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September 2021

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Panda, Abinash; Dash, Lipsa Rani; and Panda, Debasmita, "INFORMATION NEEDS AND SEEKING BEHAVIOUR OF AGRICULTURAL COMMUNITY OF ATTABIRA AREA OF BARGARH DISTRICT, ODISHA: A SURVEY" (2021). *Library Philosophy and Practice (e-journal)*. 6090.  
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# **INFORMATION NEEDS AND SEEKING BEHAVIOUR OF AGRICULTURAL COMMUNITY OF ATTABIRA AREA OF BARGARH DISTRICT, ODISHA: A SURVEY**

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## **ABSTRACT**

The study on the information-seeking behavior of the agricultural community was undertaken in the attabira area of bargarh district of Odisha with objectives to study the different areas in which they require information frequently and determine the sources through which they rely on. It was found that most of the people are dependent upon agriculture in the attabira area. They started working at the age of 18. Most of the farmers (85.6%) of farmers opted for pooja seeds for cultivation. The study shows 7.36% of the respondents are facing difficulties in irrigation facilities. About 78.9% of the people are talking about MSP (Minimum support price). About 7.3% of farmers gathered information from social media, TV, Call centers, etc. It is observed that the highest numbers of people are talking from a nationalized bank. The farmers were getting information from various sources like TV media, print media, etc. The library plays a crucial role in the dissemination of knowledge. The farmer knowledge center was established where they could get their query solved. The knowledge centers need to provide the right information at the right time in a personal way. The result reveals that a large number of people of the attabira district are influenced by socio-economic variables.

**KEYWORDS** Information Seeking Behaviour, Agricultural community, Minimum Support Price (MSP), Cultivation

## **INTRODUCTION**

Agriculture is extremely important to the Indian economy. Agriculture supports more than 70% of rural families. Agricultural Production is a key sector of the Indian economy, contributing roughly 17% of GDP and employing over 60% of the population. India's economy is mostly centered on agriculture. According to the 2011 Census of India, 68.85% of India's population lives in rural areas and relies on agriculture and related activities for a living (Govt. of India, 2011). Agriculture education, research, and development cost a lot of money. In India, a considerable portion of the population engages in farming under a variety of conditions. The majority of these farmers are small and marginal, and they lack access to timely and appropriate information, which harms agricultural growth and production. Agriculture-related aspects such as land labor, capital, and managerial competence can benefit from relevant and reliable knowledge. As a result, information delivery from extension, research, education, and other agencies to end-users are critical (Demiryurek, 2010). Farmers benefit from agricultural information because it helps them overcome their lack of knowledge of some basic activities, such as technical, marketing, social, and legal agricultural information (Owolade & Kayode, 2012). Farming is one occupation that relies on a steady stream of data. Most farmers, on the other hand, have a tough time determining when they need in. All agricultural education, research, and extension initiatives are aimed at end-users, i.e., farmers who need to receive accurate agricultural information and put it to use on their farmland. The distribution of scientific and technological information from agricultural research institutes to farmers needs to be prioritized. Before giving accurate information, it is necessary to understand farmers' information demands and behaviors who intend to apply their agricultural expertise in farming. It's quite tough to figure out what information farmers need and how they go about getting it. Farmers are often illiterate and have a limited understanding of the importance of information. It's also tough for them to

explain their information requirements. The farming system is being updated in the current circumstances, and scientific farming practices are being used. In this situation, it's more important than ever to figure out what kind of information farmers require. What information they need and how they require it is an excellent issue for them to consider.

## **AIMS AND OBJECTIVES**

Every research activity has its aims and objectives. Without formulating the objectives and hypothesis, it is needless to proceed in any investigation. Therefore, the present study has been undertaken with the following activities.

- To ascertain the actual and current information needs of the farmer of Attabira areas.
- To identify the different areas in which they require information frequently.
- To determine the sources on which they depend and the communication media they adhere.
- To make conscious among the farmer community about the facility of public library/community Centre and service available.
- To identify the barriers that comes in seeking and obtaining the relevant information.
  
- To Find out the impact of social issues like MSP on the attabira farmers.
- To determine the cultivation idea of farmers of attabira
- To Locate the information need of farmers, which are helpful for them to get grants from the government scheme

## **METHODOLOGY FOLLOWED**

The term Research methodology" refers to a method for solving research problems in an organized manner. It can be thought of as a science that studies how scientific research is

carried out. Not only must the researcher be familiar with research procedures, but also with research methodology. Researchers must understand the assumptions that underpin diverse methodologies.

In order to obtain the data needed for any study, many techniques/methods are used. In general, the questionnaire method, interview method, observation method, case–study method, schedule approach, or a combination of two or more methods can be used to research information users. Because it is the most common and standard technique from which findings and conclusions are generated, the investigator's primary task in social or field research is to collect data pertinent to the inquiry. As a result, some approaches appropriate for the study should be used.

In the present study, the schedule method has been adopted to collect information from the respondents geographically scattered under the Attabira areas of Bargarh Districts. Keeping the well-defined aims and objectives of the present investigation, a well-structured questionnaire has been prepared. The questionnaire has been filled up on behalf of the respondent and interview with the respondents as and when became necessary.

## **LITERATURES REVIEWED**

A crucial element of research work is the review of relevant literature. The literature review is an essential pre-requisite for any research investigation, as it helps the researcher frame the study in true lines of the topic and objectives of the study. In this chapter, an attempt has been made to review all the available literature in this process. The literature reviewed has been organized into few related areas of this study to provide comprehensive conceptualization. The purpose of literature reviews are :

- To identify the gap in the literature.

- To avoid reinventing the wheel( at the very least, this will save time and it can stop you from making the same mistakes as others)
- To carry on from where others have already reached (reviewing the field allows us to build on the platform of existing knowledge and ideas)
- To identify other people working in the same field ( a researcher network is a valuable resource)
- To increase the breadth of knowledge of a subject area.
- To identify seminal works in our area.
- To identify opposing views.
- To put our work into perspective.
- To identify methods that could be relevant to our project.

1. In his article "Information Needs and Information Seeking Behavior of Farmer in Local Community in Odisha: An Analytical Study," **Dr. Rabindra K. Mahapatra** stated that both the federal and state governments should devise ways to convey information to farmers. Although India's many extension practices, they should understand why farmers aren't getting information and where information gaps exist. In his publications, he also stated that farmers are unsure of their information needs because they do not know what they require to optimize their farming operations.

2. **KhondokarHumayunKabir, Debashis Roy, AsaduzzamanSarker, and Subroto Kumar Kuri**, in their article “ Information Seeking Behavior of the Farmers to Ensure Sustainable Agriculture,” mentioned the information related to crop protection, marketing and climate is prime to the farmers. Among 14 selected information sources, pesticide dealers, seed dealers, and mass media are used more by farmers. They also mentioned that farmers were interested in new knowledge (63%), and 55% of the respondents collect information personally from various

sources, sometimes from their neighbors or friends (53%). It was found that in the collected data, in the case of knowledge upgrading, 53.8% of the respondents perceived it as completely effective, while in the case of understanding (51.2%) and the case of application (43.8%) is completely effective, respectively. So it is necessary to provide the farmer with useful agricultural information for their betterment. It also needs to motivate farmers to seek more information from different sources.

