

INFORMATION NEEDS OF FARMERS, PEOPLE REPRESENTATIVES AND RURAL DWELLERS IN DIFFERENT COUNTRIES: A STUDY OF REVIEW LITERATURE

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Abstract : Twenty five studies has been reviewed on information needs and information used during 1989-2017. This study presented the information needs of the Farmers, People representatives and rural dwellers in different countries and relates to the wider literature to establish. It shows that Farmers, People representatives and rural dwellers appear to have differed basic information needs for task as their area counterparts. These three groups rely on colleagues, magazines, newspapers, mobile phones and personal libraries as vital sources of information. In the present time received the information by the Farmers; People representatives and rural dwellers tend to make more use of e-devices; journals and they ask questions; a difference that correlates with geographical and demographic factors rather than 1990s.

Keywords: Information Needs, Farmers, MLAs, MPs, People representatives, Rural Dwellers

1.0 Introduction:

The present study describing information needs of Farmers; People representatives (MPs and MLAs) and rural dwellers are not same among them. The farmers are needed information for their particular task like weed control; management, maturing, pesticide application etc. People representatives (M.P. and MLA) represent their co-villagers or citizens and play a key role in ensuring proper implementation of government policies for villagers and citizens. While the rural dwellers wants to information about agriculture, political, education, economic, animal husbandry, health, food & nutrition, religion and community development. Thus, it is important to know that what the information they need, how they fulfill this information requirement and which sources they use in this process.

A good number (Twenty five) of studies have been reviewed into three sections on the information needs of people's representatives, rural dwellers and farmers these are based on information needs in India and abroad. All the sections have been arranged in the same order. Within each section foreign studies precede Indian studies, and then the studies are given in chronological order.

2.0 Objectives of the Review

The purpose of this literature study is to know the information needs of farmers, people representatives and rural dwellers. Specific objectives include are:

1. To identify the main information needs of farmers, people representatives and rural dwellers;
2. To know the accessibility and used patterns of information;
3. To know the growth of literature on information needs of farmers, people representatives and rural dwellers;

3.0 Farmers' Information Needs and Seeking Behaviour

In this section 9 studies including foreign and Indian have been reviewed:

Benard, Dulle and Ngalapa (2015) assessed that rice farmers have many information needs together with information on agricultural, marketing, condition, credit/loan, weather, storage & planting methods, new seeds, diseases, pest control, pesticide availability and its application in Tanzania. Farmers were using personal experience, family/parents, neighbors and agriculture extension officers' as information sources. While, Benard, Silayo and Abdalah (2015) also described that Neighbours, friends, radio, family/parents and personal

experience were using information sources by the farmers. They were also most preferred television and radio and faced constraints of lack of funds, information services, infrastructure and inadequate extension agents.

Omoregbee, and Banmeke (2014) examined that farmers were high awareness with cassava production about agronomic practices and low aware about the agro-chemical associated. Mainly they were need information for use of herbicides, use of pesticides and fertilizer application. Yusuf, Masika and Ighodaro (2013) showed that the backyard gardening (87.2%) was a common farming practice among farmers and 65.2 percent kept indigenous chicken. 80.5 percent respondents needed information on weed control and management. Almost all respondents (99.1%) believed the extension workers as main channels of information. Whereas, farmers were also preferred friends and neighbours as source of information. In 1989, Aina studied that majority of respondents were of the grade of agricultural extension technicians and 26% supervisor. Major information needs of agriculture extension workers were more than seventy percent control of major pest, credits, cooperatives and proper handling of insecticides. Their needs information supplied by research scientist, librarians, journalists and local government officials.

Babu et al. (2012) examined in Tamil Nadu that during the Samba crops season main water source for the irrigation was canal (63.9 per cent) and the main crop was rice. Farmers were needs information on pest and diseases. The main rice pests were: stem borers (41.6 per cent), brown plant hoppers (24.6 per cent) and leaf folder pests (14.2 per cent). Farmers were feeling that private dealers and government agricultural extension staff were the main source of information. So, information searches behavior heterogeneity of farming communities and accessed relevant information on most of the time. Bachhav (2012) found that mainly farmers needed information regarding availability of seeds, market information, government schemes, new crop production and regarding farming activities. They got their required information from other farmers, newspapers and government office.

