International Journal of Chemical Studies

**P-ISSN: 2349–8528**
**E-ISSN: 2321–4902**
IJCS 2019; 7(5): 1150-1152

Received: 07-07-2019
Accepted: 09-08-2019

**Manjula S Kalabhanvi**
Department of Agricultural Extension Education, College of Agriculture, Vijayapur, University of Agricultural Sciences, Dharwad, Karnataka, India

**SB Patil**
Department of Agricultural Extension Education, College of Agriculture, Vijayapur, University of Agricultural Sciences, Dharwad, Karnataka, India

**Correspondence**
**Manjula S Kalabhanvi**
Department of Agricultural Extension Education, College of Agriculture, Vijayapur, University of Agricultural Sciences, Dharwad, Karnataka, India

# Study the relationship between information management behaviour of grape growers of Vijayapur district of Karnataka

**Manjula S Kalabhanvi and SB Patil**

**Abstract**
The present study was conducted in Vijayapur district of Karnataka. Vijayapur district was selected purposively as the area under grape cultivation is more in this district in comparison to other district. Two taluks Vijayapur and Indi were selected from the Vijayapur district randomly for drawing the sample of respondents. Twelve villages were selected from each taluk and from each village 10 grape growers were selected on random basis. Total 120 respondents selected for the study. From the both Vijayapur and Indi taluk. The data was collected by personal interview method. Research findings reported that the independent variables like education, annual income, occupation extension contact, mass media size of land holding, organizational participation decision making ability shows highly positive and significant relationship with information management behaviour at 0.05 level of probability. Other variables like age and family size showed non-significant relationship with information management behaviour.

**Keywords:** Information management behaviour, age, education, occupation, land holding

## Introduction
India is a large and diversified country in the world. Nearly 61.50 per cent of people are engaged in agriculture for their livelihood. It also provides inputs to the agro based and cottage industries. Hence, agriculture plays a prominent role in country's economic prosperity. Such a vast sector suffering from many issues such as lack of information management in the agriculture, horticulture and in the allied areas are reason being the produces comes from the agriculture, horticulture, sericulture and forestry *etc.* All these sectors could be strengthened only through efficient advisory services providing units. Such units must be enhanced with the help of extension functionaries, who work, advice and bridge the information gap between the farming community and scientific community. The major functions of the information as, it enhance the knowledge level of the receivers, it minimizes the risk and uncertainties in decision-making and it also serves as a representation of condition. Further the information management behaviour has been conceptualized as "composite measure of information seeking, evaluation, storage, utilization and dissemination behaviour of the farmers'' (Raju, 2005).

Information seeking behaviour is defined as an activities performed by an each farmers in relation to attainment of scientific information pertaining to the better agriculture practices of from different information sources. The information evaluation behaviour is defined as an activities performed by an each farmer while responding with the systematic information in the light of past experience and taking consideration of its applicability and value. Information preservation behaviour of the farmers is explained as an activities performed by an individual farmers for preservation of the received practices for future reference.

These above issues are much related to the one Horticulture crop has high importance in the international market i.e. Grape (*Vitis vinifera*) is one of the most commercially major crops of the world. Progress of grape growers has become the major concern by the Government. Grape is one of the important fruit crops of Karnataka. Globally grape production shares about 22.00 per cent to total fruit production. The total grape production in the world for the year 2017-18 was recorded 8,307,514 metric tons with annual production of 67,116.25 thousand tons. The grape cultivation area in India is 136 thousand hectares and the annual production of 2683 thousand million tons. In India Karnataka ranks second in grape gardening with an area of 17.40 thousand hectare and annual production of 317.6 thousand tons, Vijayapur district

covers the largest area of (7536 ha) for grape in the state which makes a production of 1,50,720 tons. In Vijayapur district talukas like, Vijayapur (7536 ha) Indi (1696 ha), Basavana Bagewadi (710 ha), Sindagi (180 ha) and Muddebihal (39 ha) contributes for grape production. In this to know the socio economic profile of the grape growers the research study was conducted. (Vijayapur at a glance 2017).

