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Constraints In Information Acquisition Faced By The Respondent In Information Management Of Groundnut

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ABSTRACT

Groundnut is called as the king of oil seeds. Groundnut seeds contain high quality of edible oil, digestible protein and carbohydrates, calcium, iron and vitamins. India is the second largest producer of groundnut in the world. Adoption of improved groundnut technology by groundnut cultivators mainly depends on effective utilization of sources of agricultural information. It is observed that improved groundnut technologies are available but that technologies are not reaching to the groundnut cultivators in adoptable form for better crop yield. This gap may partially to be filled by use of various sources of information viz., personal localite, cosmopolitans, mass media exposure, commercial agencies and non-government organizations. The study was taken-up in Sankari and Magudanchavadi block of Salem district. A sample size of 120 groundnut cultivating farmers was selected and thirteen socio-economic and psychological variables were selected to study the Information management behavior of the respondent in groundnut cultivation. In this study, we taken up with the following objective as to study the constraints faced by the respondents in information acquisition process of information management of groundnut technologies. It was noted that the constraints viz., distance location of research station (90.00 per cent) is the foremost constraints perceived by the respondents in the process of information seeking behavior followed by lack of scientist-farmers interaction meetings (85.00 per cent), lack of opportunity in participate training (78.33 per cent).

Keywords: Groundnut technology, Information seeking behavior, Scientist farmers interaction.

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INTRODUCTION

Groundnut is called as the king of oil seeds, and its seeds contain high quality of edible oil, digestible protein and carbohydrates. They are rich in phytonutrients and essential nutrients. It is a rich source of calcium, iron and vitamin B complex like thiamine, riboflavin, niacin and vitamin A. It's haulms and leaves serve as a rich source of cattle feed and raw material for preparation of silage. Groundnut shell is used as fuel for manufacturing coarse boards, cork substitutes etc. Being a leguminous crop groundnut is also grown in crop rotation as it synthesizes atmospheric nitrogen and adds 100-120 kg of nitrogen in the field per hectare per season. It maintains soil fertility and helps in reducing soil erosion.

Data and information are closely related since information is produced from data. Information is the result of modeling, formulating, organising and converting data in a way that increases the level of knowledge for its recipients. Information is viewed as a resource like land, labour and capital. It must be obtained, processed, stored, retrieved, manipulated, analysed and put into use. Information management is an activity of primarily increase the knowledge level of the groundnut farmers, secondly it reduces or decreases uncertainty for decision-making process and thirdly, it can serve as representation of situation. Agricultural information management was defined as the process of identifying and collection of information on agricultural technologies of origin, storing, updating and retrieving it whenever necessary to process manipulate and disseminate the processed information to various users.

In this study we undertake an effort to identify and analysis the Information management behavior of the groundnut cultivators. It is the degree to which the farmers are able to acquire, process and disseminate the information related to groundnut technology. Information management behaviorreferred to the aggregate of information acquisition, information processing and information dissemination of groundnut farmers. In which Information acquisition is an important process for effective information management. Information acquisition behaviorrefers to all such activities performed by the farmers for the acquisition of

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information on groundnut technologies. They were measured by using appropriate tools and techniques. The study was taken-up in Salem district of Tamil Nadu. Out of the twenty blocks in Salem district, Sankari and Magudanchavadi blocks were selected for this study, based on high area under groundnut cultivation. A sample size of 120 groundnut cultivating farmers was selected by using proportionate random sampling technique. Thirteen socio-economic and psychological variables were selected.

METHODOLOGY

The information acquisition behaviour was measured as the regularity of contact by the respondents with the use of different channels. The respondent were asked to express the constraints faced by them while information management under the category of information acquisition. In this category various constraints were identified in the process of information acquisition. The constraints were tabulated and percentage analysis was worked out for interpretation of the results. The score obtained on various information acquisition channels were added to get total score of the respondents. This method was followed from the methodology of Sridharan (2011). The data were collected by using well structured interview schedule, containing appropriate questions for bringing the required data.The constraints were ranked by using percentage analysis.

FINDING AND DISCUSSION

Constraints encountered by the respondents in information acquisition

The results on the constraints perceived by the respondents in the information acquisition behavior are presented in Table-1.

Table-1. Constraints faced by the respondents in the information acquisition behavior (n=120)

S.No.	Constraints	No	Per cent	Rank
1	Distance location of research station	108	90.00	I
2	Lack of scientist-farmers interaction meetings	102	85.00	II

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3	Lack of opportunity in participate training	94	78.33	III
4	Lack of opportunity in participating agricultural, exhibitions/film shows	86	71.66	IV
5	Absence of need based extension service	76	63.33	V
6	Lack of information support from NGO's and private extension agencies.	68	56.66	VI
7	Limited contact with extensionists	55	45.83	VII
8	Lack of adequate time to read newspaper	53	44.16	VIII
9	Non-availability of relevant literature	38	31.66	IX
10	Lack of contact with progressive farmers	36	30.00	X

The data in Table-1, gives the details of the constraints faced by the respondents related to their information acquisition behavior. It is rather interesting to note that the constraints viz., distance location of research station (90.00 per cent) is the foremost constraints perceived by the respondents in the process of information seeking behavior followed by lack of scientist-farmers interaction meetings (85.00 per cent), lack of opportunity in participate training (78.33 per cent), lack of opportunity in participating agricultural, exhibitions/film shows (71.66 per cent), absence of need based extension service (63.33 per cent), lack of information support from non-government or voluntary /private extension agents. (56.66 per cent), limited contact with extensionists (45.83 per cent), lack of adequate time to read newspaper (44.16 per cent), non-availability of relevant literature (31.66 per cent) and lack of contact with progressive farmers (30.00 per cent) in the management of information which secured ranks from I to X respectively.

The constraints encounter that the majority of the respondents faced distance location of research station (90.00 per cent) due to the reason of unavailable research station in the study area to gather more data regarding the information acquisition This finding is in line with findings of Anitha Pauline (2015). The constraints, majority of the respondents faced that lack of scientist-farmers interaction meetings (85.00 per cent). The distance location of research station may be the reason for lack of farmers-scientist interaction meeting. This finding is in line with findings of Satheesh kumar (2013).The constraints encounter that the majority of the respondents faced Lack of opportunity in participate training (78.33 per cent). It may be due to limited

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contact with extensionists and scientist and also lack of adequate time to participate in training programmes. This finding is in accordance with findings of Kasidurai (2017).

CONCLUSION:

From this we concluded that Various constraints faced by the respondents such as Distance location of research station (90.00 per cent) is the foremost constraints perceived by the respondents in the process of information seeking behavior followed by Lack of scientist-farmers interaction meetings (85.00 per cent), Lack of opportunity in participate training (78.33 per cent), Lack of opportunity in participating agricultural, exhibitions/film shows (71.66 per cent), Absence of need based extension service (63.33 per cent), Lack of information support from non- government or voluntary /private extension agents. (56.66 per cent), Limited contact with extensionists (45.83 per cent), Lack of adequate time to read newspaper (44.16 per cent), Non-availability of relevant literature (31.66 per cent) and Lack of contact with progressive farmers (30.00 per cent) in the management of information.

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