

**Vachu Anande: Maze Vachan Vishayak Savay
(Information Seeking Behaviors of Farmers in Chikhli Taluka Buldhana
District Maharashtra: An Analytical Study.)**

**Student Research Project Submitted to:
SPM Tatyasaheb Mahajan Arts and Commerce College,
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Students Research Project :

Vachu Anande: Mazee Vachan Vishayak Savay (Information Seeking Behaviors of Farmers in Chikhli Taluka Buldhana District Maharashtra : An Analytical Study.)

Abstract: The present research had been conducted to study the Information Seeking behaviour of Farmers, process, factors and impact in Agriculture and allied sectors of Chikhli Taluka Buldhana district of West Vidharbha region, Maharashtra. The study had been conducted at 20 villages, 20 villages were selected through Purposive sampling method. A list of respondents was prepared critically with the help of some villagers. From the list, 10 respondents from each of the villages, and in total 200 respondents were selected for the study through Systematic Random sampling method. The primary data were collected with the help of structured interview schedule. The secondary data were collected through internet for establishing the conceptual framework of the study. 14 variables were selected for the study respectively and measured with the help of exact scales developed by previous social science researchers or by modifying the developed scale by structured interview schedule for requirement of the study. From this survey, farmers are making new experiments. If any farmer does a new experiment in the country and the state, the information about agriculture reaches the farmers through YouTube WhatsApp channels and the picture research has shown that the farmers are making profit by increasing the production by taking advantage of that information.

Keywords: Information Seeking behaviors, Information Need, Farmers Knowledge,

1. Introduction :

Buldhana district, which was once known as the least rain fed and laggard district in west Vidarbha region of Maharashtra, has made progress in agricultural sector in recent times. Cultivation of vineyards through grape garden association. After Solapur Kolapur area was planed with pomegranates, the district became known as a pomegranates, the district became known as a pomegranates supplying district in Maharashtra. The district is still known as onion seed producing district. New experiments are being done in agriculture in recent times. Farmers in the district are working in various fields like dairy farming. Animal husbandry, goat and sheep rearing, Nursery production, nursery development using biotechnology techniques, seed production and processing, oil production from wood dust, Turmeric processing industry, Agro tourism. The present research has been undertaken with aim of getting information about what tools the farmers of Buldhana district use for their agricultural information and what kind of reading material they read to maintain their physical and mental health. Buldhana district has got a successful bright tradition religiously culturally politically. There are four libraries that have completed hundred years in the district and village –to- Village scheme has also been

implemented in the district. The farmers of the district are well-educated and are close to new technology and political development.

1.1. Information seeking behavior:

The present study deals with the information seeking behavior of farmers of different cropping systems. Information seeking behavior refers to how individuals find and use information in various circumstances¹⁻⁵. It may also cover information retrieval, but its main focus is on understanding why individuals look for information and how they use it. Thomas D. Wilson first used the term "information behavior" in 1981. Wilson's model of information behavior is frequently used in information behavior literature, and the phrase has since become widely accepted. Information behavior, according to Wilson's definition from 2000, is "the entirety of human behavior in respect to sources and channels of information." In this study information seeking behavior of farmers belonging to different cropping system identified.⁶

1.2 District Profile: The total geographical area of Buldana district is 9661 sq. km, which is 3.14% of the total geographical area of Maharashtra State. The population of the district is around 25.86 lakh as per 2011 census. The average density of population is 268 per sq. km., as against State's position of 365 per sq. km. The rainfall ranged between 626 mm and 890 mm during last three years and 95% of it occurs during June - October period. About 79% of the population of the district resides in rural areas. The SC, ST and minority population constitutes 18.41%, 10.76 % and 14.56% respectively of the total population of the district. About 82.09% of the population is literate. There are 1433 villages and 13 semi urban centres and one municipal council situated at Buldana. The district has black soil, which is highly fertile having high contents of calcium, magnesium and carbonates. However, the soil is deficient of Nitrogen, Phosphates, Potash and also humus. The soil has capacity of retaining high moisture and percolation. Vainganga, Purna, Khadakpurna and Painganga are the major river flowing in the district.⁷

