

Original Research Article

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Information Seeking Behavior about Animal Husbandry Enterprise Holders of Farmer's Interest Groups

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ABSTRACT

Keywords

Information seeking behavior, Animal husbandry, Livestock, Farmer Interest Group

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A study was conducted in Navsari district of South Gujarat to know the level of information seeking behaviour of animal enterprise holders of FIGs. A sample of 120 FIGs members was selected for the study. This study revealed that majority (84.17 per cent) of the FIGs members had medium level of information seeking behaviour followed by those with lower level (14.17 per cent) and higher level (1.67 per cent) information seeking behaviour. It could be observed that family size, land holding, annual income, animal husbandry experience, economic motivation and innovativeness did not show any significant relationship with information seeking behaviour of FIGs members. Whereas, education, social participation, livestock possession, risk orientation and scientific orientation showed positive and significant relationship and age showed negative and significant relationship with information seeking behaviour of FIGs members at 0.05 level of probability.

Introduction

Livestock rearing is an integral part of agriculture in India. The Indian dairying enterprise has made a remarkable progress in the last three decades. Gujarat has strong stricture of milk co-operatives and playing significantly in milk collection and marketing in India. "To live effectively is to live with information". Effective fulfillment of information needs can make the difference between life and death (McGarry, 1993). Information as an enterprise is important for the production process especially for agricultural production and marketing of agricultural produce. Cattle farmers have varying needs that range from information on the disease status of animals

which is very crucial and can contribute to a large number of herd die offs when ignored or pose as a threat to the wellbeing of humans. Cattle farmers also need information on good animal husbandry practices, new emerging technologies, market related information and information on agriculture policies. The assessment of the information needs and seeking behaviour of cattle farmers is essential for assisting them to access and use information resources required for high production levels and equally to assist the relevant authorities in charge of disseminating information to come up with better agricultural implementation strategies. Keeping this view in mind, the present study

conducted “Information seeking behaviour about animal husbandry enterprise holders of farmer’s interest groups (FIGs) of Navsari district” was undertaken. The specific objectives were to:

To study information seeking behavior of the members of FIGs about animal husbandry enterprise.

To study the relationship between profile of animal husbandry enterprise holder of FIGs and their information seeking behavior.

Materials and Methods

The present study was under taken in Navsari district of Gujarat. Navsari district has six talukas viz., Chikhli, Gandevi, Jalalpore, Khergam, Navsari and Vansda. The list of FIGs obtained from Project Director, ATMA, Navsari and from that the FIGs classified under animal husbandry selected. Random sampling method applied to obtain 120 respondents from the obtained list. An Ex-post facto research design was adopted for the study. In line of the objectives, the interview schedule was prepared and respondents were interviewed at their home and farms. The independent and dependent variables were considered and measured through appropriate scales and specially developed structured schedules by the investigator in light of the suggestions of the experts. A teacher made scale was developed with the help of faculty members of extension education discipline to measure, the information seeking behaviour for that the scoring procedure used is 3 for ‘regular’, 2 for ‘occasional’ and 1 for ‘never’ consulting the source to seek the information. Respondents can be categorized into three categories namely, ‘low’, ‘medium’ and ‘high’ by using mean and standard deviation. The collected data were classified, tabulated and inferences were drawn after subjecting the data to appropriate statistical analysis which led to the following major findings.

Results and Discussion

Information seeking behavior of the figs members

The data in Table 2 revealed that majority (84.17 per cent) of the FIGs members had medium level of information seeking behaviour followed by those with lower level (14.17 per cent) and higher level (1.67 per cent) information seeking behaviour. Thus, the majority of the of the FIGs members had medium level information seeking behaviour which may be due to the handy availability of communication devices like telephone, mobile and internet services which facilitate easy contact with experts, veterinary doctors and extension workers for proper guidance and up to date information to manage their dairy farms efficiently. Similar finding were reported by Nande *et al.*, (2009), Lawrence and Ganguli (2012), Rathod *et al.*, (2012), Kavithaa *et al.*, (2014), Gamit *et al.*, (2015), and Chaurashiya *et al.*, (2016).

