

## **SURVEY OF INFORMATION NEEDS OF AGRICULTURAL COMMUNITY OF ATTABIRA, BHATLI AND BARGARH BLOCKS OF BARGARH DISTRICT, ODISHA**

**KARAN SINGH**

Research Scholar, Sambalpur University, Odisha, India

### **ABSTRACT**

Nowadays, information is a basic essential of everyday life. In the field of Agriculture the Information is required for anything and everything. Information can be obtained or retrieved from a variety of sources. A survey was carried out on the agricultural information for the needs of Agricultural community in 3 Blocks of Bargarh District, Odisha. 88.28% Male Farmers are actively engaged in the cultivation and most of the farmers were aged 26-35 years or older and most of them were part-time farmers. They require information on a wide range of subjects, but all were concerned with ways of increasing production. Information on fertilizers and pest and disease control was particularly important. The farmers made little effort themselves to obtain the required information and very few visited agricultural institutions in search of information. It was decided that libraries should be established in rural areas so as to meet the needs of farmers.

**KEYWORDS:** Information Needs, Agricultural Community, Farmers, Bargarh District, Odisha

### **INTRODUCTION**

Now the age is called information age. In the day to day life everyone has essential for information so it is fundamental element for growth and development of society. According to Kemp “information has been described as the fifth need of man ranking after air, water, food and shelter”. [Bachhav, 2012]

Agriculture plays a crucial role in the state economy for developing country like India [Elizabeth, 2007]. In western odisha 76% of rural mass depend on agriculture and provide employment to 80% of rural population. Again poultry and farming plays a vital part which include domestic animals, their products and byproducts such as, cow milk, eggs and meat cow dung etc. nowadays information plays the important role in the field of agriculture. Everybody needs information to fulfill their need. It helps in identifying the types of cultivation and types of product in bargarh district. In the western odisha of bargarh district, the most important crop product is rice. So, the bargarh is called the rice pot of odisha. But in the western odisha, bargarh district is suitable for many types of cultivation. Thus the present study is based on “Survey of information needs of agricultural community of three blocks (Attahir, Bhatli and Bargarh), of bargarh district, odisha”

Nowadays various Media of Mass communication, such as Radio, Mobile TV, Internet, Newspapers have been actively engaged in the communication of the agricultural information and scientific- know-how the Cultivation of various fields of right to farmers living in remote villages. Farmers need information time to time to help their various activities in Cultivation.

## AGRICULTURE OF BARGARH DISTRICT

Bargarh district comprises of two Sub-Divisions, four Agricultural Districts, 12 Tahasils & 12 Blocks. The district comes under Agro-Climatic zone- Western Central Table Land and divided into five Agro Ecological Situation (AES). The District experiences extreme type of climate with hot & dry summer followed by humid monsoon and severe cold. The temperature varies between 10°C to 48°C. The district receives rainfall from South-West monsoon. The average annual rainfall in the district is 1367mm. But the rainfall is not well distributed. The erratic distribution of rainfall very often hampers the Kharif crop production particularly in Padmapur Sub-division & Bhatli, Ambabhona Blocks of Bargarh Sub-division. Oriya is the main language spoken in the district. It is generally known as Sambalpuri Oriya and is spoken in western parts of Orissa. Among this District depends only sources of Cultivation of rice [<http://www.ordistricts.nic.in>. (n.d.)].

## BARGARH DISTRICTS

The Bargarh district lies between 20° 43' to 21° 41' North latitude and 82° 39' to 83° 58' East longitude. It is one of the western most districts of the State of Orissa and came in to existence as a district from 1st April 1993. It is bounded on the north by the State of Chhatisgarh and on the east by the district of Sambalpur, on the south lays the district of Balangir and Subarnapur and on the west the district of Nuapara. The district has an area of 5837 Sq. Kms. The population of the district as per 2001 census is 13.46 Millions out of which 6.81 millions are male and 6.65 millions are female [<http://www.ordistricts.nic.in>. (n.d.)].