1.3 District Economy: Agriculture is the prime activity of the district with bajra, jowar, wheat, and pulses as major food crops. Other crops cultivated include cotton, soyabean, sugarcane and banana as well short duration crops like groundnut, sunflower and vegetables. In the recent past, the maize and potato cultivation has occupied the space. 37% of land holdings are categorized as small and fragmented land holding and this has influenced the cropping pattern as small farmer prefer food crops to cash crops. The coverage of horticultural crops is limited and is expected to pick up as the programme is under auspices of National Horticulture Mission. There is scope for development of agro based activities, forest-based units and artisan units in the district. In State financial annual report for 2013-14, per capita net income of the district was at ₹57,383/- as against state's per capita income of ₹1,0,3,991/- whereas the National net income stood at ₹67,839. The district is industrially backward and placed in D+ zone index by the State Government.⁷

2. Research Review :

Wilson (2003) projected that “information behavior covers all aspects of human information behavior, whether active or passive. Information seeking behaviour is the act of actively seeking information in order to answer a specific query. Information searching behaviour is the behaviour which stems from the searcher interacting with the system in question. This system could be a technological one, such as the searcher interacting with a search engine, or a manual one, such as the searcher selecting which book is most pertinent to their query. Information use behavior pertains to the searcher adopting the knowledge they sought”⁶

Kishore & Gupta (2011) Several studies highlighted the importance of information in agricultural development and its potential in improving the efficiency of rural development in general. For instance, Information is viewed as one of the key inputs in agriculture .⁹

Dey et al.,(2008)state that with the access to information, small scale farmers are better able to compete with the larger operators.¹⁰

Thuo & Njoroge,(2018) According to this author access to agricultural information influences the farming practices adopted by farmers. Inefficient access and dissemination of agricultural information can negatively affect agricultural development.¹¹

Adio et al. (2016)Agricultural information has been defined as all published or unpublished knowledge on all aspects of agriculture, and that the quality of such information depends on three attributes which are accuracy, timeliness, and relevance.¹²

Anwar (2007) Therefore, consideration of farmers’ information seeking is very vital in the provision of need-based and relevant information ¹³

3. Objective of Study :

The purpose of this study was to describe how the information needs and information seeking behavior of rural farmers. The specific objectives that guided the study were to:

1. Determine farmers’ information needs at various stages of agricultural production;
2. Identify the frequency of usage and trust in information sources.
3. To Know the agricultural information and other reading habits of the farmers.
4. To find out which places are used to fulfill farmer’s reading needs.
5. To Explore the extent to which reading and information access tools are used for the advancement of agriculture and overall development of farmers.

4. Material and Methods :

This study was carried out in Maharashtra state, Chikhli Taluka District Buldhana. This design generally uses survey techniques to gather data, which is relatively inexpensive and takes up little time to conduct. The population for this study included all household heads. Selected sampled twenty villages. Seventeen students selected from Bachelors of Arts faculty except two fifteen students from Final year class. 1st take the meeting and explain to how to work for sample selection and how to speak to farmers for getting the information. From every village select 10 farmers and get interviews and feed the data in questionnaire. Primary data were collected using an interview schedule. Quantitative data were analyzed using Excel and other which involved descriptive statistics such as averages, ranges, and percentages used to make cross-tabulations, and frequency tables.

5. Results and Discussion:

Table No. 1 Selected Villages in Chikhli Taluka.

Sr. No.	Village Name	Sr. No.	Village Name
01	Waghapur	11	Tambulwadi
02	Sakegaon	12	Utrada
03	Antri Koli	13	Peth
04	Sawargaon Duk.	14	Shelodi
05	Ashola	15	Andhai
06	Palskhed	16	Chandhai
07	Dhodap	17	Mangrul Nawghare
08	Shelsur	18	Tornwada
09	Dhotra Bhankoji	19	Masrul
10	Chikhli	20	Bharaj

We have selected twenty villages as sample, these are as listed above.

Table No. 2 Villages and Students

Number of Students	Total Villages
17	20

The table shows that seventeen students were given responsibility of twenty villages.

Table No. 3 Educational Status of Farmers

Sr. No.	Education	Response (%)
01	SSC	46
02	HSC	30
03	Graduate	18
04	Post Graduate	6

The table shows that only 06% farmers are post graduated and 18% are graduated and most of them (76%) are below higher secondary.

Table No. 4 Educational Status of Farmers

Sr. No.	Land In hectare	Response (%)
01	Up to 2 hq.	60
02	3-5 hq.	22
03	6-10	11
04	More than 10 hq.	07

The table shows the greater percentage of Small holding farmers very few farmers own more than 10hq. of land.

Table No. 5 Source of Information

Sr. No.	Medium	Response (%)
1	Television	91
2	New	82
3	Agricultural Programme	65
4	Interview	45
5	Special Agri Channels	12

Most of farmers rely on Television with multiple channels .

