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AN ASSESSMENT OF GATHERING INFORMATION BY THE FARMERS OF ASSAM: A SURVEY

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Abstract: *This study intended to determine the channels of communication and media that the farmers are used to impart information with the application of emerging information and communication technologies, Data collected by the farmer's needs of information in a pre tested semi structured questionnaire by using a Google form. This paper highlights the mechanism of gathering information in order to full fill their insistency towards agricultural purposes, however what are the problems have faced that also include here. Also explore the agricultural information literacy of the farmers in all over Assam and providing certain recommendations for the improvement of information literacy of the farmers. The perception of this study is to measure the orientation of information followed by farmers for the advancement of sustainable agricultural growth and socio-economic empowerment of the rural farming community.*

Keyboards: Technology, Mobile, Information, Media, Agriculture, Farmers, Assam.

1. INTRODUCTION

Assam is a beautiful place with the immense potentialities of producing varieties of crops around the whole of India. Here, almost 80 percent people dependent on agriculture. The main occupation of the people of Assam is basically agriculture which contributes consistently for the development of state economy. With this improvement farmers have to go ahead further development. Mobilizing and propagating information is the attainment in the productive system. That's why it is beneficial for the farmers to conceal the inadequacies of knowledge of such basic mechanism. Here most of the farmers are not educated even they are not aware the tools and techniques of modern agriculture system. But gradually the youngsters are attracted to this profession and also self realize on the field of agriculture. Utilizing proper channels of information and practice of new agro innovations and technique could move to further development. So the methods of applying new technique and effective use of resources what the farmers have used to disseminate information is the basic content of this research paper.

2. OBJECTIVES OF THE STUDY

- 1) To investigate the sources of media and information tools used by the farmers in the rural area of Assam.
- 2) To identify the purposes for acquiring information related to agriculture field among the rural community of Farmers of Assam.
- 3) To find out the problems they have faced to cultivate the crops or other issues related on agriculture.

3. LITERATURE REVIEW

Kumar (2020) explored the best practices of information literacy adopted by the farmers with regards to agriculture and investigated whether those knowledge management practices helps to improve advancement of agricultural activity among farmers of Haryana state also what are significant problems they faced in information searching. Oyekanmi G. (2020) analyzed the skill and use of agricultural information literacy applied by farmers relates to agriculture in Osun State, Nigeria. This also highlights challenges of agriculture workers. Also these study focus on extension adult literacy campaign among the rural farmers. Hriom (2017) examined this study to investigate the needs of gathering information habits and identified some factors that affect on lack of awareness of new communication technology among Farmers in rural areas of Uttar pradesh. Adio (2016) carried out this study to investigate the use and determination of agricultural information sources and services available to farmers for improve productivity Also provide some suggestions to agricultural productivity in Kwara state, Nigeria. It was found that there is a need to extend agricultural extension services to all the local government areas through established centers where farmers can obtain required information. Kabir (2014) found out the trend of knowledge upgrading, sharing, updating requirements of farmers also explored the information seeking behavior of the farmers of Tangail district in Bangladesh. He found out that it is necessary to provide the farmers with useful agricultural information for their betterment and it is also need to motivate farmers seeking more information from different sources. Akanda (2012) explored the extent of agricultural information literacy of farmers in the northern region of Bangladesh. He provided a framework for various purposes of agricultural activities, and analyzed different sources and media for access to such information also highlight some problems faced by farmers that results satisfaction level is very low in getting agricultural information. Bachhav (2012) deals with the information needs of the farmer community in rural areas. It is also found that the first preferred sources of the information of the farmers are colleague or fellow farmers following by newspapers and Government office. Meitei (2009) studied with the objective to find out the information needs of the persons engaged in the agricultural activities also highlights the channels of getting information by rural farmers' community in in the rural areas of Manipur also revealed rural farmers' need of variety of

information sustainable for agricultural development and socio-economic empowerment of the rural farming community.

4. METHODOLOGY

This study covered around 197 individual farmers of Assam which are basically from rural community. A pre tested questionnaire is prepared using Google form as a tool of this survey and distribute it through email, Whatsapp and other social networking platform during this pandemic scenario along with informal interview through telephonic and face to face conversation in the neighboring area. The sample of the study is basically experienced farmers from all the districts (total 34 districts) of Assam. Purposive sampling technique has been applied to collect a sample size of 197 samples including the young professional farmers. Data was processed and statistically analyze as a way to highlight the needs, purpose and used media sources by the farmers.

5. DATA ANALYSIS AND INTERPRETATION

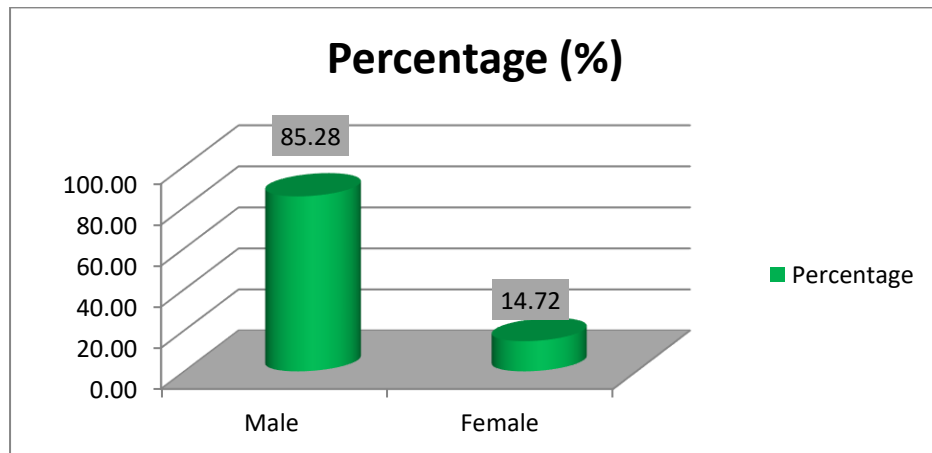
5.1. Gender wise Distribution of Questionnaire

Out of 197 no of respondents 168 responses are received from male and rest 29 responses from female. Table 1 shows percentage of male and female responses where male response is more than the female. (Table 5.1 and Figure 5.1)

Table 5.1: Gender wise Responses of the study

SL No.	Category	Responses	Percentage
I.	Male	168	85.28
II.	Female	29	14.702
	Total	197	100%

Figure 5.1: Gender wise response



5.2. Age wise Distribution of Questionnaire

Table 5.2: Age wise response of the study

SL No	Category	Responses	Percentage
I.	Below 20 years	3	3.05
II.	Between 20 to 25 years	19	26.40
III.	Between 25 to 35 years	10	45.18
IV.	Between 35 to 45 years	10	15.74
V.	Above 45 years	11	9.64

