

Original Research Article

<https://doi.org/10.20546/ijcmas.2020.912.039>

Information Seeking Behaviours of the Progressive Farmers

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ABSTRACT

Agriculture is the most important sector of Indian Economy. Indian agriculture sector accounts for 18 per cent of India's gross domestic product (GDP) and provides employment to 50% of the countries workforce. Bihar is the 13th largest state of India, in present status of agriculture in Bihar is continuously improved and provides ample supply of raw materials for the establishment of agro based industries. Agricultural growth in the state is supported by institutional infrastructure of Dr. Rajendra Prasad Agricultural University, Pusa (Samastipur) and its network of Krishi Vigyan Kendra, ICAR eastern zone complex at Patna, National Research Centers for Litchi, Makhana and pan. Small Farmer's Agri-business Consortium (SFAC) and agricultural technology management agency (ATMA) are others institutions supporting agricultural growth in the state. It was observed from the study that majority of the progressive farmers get information from Professional sources that is scientist of Agriculture University/ KVK i.e. 71.42 per cent, 28.57 per cent progressive farmers gained information from agriculture officers of government of Bihar /ATMA, 21.42 per cent progressive farmers gained information from contact with agro service centre, 11.42 per cent farmers were gained information from scientist from ICAR institutions and 10 per cent progressive farmers gained information from NGO & SHGs. And from informal sources, 50 per cent farmers gained information through different training programme, 31.48 per cent farmers gained information through discussion with other progressive farmers and 17.14 percent farmers gained information through field trip/ tours/ campaign. It depicts that from the source of Mass contact, majority of the progressive farmers gained information from agri- Exhibition/ Kisan Mela i.e. 35.71 per cent, 15.71 per cent progressive farmers were gained information from television, 11.42 per cent progressive farmers were gained information from news paper, 8.57 per cent progressive farmers were gained information from agri- magazines and no anyone gained information from radio. And only 17.14 per cent progressive farmers gained information from internet based source. It depicts from the table no. 2, behaviours of progressive farmers of information gained on the basis of duration. The table 2 clearly shows that majority of farmers gained information occasionally i.e. 42.86 per cent, followed by 34.28 per cent progressive farmers were gained information frequently and 22.86 per cent of progressive farmers were gained information never.

Keywords

Progressive
Farmers,
Information,
Behaviours

Article Info

Accepted:
xx November 2020
Available Online:
xx December 2020

Introduction

Farmers reveal diversity in their agricultural performance both within the region and

amongst different regions in India in which some farmers have been more successful than the others. This phenomenon gives way to the classification of farmers into two groups -

'successful farmers' and 'others'. The former group is popularly known by the term 'progressive farmers' and these two terms i.e. successful farmers and progressive farmers are used interchangeably (Singh, 1990). Progress in agriculture depends to a large extent on the adoption of better farm practices by farmers. Experience indicates better farm practices and improved practices are developed by research stations through different farm training and awareness programme about modern agriculture practices.

In present time agriculture sector of Bihar is continuously improving and provides ample opportunity to the farmers to improve cropping pattern and enhance production by seeking information from experts from the NGO's and government agencies. Some necessary Institution is supported to agricultural growth in the state to promote agriculture based industries institution like Agricultural growth in the state is supported by institutional infrastructure of Dr. Rajendra Prasad Agricultural University, Pusa (Samastipur) and its network of Krishi Vigyan Kendra, ICAR eastern zone complex at Patna, National Research Centers for Litchi, Makhana and pan. Small Farmer's Agri-business Consortium (SFAC) and agricultural technology management agency (ATMA) are others institutions supporting agricultural growth in the state. Public sector agricultural extension system is creating enabling ground for public- private partnership for rapid agricultural growth in the state.

Materials and Methods

The study was carried out in Samastipur, Muzaffarpur, Vaishali and Nalanda district of Bihar. The present study was conducted on a total 70 progressive farmers, in which 15 farmers are selected from Samastipur district,

15 farmers are selected from Muzaffarpur, 30 farmers selected from Vaishali, and 10 farmers are selected from Nalanda. These farmers are selected who were registered in the list of ICAR, Patna (source: - <https://icarcrcer.in/progressive-farmers>). Data was collected through personal interview through the phone calling with help of structured questionnaire.

