptualized as the sources through which farmers get information about innovative agricultural technologies, especially in regard to paddy cultivation. To measure the information sources, interview schedule was developed consisting of 4 different types of informal source such as family members, friends, neighbors, relatives etc. and 8 formal sources like as subject matter specialists, village level workers, co-operative society, voluntary organization, newspapers, radio, television, internet etc. which play crucial role for dissemination of innovative agricultural technologies to the paddy growers. In order to study the sources of information used by the respondents for getting information related to paddy cultivation, they were asked to mention which sources they utilized for seeking information.*

*The farmers in the study were asked to indicate their formal and informal information sources for seeking innovative agricultural information about paddy cultivation. Trained farmers had sought information from the family members followed by friends and neighbors. With regard to untrained farmers, they had sought information from family members, neighbors and friends with rank of first, second and third respectively. From the study, it is found that farmers had sought innovative agricultural technologies from the family members, friends and neighbors as informal sources, while, subject matter specialists, village level workers, newspapers and television were utilized as formal information sources.*

### Keywords:

#### Introduction:

In the information era, a wide range of information sources are available to the farmers for new or innovative farming practices. However, there is little evidence that the increased availability of information sources has been effectively used by farmers. It has often been resulting in the wider communication gap between researchers and extension personnel. The controversy is that the communication gap does not lie too much in language or cultural differences as in the methods employed for the dissemination of agricultural information. Various formal and informal sources have been advocated by extension personnel to the farmers for dissemination of agricultural information. Keeping in view, present study entitled “Farmers' Inclination on Information Sources for Innovative Farming” was planned with following objective.

**Objective:** To ascertain the inclination on information sources for innovative farming by the trained and untrained paddy growers

**Research Methodology:** The present study was conducted in Kheda district of Gujarat State. Out of Ten taluka of Kheda District, three taluka, viz. Matar, Nadiad and Mehmdavad where paddy is grown extensively were selected for the study. Four villages from each Taluka were selected randomly. From each village five trained and five untrained farmers were

selected randomly. Hence, from four villages of each talukas, sixty trained and sixty untrained farmers were selected as respondents. A well-structured pre-tested Gujarati version interview schedule was prepared in the light of the objectives for collection of data. The collected data were analyzed in light of the objectives with appropriate statistical tools.

#### Findings:

Informal sources include family members, friends, neighbors and relatives, while formal information sources are such as subject matter specialists, village level workers, co-operative society, voluntary organization, newspapers, radio, television, internet etc.

The farmers in the study were asked to indicate their formal and informal information sources for inclining innovative agricultural information about paddy cultivation. Table 1 shows that trained farmers had inclined for seeking information from the family members (62.00 per cent) followed by friends (55.00 per cent) and neighbors (35.00 per cent). With regard to untrained farmers, they had sought information from family members (68.00 per cent), neighbors (53.00 per cent) and friends (45.00 per cent) with rank of first, second and third respectively.

**Table 1: Distribution of the respondents according to the Farmers' Inclination on Information Sources for Innovative Farming**

(n=60)

S r. N o.	Inform ation sources	Trained Farmers			Untrai ned Farmer s			Pooled		
		N u m b e r	Pe r ce nt	R a n k	N u m b e r	Pe r ce nt	R a n k	N u m b e r	Pe r ce nt	R a n k
<b>A</b>	<b>Informal information sources</b>									
1.	Family member s	37	62.00	I	41	68.00	I	78	65.00	I
2.	Friends	33	55.00	I	27	45.00	I	60	50.00	II
3.	Neighbo rs	21	35.00	I	32	53.00	I	53	44.00	II
4.	Relative s	17	28.00	V	10	17.00	V	27	22.00	IV
<b>B</b>	<b>Formal information sources</b>									
5.	Subject matter speciali sts	49	82.00	I	31	52.00	I	80	66.00	I
6.	Village level workers	44	73.00	I	34	57.00	I	78	65.00	II
7.	Co-oper ative society	20	33.00	V	27	45.00	I	47	30.00	V
8.	Volunta ry organiz ation	19	32.00	V	09	15.00	V	28	23.00	VI
9.	News papers	42	70.00	I	26	43.00	I	68	56.00	II
10.	Radio	13	22.00	V	03	05.00	V	16	13.00	VI
11.	Televisi on	33	55.00	I	21	35.00	V	54	45.00	IV
12.	Internet	14	23.00	V	06	10.00	V	20	17.00	VI

neighbors (44.00 per cent). It may be due to close relationship and trustworthiness among the family members, friends and neighbors.

With respect to formal information sources, vast majority of the trained farmers had inclined information from subject matter specialists (82.00 per cent) with first rank, followed by village level workers (73.00 per cent), newspapers (70.00 per cent) and television (55.00 per cent) with second, third and fourth rank respectively. In relation to formal information sources, the untrained farmers had sought information from village level workers (57.00 per cent) with first rank, followed by subject matter specialists (52.00 per cent), cooperative societies (45.00 per cent) and newspapers (43.00 per cent) with second, third and fourth rank respectively.

Subject matter specialists were most utilized overall formal source of information for paddy cultivation by the majority of the paddy growers (66.00 per cent), followed by village level workers (65.00 per cent), newspapers (56.00 per cent) and television (45.00 per cent).

**Conclusion:** It can be concluded that trained and untrained farmers had inclined innovative agricultural information from the family members, friends and neighbors as informal sources, while, subject matter specialists, village level workers, newspapers and television were utilized as formal sources.

**Implication:** To aware the farmers for various informal sources with the help of training, providing literatures regarding agricultural research stations, krishi vigyan Kendra, extension training centers etc.

## REFERENCES

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Overall informal information sources for inclining innovative agricultural information about paddy cultivation found family members (65.00 per cent), friends (50.00 per cent) and