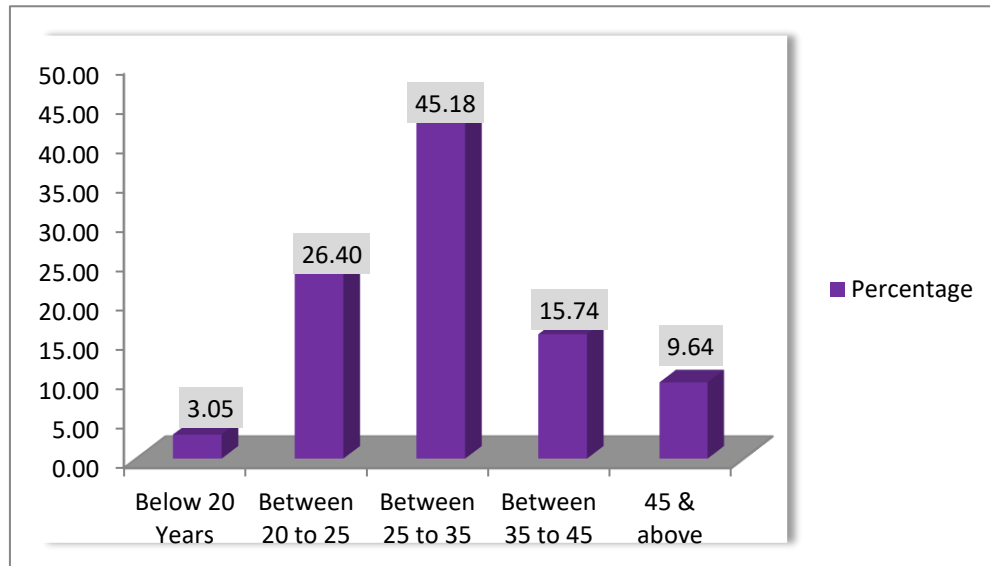


Figure 5.2 Age wise response

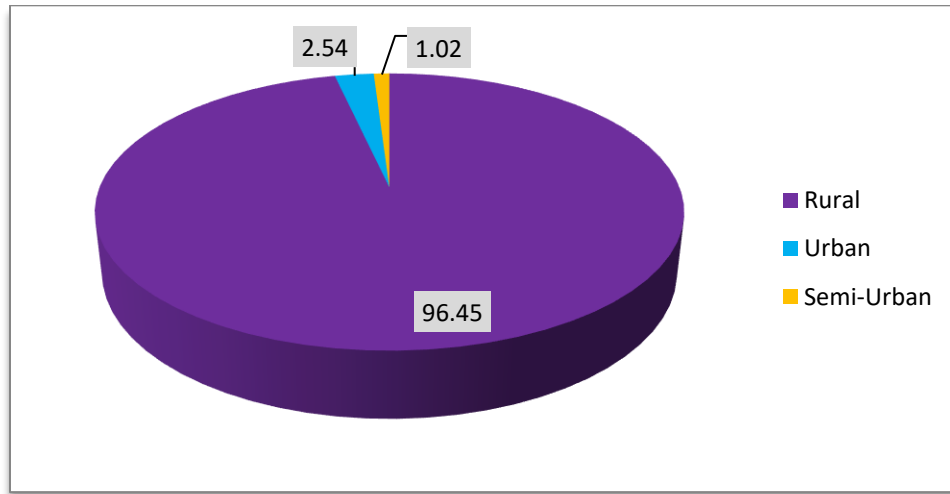
From the table 5.2 the result shows respondents age between 25 to 35 is highest that is (45.18), second highest respondents comes from age group between 20 to 25 (26.40) followed by between 35 to 45 (15.74), between 45 & above (9.64), below 20 years (3.05).

5.3. Place of Residence wise distribution of Questionnaire

Table 5.3 Place of residence responses of the study

SL No.	Category	Responses	Percentage
I.	Rural	69	96.45
II.	Urban	3	2.54
III.	Semi-Urban	2	1.02

Figure 5.3 Place of residence



The above figure represents the areas, where the farmers are belonging from. It can be clearly seen that most of the respondents belong from rural area which is (96.45) followed by urban (2.54), semi-urban (1.02).

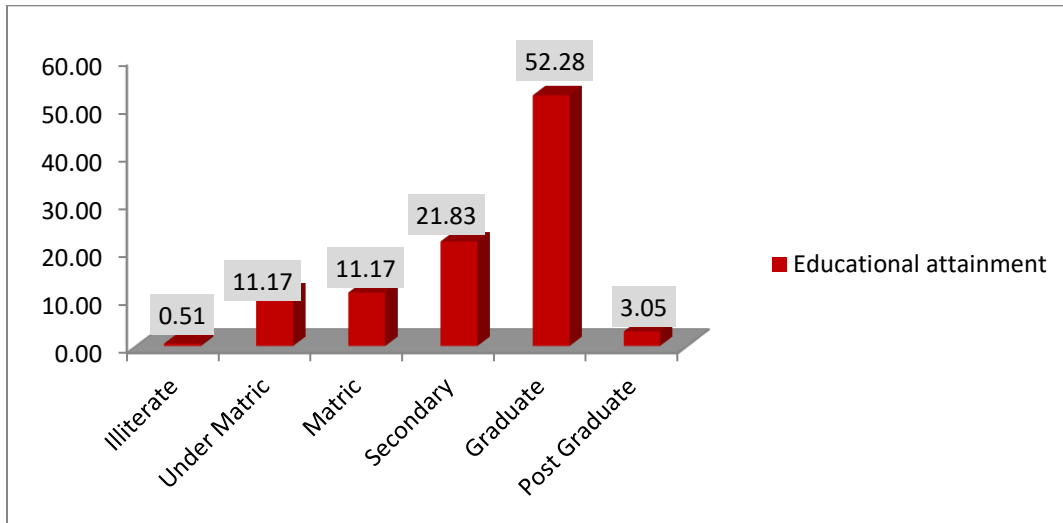
5.4. Educational Qualification wise distribution Questionnaire

Table 5.4 Educational qualification wise responses of the study

SL No.	Category	Responses	Percentage
I.	Illiterate	1	0.51
II.	Undermatric	9	11.17
III.	Matric	9	11.17
IV.	Secondary	12	21.83
V.	Graduate	38	52.28
VI.	Post Graduate	5	3.05

From the table 5.4 the result shows that majority of respondents are graduate (52.28%) followed by secondary, matric & undermatric (11.17% each) and post graduate (3.05%), and the remaining 0.51% were illiterate. Figure 5.4 shows graphical representation of the data.

Fig 5.4: Educational qualification wise response

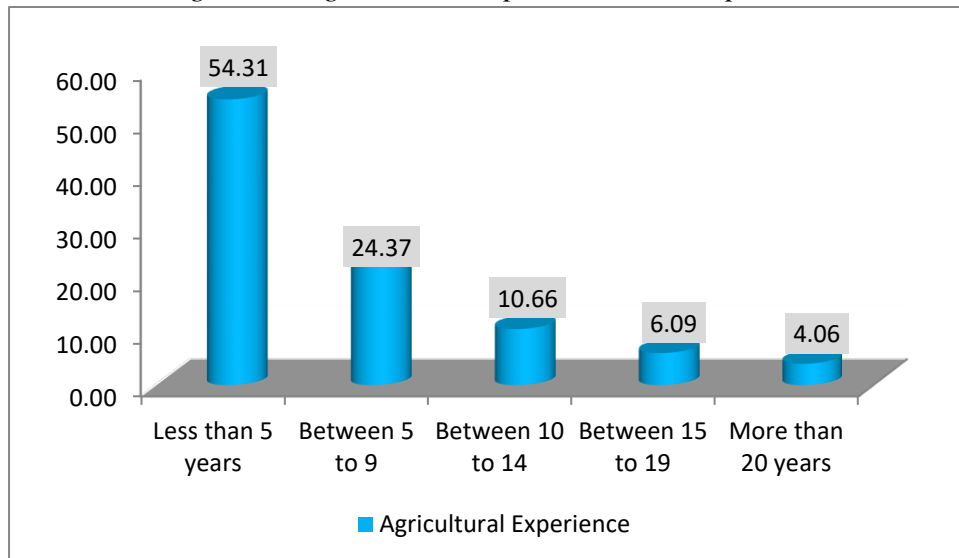


5.5. Agricultural Experience wise distribution of Questionnaire

Table 5.5 Agricultural Experience of the study

SL No.	Category	Responses	Percentage
I.	Less than 5 years	3	54.31
II.	Between 5 to 9 years	19	24.37
III.	Between 10 to 14 years	10	10.66
IV.	Between 15 to 19 years	10	6.09
V.	More than 20 years	11	4.06