Table No. 6 Most use TV Channels

Sr. No.	Medium	Response (%)
1	Sahyadri	33
2	ETV Krushi	26
3	Zee 24	12
4	DD Krushi	27
5	Saam TV	07

Farmers prefer the channels broadcasted by the Government.

Table No. 7 Source of Print Media

Sr. No.	Medium	Response (%)
1	News Papers	70
2	Magazine / Journals	30
3	Books	22
4	Pamphlets	10
5	Monographs	02

The table shows most of farmers read news papers with is Lokmat, Deshonnati, Agrowan in Marathi languages news papers. Research show that need of information is catered by news paper. Some journals like Agrowan, Yojana, Shetkari, Sahakari Maharashtra, Krushi patrika are read and collected special information, and some experimental stories are very effective to be followed and experimented.

Table No. 8 Source of Information Social Media

Sr. No.	Medium	Response (%)
1	YouTube	38
2	WhatsApp	60
3	Face book	40
4	Website	10
5	Blogs	08
6	Instagram	05

The information of success are shared among the groups and supported and guided by District agriculture officers and their team. Therefore among social media whatsApps more accessible tool for information sharing and getting updated knowledge about agriculture. Only 5% farmers used Instagram. 08 % farmers use blogs.

Table No. 9 Purpose of Reading for Happiness

Sr. No.	Reading objectives	Response (%)
1	Religious	17
2	To get the information	72
3	Entertainment	52
4	Special purpose	15

The table shows the most of farmers read the books for happiness, and same numbers of farmers read for getting the information. The main motto or hypothesis is reading for happiness (*Wachu Annade*) and the finding proved it right. Only 17% farmers read religious books.

Table No. 10 Religious Book Reading Place

Sr. No.	Religious book reading place	Response (%)
1	At home	90
2	Temple	05
3	Oracles	03
4	In programme	02

Table shows that more than 90% farmers read religious books at home.

Most of them are old (17%)

Table No.11 News Papers Reading Place

Sr. No.	place	Response (%)
1	Home	30
2	Shops	35
3	Grampanchayat	09
4	Library	26

Table shows the places where farmers read newspapers.

Table No.12 Reading time spend daily

Sr. No.	Reading time	Response (%)
1	30 minutes	42
2	01 Hour	14
3	02 Hours	09
4	03 Hours	03

Table show that only 3% farmers read books more than 3hours. 42% farmers read books up to 30 minutes.

Table No. 13 Reading Specific Purpose

Sr. No.	Purpose	Response (%)
1	Grain Rates	90
2	Weather	46
3	Government Schemes	30
4	Political Affairs	27
5	APMC	90

The table shows that the main purpose of reading newspapers is to keep an eye on the fluctuation of prices. 27% are take interest in Political Affairs. The Agricultural Product Marketing Committee(APMC) plays crucial role in crop marketing, therefore farmers tend more on APMC and its activity, 90% farmers special purpose of reading is to collect information about the APMC

Table No. 14 Source of Government Agency

Sr. No.	Medium	Response (%)
1	Shivar Feri	24
2	District Agri Office	60
3	Krishi Vidnyan Kendra	12
4	Agricultural University	10
5	Z.P. Agri Division	42

The table shows the activities done by the government agencies. It shows that 60% information source is District Agricultural office implements the schemes of state and central government now day most popular scheme is Prime Minister Kisan Bima and Nanaji Deshmukh Krishi Sanjeevani Prakalp (The Project on Climate Resilient Agriculture was conceptualised by the Department of Agriculture, Government of Maharashtra and the World Bank), Pandurang Phundkar scheme of Orchard, these projects are working to bring sustainable development and change in agriculture. To propagate practical knowledge of cropping and its growth various programmers are organized by *ShivarFeri*- the response is 24 %, given in the table.

6. Conclusion :

Although Buldhana district is known as a low rainfall district, it can be seen that it has made good progress in agriculture in recent times. By studying the supply and demand in the market, the farmers produce their agricultural products every year, we can see the inclusion of cash crops like garlic, onion, ginger, turmeric, etc. Besides, the district is also leading in the yield of traditional crops such as pulses, gram, soybeans etc. The district is leading in vegetable production and in recent times also in fruit production. Farmers are not seen selling the goods directly in the markets of Jabalpur, Indore, Surat etc. As the majority of the students studying in the college are from farmers and farm labor families, they are aware of the problems of farmers from their childhood. How research is done on the farmers' question In order to know the farmers' questions and the reading habits of the farmers, the students themselves have conducted this survey by conducting interviews and questionnaires. From this survey, farmers are making new experiments. If any farmer does a new experiment in the country and the state, the information about agriculture reaches the farmers through YouTube WhatsApp channels and the picture research has shown that the farmers are making profit by increasing the production by taking advantage of that information. The purpose of this research is to study the reading habits of the farmers and how reading leads to a happy life. The real success of this research is that the students have gained knowledge about research methods, interview techniques, data collection and analysis etc.