Results and Discussion

Professional source

It was observed that majority of the progressive farmers get information from scientist of Agriculture University/ KVK i.e. 71.42 per cent, 28.57 per cent progressive farmers gained information from agriculture officers of government of Bihar /ATMA, 21.42 per cent progressive farmers gained information from contact with agro service centre, 11.42 per cent farmers were gained information from scientist from ICAR institutions and 10 per cent progressive farmers gained information from NGO & SHGs.

Informal source

The table 1 clearly shows that 50 per cent farmers gained information through different training programme, 31.48 per cent farmers gained information through discussion with other progressive farmers and 17.14 percent farmers gained information through field trip/ tours/ campaign.

Mass contact

The depicts that majority of the progressive farmers gained information from agri-Exhibition/ Kisan Mela i.e. 35.71 per cent, 15.71 per cent progressive farmers were gained information from television, 11.42 per cent progressive farmers were gained

information from news paper, 8.57 per cent progressive farmers were gained information from agri- magazines and no anyone gained information from radio (Fig. 1).

Internet based source

It was clearly shows that 17.14 per cent progressive farmers gained information from internet based source.

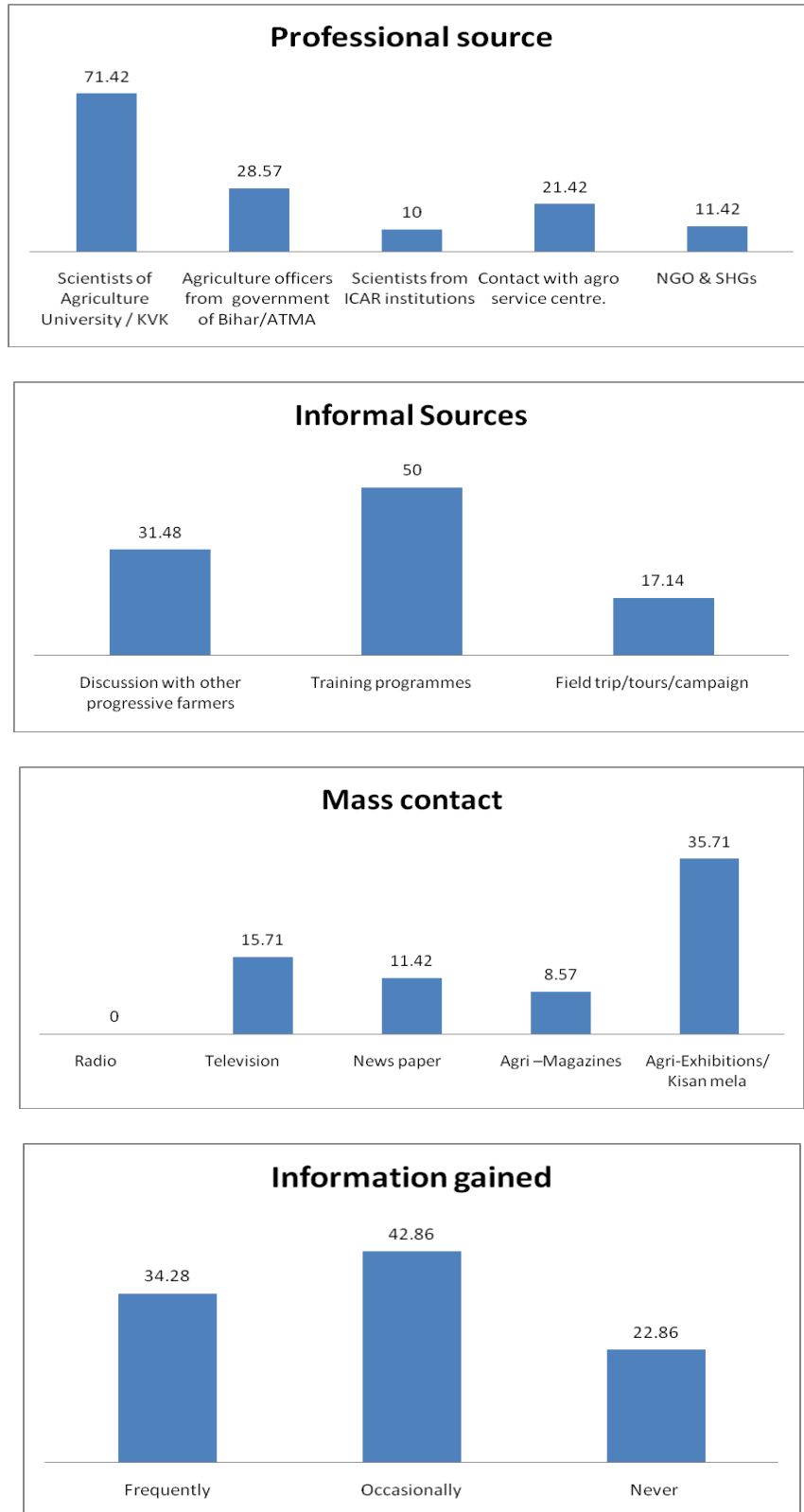
Table.1 Distribution of respondents on the basis of information seeking behaviour of farmers