Figure 5.5 Agricultural Experience wise responses



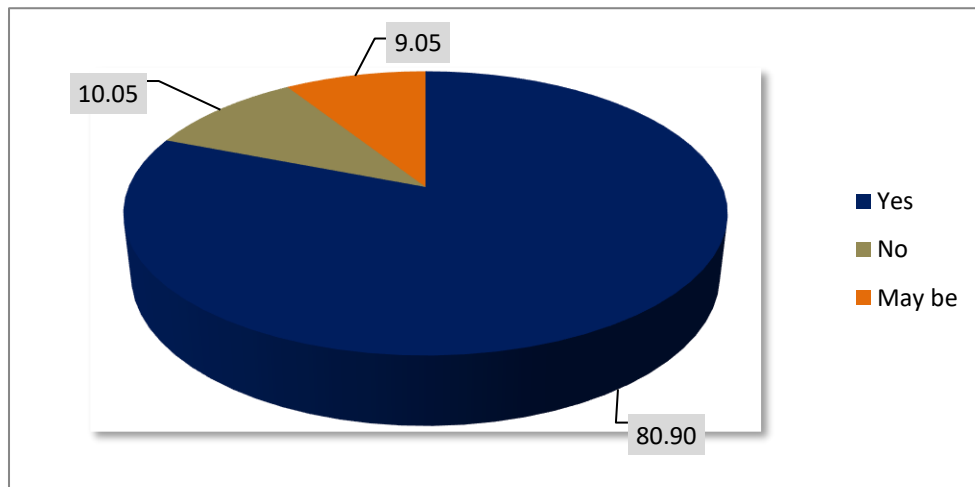
From table 5.5 the result showed as regard to the experiences in agricultural activities (54.31%) respondents reported to have as less than 5 years of experience, while (24.37%) have 5-9 years of experience. (10.66%) respondents are identified as having 10-14 years of experience, (6.09%), and (4.06%) as more than between 15 to 19 years and more than 20 years of experience in agricultural activities respectively.

5.6. Need of Information Regarding Agricultural Improvement

Table 5.6 Need of Information wise responses

SL No.	Need	Responses	Percentage
I.	Yes	161	80.90
II.	No	20	10.05
III.	May be	18	9.05

Figure 5.6 Need of information wise responses



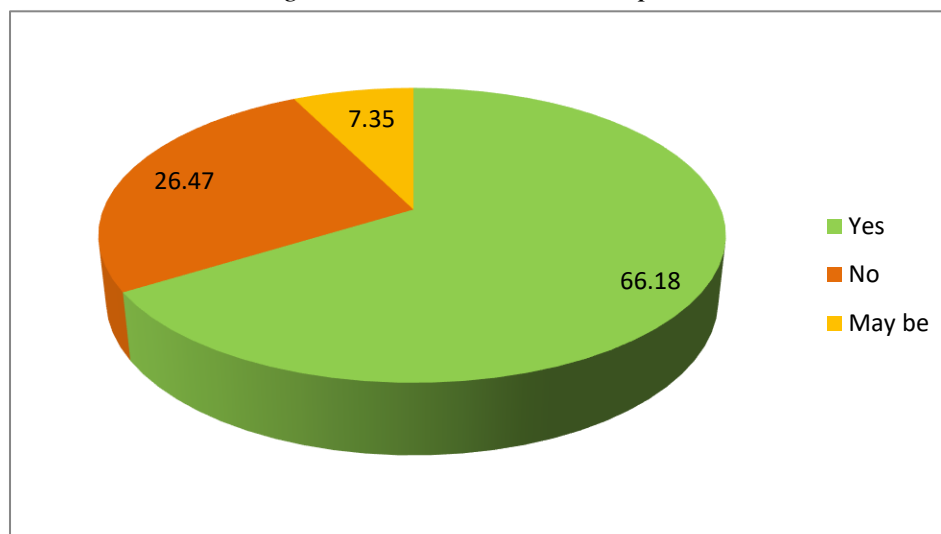
It can be seen from the above table 5.6 and figure 5.6 that (80.90%) people think that need of information regarding agricultural improvement is fairly needed in daily life, (10.05%) people think for not needed and other (9.05%) people not sure about that.

5.7. Followers wise Distribution of Questionnaire

Table 5.7 Followers wise responses of the study

SL No.	Attitude	Responses	Percentage
I.	Yes	135	65.85
II.	No	58	28.29
III.	May be	12	5.85

Figure 5.7 Followers wise responses



It can be seen from table 5.7, the attitude of highest number of followers of agricultural extension centre is (66.18), followed by (26.47) which are not followed (7.35) marked as may be. The figure 5.7 represents the graphical representation of data.

5.8. Basic Need of Information Distribution of Questionnaire

Table 5.8 Basic information need wise responses

SL No.	Basic Need	Responses	Percentage
I.	Agriculture related Information	109	55.33
II.	Educational Information	15	7.61
III.	Health Information	9	4.57
IV.	Food & nutritional Information	11	5.58
V.	Weather Information	2	1.02
VI.	Technological Information	3	1.52
VII.	Market Information	1	0.51
VIII.	Govt. Policies & Plans	2	1.02
IX.	Current and general Information	6	3.05
X.	Any other	3	1.52

Figure 5.8 *Basic information need*

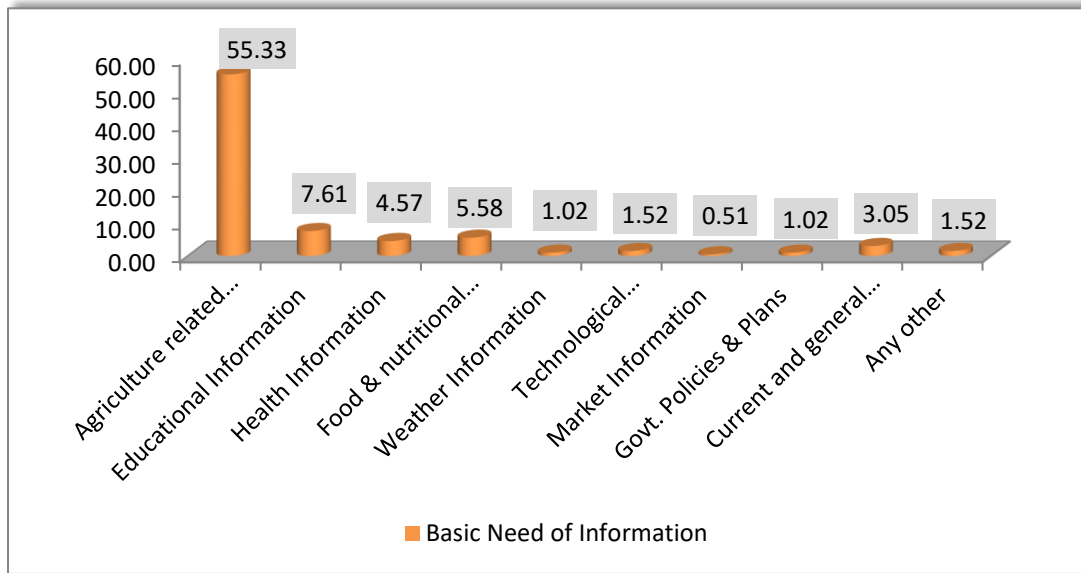


Table 5.8 and figure 5.8 represents the information which it is being needed by framers highest in agriculture related information (55.33%) followed by educational information that is required by (7.61%) farmers. Food & nutritional, Health and Current and general information on any aspect, all are being required by (5.58%), (4.57%), (3.05%) respectively. Weather and Govt. policies & plans both are (1.02%). Technological & other information both are (1.52%) and market information (0.51%) which was found the least information needed elements among the farmers.