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Questionnaire:

शिक्षण प्रसारक मंडळ

तात्यासाहेब महाजन कला आणि वाणिज्य महाविद्यालय, चिखली जिल्हा बुलढाणा.
ग्रंथालय आणि माहितीशास्त्र विभाग.

वाचू आनंदे : माझी वाचन विषयक सवय.

(योग्य पर्यायावर अशी खूण करू या)

गावाचे नाव: लोहरणवाडा

लोकसंख्या : 9400 रु.

नाव: इतिबादर उधातबा फोदुजे

शिक्षण: 90वी STC

शेती: 2/99 रु.

1. आपण या साधना द्वारे माहिती मिळवित आहो:

टीव्ही बातम्या शेती विषयक कार्यक्रम मुलाखती कृषी चॅनल्स

कार्यक्रमाचे नाव: धार्मिक कार्यक्रमा - जातगा चॅनलचे नाव: सत्यश्री (मराठी भाषा) वारदा

2. आपण वचन खालील साहित्याचे करता; वर्तमानपत्रे मासिके पुस्तके धार्मिक

3. मोबाईल मधील खालील साधनाद्वारे माहिती संकलित करता:

यूट्यूब व्हाट्सअप फेसबुक वेबसाईट ब्लॉग मेसेजेस अलर्ट सर्विस

अलर्ट सर्विस असल्यास त्याचे नाव _____

4. आनंदास ठी वाचनाचा उद्देश; धार्मिक कार्य म्हणून मनोरंजन माहिती मिळवणे

धार्मिक कार्य म्हणून कोणते ग्रंथ वाचता का वाचत असल्यास त्याचे नाव: कौशिक पुराण (श्रीमद्भागवत, लक्ष्मी)

घरीच मंदिरात किंवा इतर धार्मिक स्थळे

5. वर्तमानपत्र आणि इतर वाचन साहित्य कोठे वाचन करता;

घरीच टुकानावर ग्रामपंचायत मध्ये किंवा ग्रंथालयात

6. ग्रंथालय असल्यास ग्रंथालयाचे नाव: _____

वर्तमानपत्राची संख्या: _____ ग्रंथ संख्या: _____ वाचक संख्या: _____ ग्रंथपालाचे नाव: _____

7. वाचन किती वेळ करता: 30 मिनिटे एक तास दोन तास तीन तासापेक्षा जास्त

8. वाचन करण्याचा उद्देश:

बाजार भाव हवामान विषयक सरकारी योजना बाजार समिती राजकीय घडामोडी

9. कृषी तंत्रज्ञान आणि सरकारी योजनांची माहिती आपल्याला खालील माध्यमाद्वारे मिळाली.

शिवार फेरीतून कृषी अधिकारी जिल्हा परिषद कृषी यंत्रणा कृषी विज्ञान केंद्र कृषी विद्यापीठ

10. वाचनाच्या सवयी बद्दल सविस्तर सांगायचे असल्यास या प्रश्नावलीच्या पाठीमागून आपण लिहू शकता. सही

Signature





Farmers Feeling the Questionnaire and Interviews .



॥विद्या परं वैद्यतम्॥

<p>शि.प्र.मं.तात्यासाहेब महाजन कला व वाणिज्य महाविद्यालय चिखली जि. बुलडाणा -४४३२०१</p>		<p>S.P.M. Tatyasaheb Mahajan Arts & Commerce College Chikhli Dist. Buldana -443201</p>
<p>Shri R.G.Shete President</p>	<p>Shri P.P.Bhala Secretary</p>	<p>Dr Subhash D. Gawhane Principal</p>

Date :- 20-11-2023

Declaration

The Information reports, true copies of the supporting documents, numerical data, etc. furnished in this file is verified by IQAC and found correct.

Hence this Certificate.



(Dr.N.K.Gaikwad)
IQAC Coordinator,
S.P.M.Tatyasaheb Mahajan
Arts & Commerce College,
Chikhli. Dist.Buldana.



(Dr.Subhash.D.Gawhane)
Principal,
S.P.M.Tatyasaheb Mahajan
Arts & Commerce College,
Chikhli. Dist.Buldana.