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To identify the problems of pomegranate growers in information management and to obtain their suggestions

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Abstract

The present study was conducted with the specific objective of “To identify the problems of pomegranate growers in information management and to obtain their suggestions”. For the study, Aurangabad district was purposively selected for the present study as it is one of the maximum pomegranate growing district of Marathwada region. There are nine talukas in Aurangabad district out of which two talukas purposively selected for the study. Four villages from each talukas selected randomly and fifteen farmers from each village selected on the lottery basis. Thus total sample size 120. Ex-post facto research design was adopted in this study. From the study it was found that, pomegranate growers faced the problems like Lack of sufficient training programmes conducted by KVK, SAUs followed by they cant visit easily because good distance from KVK, SAUs, lack of information about disease and pest management, network problems in using internet and kisan call centre, non availability of farm publications like farm magazine, lack of proper market information and its source, lack of skills of using internet and lack of time and mobility to meet agricultural scientists and extensionists. Pomegranate growers given the suggestions on problems like Regular training programmes should be conducted by KVK and SAUs followed by Government should take steps to improve mobile networks in villages, agricultural department should disseminate disease and pest management information in proper time, KVK, SAUs should sent representative to villages, more field visits should be undertaken by the researchers and extensionists, farm publications like farm magazine should be multiplied and distribute in villages, training should be provided to the farmers to use internet and mobile SMS service and steps should be taken to disseminate proper information about market in time.

Keywords: Problems, suggestions, pomegranate growers, information management behaviour

Introduction

Agriculture is not merely a source of income rather it is a culture. Agricultural sector has been one of the most important component of Indian economy. The contribution of agriculture to the overall Gross Domestic Product (GDP) of the country which has about 30.00 per cent in 1990-91 has reduce to 15.00 per cent in 2011-2012. And about 16.00 per cent in the year 2018. Now a days, Information is a basic necessity of everyday life. For anything and everything information required. Information can be obtained or retrieved from a variety of sources. Farmers constitute a particular group of users whose information need is very specific. The present paper deals with the information needs of the farmers community in rural areas. In agriculture environment, relevant and timely information help farmers community to take right decision to sustained the growth of agriculture activity. Use of information in agriculture sector is enhancing farming productivity in a number of ways. Providing information on weather trends, best practice in farming, timely access to market information helps farmers make correct decisions about what crops to plants and where to sell their product and buy inputs. There is large gap between our farmers field and research. In order to meet this gap we need proper extension and dissemination of technologies to reach out to our poor farmers. While cultivating pomegranate farmers and village community facing various problems like insufficient and inadequate information about pomegranate cultivation practices hence it is necessary to formulate effective extension strategies and also essential to find out whether farmers are undergoing any change in their information management behaviour or not. To bridge the gap between the research and adoption, many questions may arise like what extend

to the extension personal satisfy the information needs of our farmer? What are the various credible sources of our farmers for seeking information? What is the information management behaviour of our pomegranate growing farmers? What are the problems our pomegranate growing farmers face in information management of pomegranate cultivation.

Methodology

There are eight districts in Marathwada region. From there Aurangabad district was purposively selected for the research study on the basis of maximum number of pomegranate growers and production. There are nine talukas in Aurangabad district out of which two talukas i.e. Aurangabad and Phulambari were selected purposively for the study. From each taluka four villages were selected randomly. From each village fifteen farmers were selected on the lottery basis. Thus

total sample size 120. Ex-post facto research design was adopted in this study, Statistically analyzed by using statistical techniques like Mean, Frequency and Percentage, Standard Deviation, Pearson's correlation coefficient (r). The interview schedule based on the objectives of the study was prepared for collecting data from the respondents. The schedule was formulated in consultation with the experts in the field of extension education, by reviewing the relevant literature.

Objective

To identify the problems faced by pomegranate growers in information management and to obtain their suggestions

Results and Discussion

Table 1: Problems faced by the pomegranate growers in information management

Sr. No.	Problems	Respondents	
		No	%
1	Lack of information about disease and pest management	60	50.00
2	Lack of proper market information and its source	52	43.33
3	Non availability of farm publications like farm magazine	55	45.83
4	Good distance from KVK, SAUs and RFRS can't visit easily	65	54.16
5	Lack of skills of using internet	47	39.16
6	Network problems in using internet and Kisan call centre	58	48.33
7	Lack of sufficient training programmes conducted by KVK, SAUs	70	58.33
8	Lack of time and mobility to meet agricultural scientists and extensionists	37	30.83

the problems identified by the pomegranate growers in their information management are shown that majority of the respondents (58.33%) had expressed the problems like lack of sufficient training programmes conducted by KVK, AAU, Good distance from KVK, AAU and RFRS (54.16%), lack of information about disease and pest management (50.00%),

network problems in using internet and kisan call centre (48.33%), non availability of farm publications like farm magazine (45.83%), lack of proper market information and its source (43.33%), lack of skills of using internet (39.16%), lack of time and mobility to meet agricultural scientists and extensionists (30.83%).

Table 2: To obtain the suggestions to the problems identified in information management

Sr. No.	Suggestions	Respondents	
		No	%
1	Agricultural department should disseminate disease and pest management information in proper time	60	50.00
2	Farm publications like farm magazine should be multiplied and distribute in villages	52	43.33
3	Regular training programmes should be conducted by the KVK and SAUs	70	58.33
4	Govt. should take steps to improve mobile networks in villages	75	62.50
5	More field visits may be undertaken by the researchers and extensionists	55	45.83
6	KVK, SAUs, RFRS should sent representative to villages	59	49.16
7	Training should be provided to the farmers to use internet and mobile SMS service	50	41.66
8	Steps should be taken to disseminate proper information about market in time	48	40.00

It is revealed that the suggestions invite from the pomegranate growers to the information management are shown that the majority of the respondents (62.50%) suggest that the govt. should take steps to improve mobile networks in villages followed by regular training programmes should be conducted by KVK and SAUs (58.33%), agricultural department should disseminate disease and pest management information in proper time (50.00%), KVK, SAUs, RFRS should sent representative to villages (49.16%), more field visits may be undertaken by the researchers and extensionists (45.83%), farm publications like farm magazine should be multiplied and distribute in villages (43.33%), training should be provided to pomegranate growers to use internet and mobile SMS service (41.66%) and steps should be taken to disseminate proper information about market in time (40.00%).

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