5.9. Specific Guidance Related to Agriculture wise Distributed Questionnaire

Table 5.9 *Specific Guidance Related to Agriculture wise responses*

SL No.	Specific Guidance	Regularly (%)	Occasionally (%)	Often (%)	Never (%)
I.	Modern cultivation system	82.74 (163)	12.18 (24)	3.55 (7)	-
II.	Modern agricultural mechanization	23.35 (46)	74.11 (146)	1.02 (2)	1.02 (2)
III.	Seeds and planting materials	62.94 (124)	58.88 (62)	3.55 (7)	1.02 (2)
IV.	Organic Fertilizers and Manure management	35.03 (69)	58.88 (116)	4.06 (8)	1.01 (2)
V.	Cropping systems	49.24 (97)	42.13 (83)	4.06 (8)	1.01 (2)
VI.	Post harvest techniques	38.07 (75)	56.85 (112)	1.02 (2)	1.01 (2)

VII.	Soil and water management	50.76 (100)	43.65 (86)	3.05 (6)	1.01 (2)
VIII.	Waste Management	43.65 (86)	52.28 (103)	2.54 (5)	1.01 (2)
IX.	Market information	48.22 (95)	48.22 (95)	2.03 (4)	1.01 (2)
X.	Weeding and thinning	36.04 (71)	55.84 (110)	3.55 (7)	-
XI.	Storage of grains	54.82 (108)	42.13 (83)	2.03 (4)	-
XII.	Weather information	48.22 (95)	47.21 (93)	3.05 (6)	-
XIII.	Government schemes on Agriculture	54.82 (108)	39.59 (78)	0.00 (0)	-
XIV.	Diseases and pest management	50.76 (100)	45.18 (89)	2.54 (5)	-
XV.	Soil and water conservation	46.19 (91)	49.75 (98)	3.55 (7)	-
XVI.	New arrival & subsidize to crop product	45.69 (90)	46.70 (92)	6.60 (13)	-

Figure 5.9 Specific Guidance Related to Agriculture wise

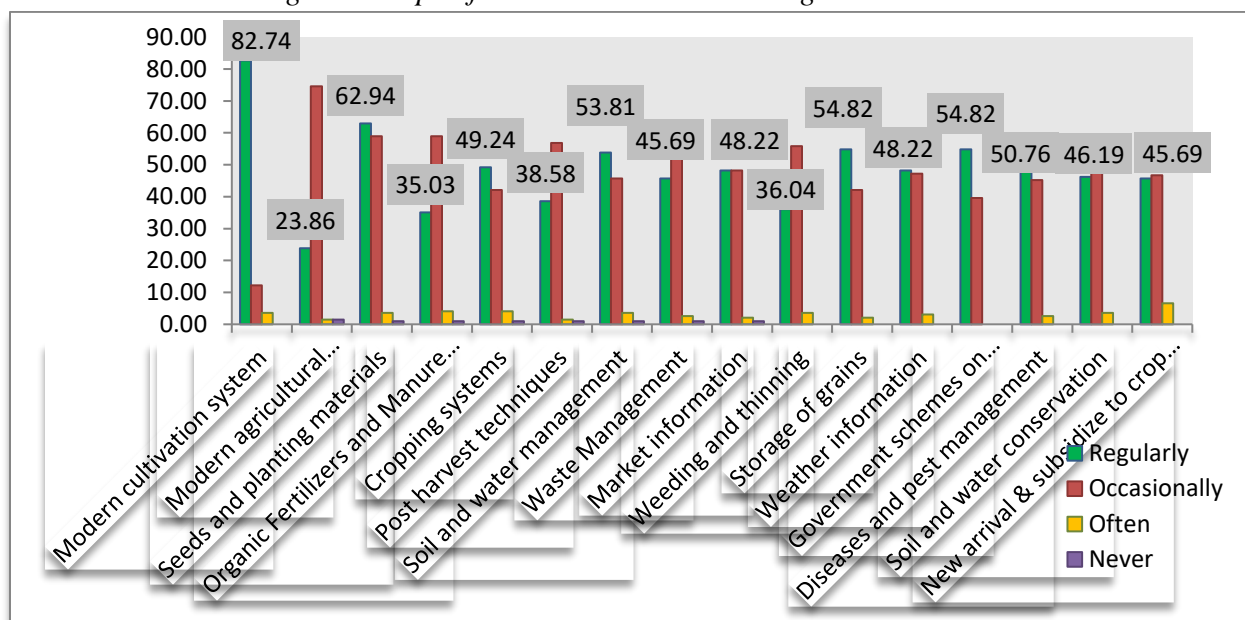


Table 5.9 shows response against the specific guidance related to agriculture field by farmers is being majority in agriculture cultivation system (82.74%) which they require it regularly, followed by seeds and planting material (62.94%), storage of grains (54.82%), soil water management (53.81%) and disease and pest management (50.76%). Respondents require less

information in regular basis in cropping system (49.24%), followed by weather information (48.22%), market information (48.22%), waste management & new arrival subsidize crop products both are (45.69%), soil and water conservation (46.19%). On the other hand, a good number of respondents agreed that they seek information regularly on post harvest technique (38.58%), organic fertilizer and manure management (35.03%), modern cultivation system (23.86%), weeding and thinning (36.04%).

5.10. Purpose wise Distribution of Questionnaire

Table 5.10 Purpose for collecting Agricultural information wise responses of the study

SL No	Purpose	Significant (%)	Highly Significant (%)	Moderately Significant (%)	Significant to some extent (%)	Not Significant (%)
I.	For advancement of primary production of agriculture	83.76 (165)	7.61 (15)	-	0.51 (1)	2.54 (5)
II.	To produce quality product and product planning	17.26 (34)	70.05 (138)	2.53 (5)	2.53 (5)	1.02 (2)
III.	To develop community education	58.88 (116)	24.87 (49)	7.11 (14)	7.11 (3)	3.05 (6)
IV.	To achieve sustainable agriculture	13.20 (26)	67.51 (133)	1.02 (2)	1.02 (5)	2.53 (5)
V.	To achieve self-improvement	56.85 (112)	35.03 (69)	0.50 (1)	0.50 (7)	3.55 (4)
VI.	For marketing agricultural products	27.41 (54)	54.31 (107)	7.11 (14)	7.11 (5)	1.52 (4)
VII.	To control insect/pest	48.73 (96)	38.58 (76)	7.61 (15)	7.61 (8)	2.30 (6)
VIII.	To absorb the climate change for crop production	33.50 (66)	49.24 (97)	10.66 (21)	10.66 (1)	2.53 (6)

Figure 5.10: Purpose for collecting Agricultural information responses

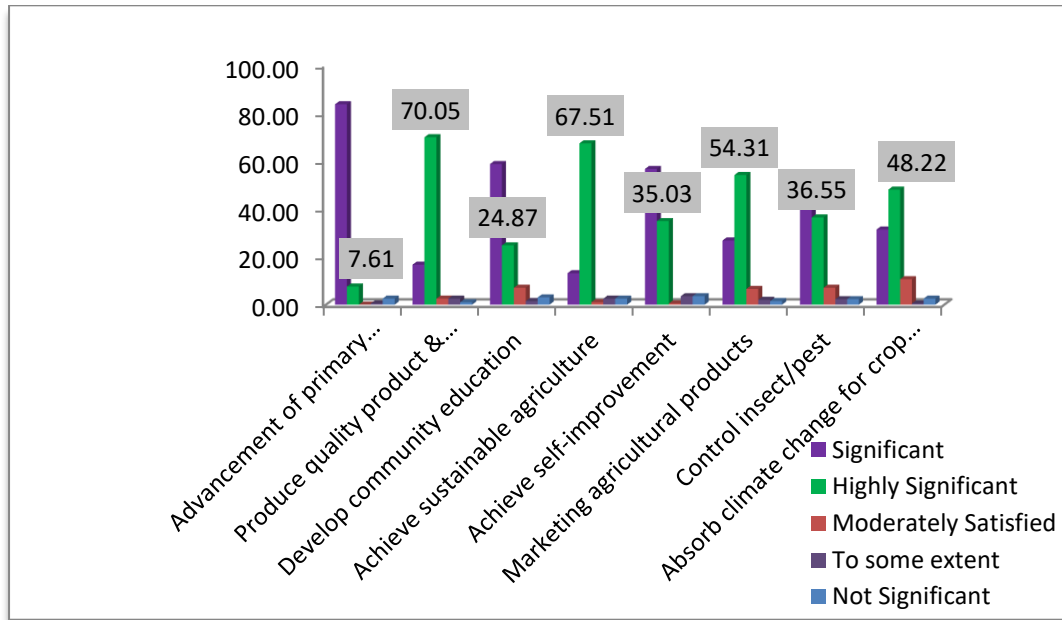


Table 5.10 reveals the highly significant purpose of gathering information is to produce quality product and product planning (70.05%) followed by achieving sustainable agriculture (67.51%), marketing agricultural product (54.31%). Whereas, control insect pest (36.55%), achieve self improvement (35.03%), develop community education (24.87%), advancement of primary production of agriculture (7.61%). were considered as least high significant. Figure 5.10 graphically represent this data.

