



RELATIONAL ANALYSIS OF INFORMATION NEEDS OF GROUNDNUT GROWERS ABOUT GROUNDNUT PRODUCTION TECHNOLOGY

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Abstract- Gujarat accounts for one third of the total area under groundnut in the country. In term of production, Gujarat contributes around 30 per cent to the country's groundnut production. Groundnut cultivation in Gujarat predominantly concentrated in Saurashtra region. Saurashtra is an oil pouch of the India. All India cover the share of Saurashtra is 25 per cent by area and 27 per cent by production. With a view to support larger group of groundnut growers with agricultural information in future, it seems worthwhile to determine the information needs of the groundnut growers. The result of the study revealed that majority of the groundnut growers (68.33 per cent) were fall under groups of information needs about groundnut production technology. Attempts are being made to ascertain the extent of association between the variables and their direction. The study data inferred that the characteristics of the respondents like extension participation and mass media exposure had positive and significant association with the information needs of respondents, while four variables like cosmopolitanism, economic motivation, scientific orientation and risk orientation had negative and significant association. The characteristics of the respondents like age, education and social participation had positive and non-significant association with the information needs of respondents, while three variables like size of land holding, annual income and market orientation had negative and non-significant association.

Keywords- Information needs, groundnut production technology, association.

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Introduction

Information is considered as a critical input in decision-making. Information is known as power, those who own it. In contrast, lack of information causes uncertainty about the possible impact of decisions on results. Lack of accurate and timely information is one of the important factors for the inefficiency and imperfections observed in the agricultural marketing system in India [1,2]. Now, 'Information' has started gaining importance. Besides the development of the theory of information, the need to have information systems to facilitate sound decisions in agriculture were greatly felt [4]. There is a need to have an integrated system providing the required information to the various decision-makers at the right time and place.

Agriculture sector would demand for quickly approaching quite a larger area with a variety of information right from inputs, production, grading and marketing. It is not feasible to reach in person regularly to every farmer to convey high-tech farm techniques. Hence, the future extension strategy would concentrate on distant extension education by way of newspapers, radio, TV, mobile phones, village resource centres or electronic media. Further, all these media would require to carry information as per the demand of the producers. For preparing good content of information on groundnut farming, it should be based on the information needs of the farmers. The content based on actual need of the users will be of great interest and use by them.

It is envisaged that the extent of association between two variables (independent and dependent) provides the strength and direction and effects of one variable on the other, which are included in present study with following objectives:

1. To ascertain the information needs of the groundnut growers.
2. To study the relationship between selected personal, socio-economic, communication and psychological characteristics of groundnut growers

and their information needs.

Materials and Methods

The South *Saurashtra* agro climatic zone is consisted of 26 talukas of 5 districts of the state having common agro-climatic conditions. Out of five districts, Rajkot and Junagadh was selected purposively. Two taluka from each selected districts were selected on basis of having highest area under groundnut crops grown. Thus, four talukas were selected. Total 120 respondents, 15 respondents from each selected village were selected by using purposive random sampling technique with a condition that the farmers have cultivated groundnut at least last three years from the data of interview.

The extent of information needs of groundnut growers was availed on a three-point continuum. In light of the objectives set forth, the interview schedule was prepared. A few modifications were made after of pre-testing. The data were collected by personal interview of the respondents. They were analyzed and interpreted in view of the objectives.

Results and discussion

Overall information needs

It is clear from [Table-1] that majority of the groundnut growers (68.33 per cent) were fall under medium group, while 16.67 and 15.00 per cent of the groundnut growers were categorized under high and low groups of information needs respectively.

Relationship between selected characteristics of the Groundnut growers and their information needs

The information needs of groundnut growers are mostly influenced by their personal, socio-economic, communication and psychological characteristics. To understand relationship between selected characteristics of the groundnut growers and their level of information needs the coefficient of correlation (r) was worked out and the results are presented in [Table-2] and depicted in [Fig-1].