| Si. NO. | Sources/channels | Progressive farmers = 70 | |
|-----------|--|--------------------------|------------|
| | | Frequency | Percentage |
| A. | Professional source | | |
| 1. | Scientists of Agriculture University / KVK | 50 | 71.42 |
| 2. | Agriculture officers from government of Bihar/ATMA | 20 | 28.57 |
| 3. | Scientists from ICAR institutions | 7 | 10 |
| 4. | Contact with agro service centre. | 15 | 21.42 |
| 5. | NGO & SHGs | 8 | 11.42 |
| B. | Informal Sources | | |
| 1. | Discussion with other progressive farmers | 22 | 31.48 |
| 2. | Training programmes | 35 | 50 |
| 3. | Field trip/tours/campaign | 12 | 17.14 |
| C | Mass contact | | |
| 1 | Radio | - | - |
| 2 | Television | 11 | 15.71 |
| 3. | News paper | 8 | 11.42 |
| 4. | Agri –Magazines | 6 | 8.57 |
| 5. | Agri-Exhibitions/ Kisan mela | 25 | 35.71 |
| D | Internet based resources | 12 | 17.14 |
| E | Any other source | - | - |

Table.2 Distribution of respondents on the basis of information gained

| SI. No. | Information gained | Progressive farmers =70 | |
|---------|--------------------|-------------------------|------------|
| | | Frequency | Percentage |
| 1. | Frequently | 24 | 34.28 |
| 2. | Occasionally | 30 | 42.86 |
| 3. | Never | 16 | 22.86 |

Fig.1



Information gained

In the table 2 clearly shows that majority of farmers gained information occasionally i.e. 42.86 per cent, followed by 34.28 per cent progressive farmers were gained information frequently and 22.86 per cent of progressive farmers were gained information never.

It is concluded that, the information seeking behaviours of the progressive farmers on the basis of pertaining sources of information (professional source, informal source, mass contact and internet based source) which were utilized by the respondents and duration of information gained. The table 1 reveals that in the category of professional source, scientist of Agriculture University/ KVK (71.42 per cent) was used by the most of the progressive farmers. In the category of informal source, majority of the progressive farmers (50 per cent) attained different training programme for information. 35.71 per cent progressive farmers were gained information from television in the category of mass contact

source. And 17.14 per cent progressive farmers gained information from internet based source. As per the finding, the table 2 shows that 42.86 percent of the progressive farmers gained information occasionally and 34.28 percent progressive farmers gained information frequently.

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How to cite this article:

Namita Kumari and Indira Bishnoi. 2020. Information Seeking Behaviours of the Progressive Farmers. *Int.J.Curr.Microbiol.App.Sci.* 9(12): 296-300.
doi: <https://doi.org/10.20546/ijcmas.2020.912.039>