3. **MuhamudAsifNaveed and Mumtaz. A. Anwar** conducted a study, i.e., “Agricultural information needs of Pakistani farmers,” in 2013 to identify the information needs of 84 Pakistani farmers. They used face-to-face structured interviews of men between 25 and 65 years actively participating in farming. Their information needs were centered on: soil preparation, seeds, taking care of crops, having activities, and animal husbandry. To meet their information needs, the farmers relied heavily on interpersonal relationships. The importance of mass media and printed materials as information sources was discovered to be quite low. These farmers' main issues in obtaining the necessary information were a lack of timely access, a lack of education, and a language barrier. The findings of this study will aid in the development and construction of rural farmers' need-based information infrastructure.

4. **EddaTandiLwoga, Patrick Ngulube, and Christine Stilwell** interviewed “Information need and information-seeking behavior of small-scale farmers in Tanzania.” The findings revealed that the farmer's information needs and information-seeking patterns were location and gender-specific to a certain extent. Rather than relying on explicit sources of information, farmers depended on personal and face-to-face communication. Internal (human) and external hurdles to

information access included unavailability of extension officials, far locations for consultation with public extension offices, and inadequate replies to government information requests. And village leaders are unaware of accessible information sources, certain specialists' incompetence to handle problems, and a lack of knowledge sharing culture).

5. **Md.Shariful Islam and S.M. Zabed Ahmed** researched “The information needs and information-seeking behavior of rural dwellers: A review of research in 2012.” The most important conclusion that can be derived from this study is that the information demands of rural inhabitants in all countries are substantially the same. The common information demands of rural residents are related to their daily lives. A Nationwide coordinated effort Agencies, local governments, and non-governmental organizations (NGOs) are thus required to provide daily information to rural residents.
6. **Suresh Chandra Babu, Claire J. Glendenning, KwadwoAsenso-Okyere, and Senthil Kumar Govindarajan** conducted a case study, i.e., “Farmer’s information needs and search behavior: a case study in Tamil Nadu, India,” in 2011. Farmers' information demands and search behavior, as well as the factors that influence their search behavior and their readiness to pay for information, were studied in two areas in south India. Farmers with high, medium, semi-medium, and low information search behavior were discovered by cluster analysis of access, frequency, and usage of information sources. They looked at disparities in information demands, sources used, and preferred sources using these four information search behaviors. Pest and disease management, pesticide and fertilizer administration, and seed treatment are all key information needs for rice growers.



7. **L. Shanta Meitei and Th. Purnima** Devi did a study called "Farmers information needs in rural Manipur: an assessment" to determine the information needs of those who work in agriculture, particularly farmers in rural Manipur. A pre-tested semi-structured questionnaire was used to collect data on farmers' information needs, and the data was processed and analysed using Minitab software. The report focuses on the information channels used by rural farmer communities to meet their information demands. The observation also found that rural farmer communities demand many types of information but that the information they want for their day-to-day agricultural activities is not available. The majority of Manipur's rural farmers lack access to the majority of vital agrarian information. As a result, the use of an ICT-based agricultural information support system is critical for disseminating information.

#### INFORMTION NEED SURVEY OF FARMER COMMUNITY

A questionnaire on the information needs of the farmer community was designed for the aim of this study, and the respondents were asked about many variables. The investigator gathered data by filling out a questionnaire based on the respondents' assurances. In the Bargarh District's Attabira region, a total of 100 people were contacted. As a result, data was collected using the scheduling technique, and an analysis of the respondents' responses is presented below.

### **Analysis of personal data of respondents**

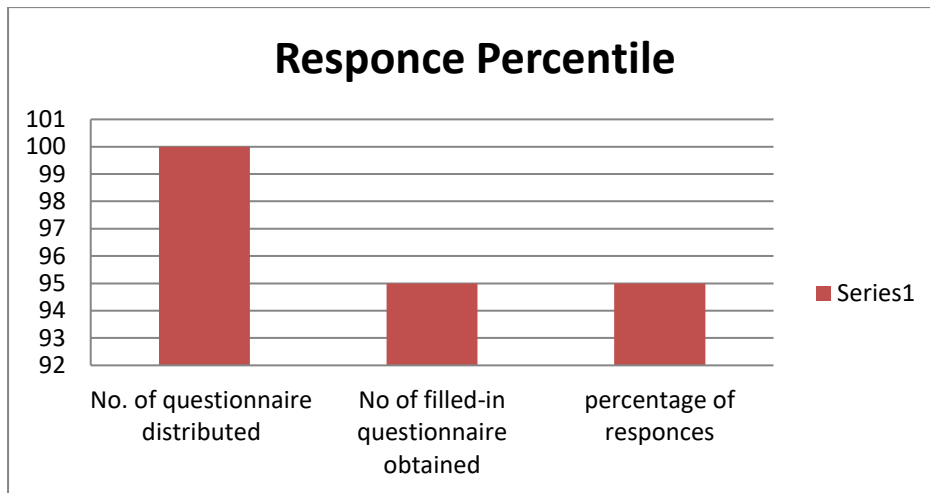
Table-1

Response percentile

No . of questionnaire Distributed	No. Of filled-in questionnaire obtained	Percentage of responces
100	95	95

The above table depicts that, while 95% of respondents responded to the questionnaires, the rest 5% remain unresponded. However, the present response rate is quite

- encouraging to fulfill the survey objectives



**Table-2**

Age Group of the Respondents at work

Sl. No.	Age Group	Total no. Of Respondents	Frequency of Response	Percentage
1	18-25	95	05	5.26
2	26-35	95	13	13.68
3	36-45	95	37	38.94
4	46-55	95	19	20
5	56-65	95	15	15.78
6	66-75	95	06	6.31

The above table exhibits that the farmer's community of Attabira area started working in their farming at an early age of 18 and continued in the same age-old up to 75. In contrast, the maximum number of farmer's communities' remains engaged in agriculture within 36-45. The study further shows that in the Attabira area, only 5 (5.26%) out of 95 respondents remain engaged in farming at 18-25. But 13(13.68%) farmers engaged between the age group of 26-35; 37(38.94%) between the age group of 36-45; 19( 20%) between the age group of 46-55; 15(15.78%) between the age group of 55-65 and 06(6.31%) between the age group of 66-75 are engaged in farming out of 95 respondents.

