Usage of Personal-localite Channels for Acquiring the Agriculture Information by the Tribal Farmers

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ABSTRACT

Thus agricultural information management becomes vital, indispensable for the most important partners of agricultural development, i.e tribal farmers. The concept of Agricultural Information Management Behaviour (AIMB) of tribal farmers is gaining significance as they are emerging as a strong force in increasing the agricultural production in the country. Among various sources of acquiring agricultural Information the personal-cosmopolite channels play a great role in giving valid, reliable and useful information to the tribal farmers. This calls for the study on 'usage of personal – localite channels for acquiring the agriculture information by the tribal farmers. The methodology adopted was Ex-post facto research design was followed to conduct the study. The state of Andhra Pradesh and the Telangana Region were selected purposefully. The Adilabad district was selected randomly. Out of fifty two mandals of the district, four mandals were selected randomly. Four villages were selected randomly by selecting one village from each selected mandal. Thirty tribal farmers were selected randomly from each selected village thus total sample constituted One hundred and twenty tribal farmers for the study. The personal localite channels selected for the study are Discussions with family members, Friends and relatives, Neighbours / fellow farmers, Progressive and experienced farmers of same village, Local fertilizer dealers. The regularity of contact with these channels was measured on four point continuum i.e regularly, occasionally, rarely and never in terms of frequency and percentages. With regard to the distribution of respondents according to their Information Acquisition Behaviour, majority of the respondents (48.33 %) were grouped under medium category followed by high (30.83 %) and low (20.83 %) categories.Equal percentage (59.16 %) of family members and progressive/experienced farmers of same village were the popular personal-localite channels of acquiring information regularly.Majority of respondents (34.16%) occasionally meet local fertilizer dealers where as 31.66% of them acquire information occasionally from progressive and experienced farmers of same village. Fifteen point eight three per cent of farmers rarely contact private friends and relatives followedby local fertilizer dealers. Twelve point five per cent of respondents never contact local fertilizer dealers followed by 5.83 per cent also never contact neighbours / fellow farmers.

Key words: Personal-localite channels, Agriculture, Information, Tribal farmers

P*eter (1994)* says delivering broader range of information required by emerging research interests and structuring information services to meet the demands of research at various levels are the most important policy management challenges. The focus of the research is different from the past – the present emphasis is on sustainable agricultural production and natural resource management, which necessitates changes in research responsibilities accordingly. Hence, management of information i.e., starting from acquisition of information to processing, storage, dissemination and usage by the ultimate users i.e. farmers as technology generation, technology transfer, technology assessment and refinement are taken care by them. Patterns of information demand are different now; users often require advice and interpretation of information rather than the information itself emphasizing the importance of information management in tribal farmers. Agricultural Information System (AIS) is a system in which agricultural information is generated, consolidated, received and feed back in such a manner that these processes function synergistically to understand knowledge utilisation by agricultural producers (Rolling, 1988). It is highly crucial to analyse how agricultural information is managed in order to discover its possible gaps hindering the farmer's progress. Michael Riggs

(2001) warned that "future success for nations, organizations and farmers lies not in high level technology but rather in innovative and well managed content". Information technology is changing at the speed of thought, ways must be found to overcome financial, social and psychological barriers to accept the technology required for management of information effectively. However, it should be remembered that technology is only a tool not the product. Hence, it is individual who has to use it appropriately for effectively managing information. Thus desired information management behaviour is very much essential. The information explosion in modern technologies related to all the fields including agriculture has created unique situation keeping its users in baffled state and they are unable to cope up with it. This necessitates information management which certainly reduces this gap, if not completely eliminates.

METHODOLOGY

The study was conducted to assess the "Information Management Behaviur of tribal farmers of Adilabad district in Andhra Pradesh". Ex-post facto research design was followed for the study. The state of Andhra Pradesh and the Telangana region in the state were selected purposefully. Thirty (30) tribal farmers were selected randomly from each selected village thus total sample constituted One hundred and twenty (120) tribal farmers for the study. Adilabad district in Telangana region of the state was selected randomly for the study. A sample of 120 tribal farmers from four villages in four mandals of Adilabad district was selected randomly for the investigation. The data were collected with the help of Interview Schedule personally from all the respondents and analysed employing suitable statistical methods.

RESULTS AND DISCUSSION

Table 1. Distribution of respondents with regard to their IAB (N = 120)

S. No.	Category	Respondents	
		Frequency	Percentage
1.	Low IAB (24-39)	25	20.83
2.	Medium IAB (40-55)	58	48.33
3.	High IAB (56-71)	37	30.83

With regard to the distribution of respondents according to their Information Acquisition Behaviour (Table 14), majority of the respondents (48.33 %) were grouped under medium category followed by high (30.83 %) and low (20.83 %) categories.