**Methodology**

The study was conducted purposively in Vijayapur district of Karnataka during the year 2017-19 in order to fulfil the objectives of the study. The study will be conducted in selected taluks of Vijayapur district of Karnataka in order to fulfill the objectives of the study. Two talukas will be selected from the district based on highest area under the crop. From each selected taluk 6 villages will be selected at random from amongst the list of villages growing grapes. From each selected villages 10 farmers will be selected randomly. Thus, a total sample of 120 farmers will be considered for the study. Besides frequencies, percentages and means, various descriptive and inferential statistics were used to analyse the data, on the different aspects of the study. The data were analysed with the help of SPSS software. The categories of low, medium and high were computed on the basis of mean and standard deviation. The relationship of selected independent variables with the dependent variables was analysed with the help of Pearson's product moment correlation co-efficient. The significance of correlation co-efficient (r) was tested against the value of 'r' in the table of significance at n2 degree of freedom. If the calculated value of 'r' was greater than the table value of r at 0.01 or 0.05 level of probability, the relationship was considered to be significant

**Karl Pearson's coefficient(r)**

Pearson coefficient was use to measure the relationship between the some independent variable with the dependent variable. Symbolically the formula is as follows

$$r = \frac{\sum xy - \frac{\sum x \sum y}{n}}{\sqrt{\sum x^2 - \frac{(\sum x)^2}{n}} \sqrt{\sum y^2 - \frac{(\sum y)^2}{n}}}$$

Where,

r = Correlation co-efficient

x = Score of independent variables

y = Score of dependent variable

n = Number of observations

**Result and discussion**

The variables such as education had a positively significant relationship with information management behaviour at 5% level of probability. It was further found that the variables like annual income, occupation extension contact, mass media size of land holding, organizational participation decision making ability shows significant relationship at 1% level of probability Whereas age and family size showed no relationship with information management behaviour. Similar trends were observed in the findings of Ravindra (2006).

**Table 1:** Relationship between information management behaviour of grape growers with independent variables influencing it

| Independent variable | r |
|---|---|
| Age | $0.093^{NS}$ |
| Education | 0.438** |
| Family size | $0.066^{NS}$ |
| Size of the land holding | 0.363** |
| Occupation | $0.006^{NS}$ |
| Annual income | 0.257** |
| Mass media participation | 0.592** |
| Extension participation | 0.709** |
| Organizational participation | 0.593** |
| Decision making ability | 0.272** |

R-Co-efficient of correlation, **-Significant at 5%, NS-Non significant

**Relationship between age and information management behaviour**

The variable above table 16 shows that age did not have any significant relationship with information management behaviour. All age groups are subjected to information management behaviour. Similar trends were observed in the findings of Sharma (2012).

**Relationship between education and information management behaviour**

The finding indicates that education level of the respondents had a significant relationship with the information management behaviour, the reason be the as farmer becoming more educated their information management behaviour also increases because education helps in seeking for the information, from different sources and also willing to store it compared to less educate farmer because of these educated farmers had the chance to access to the print media on the topic and were more likely to be receptive to fresh thoughts and have trained their mental fitness to remember better. In addition, they also likely to have frequent contacts with the extension agency, there by acquiring more information. Similar trends were observed in the finding with Sharma (2013) [10].

**Relationship between family size and information management behaviour**

The Table 16 above reveals family size and information management behaviour did not have any relationship between them; therefore it is infer that whatever be the size of the family of the respondents it does not influence their information management behaviour. Similar trends were observed in the finding with of Sharma (2013) [10].

**Relationship between size land holding and information management behaviour**

The land holding of the respondents had a significant relationship with their information management behaviour. Therefore we can conclude that more the land holdings require more resources and accordingly information

management is required. Similar trends were observed in the finding with Ravindra (2006).

**Relationship between occupation and information management behaviour**

The occupation of respondents did not have any significant relationship with their information management behaviour, *i.e.* It implies that whatever be the occupation of the respondents it did not affect their information management behaviour. Similar trends were observed in the finding with of Sharma (2013) [10].

**Relationship between annual income and information management behaviour**

There was a positive and highly significant relationship with the information management behaviour. Increase in the annual income of the respondents leads to increase in the information management behaviour annual income of the farmers are also important key for seeking, evaluation, storage of required information by them because of their capacity for sustenance and spending for these activities. Similar trends were observed in the finding with Shreekanth and Jahagirdar (2017) [11].