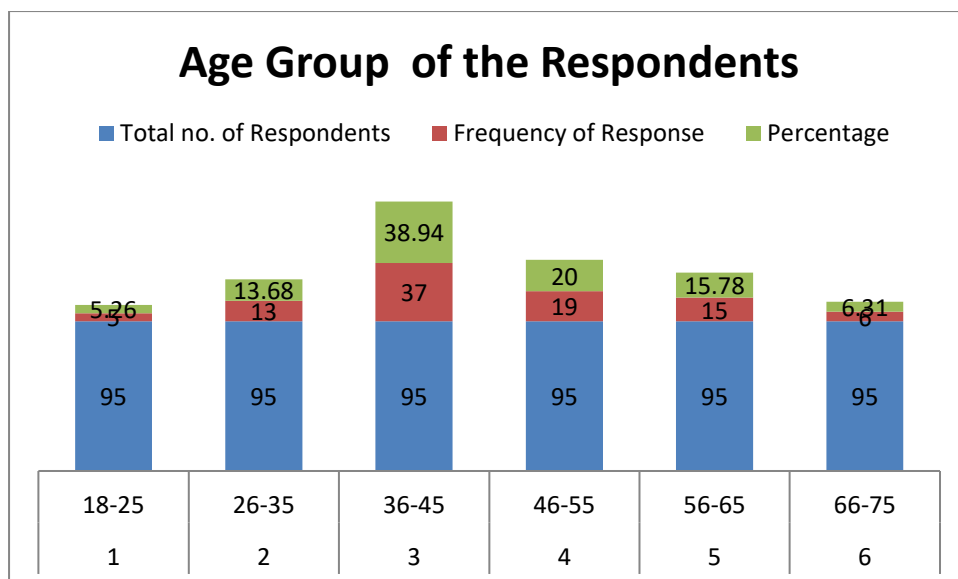


Table-3

#### Educational Qualification of Farmers

Sl. No	Name of Qualification	Total no. Of Respondents	Frequency of Response	Percentage
1	Illiterate	95	42	44.21
2	Under Matric	95	30	31.57
3	Matriculation	95	19	20
4	Intermediate	95	02	2.10
5	Graduates	95	02	2.10

The above table exhibits that 42(44.21%) out of 95 respondents are illiterate; 30(31.57%) out of 95 are under matric; 19(20%) out of 95 respondents are enrolled; 02(2.10%) out of 95 respondents are intermediate, and also 02(2.10%) out of 95 are graduates. As most of the people were illiterate, they follow the traditional method of agriculture. Therefore, they produce miserable production.

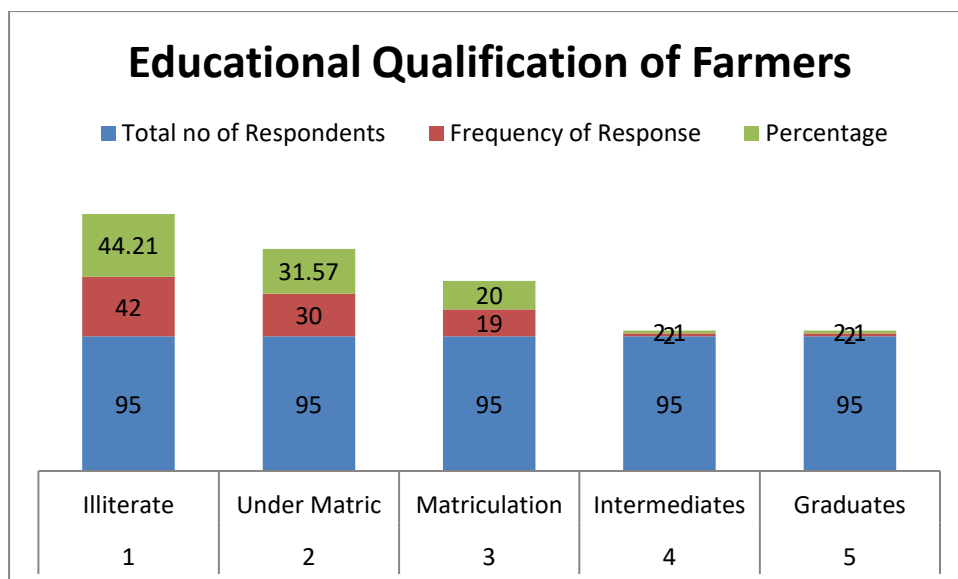


Table-4

#### Occupation

Sl. No	Occupation Type	Total no. Of Respondents	Frequency of Response	Percentage
1	Cultivation with private Employment	95	16	15.78
2	Cultivation with govt. Employment	95	04	4.21
3	Cultivation with Business	95	10	10.52
4	Cultivation as Principal Occupation	95	66	69.47

The above table indicates that the farmers are engaged in occupations other than cultivation. The majority of them choose cultivation as their principal occupation, i.e., 66 out of 95 respondents, 69.47%. Only 04 persons are govt. The employee who does cultivation as part time work, which is a mere 4.21%. Similarly, with the private job, 15 persons out of 95 make us 15.78%. Some businessmen, i.e., ten, also do farming or cultivate their land, which is 10.52%.

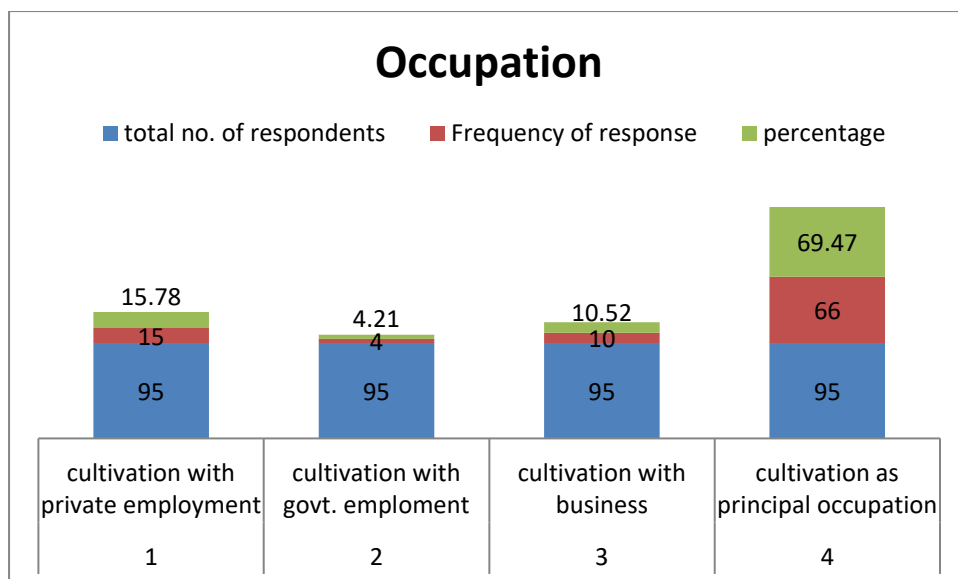


Table-5

Various types of cultivation undertaken by farmers.

