

## Information Utilization Behaviour of the Farmers

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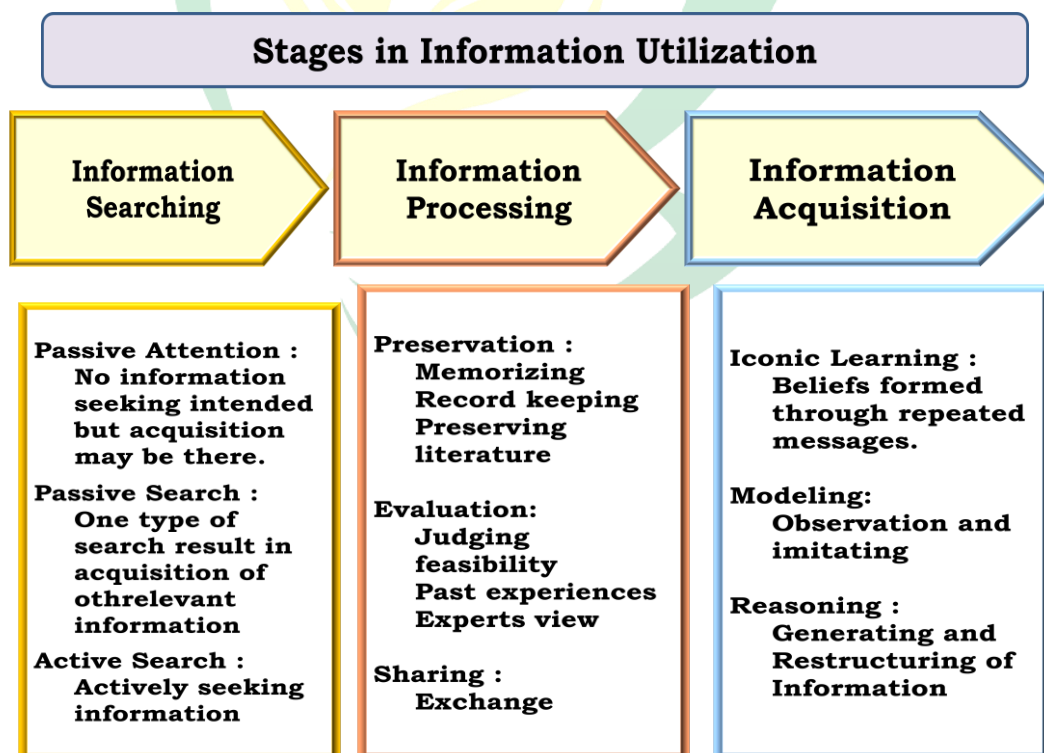
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### Introduction

The agriculture sector in developing countries is increasingly becoming knowledge intensive. Researchers at the global, regional, and national levels continue to generate new information. Information has an extensive and multifaceted role in agriculture. It empowers farmers to respond to different types of risk, market incentives and competition more efficiently. Farmers face new challenges due to lack of information on how to deal with the issues of new technology, market uncertainty and now a day's climatic variability, etc. Along with the public extension services, farmers access information from a variety other sources. A better understanding of farmers' information utilization behaviours could help guide extension and other agricultural programs to better target specific groups of farmers.



- ✚ **Information Utilization Behaviour:** It is the totality of human behaviour in relation to sources and channels of information, including both active and passive information seeking, and information use.
- ✚ **Information Seeking Behaviour - Purposive Seeking -** as a consequence of a need - Satisfy some goal.
- ✚ **Information Searching Behaviour -** 'micro-level' of Behaviour Employed – in Interacting with Information Systems.
- ✚ **Information Use Behaviour -** Physical and Mental acts –Incorporating Information found - Existing Knowledge base, Include Physical acts as noting, marking and mental acts as memorising, evaluating.

### Information Exchange Between Extension and Farmers



#### Learning's and Outreach: -

Farmers those sourced information, over 16 % received it from nearby progressive farmers, 13% from input dealers and 13% through radio. In general, advice was often perceived as of low practical relevance. Information from the district and block extension staff to the village levels is transmitted through contact farmers or para-extension workers.

Mobile applications for agricultural extension are growing, but still have a great potential to be further developed and spread. Voice messages are crucial to reach out to poor/



illiterate farmers. Phone applications have a higher outreach than internet applications. Capacity building of contact farmers is not institutionalized. Most of the private input and service providers offer multifunctional services; this is an economically viable reaction to farmers' demand. Need for accreditation and training private input dealers to complement the government extension system.

### **Conclusion**

Information is vital component in modern day's extension delivery system. Information utilization behaviour depends largely on individual which in kind is affected with many intervening variables. The study revealed that, with advanced crop production technologies farmers expressed need of readily available market information, weather information and Government Schemes. Regarding source of information majority of farmers relied on formal and informal Personal localite sources followed by mass media sources and finding institutional sources influencing their adoption behaviour. Modern ICT tools play an effective role; the inclusion of voice messages significantly enhances the use of these applications by poor farmers. Information processing depends largely on interaction with both farmers and institutional stakeholders. From utilization point of view effective information process relies on REF Linkage which needs strident efforts from both ends.