**Relationship between mass media participation and information management behaviour**

Mass media participation had significant relationship with information management i.e. the more the extent of participation is the more the information management behaviour. Reason being once the grower exposed to various source of information he/she is eagerly seeking for new technology and ideas also mass media proved themselves as quick broadcast to large number in short period, these mass media is platform to share information from progressive farmers. Hence increase in the information management behaviour. Similar results were also reported by Ravindra (2006) and Rishikesh (2010) [9].

**Relationship between extension participation and information management behaviour**

The extension participation had a positive and highly significant relationship with information management behaviour. Farmers' education may have affected the greater involvement and information management behaviour. Extension participation enables the farmers to obtain information from different sources. Extension activities conducted in the place have direct impact on knowledge gained about improved agricultural practices. They might have helped the farmers to adopt new agricultural practices earlier than others in their social system. Also majority of the farmers had middle age group naturally they would have an interest in participation like krishimela, training, demonstration and other activities. The findings are similar with the findings of Patel *et al*. (2003) [4] and Ravindra (2006).

**Relationship between organizational participation and information management behaviour**

There is significant relationship of organizational participation with information management behaviour, there is more the participation in the programmes conducted by the organization more the information management behaviour, the reason might be once the farmers started to take part actively in such programmes his mind broadens, increase their decision making ability, also had maximum ideas regarding cultivation and also farmer increase his information seeking and evaluating, storage leads to increase information management behaviour Similar results were also reported by Ravindra (2006).

**Relationship between decision making ability and information management behaviour**

Decision making ability had positive and significant relationship with information management behaviour, probable reason may be the farmer has stronger decision making ability higher the information management behaviour. Because once the farmers seek the right information, they evaluate it and store it for further use, for this farmer had good decision making ability and they can increase his information management behaviour. The research findings are in lined with findings Sharma (2013) [10].

**Reference**


1. Choudhary S, Khan IM. Relationship between information management behaviour of aonla growers. Ind. J Agric. Sci. 2017; 7(4):131-142.
2. Kasidurai S, Vengatesan D. Study on information management behaviour of maize growers of Perambalur district. Inter. J Combined Res. & Development, 2017, 6(7).
3. Meena S, Sisodia S, Punjabi N, Sharma C. Information seeking behaviour of farmers about guava production technology. Raj. J Extn. Edu. 2010; 17&18:52-55.
4. Patel MM, Sanoria YC, Chatterjee A. Communication factors and entrepreneurial behaviour of sugarcane growers. J. Res. Acharya N. G. Ranga Agric. Univ. Hyderabad. 2003; 31(3):62-67.
5. Patil RK, Vijayachandra Reddy, Dhanraj, Gnyandev B, Rajakumar, Sharankumar. Study on information management behavior of khol crop growers in Belgaum District of Karnataka. J Agric. Sci. 2012; 3(6):1232-1235.
6. Radhakrishnan A, Meti K, Goudappa S. Information management behaviour of Papaya growers of Karnataka. Ind. Res. J Ext. Edu**,** 2014, 14(2).
7. Raghuprasad, Mehaboob P, Tanweeer A. Study on relationship between adoption pattern and socio economic profile of pomegranate growers. Int. J Agric. Sci. 2018; 10(4):5251-5254.
8. Raju DJ. Study on agricultural information management behavior of Indian farmers. J Extn. Edu. 2015; 22:5-67.
9. Rishikesh BH. A study on diffusion and adoption of wine grape production technology in Maharashtra. M.Sc. (Agri.) Thesis, Univ. Agric. Sci., Dharwad, Karnataka, India, 2010.
10. Sharma U. Study on information management behaviour of ginger growing farmers of karbi anglong district of Assam (India). M. Sc. (Agri.) Thesis, Indira Gandhi Krishi Vishwavidyalaya Raipur (C.G.), 2013.
11. Shreeekant, Jahagirdar KA. An analysis of entrepreneurial behaviour of dry grape (raisin) producers of Vijayapur district. J. Farm. Sci. 2017; 30(4):491-495.
12. Singh and Singh. Socio-economic relationship with knowledge of mango grower of Lucknow Bull. Env. Pharmacol. Life Sci. 2017; 6(1):244-248.