Sl.NO	Types of Cultivation	Total no of Respondents	Frequency of Response	Percentage
1	Paddy	95	95	100
2	Horticulture	95	08	8.42
3	Dairy	95	19	20
4	Poultry	95	06	6.31
5	other	95	09	9.47

The above table shows that 95 (100%) out of 95 respondents are cultivating paddy; 08(8.42%) out of 95 respondents are cultivating varieties of horticulture; 19(20%) out of 95 respondents are doing dairy farms; 6(6.31%) out of 95 respondents are doing poultry farm, and 9(9.47%) out of 95 respondents are cultivating other types cultivation namely fisheries, oil-seeds, sugar cane, etc. . The lands of this areas are suitable for paddy crops. Farmers of the regions get facilities for paddy crops. Therefore they cultivate more paddy crops in comparison with any other type of cultivation.

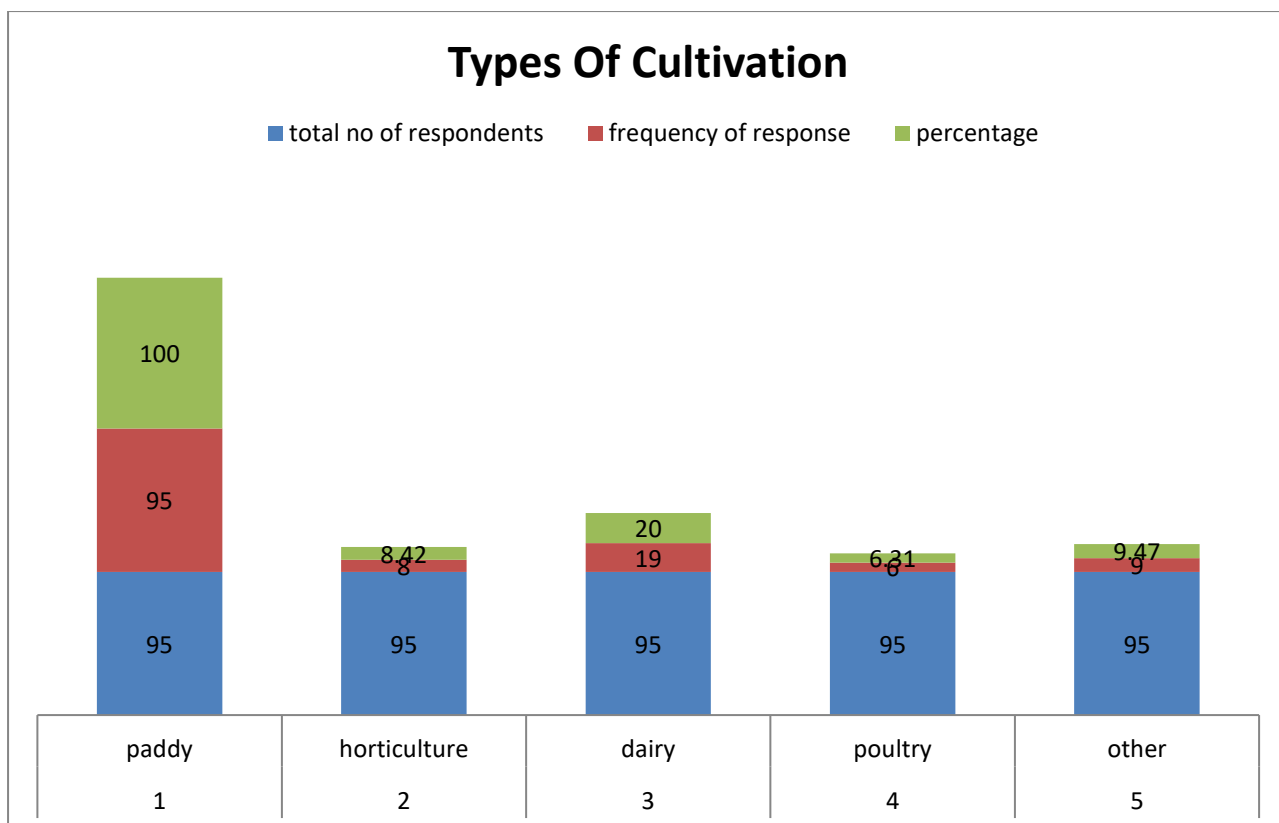


Table-6

Sources on which farmer community depend on their information needs

Sl.no	Source	Total no of Respondents	Frequency of the response	Percentage
1	By visiting library	95	0	0
2	from community center	95	3	3.15
3	through discussion with farmers	95	90	94.73
4	from mouth of the govt. official	95	29	30.52
5	through radio	95	3	3.15
6	through television	95	36	41.05
7	through newspaper	95	19	20
8	consulting the funding agency	95	4	4.21

There are different sources of getting information regarding any content. Likewise, for cultivation, farmers prefer to get information from various sources like TV media, print media, the internet, community center, etc.

The above tabular model analyses from traditional sources like the discussion with each other, from an experienced farmer, maximum 94.73%, i.e., 90 of 95 respondents are gathering ideas regarding their betterment of cultivation. Nowadays, getting information from the radio is becoming obsolete. Merely 2-3 persons listen to radio programs like KrishiDarshan, Chasarhal, and KrushiDuniaetc. For obtaining information regarding high yielding seeds, fertilizer, crops pattern, etc., farmer workforce are illiterate. Hence no one prefers to visit the library. 36 respondents out of 95 were found to prefer television for information. Similarly, 19 farmers are getting information from the newspaper, which is an average of 20%. Twenty-nine farmers get information from the camps or visit by a government official to their native place.