5.11. Dissemination of Information by Using Media and Sources wise study

Table 5.11 Media and sources uses wise responses

SL No.	Tools	Regularly (%)	Sometimes (%)	Often (%)	Rarely (%)	Never (%)
I.	Government Officials	80.71 (159)	14.72 (29)	2.03 (4)	0.50 (1)	2.03 (4)
II.	Newspapers	35.53 (70)	61.93 (122)	1.52 (3)	0.50 (1)	0.50 (1)
III.	Agricultural Magazine	77.16 (152)	1.42 (28)	7.61 (15)	-	1.02 (2)
IV.	Television	37.56 (74)	56.35 (111)	5.58 (11)	0.50 (1)	-
V.	Radio	71.57 (141)	20.30 (40)	5.58 (11)	2.03 (4)	0.50 (1)
VI.	Internet	55.33 (109)	43.15 (85)	0.51 (1)	0.50 (1)	0.50 (1)

VII.	Social Networks and websites	63.45 (125)	29.95 (59)	4.06 (8)	0.50 (1)	0.50 (1)
VIII.	Podcast	47.21 (93)	42.13 (83)	3.05 (6)	2.53 (5)	5.07 (10)
IX.	Online forums	41.62 (82)	47.21 (91)	3.55 (7)	3.04 (6)	4.56 (9)
X.	Email/SMS alert service	52.28 (103)	52.28 (103)	5.08 (10)	1.01 (2)	4.06 (6)
XI.	Extension personnel- Bank and NGO	51.27 (101)	51.27 (101)	4.06 (8)	1.01 (2)	4.56 (9)
XII.	Professional Colleagues /Model farmers	50.76 (100)	50.76 (79)	4.06 (8)	1.50 (3)	3.55 (7)
XIII.	Books	52.28 (103)	40.61 (80)	3.04 (6)	1.01 (2)	3.05 (6)
XIV.	Leaflet /Brochure/ Poster	35.03 (67)	55.33 (109)	5.07 (10)	1.01 (2)	4.56 (9)
XV.	Agricultural Workshop/Semi nars/Exhibition	46.70 (92)	44.16 (87)	4.57 (9)	2.03 (4)	2.53 (5)
XVI.	Mobile Phones	42.13 (83)	52.28 (103)	4.06 (8)	0.50 (1)	1.01 (2)
XVII.	Communication specialist/Public relations practitioner	59.39 (117)	31.47 (62)	3.55 (7)	2.53 (5)	3.05 (6)
XVIII.	Sales representative	45.18 (89)	46.70 (92)	2.54 (5)	2.03 (4)	3.55(7)
XIX.	Farm broadcasting	59.39 (117)	30.96 (61)	4.06 (8)	2.03 (4)	3.55 (7)

Figure 5.11 Media and sources uses wise

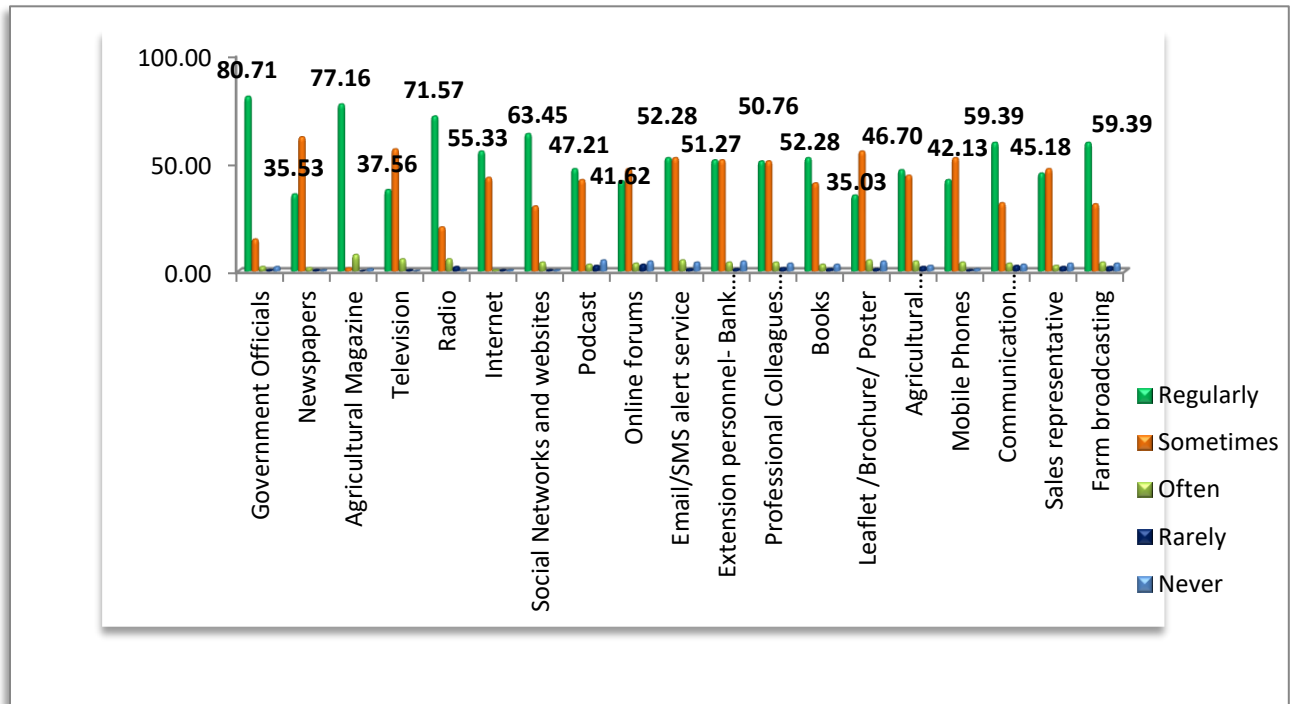


Table 5.11 shows different media and tools which are used by farmers for getting agricultural information were on regular basis is government officials (80.71%), second highest is agricultural magazine(77.16%) followed by radio (71.57%), social networking site(63.45%). The farmer uses farm broadcasting (59.39%), Internet (55.33%), books & Email/SMS alert service both are (52.28%), extension personnel services (51.27%), Professional Colleagues /Model farmers (50.76%), podcast (47.21%), online forums (41.62%), Sales representative (45.18 %), mobile (42.13%) etc. On the other hand newspaper (35.53 %), television (37.56%), leaflet/brochure/Poster (35.03%), as a means of gather by it is depend on sometimes and get information. Figure 5.11 represents the graphical representation of data.