Relationship between profile of the animal husbandry enterprise holder of figs and their information seeking behavior

The data manifested in table 3 revealed that the education of FIGs members (0.1986*), social participation (0.1810*), livestock possession (0.2145*), risk orientation (0.2043*) and scientific orientation (0.2027*) were found positive and significant correlated with their information seeking behaviour. On the other hand age (0.1850*) was found negative and significant correlated with their information seeking behaviour. On the other hand family size (0.0671^{NS}), land holding (0.0573^{NS}), annual income (0.0145^{NS}), animal husbandry experience (0.6698^{NS}), economic motivation (0.1125^{NS}) and innovativeness (0.2095^{NS}) were found non-significantly correlated with their information seeking behaviour. This finding is in conformity with Nande *et al.*, (2009).

Table.1 Information about taluka, villages and respondents covered under the study

Sr.	Name of Taluka	Name of village	Respondents size
1.	Navsari	Partapore	10
		Magar	10
2.	Chikhli	Ranverikalla	10
		Kanbhai	10
3.	Vansda	Limzar	10
		Upsal	10
4.	Gandevi	Devsar	10
		Mendhar	10
5.	Jalalpore	Abrama	10
		Mandir	10
6.	Khergam	Panikhadak	10
		Jamanpada	10
Total			120

Sr. No.	Category	Range
1	Low level of information seeking behaviour	Less than (Mean – Standard deviation)
2	Medium level of information seeking behaviour	In Between (Mean \pm Standard deviation)
3	High level of information seeking behaviour	More than (Mean + Standard deviation)

Table.2 Distribution of FIGs members according to their information seeking behavior

(n=120)

Sr.	Categories of information seeking behaviour	Frequency	Per cent
1.	Lower level	17	14.17
2.	Medium level	101	84.17
3.	Higher level	2	1.67
Total		120	100.00

(Mean= 42.6/ SD= 7.25)

Table.3 Relationship between profile of FIGs members and their information seeking behavior

(n=120)

Sr.	Independent variables	Coefficient of correlation (<i>r</i>)
1.	Age	-0.1850*
2.	Education	0.1986*
3.	Family size	0.0671 ^{NS}
4.	Social Participation	0.1810*
5.	Land holding	0.0573 ^{NS}
6.	Livestock possession	0.2145*
7.	Annual income	0.0145 ^{NS}
8.	Animal husbandry experience	0.6698 ^{NS}
9.	Innovativeness	0.2095*
10.	Risk orientation	0.2043*
11.	Scientific orientation	0.2027*
12.	Economic motivation	0.1125 ^{NS}

(* Significant at 0.05 level, NS Non significant)

Fig.1 Distribution of FIGs members according to their information seeking behaviour