The Bargarh district headquarters is on the National Highway No.6 running from Kolkata to Mumbai, hence well connected to the rest of the country with comfortable road. There is a Railway Station and the nearest Airport is Raipur (220 Kms) & Bhubaneswar (350 Kms). The best period of the year to visit this place is between Octobers to March [<http://www.ordistricts.nic.in>. (n.d.)].

## AIMS AND OBJECTIVES

The basic objective of the present study is to analyze, information need of agricultural community in Bargarh district, Odisha. Among other things, the study also aims at analyzing [8]. Without formulating the objectives, it is needless to proceed in any research study.

- To identify the competency level of information needs among the rural farmers of Bargarh Districts (Odisha)
- To find the actual Information needs of Agricultural Communities of Bargarh District
- To identify the nature and types of Information required by the farmers
- To determine the sources of Information used by farmers.
- To Make conscious efforts among the farmers community about the facilities available in the libraries/information Centers

## REVIEW OF LITERATURE

Literature review is one of the most important tools for any social researches it provides background knowledge on the work already carried out in the concerned field of investigation [4]. The finding same of major studies relating to the

information need.

**Yusuf, Masika and Ighodaro (2013)** in their study on “Agricultural information needs of rural women farmers in nkonkobe municipality: the extension challenge” agricultural information needs of women farmers accessed in the nkonkobe municipality of the amathole district, eastern cape province, south Africa collected the data from 118 households. Identified the women farmers from four villages using the snowball sampling technique. Findings indicated that backyard gardening (87.2%; n=103) was common in addition to the rearing of indigenous chicken (65.2%; n=77) to food security complement. There was a highest report (70.3%; n=83) of insect attached on leaves of cabbage, spinach and carrot, while seed dormancy was low (24.58%; n=29). This study has identified the vital of farmer-to-farmer model of transfer the technology among the farmers.

A study conducted by **Bachhav (2012)**, reveals that information essential for day to day life and fulfilled the basic need. Required is the information for anything and everything. Information can be accessed and retrieved from multiplicity of sources. Farmers constitute a particular group of users whose information needs is very specific. The present study deals with the information needs of the farmer community in rural areas. This study carries out through survey method and indicated that 71 (40.58%) farmers require daily information for various agriculture works. It is also found that the first preferred sources of the information of the farmers are colleagues or fellow farmers.

**Meitei and Purnima Devi (2009)**, in their study on effort to find out the information needs of the peoples involved in the agricultural activities mostly farmers community in the rural areas of Manipur. On farmers information needs data were collected by using pre-tested semi structured questionnaire and data processed and analyzed through Minitab-software. This papers highlights in order to fulfill their information needs through channels of getting information by rural farmer’s community of Manipur. The investigation of the present study have also indicated that the rural farmers community need a various type of information but their required information daily agricultural activities are not met. Considerable work and efforts are needed for imparting information support for sustainable agricultural development with the application of emerging information and communication technologies for information oriented and socio-economic empowerment of the rural farming community.

## RESEARCH METHODOLOGY

The survey method was used to conduct the study and questionnaire was used as a data collection tool for the fulfilling the objectives of the study. It is a way to systematically solve the research problem. It was administered to draw information from wide spectrum of respondents to different block of Bargarh District. The questionnaire was designed in the local Odia language (Sambalpuri) so the literate farmers could be able respond themselves. A total of 600 questionnaires was distributed among the farmers engaged in agricultural activities in the Bargarh District and were selected purposively from three Blocks, namely Attabira, Bargarh, and Bhatli. 538 farmers returned the Questionnaires from above Blocks and. The researcher collected only 538 questionnaires from the respondents.

## SCOPE & LIMITATION

The scope of the present study is limited to the Agricultural community of Bargarh District of three blocks and whose main occupation is agriculture. The study involves only farmer’s community and therefore it is not projectable of the entire population of the region, Further the information collected was based on a small numbers (n=538) of farmers.