5.12. Places that Mostly Access wise Responses study

Table 5.12 Mostly access wise responses

SL No.	Places	Rarely (%)	Sometimes (%)	Often (%)	Never (%)
I.	Home	84.26 (166)	7.61 (15)	5.58 (11)	0.51 (1)
II.	Govt. Agricultural information center	9.64 (19)	8.12 (16)	75.63 (149)	0.50 (1)
III.	NGO/Private information center	58.88 (166)	6.09 (12)	24.37 (48)	3.55 (7)

IV.	Community Information Center	25.38 (50)	7.61 (15)	55.84 (110)	4.06 (8)
V.	Library	54.31 (107)	4.57 (9)	28.43 (56)	6.60 (13)

Figure 5.12 Mostly access wise responses

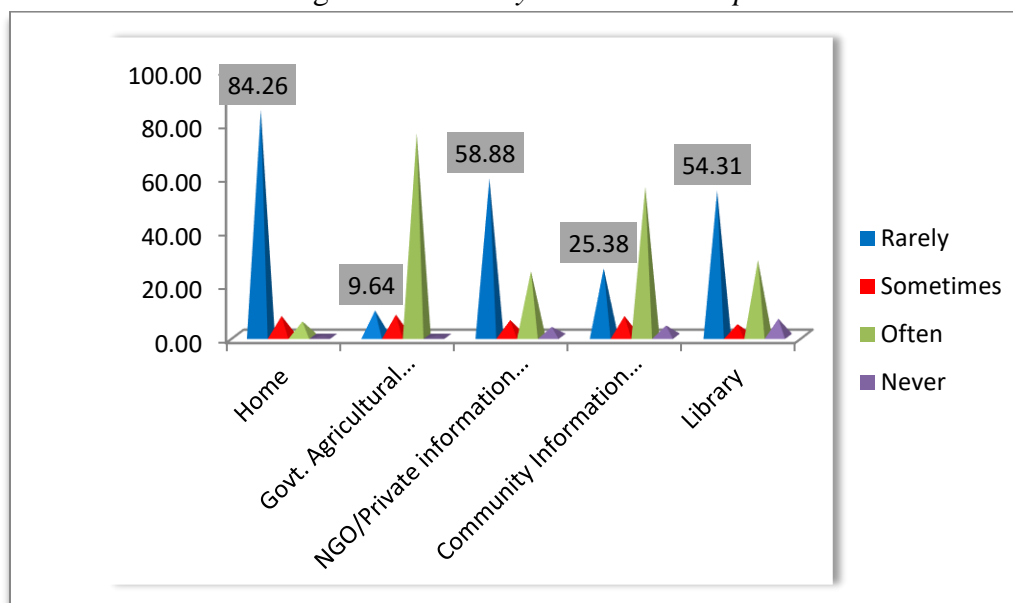


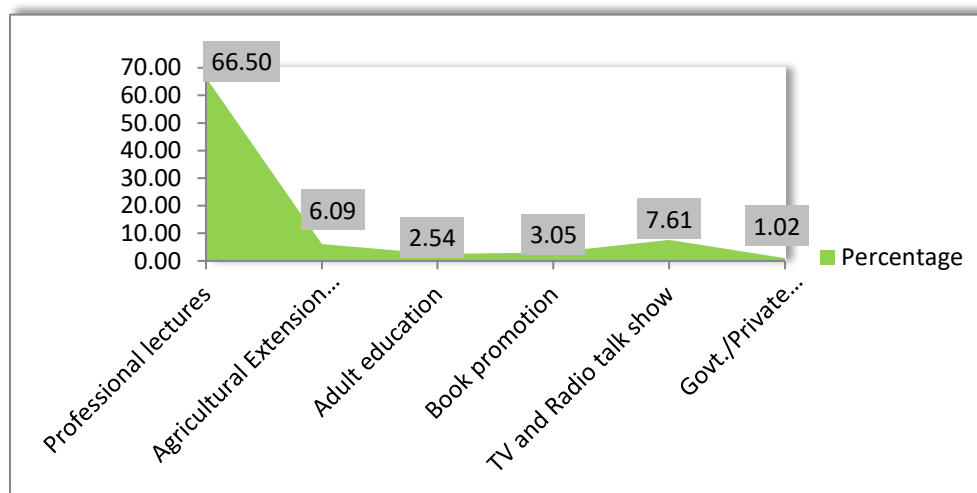
Table 5.12 & Figure 5.12 shows results against the mostly access places of information access by the farmers. The majority of farmers often use Government information centre (75.63%). maximum from home (84.26%) as rarely used by the farmers followed by library (54.31%). NGO information centre (58.88%), community information centre (25.38%).

5.13. Participation to Any Literary Program wise Responses

Table 5.13 Literary Program participation wise study

SL No.	Programs	Responses	Percentage
I.	Professional lectures	130	65.99
II.	Agricultural Extension Program/ Workshop/Seminars/Conferences	12	6.09
III.	Adult education	3	1.52
IV.	Book promotion	5	2.54
V.	TV and Radio talk show	15	7.61
VI.	Govt./Private Organization promotion for agriculture	2	1.02

Figure 5.13 *Literacy Program participation wise*



The farmers' participation in different literacy programs are shown in Table 5.13. The findings indicate that a large percentage of the respondent farmers (66.50%) had the highest participation on professional lectures. (7.61%) farmers enjoy TV and radio talk show to become agricultural information knowledgeable persons. Other programs such as agricultural extension program/ Workshop/Seminars/Conferences (6.09%), book promotion (3.05%) and adult education (2.54%), were followed as a means of creating literacy by a small number of the farmers. It is also evident that Govt. /Private Organization promotion for agriculture (1.02%) least in participation which are graphically presented in Figure 5.13.

5.14.Information Literacy Skills wise Responses

Table 5.14 *Information Literacy Skills wise study*

SL No.	Skill	Sufficient (%)	Highly Sufficient (%)	Insufficient (%)	Moderately sufficient (%)	To some extent (%)
I.	Using mobile to communicate	81.73 (160)	12.18 (24)	4.06 (8)	1.52 (3)	-
II.	Using internet	25.38 (50)	61.93 (122)	10.66 (21)	0.51 (1)	61.93 (122)
III.	Evaluating and using information properly	65.99 (130)	20.81 (41)	10.65 (21)	2.03 (4)	-
IV.	Retrieving information from online	27.92 (55)	59.90 (118)	10.65 (21)	-	-

V.	Extracting, recording, and managing information	56.35 (111)	29.44 (58)	11.17 (22)	1.52 (3)	-
VI.	Using computer, multimedia & TV equipment	43.65 (86)	48.73 (96)	6.60 (13)	-	-

Figure 5.14 Information Literacy Skills wise

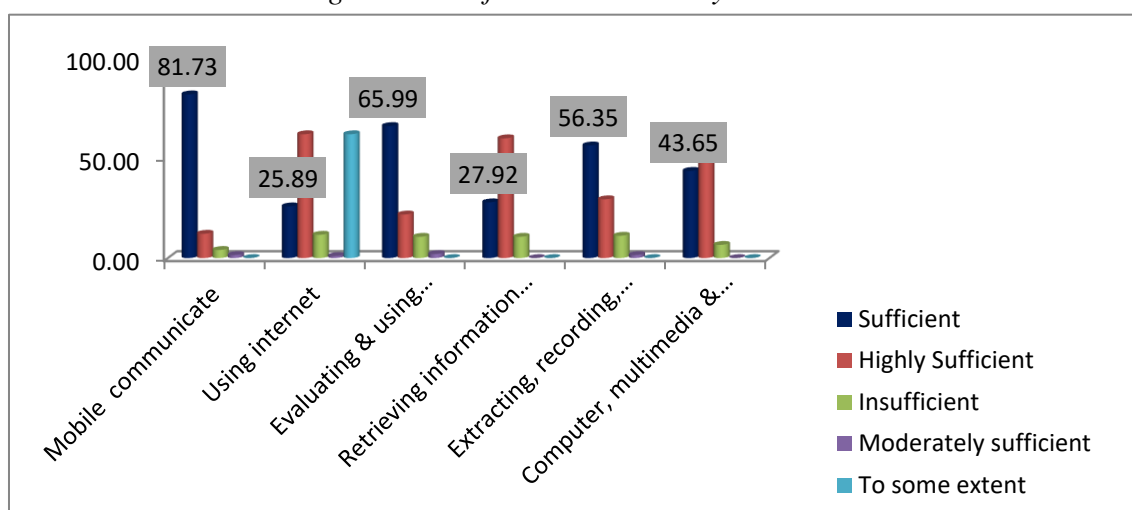


Table 5.14 represents their information literacy skills which are presented in figure 5.14 also. The results clearly indicate that a large percentage of the respondents (81.22%) had the sufficient skill on using mobile communication, followed by evaluating and using information and extracting, recording, and managing information (65.99%) and (56.35%) respectively. On the other hand using internet (61.93%) had highest sufficient skill followed by using computer, multimedia and TV equipment as 43.65% respondent agreed.