Sharma (2014) investigated that majority of the farmers' required technical information on weather forecast, disease/pest control and soil management in Madhya Pradesh. 76% farmers needed marketing information regarding current market price, 53% for future marketing price and 48% for credit source. Generally farmers needed social information regarding risk management in agriculture and disaster relief. They were also needed legal information on agricultural insurance and loan collateral procedure, citizens' rights and land dispute settlements. Meitei and Purnima Devi (2009) show that farmers needed information regularly (46.67 per cent) and 38.18 percent needed sometimes. Information needs of Hill & Valley farmer communities show that agricultural information (80.61 per cent), health information (73.33 per cent), educational and training information (63.03 per cent) were the major type of information. Hill's highest farmers (23.71 per cent) needed information regarding variety of seeds, fertilizers, equipment, weather condition, irrigation, harvest, and post harvesting technology; while the highest 21.92 per cent of valley farmers also needed information on these areas.

4.0 Peoples Representatives Information Needs and Information Behaviour

In this section 7 studies on information needs and use of information sources by people representatives like MPs, MLAs:

Hossain, Hossain and Islam (2017) examined the Member of Parliaments were seeking information for parliamentary request & inquiry, speech and decision making. Mainly they were using personal letters, minutes of sessions, mass media, and information networks as sources of information. MPs favored printed formats than online documents. While few Member of Parliaments were aware about the information services provided by the parliament library and satisfied with their services. Foloronsho and Ibrahim (2015) stated that half of the Kwara State House of Assembly legislators needed information on legislative matters and political matters. Legislators needed information on legislative matters and seeking information from their colleagues and prefer informal information sources and hardly use the library. Abdullah and Hussin (2012) studied that generally MPs needed information on understanding current issues. So, they were reading magazines and newspapers and read corporate reports for their information needs. They were also consulting their friends and personal assistants, special officers. MPs were using social media, obtained information from websites and Blogs.

In 2000, conducted a study by Alemna and Skouby that 68 per cent MPs of Ghana's legislature needed information on parliamentary speeches and debates. Highest of MPs were read Daily Graphic newspaper, Ghanaian Times reports and The Chronicle. Well, they also were aware of how to access the electronic information via Internet and use of parliamentary library services. Marcella and Baxter (1999) analysed the majority of Members of the European Parliament (MEPs) in United Kingdom all the MEPs used informal contacts, followed in decreasing order by own files (93 per cent), European Parliament Library Service & Political Party offices (83 per cent each) and internet (73 per cent) for their information. Satisfaction of

respondents from information sources shows that MEP's own files ranked 1st followed by, European Parliament Library Services at 2nd rank and informal contact at 3rd rank. Makooi (1992) assessed the members of British Society for Middle Eastern Studies (BRISMES) were accessing information for their needs from the academic library and national library. They mainly were reading journals and used reference book. Whereas newspapers using for up to date information. The satisfaction level of BRISMES members from available information sources shows that 55 per cent satisfied, and 33 per cent dissatisfied.

Hari Prakash (2008) described the all the 41 members of the legislative assembly in the capital city of India needed information for frequently sorting out public grievance and 38 respondents needed information for general awareness in other fields. While all the MLAs needed information on social welfare, almost 97 per cent required information about electricity, education and water supply. A lot of MLAs depended for authentic information on newspaper, reports of the assembly and parliamentary committees. They were using TV and radio for obtaining information regarding their constituencies, using Janta Darbar followed by Telephone and party workers. They were also using frequently the library services of Vidhan Sabha.

5.0 Rural Dwellers' Information Needs and Information Behaviour

In this section 9 studies on information needs and use of information sources by rural dwellers:

Sokey and Atta (2017) investigated that posters, health care providers, families, friends, and radio (radio most used) were general sources of health information among the rural community in the district. They were also using Internet and TV for health information and facing language constraints & location of the villages. IGWE and et al. (2015) described that deficiency of the rural information infrastructures was affecting the principle of information to rural dwellers. So, governments of Nigeria should be well prepare program and information infrastructures in the development for rural communities.