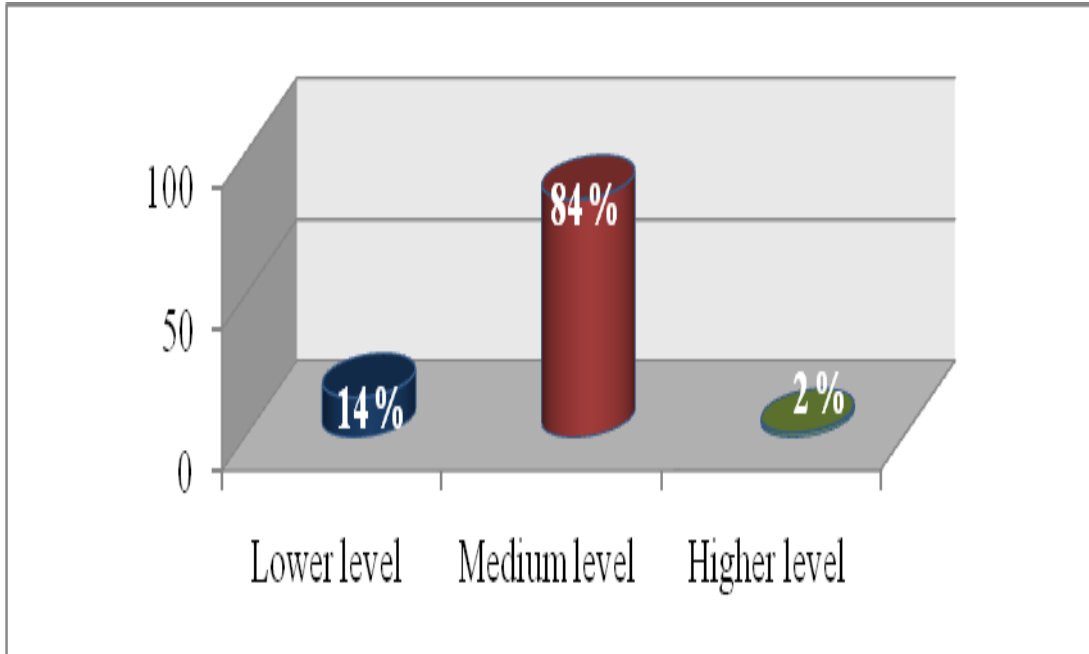


Fig.2 Relationship between independent variables of FIGs members and Their information seeking behavior

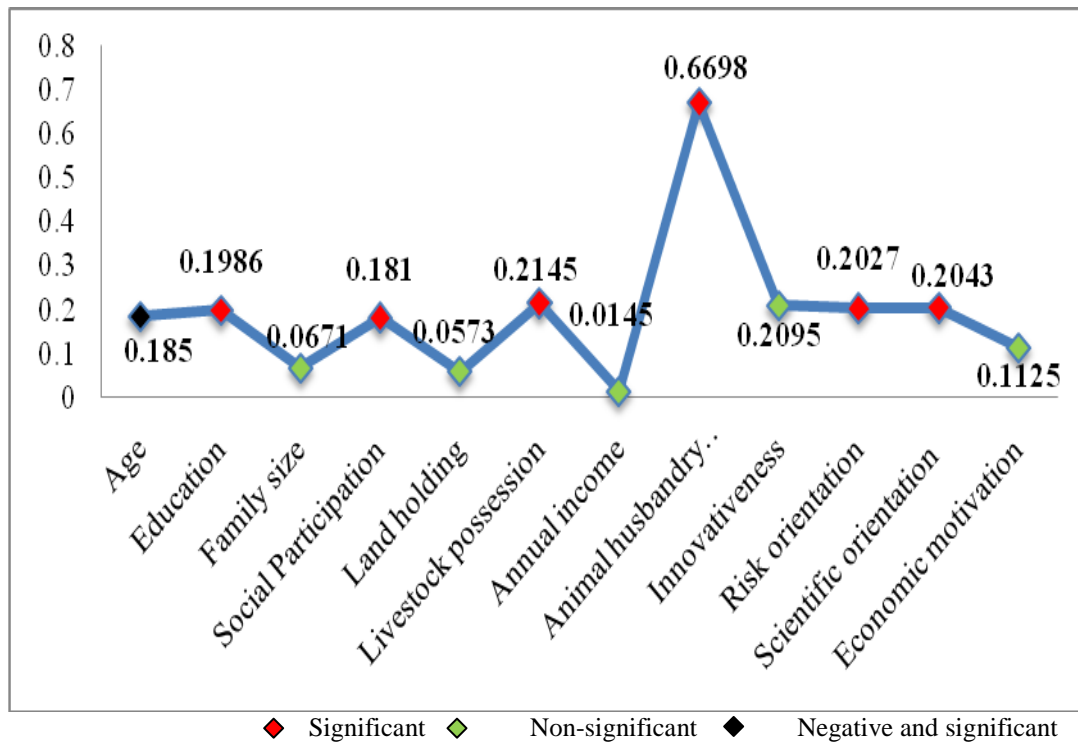
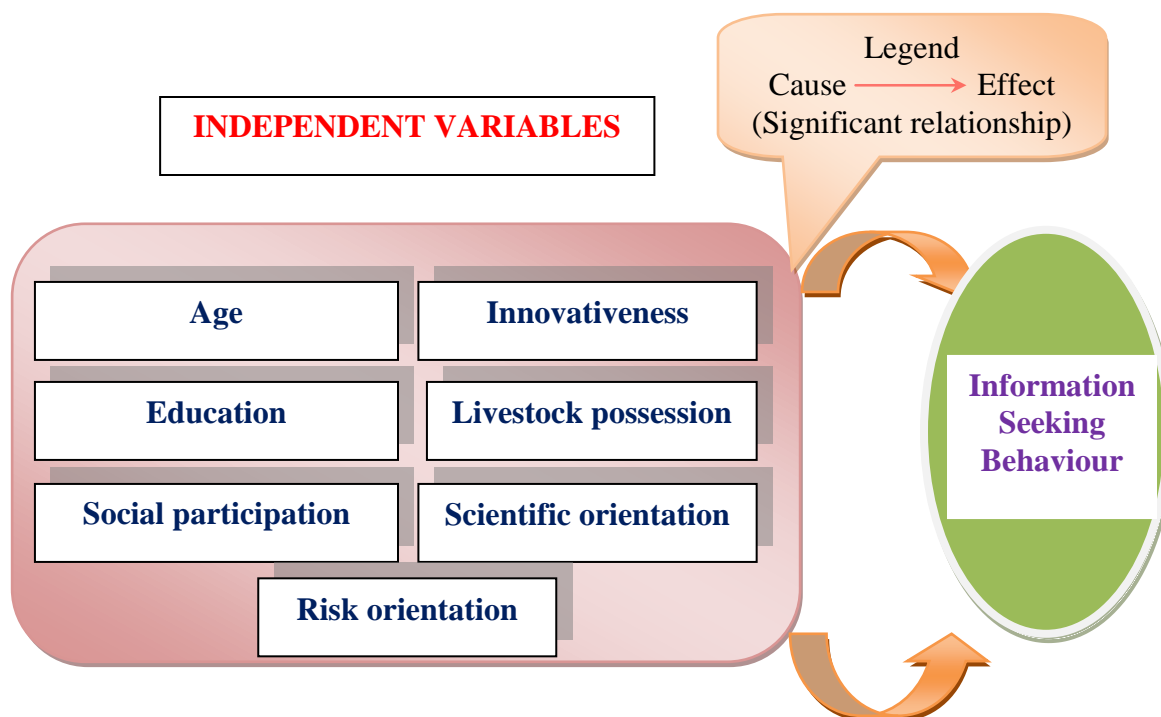