Hence the result cannot apply to the entire population of the Blocks and all farmers of the Odisha State, Bargarh District.

## STUDY RESULTS AND DISCUSSIONS

The present study elaborates the various aspects of the research [Akanda, 2012] such as Questionnaires distribution of Three Blocks, frequency of Gender, Age group, Education status of farmers, sources of Information, Use of Modern Technology, and Level of Satisfaction etc.

### Data Collected From Different Blocks of Bargarh District

Table 1

Blocks of Bargarh District	Out of 600 Questionnaires 538 Returned and Analyzed
Attabira	286
Bargarh	142
Bhatali	110
Total	538
<b>Total Percentage</b>	<b>100%</b>

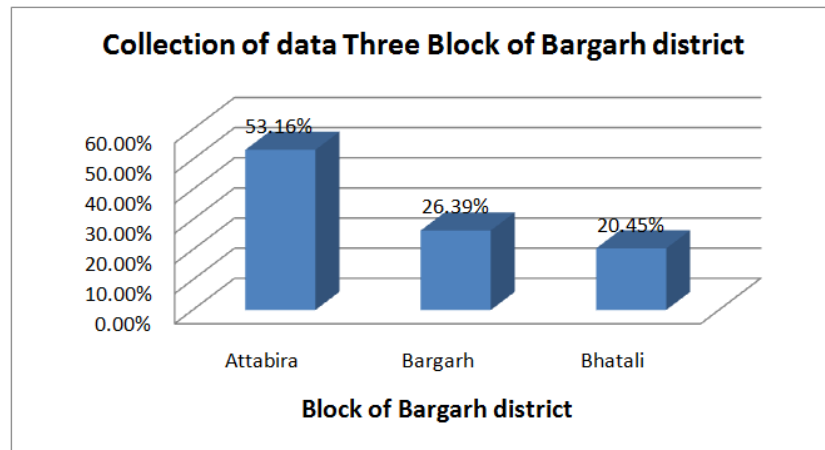


Figure 1

As shown in Table 1 and Figure No. 1 the Questionnaires Distribution the three blocks of Bargarh District. Highest numbers of respondents (286) belonged to Attabira Blocks (Parmanpur, Janhapara and Hirlipali) and in this Block most of the young rural farmers were actively involved in agriculture and the Second highest numbers is Bargarh Block consisting of 142 farmers who responded.

### Gender of the Respondents of Farmers

In total 538 respondents responded against the questionnaire, of which 475 were male and 63 were female (Table 2, Figure 2) at the time of data collection most of the female Farmers are widow so they hesitated for giving their responses. After convincing, convince they responded to the questionnaire.

Table 2: Frequency Distribution of Respondent's Gender

Gender	Out of 538	%
Male	475	88.29
Female	63	11.71

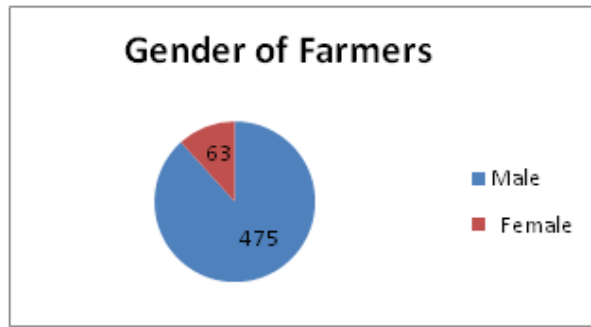


Figure 2

### Frequency Distribution of Age Group

Table 3 & Figure 3-shows that the highest percentage 264 (49.07%) belonging the age group 26-35 years followed by the age groups of 36-45 (18.59%). This is followed by age group 46-55, (15.43%), 18-25 years of age groups are 5.59%, 56-65 age group of Farmers are 7.62% and other 66 – above are 3.34% of farmers these are shown in the table.