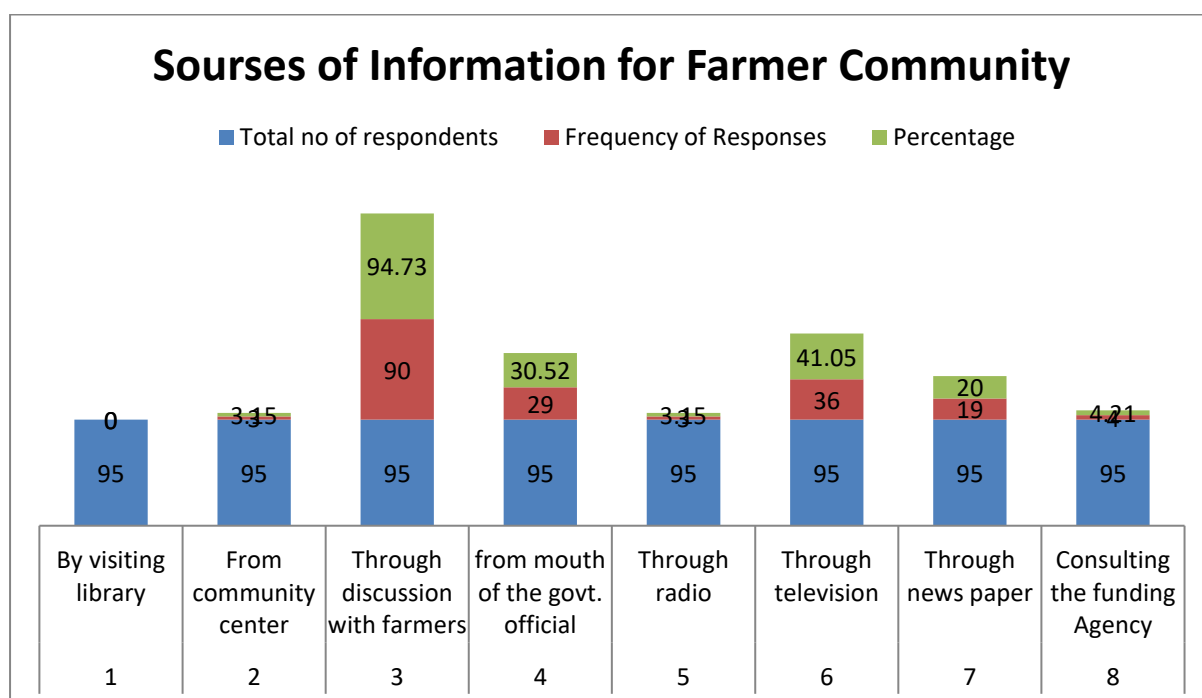


Table-7

Types of seeds used by the Farmer

Sl. No	Name of the Seeds	Total no of Respondents	Frequency of Response	Percentage
1	1156	95	26	27.36
2	1001	95	30	31.57
3	IR36	95	57	60
4	1075	95	39	41.05
5	Pooja	95	81	85.26
6	Silky	95	46	48.42
7	Subarna	95	39	41.05

From the above table, it is obvious that many farmers have chosen more than one variety of seeds for their crops. The majority of farmers, i.e., 81 farmers, have opted for “pooja,” which constitutes 85.26%. The least people have gone for the variety of seed “1156”, i.e., 26 from 95 respondents, and 27.36%. “IR36” variety of seed is the second most preferred variety liked by 57 farmers, i.e., 60%. Forty-six farmers have chosen “silky” seeds, which constitute around 48%. Thirty-nine farmers have gone for both “1075” and “subarna” variety for their crop pattern. Another group of farmers sown a “1001” variety of seeds for the season. Nowadays, artificial methods are used for high-yielding seeds, and farmers utilize the scope for high output.



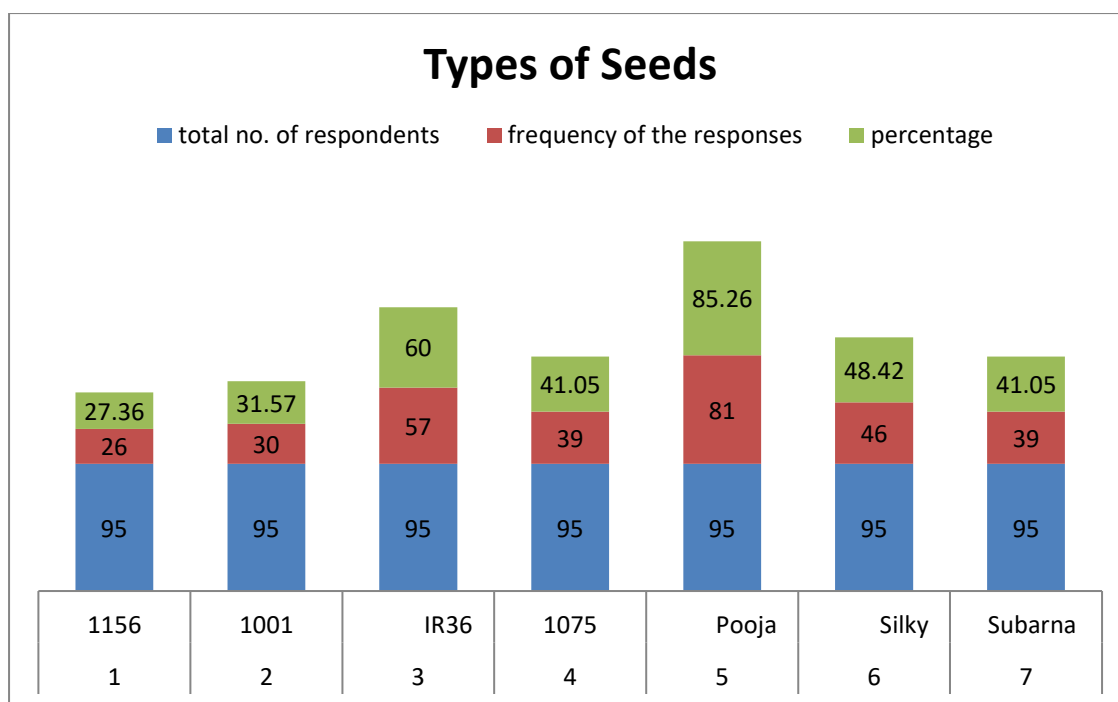


Table-8

Sources on which farmer community depend on their high yielding seeds and fertilizer

Sl. No	Source	Total no of respondents	Frequency of Responses	Percentage
1	From mouth of Govt. Official	95	15	15.78
2	Co-operative Office	95	40	42.10
3	Block	95	25	26.31
4	Other Sources	95	15	15.78

From the tabular data, it is observed that information regarding high yielding seeds, trending manure, and fertilizers are fetched from the source like the mouth of Govt-officials, Cooperative Societies, Block level offices and other sources like Internet and some agricultural articles. Farmers are getting information from cooperative societies in a high margin, i.e., 40 of 95, i.e., 42.10%. Similarly, from block-level, it is 25/95, i.e., 26.31%. Farmers get information from the mouth of Govt. Officials who come to the village for promotional activities are 15.78%, i.e., 15 of 95. Last but not least from the Internet, magazines some educated farmers are getting information which is also 15.79%. Hence it is concluded that maximum information on the agricultural stuff gets from cooperative societies.