Fig.3 Empirical model depicting relationship between independent variable and Information seeking behaviour



The study revealed that majority of the FIGs members belonged to medium level information seeking behaviour category followed by low and high level. Hence, special consideration is required to information seeking behaviour in FIGs members. Therefore, efforts should be made to increase the level of information seeking behaviour through awareness and training programmes, demonstrations, tours, field visits etc., for socio economic development of the FIGs members. Information seeking behaviour showed non-significant relationship with family size, land holding, annual income, animal husbandry experience, economic motivation and innovativeness of the FIGs members. However, education, social participation, livestock possession, risk orientation and scientific motivation were found positively and significantly related with information seeking behavior of FIGs members. Whereas, age was found negatively

and significantly related with information seeking behavior of FIGs members of animal husbandry enterprise holder.

In conclusion, Information is essential elements of today livestock management and we can't make our agricultural profitable without it. So, based on the study it can be concluded that that majority of the FIGs members belonged to medium level information seeking behaviour category followed by low and high level. Hence, special consideration is required to information seeking behaviour in FIGs members. Therefore, efforts should be made to increase the level of information seeking behaviour through awareness and training programmes, demonstrations, tours, field visits etc., for socio economic development of the FIGs members. Information seeking behaviour showed non-significant relationship with family size, land holding, annual income,

animal husbandry experience, economic motivation and innovativeness of the FIGs members. However, education, social participation, livestock possession, risk orientation and scientific motivation were found positively and significantly related with information seeking behavior of FIGs members. Whereas, age was found negatively and significantly related with information seeking behavior of FIGs members of animal husbandry enterprise holder.

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