Table 3

Age Group	No. of Farmers (N=853)	Percentage
18-25 years	32	5.95
26-35 years	264	49.07
36-45 years	100	18.59
46-55 years	83	15.43
56-65 years	41	7.62
66-above years	18	3.34
<b>Grand Total</b>	<b>853</b>	<b>100%</b>

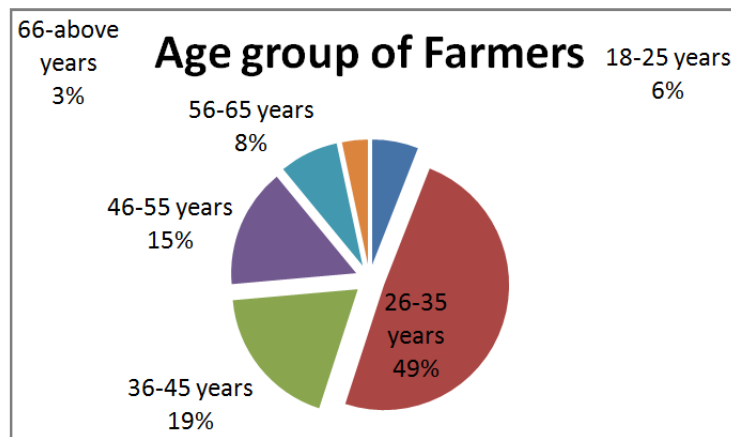


Figure 3

### Educational Qualification of Farmers

Table 4 and Graph 4 show that the all respondents know Odia (Sambalpuri) language under educational status, maximum numbers of persons i.e. (40.52%) are attained up to the Matriculation, 30.67% are Under Metrics, while 10.59% are Graduate and none of the Farmers are found illiterate in this study.

Table 4

Educational Qualification	No. of Farmers (N=538)	%
illiterate	00	00
Under Metric	165	30.67
Matriculation	218	40.52
Intermediate	73	13.57
Graduation	57	10.59
above	25	4.65
<b>Grand Total</b>	<b>538</b>	<b>100</b>

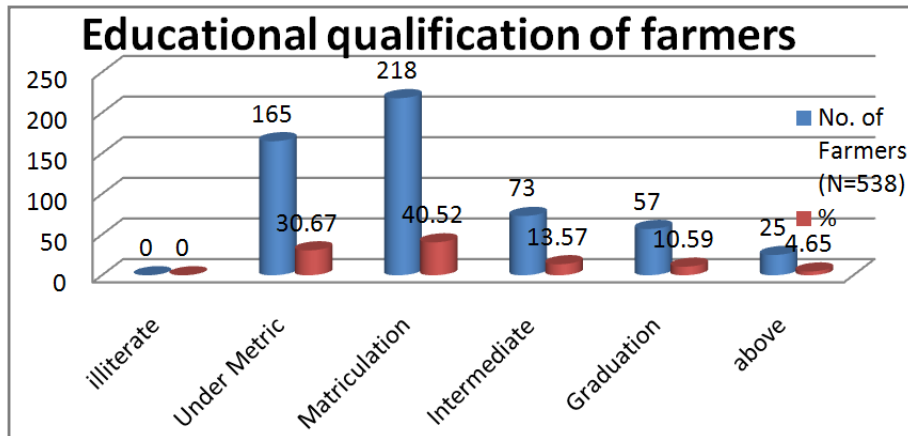


Figure 4

#### Use of Mobile Phones and Internet by Farmers

Table 5

Usages	No of Respondents	%
Mobile Phone	425	79
Internet	103	19.15
No use both	10	1.85
<b>Grand Total</b>	<b>538</b>	<b>100</b>