5.15. Agricultural Modern Technique Wise Responses

Table 5.15 Agricultural modern technique wise study

S L N o.	Technique	Satisfy (%)	Moderately Satisfy (%)	Highly Satisfy (%)	To some extent (%)	Not Satisfy (%)	Neutral (%)
I.	Introducing hybrid seeds	76.65 (151)	8.63 (17)	9.64 (19)	0.51 (1)	-	4.57 (9)
II.	Modern agricultural equipment/ Agricultural mechanization	15.74 (31)	69.04 (136)	7.61 (15)	3.05 (6)	1.52 (3)	3.05 (6)

III.	New methods for grain storage	66.50 (131)	22.84 (45)	9.14 (18)	1.52 (3)	2.54 (5)	2.53 (7)
IV.	implementation of crop health insurance	43.65 (51)	56.85 (112)	8.12 (16)	-	1.01 (2)	4.57 (9)
V.	President farming technique	43.65 (86)	36.55 (72)	14.21 (28)	1.52 (3)	-	-
VI.	Use effective pesticides	30.96 (61)	54.82 (108)	6.09 (12)	2.03 (4)	1.02 (2)	5.07 (10)
VII.	Use of spraying machines and portable trailer	43.65 (86)	42.13 (83)	8.12 (16)	0.50 (1)	2.53 (3)	4.06 (8)
VIII.	Use of gloves when dealing with DDT	35.03 (69)	58.88 (116)	4.06 (8)	3.05 (6)	0.50 (1)	5.07 (10)
IX.	Use motorized pump for irrigation	42.64 (84)	37.06 (73)	12.69 (25)	4.06 (8)	0.50 (1)	3.05 (6)
X.	Mechanized land preparation	35.03 (69)	50.76 (100)	10.66 (21)	3.05 (6)	0.50 (1)	6.59 (13)
XI.	Use of Innovative technology	28.93 (57)	54.31 (107)	8.12 (16)	5.07 (10)	0.50 (1)	3.05 (6)
XII.	Usage of GIS/GPS/RS techniques	28.93(5 7)	47.21 (93)	4.57 (9)	2.03 (4)	1.01 (2)	3.05 (6)
XIII.	implementation of organic farming in modern agriculture	42.13 (83)	47.72 (94)	3.05 (6)	3.05 (6)	1.01 (2)	3.05 (6)
XIV.	Better crop rotation practices	41.62 (82)	45.18 (89)	6.60 (13)	2.53 (7)	-	3.05 (6)
XV.	Use of Synthetic Fertilizers	33.50 (66)	31.98 (95)	14.21 (26)	2.03 (4)	-	3.05 (6)
XVI.	Application of Genetic Manipulation	48.22 (95)	31.98 (63)	14.21 (28)	2.54 (5)	-	3.05 (6)
XVII.	Usage of mobile application apps	36.55 (72)	51.27 (101)	6.09 (12)	1.52 (3)	1.52 (3)	3.05 (6)

Figure 5.15 Agricultural modern technique wise

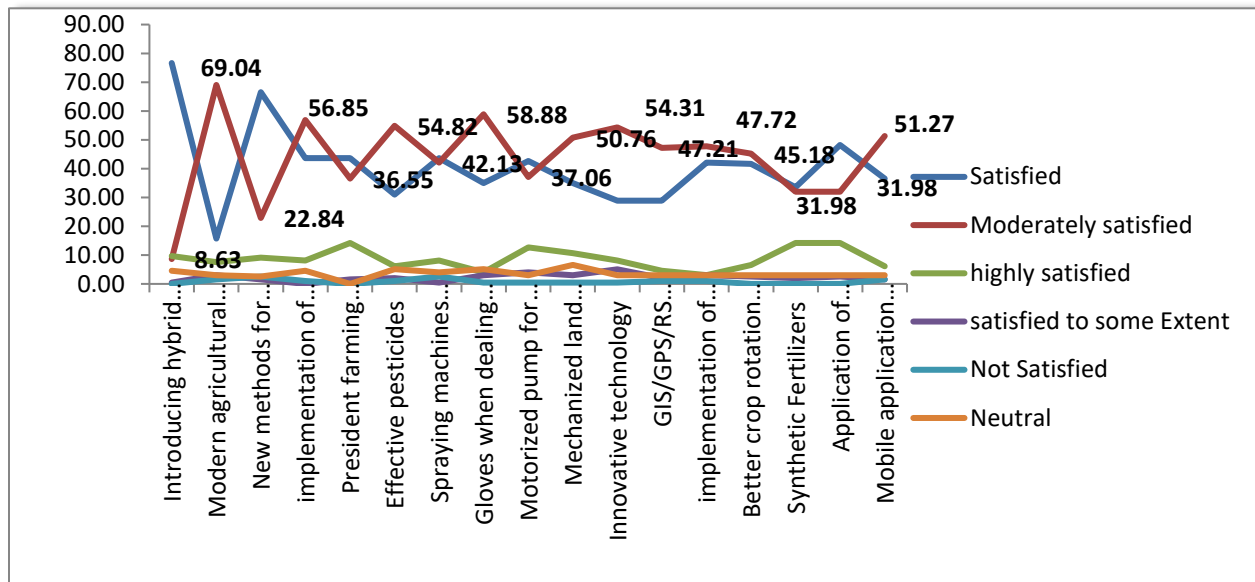


Table 9 shows the modern agricultural technique which are effectively used by farmers. The most significant percentage (76.65%) agree with satisfy attitude for introducing improved hybrid seeds for cultivation. The findings also indicate that modern agricultural mechanization (69.04) is moderately satisfy by the farmers followed by use of gloves when dealing with DDT (58.88%), implementation of crop health insurance (56.85%), use effective pesticides (54.82%), use of Innovative technology (54.31%), usage of GIS/GPS/RS techniques (51.27%), mechanized land preparation(50.76%). Moreover uses of motorized pump for irrigation (4.06%) satisfy with some extent and only a few of the farmers (2.53%) are capable of new methods for grain storage in agriculture.

5.16. Problem faced by farmers relate to agriculture wise study

Table 5.16 Problem faced by farmers wise

SL No.	Problem	Significant (%)	Moderately Significant (%)	Less Significant (%)	Neutral (%)
I.	Lack of insufficient storage facility	79.70 (157)	11.17 (22)	4.06 (8)	2.03 (4)
II.	Lack of personal interest and special knowledge	21.32 (42)	70.05 (138)	3.05 (6)	3.55 (7)
III.	Inadequate transport facility	79.19 (156)	10.15 (20)	3.04 (6)	5.58 (11)
IV.	Inadequate contact to extension agent	40.10 (79)	50.25 (99)	2.03 (4)	3.04 (6)

V.	High rate of illiteracy	70.56 (139)	22.34 (44)	1.02 (2)	1.52 (3)
VI.	Low level of income	61.42 (121)	32.49 (64)	1.01 (2)	3.55 (7)
VII.	Inadequate price of MSP (Minimum Support Price)	58.38 (115)	36.04 (71)	1.52 (3)	1.01 (2)
VIII.	Lack of information of soil testing/water testing data	69.04 (136)	24.37 (48)	2.03 (4)	1.52 (3)
IX.	Lack of rural electrification	56.85 (112)	37.56 (74)	1.52 (3)	3.04 (6)
X.	Agricultural information on radio and TV is always	65.99 (130)	25.89 (51)	3.04 (6)	2.53 (5)
XI.	Inaccessibility to rural areas by the NGOs	60.91 (120)	29.95 (59)	4.57 (9)	1.52 (3)
XII.	Ignorance of government responsibility	53.30 (105)	39.59 (78)	2.54 (5)	3.04 (6)
XIII.	Inadequate subsidy or support price from government	62.94 (124)	28.93 (57)	3.55 (7)	1.52 (3)
XIV.	Inadequate market information	60.91 (120)	32.49 (64)	1.02 (2)	3.04 (6)
XV.	inaccessibility of weather forecasting information	62.94 (124)	30.96 (61)	1.52 (3)	1.52 (3)
XVI.	Gap between Research center/Institution/University and Farmers for real based agricultural information	57.87 (114)	35.53 (70)	2.03 (4)	1.01 (2)