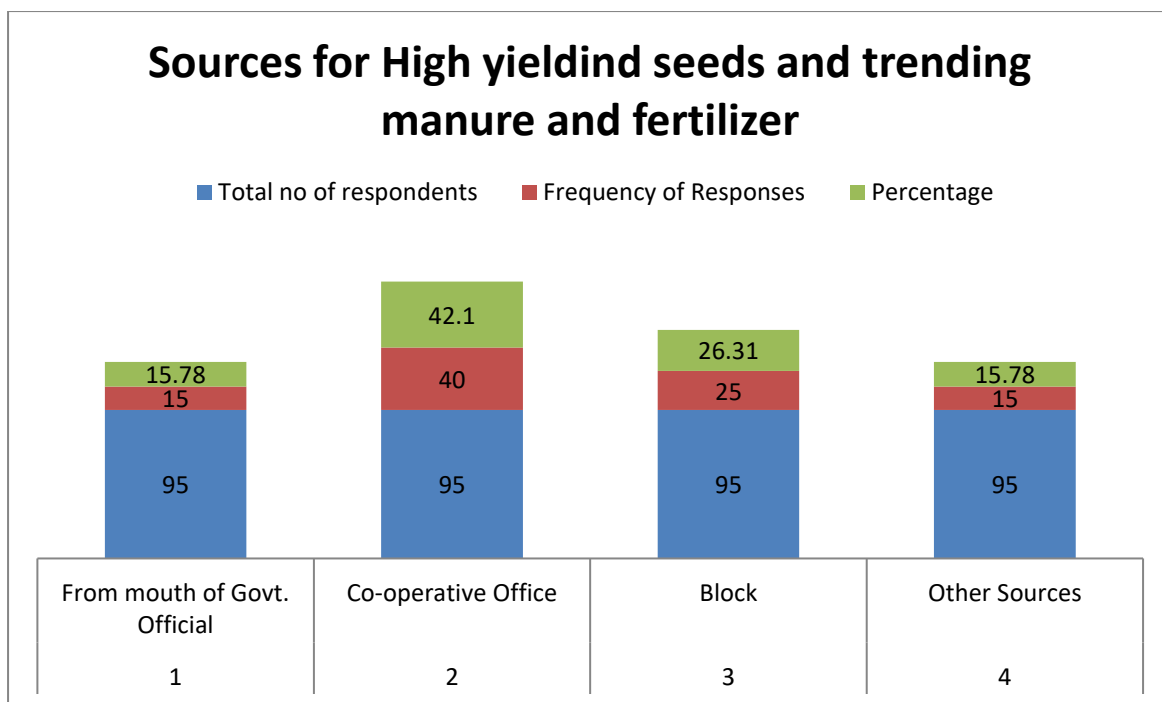


Table-9

#### Sources of Loan

Sl. No	Source	Total no. of Respondents	Frequency of the Responses	Percentage
1	Nationalize Bank	95	30	31.57
2	Landlords	95	03	3.15
3	Co-operative societies	95	45	47.36
4	Other	95	17	17.87

The tabular data envisages that the majority of farmers opted for funds or loans from co-operative societies. Gradually with time, farmers are not willing to take loans from landlords. Nowadays, nationalized banks are giving loans to farmers with a moderate or cheap interest rate. It is observed that around 30 people from 95 take loans from nationalized banks, i.e., a healthy 31.57%. From co-operative societies maximum of 45, i.e., 47.36% of farmers, are taking the loan. From landlords are 03, which is 3.15%. And rest farmers are 17 took a loan from other sources for their cultivation is 17.87%. From this analysis, it is seen that farmers prefer banks to landlords.

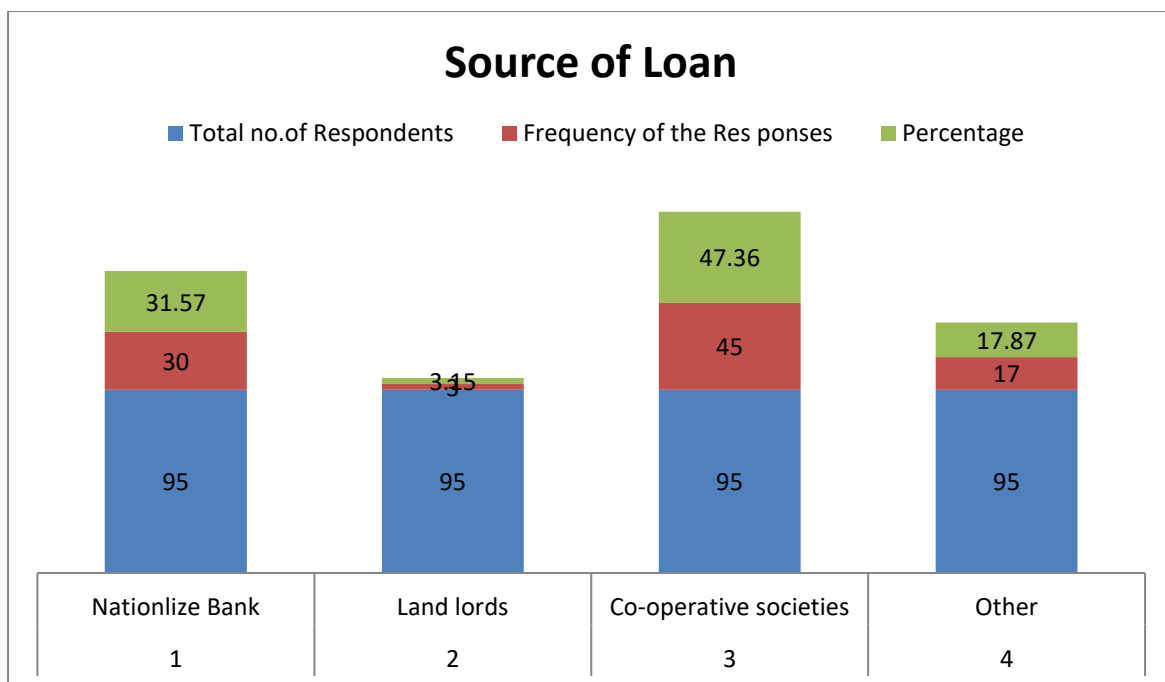


Table -10

#### Difficulties encountered in running the paddy cultivation

Sl. No.	Difficulties	Total no. of Resondents	Frequency of Response	Percentage
1	Irrigation Facilities	95	7	7.36
2	Fertilizer and Pesticides Facilities	95	18	18.94
3	Labour and Workforce Facilities	95	33	34.73
4	Minimum support price and Selling Facilities	95	75	78.94

Though water is about 2/3rd of the world, still due to lack of water management, sometimes scarcity arises. Particularly in our country, irrigation is a vital point in cultivation. From the tabular analysis, it is seen that 7(7.36%) out of 95 respondents are facing difficulties in irrigation facilities. Then 75 of 95 respondents, i.e., 78.94%, told about MSP. They are not getting the required price for selling and selling facilities also. Nowadays, workforce

management is most important. 33(34.73%) respondents are facing unavailability of labor in proper time. Because of the high rate of fertilizer, it is an important problem in agriculture. Further, 18(18.94%) out of 95 respondents are facing the high price of pesticides.