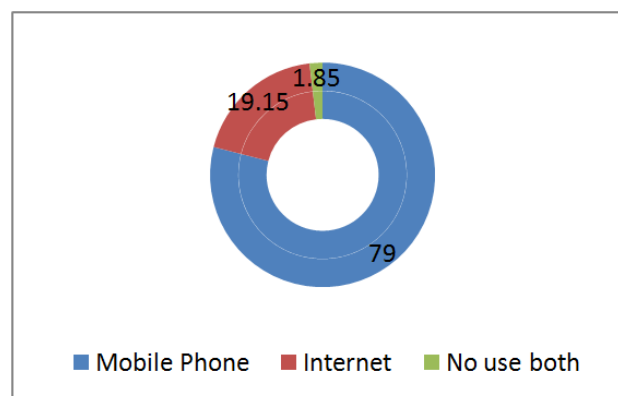


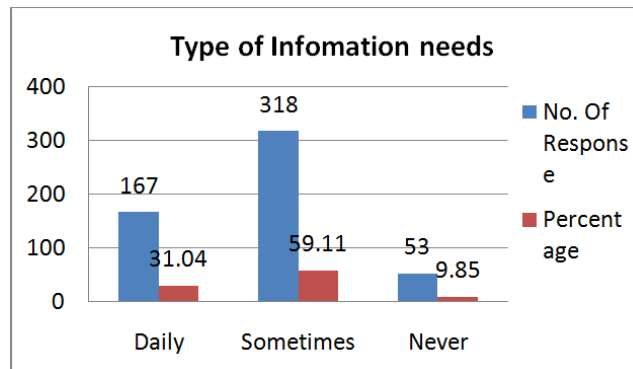
Figure 5

Table 5 and Figure 5 indicate that the result shows that the majority of the farmers (79%) are using mobile phone and 19.15 % farmers using Internet for communication and other purposes. Both not use mobile and internet are 1.85% of respondents. It is good sign that most of the farmers of the rural area are now use or familiar with the mobile device.

**Information Needs by Farmer**

**Table 6**

Type of Response	No. of Response	Percentage
Daily	167	31.04
Sometimes	318	59.11
Never	53	9.85
<b>Grand Total</b>	<b>538</b>	<b>100%</b>



**Figure 6**

As for the distribution of respondents with respect of information need is concerned, majority (31.04%) of the farmers need daily information, while (59.11%) farmers need information sometimes. Only 9.85% farmers are stated that they do not need information for agriculture activities.

**Areas of Information Needs of the Farmers**

**Table 7**

Item	No of Respondents	Percentage
New crop production	85	15.79926
Seeds availability	165	30.66914
Insecticide availability	65	12.08178
Water Management	55	10.22305
Fertilizer availability	40	7.434944
Weather Information	25	4.64684
New Agriculture equipments	50	9.29368
Process of Agricultural systems	15	2.788104
Use of advance technology	21	3.903346
Soil Testing	5	0.929368
RMC information	12	2.230483
<b>Grand Total</b>	<b>538</b>	<b>100</b>

Table 7 show that the researcher asked to the farmers the areas of information which require for day to day agricultural activity. As evident from above table, majority of the farmers need Information on availability of seeds (30.66%) New crop production (15.80%) and insecticide availability (12.08%) followed by fertilizer availability (7.43%). Other is shown in the above table.

### Information Needs of the Farmers Regarding the Farming Activities

**Table 8**

Items	Frequency	Percentage
Market information of Agricultural production	102	18.96
Bank credit Information	48	8.92
Crop Insurance	41	7.63
Jananidi & Irrigation	53	9.85
Medicinal plants	35	6.5
Milk Production	50	9.29
Transport Facilities	52	9.67
Government Scheme	60	11.15
Animal Husbandry	55	10.22
Kishan Credit card	18	3.35
Govt. welfare programmes	10	1.86
Crops Security	8	1.49
Govt. policies and plans	6	1.11
<b>Grand Total</b>	<b>538</b>	<b>100</b>

Table 8 indicate that 18.96% farmers require market information of agriculture production and 11.15% farmers need information about Government Scheme such as subsidies, import & export policy of agriculture production. Further, 1.86% farmers need information about Govt. Plans and policies, 8.92% Bank credit facilities. Others Information needs of the farmers regarding the farming activities shown in the above table.