Anunobi, Ogbonna, and Osuchukwu (2014) pointed out that all traders as well as artisans (81 per cent) and farmers (75 per cent) needed information on business enhancement, education enhancement and civil service. All artisans, 63 per cent traders and farmers (75 per cent) needed information on skill acquisition. All unemployed and 50 per cent rural dwellers accessed information from catalogues, newspapers & magazines or 44 per cent from television and radio. Only civil servants visited library and information centre for their information needs and all the farmers consulted government extension workers for their information. Hossain and Islam (2012) assessed the mainly rural women were of three villages of Bangladesh needed agricultural information, animal husbandry, health, food/nutrition and religion. They were using 83 per cent TV and 17 per cent radio as a information source, while 67 per cent were getting information from their friends and neighbours. Large numbers of respondents were moderately satisfied with the present sources. Generally rural women were engaged in agriculture activities and they needed relevant information for growth in agriculture production.

Islam and Ahmed (2012) in his literature review study described that information needs of rural communities from all the countries were similar, while rural communities varied from region to region. Therefore information needs are mostly related to daily life of rural dwellers and nationwide coordinated effort by NGOs, local authorities and government agencies were bring day-to-day needed information to the rural dwellers. Saleh and Lasisi (2011) reported that majority of 53 per cent rural women needed agricultural information, 12 per cent on educational while 11% had economic information needs in Borno State, Nigeria. Health information needed 20 per cent. They hardly were seeking information through formal sources. Momodu (2002) also show the information needs of Nigeria's rural dwellers were varied according to different locations and predominantly belonged to agriculture. They were need to information for agriculture (40 per cent), health (20 per cent), political and economic (14 per cent).

Verma and Rawat (2017) analyzed that people were using NGO's, Mobile phones and Radio and News paper for their information. Majority of people were known about the governments' schemes and less than forty per cent seek information through Market people and NGO's. Mainly were facing barriers in water, seeds for agriculture and accessing information. Almost all people don't using e-platform to accessing information for market and they know about health schemes, but they did not satisfy with the health center's facilities. Mainly people not satisfied with their income from crops, not dependent on Government Mandi and don't know about library. Sharma (2007) described that the rural people (84.85 per cent) of Gwalior district were receiving information through television, radio, newspapers, telephone and using almanacs and dictionary or consulting their neighbors, friends, panchayat members for their information needs. Their basic information needs were on sanction of grants, subsidies, & provision of credit and concerned with employment, occupational interests fair and market. Most of respondents opined that government officials some time co-operated with them in getting information.

6.0 Conclusion:

Information is a vital source for every field and it plays a major role in all field of development. Out of 100, 36 per cent each farmers and rural dwellers while, 28 per cent people representatives (MPs and MLAs) study reviewed. Farmers, rural dwellers and people representatives are mostly uses information via formal and informal communication system. Main information needs of farmer were control of disease/pest, agriculture products, variety of seeds and current market price. They were using mainly newspapers, television, radio, consult their colleagues/dealers and mobile phones. People representatives (MPs and MLAs etc.) were using information sources for their information needs mainly Internet, libraries, journals, newspapers, magazines, television, radio, reports, verbal discussion and sometime calling the research assistants. Thus, they play a major role in their areas. Most of the rural dwellers information needs on health, education, agriculture, political; economic matters and sanction of grants. They are accessing through mainly telephone/mobile phones, TV, radio, government officials, almanacs and neighbours. Individual investors mainly information needs on rate stocks and they are using advisory services. NGOs are providing information on government schemes.

Farmers, People representatives and rural dwellers understanding pronounced barriers to information access including lack of education, awareness, lack of time, library access, lack of device/equipment, lack of costs, and inadequate Internet facilities. Outreach efforts to this group of underserved health professionals must be sustained to achieve equity in information access and to change information-seeking behaviors.

At the present time, the Farmers; People representatives and rural dweller tend to make more use of e-devices; journals etc. They ask questions; a difference that correlates with geographical and demographic factors rather than 1990s.

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