Item analysis of Information Acquisition Behaviour:

Table 2. Distribution of respondents based on their information acquisition through personal – cosmopolite channels

S. No.	Personal cosmopolite channels	Regularity of contact							
		Regularly		Occasionally		Rarely		Never	
		Freque-ncy	Percen-tage	Freque-ncy	Percen-tage	Freque-ncy	Percen-tage	Freque-ncy	Percen-tage
1.	Discussions with officials of Department of Agriculture								
	(a) Discussions with Agriculture Officers/ Assistant Directors of Agriculture	56	46.66	40	33.33	13	10.83	11	9.16
	(b) Discussions with Deputy Directors of Agriculture	31	25.83	42	35.00	32	26.66	15	12.50
	(c) Discussionswith ANGRAU Scientists/ Extensionists	29	24.16	44	36.66	26	21.66	21	17.50
2.	Discussions with Officials of ITDA/GCC	20	16.66	25	20.83	36	30.00	39	32.50
3.	Discussions with officials of development departments	25	20.83	42	35.00	33	27.50	20	16.67
4.	Discussions with the workers of voluntary organization	36	30.00	48	40.00	14	11.66	22	18.33
5.	Discussions with the progressive farmers of neighboring village	52	43.33	26	21.66	30	25.00	12	10.00
6.	Representatives of private input agencies	27	22.50	29	24.16	50	41.66	14	11.66

Personal-cosmopolite channels : Item analysis of information acquisition through personal – cosmopolite channels (Table2) indicates that, Agriculture Officers/ Assistant Directors of Agriculture were found to be regularly contacted by the majority (46.66 %) of farmers for information acquisition followed by progressive farmers of neighboring village (43.33 %), workers of voluntary organization were found to be occasionally consulted by 40.00 per cent of the respondents for their information acquisition regarding Agricultural

Technologies followed by ANGRAU Scientists / Extensionists (36.66 %).

Personal localite channels : The data collected on information acquisition through personal localite channels were presented in table 3. It could be noticed from the table 19 that equal percentage (59.16%) of family members and progressive/experienced farmers of same village were the popular personal-localite channels of acquiring information regularly.

Table 3. Distribution of respondents based on their information acquisition through personal – localite channels

S. No.	Personal-localite channels	Regularity of contact							
		Regularly		Occasionally		Rarely		Never	
		Freque-ncy	Percen-tage	Freque-ncy	Percen-tage	Freque-ncy	Percen-tage	Freque-ncy	Percen-tage
1.	Discussions with family members	71	59.16	36	30.00	13	10.83	-	0.00
2.	Friends and relatives	65	54.16	32	26.66	19	15.83	4	3.33
3.	Neighbours / fellow farmers	60	50.00	39	32.50	14	11.66	7	5.83
4.	Progressive and experienced farmers of same village	71	59.16	38	31.66	11	9.16	-	-
5.	Local fertilizer dealers	46	38.33	41	34.16	18	15.00	15	12.50

Impersonal–cosmopolite channels : The data on In-formation acquisition through impersonal-cosmopolite channels by the farmers were presented in table 20. It is evident from the table 20 that listening farm broadcasts

(26.66 %) followed by Agricultural Exhibitions (23.33%) and Kisan Melas (21.66%) were the regularly utilized impersonal-cosmopolite channels by the respondents for the information acquisition.

Table 4. Distribution of respondents based on their information acquisition through Impersonal – cosmopolite channels by the farmers (N = 120)

S. No.	Impersonal cosmopolite channels	Regularity of contact							
		Regularly		Occasionally		Rarely		Never	
		Freque-ncy	Percen-tage	Freque-ncy	Percen-tage	Freque-ncy	Percen-tage	Freque-ncy	Percen-tage
1.	Listening farm broad casts	32	26.66	37	30.83	30	25.00	21	17.50
2.	Viewing farm telecasts	22	18.33	38	31.66	34	28.33	26	21.66
3.	Reading information material	23	19.16	36	30.00	42	35.00	19	15.83
4.	Agriculture news articles in news papers	20	16.66	38	31.66	36	30.00	26	21.66
5.	Seeing Agricultural films or slide shows	18	15.00	32	26.66	42	35.00	28	23.33
6.	Kisan melas	26	21.66	28	23.33	41	34.16	25	20.83
7.	Agriculture exhibitions	28	23.33	31	25.83	32	26.66	29	24.16
8.	Reading / listening farm magazines	15	12.50	20	16.66	51	42.50	34	28.33
9.	Tours and field trips	16	13.33	30	25.00	42	35.00	32	26.66

CONCLUSION

Majority of the respondents had medium followed by low level of Information Processing, Dissemination and Management Behaviour. Hence, there is every need to work all the developmental departments both pubic and private (Department of Education, Department of

Agriculture, Agricultural University, ITDA, GCC, Voluntary organizations, Panchyat Raj institutions, DRDA etc.,) in tandem enhance the abilities of the respondent tribal farmers to manage the information effectively for its meaningful application, there by improvement in their socio-economic status.

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