**Table 9**

Information Source	Out of 538 Respondents
By Visiting Library	10
Interpersonal Interaction	13
Through Radio	6
Through T V	19
Through News papers	35
From Govt. Officials	0
Seminar	0
Conferences	0
Suppliers	232
Leaflet/Boucher/Poster	155
Mobile Phone	31
Internet	19
Kishan Call Centres	14
Geographical information System	2
Agricultural Information system	2
<b>Grand Total</b>	<b>538</b>

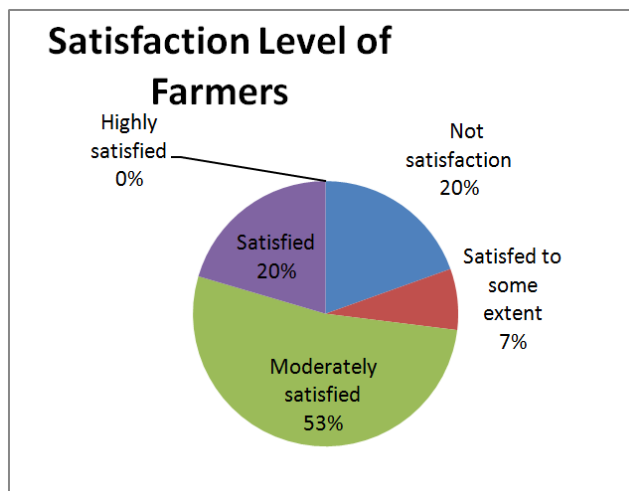
Table 9 reveals that that the 232 farmers get their source of information from suppliers and 155 farmers get their information leaflet/Boucher/ Poster, while 35 farmers collect the information from the Newspapers. None of the farmers attained seminar, conferences or collect the information from of Government officials.



**Satisfaction Level of Farmers in Terms of Getting Information**

**Table 10**

Level of Satisfaction	N=538	Percentage
Not satisfaction	105	19.52
Satisfied to some extent	40	7.44
Moderately satisfied	283	52.6
Satisfied	110	20.44
Highly satisfied	0	0
<b>Grand Total</b>	<b>538</b>	<b>100%</b>



**Figure 7**

In the Table 10 and Figure 7 show that the satisfaction level of farmers as observed in reveals that more than thirty percent (52.60%) farmers are moderately satisfied in terms of getting agricultural information, while only 20.44% are satisfied, 7.44% are satisfied to some extent, and 19.52% are not satisfied at all. The evidence shows that none of the farmers are highly satisfied.

**FINDINGS**

- The farmers of Attabira Blocks Areas are more actively engaged in agriculture
- Farmers are getting their source of information from Suppliers and Leaflet/ Boucher/Poster.
- 26 to 35 age Of Young Famers are more active this cultivation of Paddy.
- Most of the 318(59.11%) farmers need the Information sometimes.
- 79 % farmers use Mobile Phones communication regarding information needs.
- Most of the Farmers educational Qualifications are matriculation 40.52% (218) and Under Metric30.67% (165) in this areas.
- Most of the Farmers Principal Occupation is Paddy in the above three Blocks Areas.
- The farmers collect the information source from Suppliers.

- Most of the farmers Information Needs regarding the farming activities are 84.20% of Marketing of agricultural Production.
- 52.60% Farmers are moderately satisfied in getting information on cultivation of crops.

## CONCLUSIONS

This study shows the need and importance of information and its positive effect on the agricultural community. The study has analyzed that there is a growing awareness for the importance of information and its use among the farming community in the areas of Bargarh District. Further, apart from the various activities of the farmers of Bargarh area. Need for acquiring information seems to be very important. The study also reveals that most farmers are educated and use mobile to communicate their information needs for agricultural sectors. Thus, the information is primarily concerned with the body of knowledge relating to the organized collection. Organization, storage, retrieval and utilization of information for the agricultural sector as a whole are very vital. Therefore, agricultural information dissemination is very much important for the rural farmer's community of Bargarh District (Odisha).

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