Table-1 Distribution of the groundnut growers according to their overall information needs (n=120)

| Sr. No. | Information Needs | Respondents | |
|---------|-------------------------|-------------|----------|
| | | Frequency | Per cent |
| 1. | Low (Below 35.02) | 18 | 15.00 |
| 2. | Medium (35.02 to 51.56) | 82 | 68.33 |
| 3. | High (Above 51.56) | 20 | 16.67 |
| | Total | 120 | 100.00 |

Mean=43.29

S.D. = 8.27

Table-2 Correlation between profile of the groundnut growers and their information needs (n=120)

| Sr. No. | Selected characteristics of the groundnut growers | Correlation coefficient ('r' value) |
|---------|---|-------------------------------------|
| 1. | Age | 0.10545 NS |
| 2. | Education | 0.11489 NS |
| 3. | Size of land holding | -0.13871 NS |
| 4. | Annual income | -0.15008 NS |
| 5. | Social participation | 0.04933 NS |
| 6. | Extension participation | 0.22225* |
| 7. | Mass media exposure | 0.19921* |
| 8. | Cosmopolitaness | -0.19054* |
| 9. | Economic motivation | -0.18707* |
| 10. | Market orientation | -0.13465 NS |
| 11. | Scientific orientation | -0.18227* |
| 12. | Risk orientation | -0.19647* |

* = Significant at 0.05 level $r = \pm 0.17365$ NS = Non significant

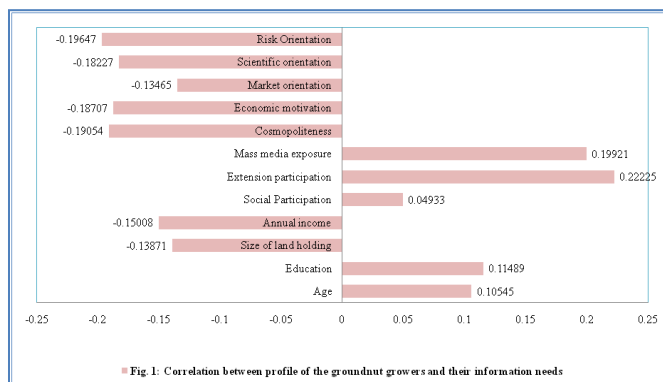


Fig-1 Correlation between profile of the groundnut growers and their information needs

The data presented in [Table-2] revealed that out of twelve independent variables, extension participation and mass media exposure had positive and significant association with information need of groundnut growers. It means increase in extension participation and mass media exposure increase in information need of groundnut growers. The probable reason for this might be that extension activities and mass media exposure have been considered as an important source for getting information regarding agriculture and certainly those farmers who are curious to acquire information. This finding is in support with that of Patel (2004) [3].

The variables, cosmopolitaness, economic motivation, scientific orientation, risk orientation had negative and significant association with information need of groundnut growers. The farmers with high level of cosmopolitaness tend to avail required information, which ultimately leads to less information need also the only farmers who are economically motivated are growing groundnut. Higher the scientific motivation and risk orientation farmers develops trustworthiness in scientific methods of groundnut production technology which ultimately build up

confidence, which act as catalyst for seeking information about its use, lead to its significant influence for increasing knowledge level reflected in to this type of result.

While remaining variables, age, education, size of land holding, annual income, social participation and market orientation were non-significant association with information needs of groundnut growers. It means farmers required to be updated with latest information that leads to consistency in information need irrespective to their age, education, size of holding and annual income. The extension participation had non-significant associated with information need that might be due to that extension activities have been considered as an important source for getting information regarding agriculture and certainly, those farmers, who are curious to acquire information, participate more in extension activities.

Conclusion

To epitomized the results, it can be said that majority of the groundnut growers (68.33 per cent) were fall under groups of information needs about groundnut production technology. The characteristics of the respondents like extension participation and mass media exposure had positive and significant association with the information needs of respondents, while four variables like cosmopolitaness, economic motivation, scientific orientation and risk orientation had negative and significant association. Whereas other variables failed to establish significant relationship with their information needs.

Conflict of Interest: None declared

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