Figure 5.16 Problem faced by farmers

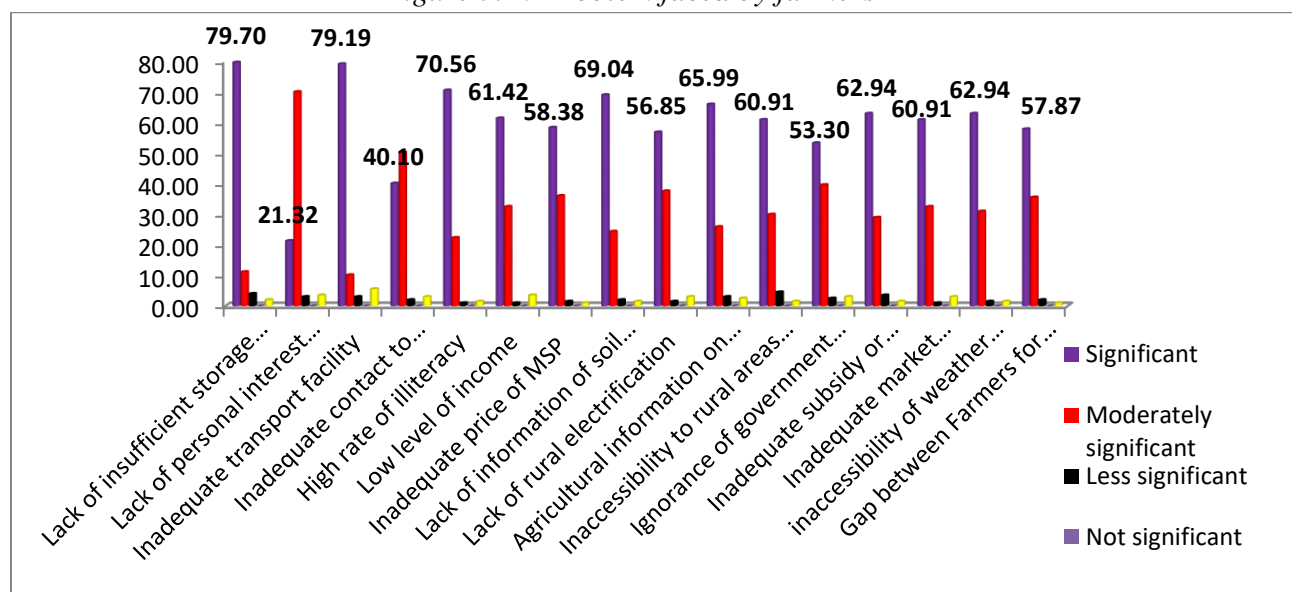


Table 5.16 shows response against problems faced by the farmers. The most common problem faced by farmers is lack of insufficient storage facility (79.70%) followed by high rate of illiteracy (70.56%), inadequate transport facility (79.19%), lack of information of soil testing (69.04%), agricultural information on radio and TV is always (65.99%), inaccessibility of weather forecasting information & Inadequate support price from government (62.94%), inadequate market information & inaccessibility to the rural areas by the NGOs (60.91%). On the other hand lack of personal interest and special knowledge (70.05%) is moderately significant, low level of income (1.01%) is identified as less significant problems.

6. FINDINGS OF THE STUDY

The present study “AN ASSESSMENT OF GATHERING INFORMATION BY THE FARMERS OF ASSAM: A SURVEY” is carried out to find the need of information, identify different media tools and sources of techniques used to develop agricultural activity, to find out the problems faced by the farmers, find out the awareness of different aspects of advanced agricultural technology etc. After carried out the data analyses following findings are highlighted.

- **(80.90%) respondents farmers agree to need information for agricultural improvement oppositely (10.05%) don't need information for improvement.**
- **(65.85%) respondents were follow Agriculture Extension Centre like KVK (Krishi Vigyan Kendra instead of least (28.29%) respondents were not follow any KVK.**
- **The most primary area that farmers take interest in gathering and collecting knowledge**
Farmers most used area of collecting information to fulfill their basic need is agriculture related information (55.33%), followed by education (7.61%) and food & nutritional information (5.58%).
- **Government official is the most regularly used sources by gathering and disseminating information among themselves.**
Most used source is Government official (80.71) followed by agriculture magazine (77.16), radio (71.57) and social networks and websites (63.45). The fig. 5.11 graphically shows the rate of respondents on different methods.
- **In this present advance environment, lack of sufficient storage facility is the main problem faced by farmers**
The most common problem faced by the respondents is lack of sufficient storage facility (79.70%) followed by high rate of illiteracy (70.56%), inadequate transport facility (79.19%), lack of information of soil/water testing data (69.04%).

➤ **Best applied agricultural technique, introducing hybrid seeds which satisfy most by the farmers**

Most satisfy technique is introducing hybrid seeds (76.65%) followed by new methods for grain storage (66.50%), implementation of crop health insurance and President farming technique (43.65%). The fig 5.15 graphically presented the rate of respondents on different methods.

➤ **With the technological advancement, using mobile to communicate literacy skill is highest among the farmers**

Different literacy skill that used by the farmers where using mobile to communicate has received highest response with (81.73%), followed by evaluating and using information properly (65.99%) and using of internet (61.93%).

➤ **For advancement of primary production of agriculture is the most significant purposes , for gathering an collecting information among the farmers**

Most used purposes are for advancement of primary production of agriculture (83.76%), followed by to produce quality product and product planning (70.05%).

➤ **Most relevant guidance, modern cultivation system which regularly need specifically by the farmers by improving their agricultural activity**

The most relevant guidance that the farmers need is modern cultivation system (82.74%), followed by modern agricultural mechanization (74.11%), seeds and planting material (62.94%).

7. SUGGESTIONS

Based on the responses and views of the respondents received against different media tools and sources, their purposes, effectiveness, different problems the farmers have faced following suggestions can be made. Therefore the major suggestions are

- I. The results shows farmers are not aware about different modern agricultural technique and unable to understand and apply it on their farm so Government should take initiative to send professional trainers to send in their village to learn them frequently.
- II. Farmer Education program should be implemented through which they can increase the sustainability of agricultural practices also they get benefited to update their knowledge and aware about some new technique.
- III. Arrange some Central location point nearby their village from where farmers connect with online session for training and also receive and distribute grains.
- IV. Build a personal contact with Agricultural extension agent to disseminate new ideas for doing something new and can improve their effectiveness in a manner of detailed solution.

- V. Go beyond some skill relate to increase productiveness, land access, business development, marketing and financial management.
- VI. Young farmers are likely to grow up on a farm so to arrange on farm training programs that provide opportunities for the individuals to new specific type of farming.
- VII. Government should focus on the construction of road to provide adequate transport facility.
- VIII. Organize some literacy programs like adult literacy, financial literacy which help farmers for acquiring information for developing skill and strengthen the productive system.
- IX. The result shows that most of the farmers are not go to the library. so if they aware about public library and their services as it provide not only printed materials also a lot of non - print and audio visual material or any other nearby agricultural centre if they visit it may be beneficial farmers to understand the means of information.

8. CONCLUSION

Without having disseminated the right information no one become success without a right way. So it is vital to take the support of information. In the agriculture field also it is beneficial for the farmers to grab information and perceive a productive grain from adopting new farming practices. So keeping up with technology we have to bring new growth and development. Providing farmers a new learning platform can change the way they receive information. create new ideas and applying new technique which will be economically endowed to farmers. The present study provides a scenario of farmers of Assam who are extensively involved in agriculture, their adopting technique; methods of collecting and sharing tools & sources also present the role of information literacy in their life. So there is a need to make initiative to literate farmers, create awareness of educating themselves also aware them the services, schemes and different platforms to disseminate information.

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