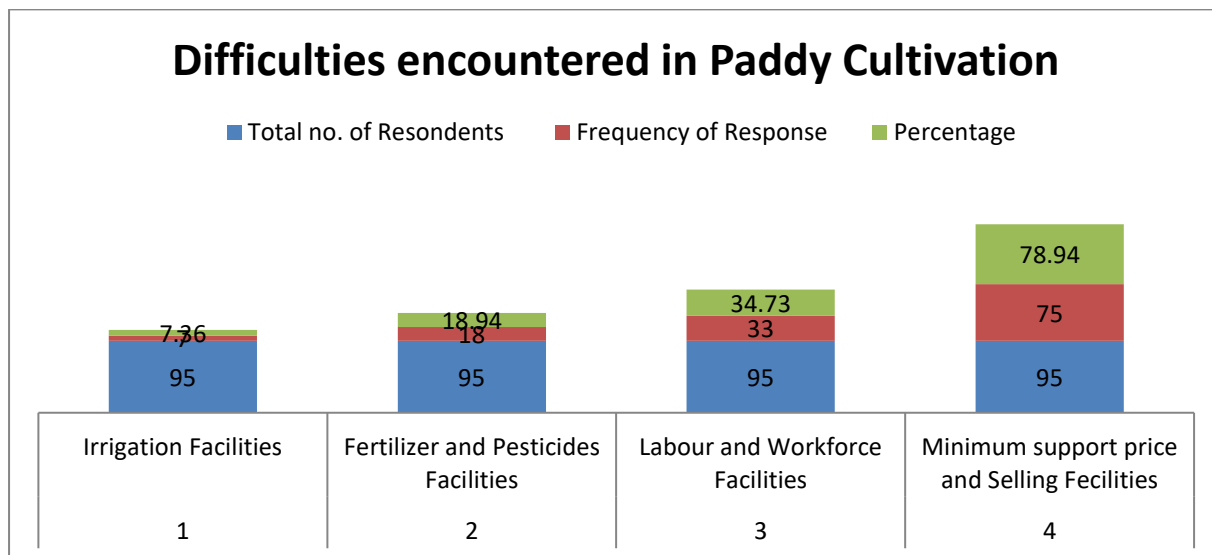


Table-11

Expected support from Government

Sl. No	support	total no. of respondents	frequency of responses	Percentage
1	minimum support price	95	50	52.63
2	technological support	95	20	21.05
3	training on new methods	95	20	21.05
4	others	95	5	5.26

MSP (Minimum Support Price) is playing a pivot role in farmer's gain or profitability from the above tabular data. If a farmer gets the deserved minimum support price, he will benefit and be interested in farming. The data shows that more than 50% of farmers urge MSP, around 50 from 95 people. Technical support like artificial machinery, modern technology, etc., are given the utmost importance; 20 of 95 farmers want training on using new types of machinery and methods and implementing them to work, which is 21.05%. Rest 5 farmers seek other supports like e-mandi, seeds, warehouse, etc., are 5.26%.

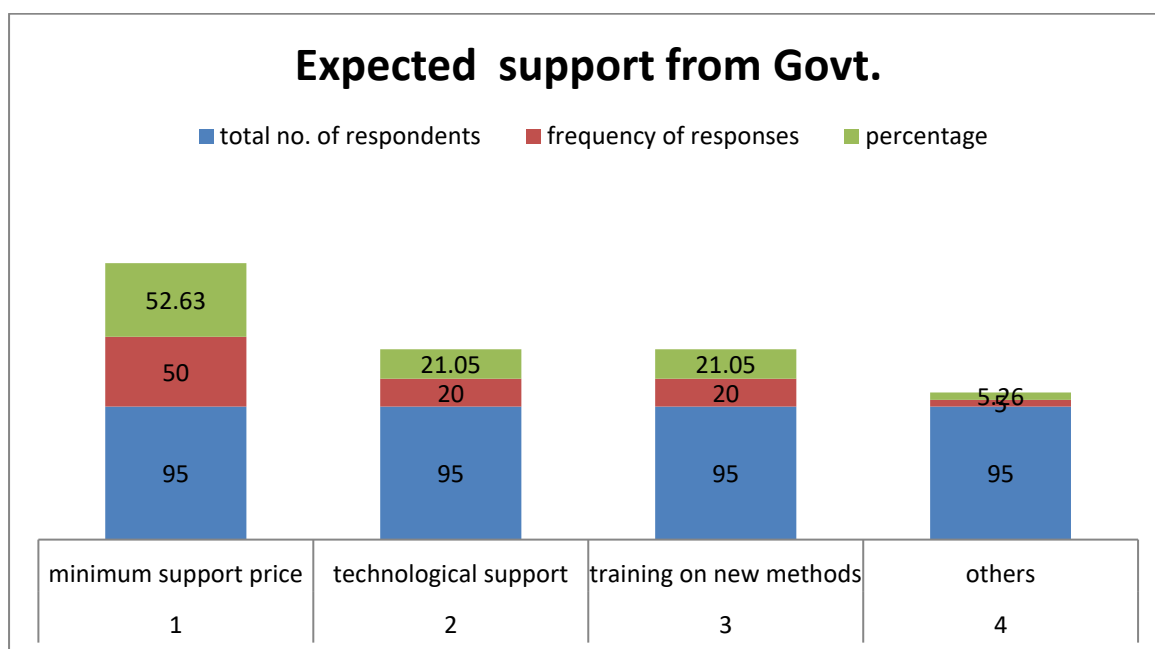
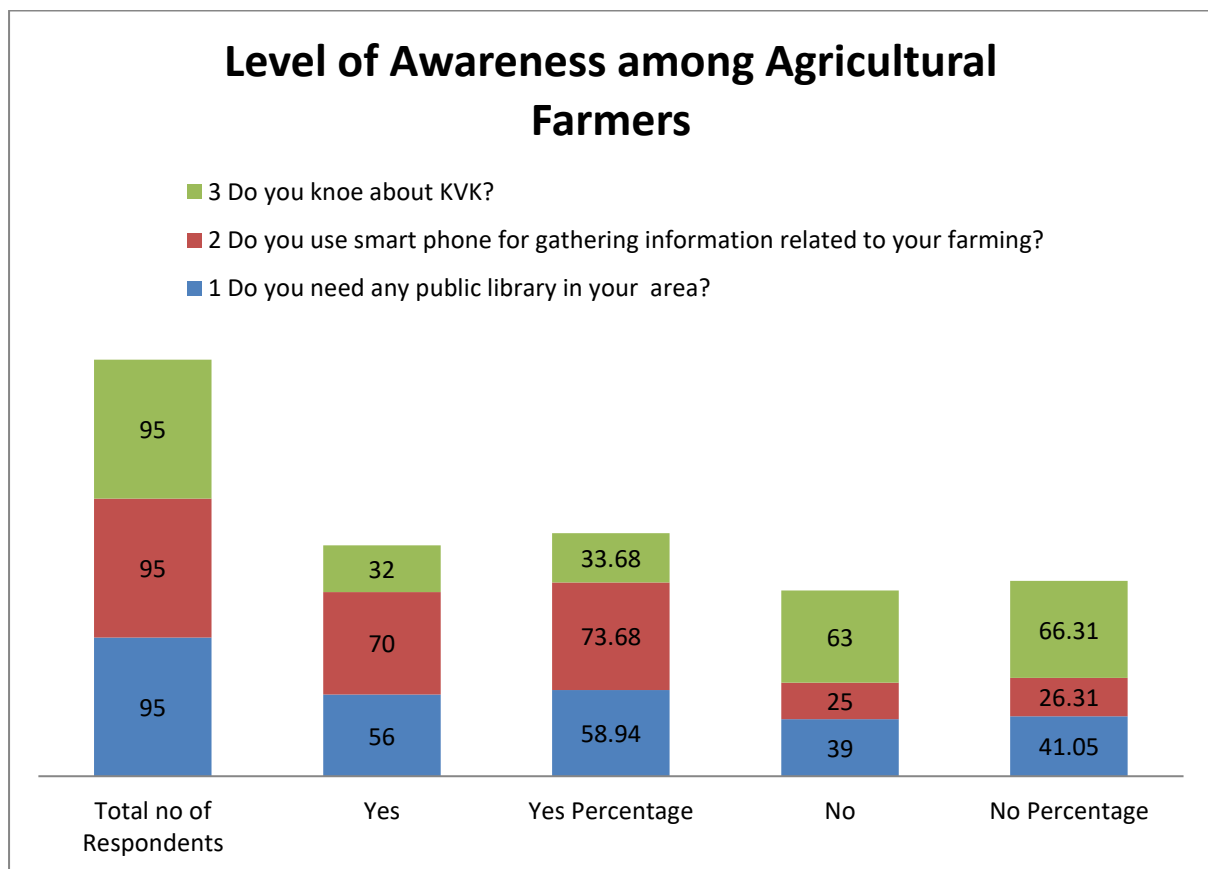


Table-12

Level of Awareness among Agricultural Farmers

SL.NO	Question	Total no of Respondents	Yes	Yes Percentage	No	No Percentage
1	Do you need any public library in your area?	95	56	58.94	39	41.05
2	Do you use smart phone for gathering information related to your farming?	95	70	73.68	25	26.31
3	Do you know about KVK?	95	32	33.68	63	66.31

From the questionnaire survey, among the 95 respondents, farmers answered differently to a different question. From the tabular analysis in the context of question number 1 regarding the need for the public library in their area, 56, i.e., 58.94%, opted for it, and 39 farmers, i.e., 41.05%, have gone against it. To the question of using smartphones, around 74% of farmers have said they are using a smartphone or are aware of using a smartphone. Thirty-two farmers answered that they had known the benefits of KVK, the facilities provided in KVK.



## FINDINGS

1. Most of the people are depend upon agriculture in the Attabira areas. They started working in their land at an early age of 18 and continue in the same age-old up to the age of above 75. Maximum numbers of farmers remain engaged in agriculture within the age group of 36-45. They have been following old and traditional methods of agriculture. Therefore, they produce miserable production.

2. In spite of their illiteracy, various types of cultivation can be cultivated by them, like paddy, horticulture, dairy, poultry, oilseeds, sugar cane, etc. But they emphasize the cultivation of paddy crops compared to other types of cultivation, i.e., 95 out of 95 respondents.

3. Many farmers of Attabira village have chosen more than one variety of seeds for their crops. The majority of farmers, i.e., 81 farmers, have opted for “pooja,” which constitutes 85.26%. The other types of seeds preferred by them are 1156,1001, IR36,1075, silky, and subarna. As old varieties, old seeds give less production compared to H.Y.V( High Yielding Variety), so few farmers use them.

4. There are different sources of getting information regarding any content. Likewise, for cultivation, farmers prefer to get information from various sources like TV media, print media, the internet, community centers, etc. From traditional sources like the discussion with each other, from an experienced farmer, maximum 94. 73%, i.e., 90 of 95 farmers, are gathering ideas regarding their betterment of cultivation. Merely 2-3 persons listen to radio programs like krishiDarshan, KrishiSamachar,krishiDarpanaetc to get information high yielding seeds, fertilizer, crops pattern, etc. the majority of farmer workforce are illiterate. Hence no one prefers to visit the library.

5. Farmer community of the Attabira area depends upon various high-yielding seeds and trending manure and fertilizer from four sources. Namely, co-operative office, block, from the mouth of the govt. Officials and other sources like landlords, home stocks, etc. In the present study maximum numbers of farmers (40) collect their seeds from the co-operative office. Fifteen farmers were collecting information regarding trending manure and fertilizer from the mouth of the govt. Official.

6. In cultivation, the source of finance is more important. The majority of farmers opted for funds or loans from co-operative societies. Gradually with time, farmers are not willing to take loans from landlords. Nowadays, nationalized banks are giving loans to farmers with a

moderate or cheap interest rate. It is observed that around 30 people from 95 take loans from nationalized banks, i.e., a healthy 31.57%. From co-operative societies maximum of 45, i.e., 47.36% farmers, are taking the loan. From landlords are 03, which is 3.15%. And rest farmers are 17 took a loan from other sources for their cultivation is 17.87%. From this analysis, it is seen that farmers prefer banks to landlords.

7. Though water is about 2/3rd of the world. Still, due to a lack of water management, sometimes scarcity arises. Particularly in our country, irrigation is a vital point in cultivation. It is seen that 7(7.36%) out of 95 respondents are facing difficulties in irrigation facilities. Then 75 of 95 respondents, i.e., 78.94%, told about MSP. They are not getting the required price for selling and selling facilities also. Nowadays work force management is most important. 33(34.73%) respondents are facing unabundant of labor in proper time. Because of the high rate of fertilizer, it is an important problem in agriculture. Further, 18(18.94%) out of 95 respondents are facing the high price of pesticides.

8. MSP (Minimum Support Price) is playing a pivot role in farmer's gain or profitability. If a farmer gets the deserved minimum support price, he will be benefited from and be interested in farming. The data shows that more than 50% of farmers urge MSP, around 50 from 95 people. Technical support like artificial machinery, modern technology, etc., are given the utmost importance; 20 of 95 farmers want training on using new types of machinery and methods and implementing them to work, which is 21.05%. Rest 5 farmers seek other supports like e-mandi, seeds, warehouse, etc. are 5.26% from the government.

## **CONCLUSION**

The information-seeking behavior refers to the strategies and measures undertaken to locate the distinct knowledge essentials. The information use studies over the years have attempted to make clear the information use phenomenon, to understand information use behavior, and improve information use by manipulating necessary conditions. The information-seeking



behavior results from the recognition of some needs experienced by the user. Over the years, there has been a change in the understanding of the information use behavior. Many studies in the past have stressed the psychological aspect of information-seeking behavior. The user's information behavior is reflected in his affiliation to the information-providing system, such as the library and its various products and services.

In the changing scenario of the world, knowledge of the trending technology in the agricultural field is a must. To meet the expectations of the present market value, the farmers need to cope up with modern technology and high-yielding productivity concepts. So the setting up of agricultural knowledge center is required. The crucial role of the knowledge center is to facilitate the effective dissemination of appropriate information to bring about qualitative change and improvement in the vast majority of India's large population are involved in farming. Despite high yielding capacity, growth in production level, and the minimum support price, the farmers are deprived of it. Hence, farmers cannot pay back their previous loans from different sources and could not get new loans or capital for their next crop season. So the government should emphasize the minimum support price, providing loans with the lower interest rate, promotion of bio-fertilizers and bio-pesticides, enhancing more development and research work on agriculture for betterment of farming, and the lifestyles of the farmer as a result of the economic growth of our country.

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