



E-ISSN: 2278-4136  
P-ISSN: 2349-8234  
JPP 2019; SP2: 349-351

#### Kalidasan T

Assistant Professor, Dept. of  
Agrl. Extension, Faculty of  
Agriculture, Annamalai  
University, Tamil Nadu, India

#### V Satheeshkumar

Research Scholar, Dept. of Agrl.  
Extension, Faculty of  
Agriculture, Annamalai  
University, Tamil Nadu, India

## Information management behaviour of sugarcane growers of Villupuram district

**Kalidasan T and V Satheeshkumar**

#### Abstract

India is one of the largest producers of sugarcane. In present agricultural scenario, role of sugarcane is going to be important one, as it is not only a principle cash crop, but also becomes a crop of industrial utilization. Any attempt to design a suitable extension strategy for increasing the sugarcane productivity requires a thorough understanding of the information management behaviour. An Agriculture information system is a system in which agricultural information is generated, transformed, consolidated and feedback received in such a manner that processes function synergistically to understand knowledge utilisation by agricultural producers.

The respondents for the research consist of 120 sugarcane growers from six selected villages viz., Andhiyur, Erudayampattu, Kadampur, Soolankurichi, Keelpadi, and Vanapuram of Rishivandiyam block of Villupuram district of Tamil Nadu. Data were personally collected by researcher through well structured interview schedule and the results were analysed using percentage analysis.

**Keywords:** Information management, sugarcane growers, agricultural

#### Introduction

Indian Agriculture in recent years has shown encouraging changes from traditional to modern through conversion of agricultural technology into production accomplishment. But this change has been confined to certain states, types of farmers and selected crops only. The main reason for this is not the lack of technological need for higher production but converting them into production accomplishment and using the same as an instrument of economic growth and social change. Thus the scientific farm information and its communication must be regarded as an essential ingredient of agricultural development strategy and not merely as facilitating influence. An agriculture information system is a system in which agricultural information is generated, transformed, consolidated and feedback received in such a manner that these processes function synergistically to understand knowledge utilization by agricultural producers (Rolling Niels 1988 (1986) identified three systems of agricultural development process viz., agricultural research system – responsible for generating and evolving new agricultural technology/ innovation, the extension system – responsible for transfer of technology to their users and to bring back the problems to the research system (feedback) and the client system (farmers) – the ultimate users of new knowledge and technology. Since the strength of the system chain is decided by its weakest link, information management becomes almost important in each system so that it can plan intelligently for the future. The best way to view information management behaviour in general, which yields the highest information satisfaction. So, over the years there has been a change in the understanding of the use of information management behaviour.

The complimentary function of communication is to provide need based relevant information. Information is an aggregation or processing of data to provide knowledge. It is, therefore, necessary that the information generated at any point has to be acquired, processed, stored, retrieved and disseminated expeditiously to its users for its optimum use. The persons, networks and institutions, the interfaces and linkages between them, which engages in or mans the generation, transformation, transmission, storage, retrieval, integration, diffusion and utilization of knowledge and environment and the technology use in agriculture can be referred as agricultural knowledge information system (Ban and Hawkins – 1993) [2]. It is necessary to analyse the AKIS for a certain region or for a certain crop/production system of agriculture in order to discover possible gaps which hamper agricultural development as well as possible overlaps which waste resources and might cause conflicts.

#### Research Methodology

The respondents for the research consist of 120 sugarcane growers from six selected villages

#### Correspondence

#### Kalidasan T

Assistant Professor, Dept. of  
Agrl. Extension, Faculty of  
Agriculture, Annamalai  
University, Tamil Nadu, India

viz., Andhiyur, Erudayampattu, Kadampur, Soolankurichi, Keelpadi, and Vanapuram of Rishivandiyam block of Villupuram district of Tamil Nadu. Data were personally collected by researcher through well-structured interview schedule and the results were analysed using percentage analysis.

### Intriduction

Indian Agriculture in recent years has shown encouraging changes from traditional to modern through conversion of agricultural technology into production accomplishment. But this change has been confined to certain states, types of farmers and selected crops only. The main reason for this is not the lack of technological need for higher production but converting them into production accomplishment and using the same as an instrument of economic growth and social change. Thus the scientific farm information and its communication must be regarded as an essential ingredient of agricultural development strategy and not merely as facilitating influence. An agriculture information system is a system in which agricultural information is generated, transformed, consolidated and feedback received in such a manner that these processes function synergistically to understand knowledge utilization by agricultural producers (Rolling Niels 1988 (1986) identified three systems of agricultural development process viz., agricultural research system – responsible for generating and evolving new agricultural technology/ innovation, the extension system – responsible for transfer of technology to their users and to bring back the problems to the research system (feedback) and the client system (farmers) – the ultimate users of new knowledge and technology. Since the strength of the system chain is decided by its weakest link, information management becomes almost important in each system so that it can plan intelligently for the future. The best way to view information management behaviour in general, which yields the highest information satisfaction. So, over the years there has been a change in the understanding of the use of information management behaviour.

The complimentary function of communication is to provide need based relevant information. Information is an aggregation or processing of data to provide knowledge. It is, therefore, necessary that the information generated at any point has to be acquired, processed, stored, retrieved and disseminated expeditiously to its users for its optimum use. The persons, networks and institutions, the interfaces and linkages between them, which engages in or mans the generation, transformation, transmission, storage, retrieval, integration, diffusion and utilization of knowledge and environment and the technology use in agriculture can be referred as agricultural knowledge information system (Ban and Hawkins – 1993) [2]. It is necessary to analyse the AKIS for a certain region or for a certain crop/production system of agriculture in order to discover possible gaps which hamper agricultural development as well as possible overlaps which waste resources and might cause conflicts.

### Research Methodology

The respondents for the research consist of 120 sugarcane growers from six selected villages viz., Andhiyur, Erudayampattu, Kadampur, Soolankurichi, Keelpadi, and Vanapuram of Rishivandiyam block of Villupuram district of Tamil Nadu. Data were personally collected by researcher through well structured interview schedule and the results

were analysed using percentage analysis. The selection of sample based on the proportionate random sampling techniques. Information management behavior referred to the aggregate of information acquisition, information processing and information dissemination of farmers on sugarcane technologies. Information processing behaviour deals with evaluation of information received, that is the analysis, synthesis or deciding treatment of information that is to prepare with short concrete and familiar words and storage of information that is noting, memorizing and recording. Accordingly information processing behaviours referred in this study is the sum of all activities performed by the respondent for evaluation. Treatment and storage of the scientific and technical information on sugarcane technologies received by them. The information processing behaviour was measured as the regularly of the respondents with the use of different items. The scores obtained on various information processing methods were added to get the total score of respondents on this variable.

In this study information dissemination behaviours referred to all the activities performed by the sugarcane growers for disseminating scientific and technologies. Information dissemination behaviour was measured as the regulate in the extent of use of individual, group and mass contact methods. The scores obtained on various information dissemination methods were added to get the total score of respondents on this variable.

### Findings and Discussion

#### Information management behaviour (IMB) of the respondents

Farmers were categorised into three levels viz., low, medium and high based on information acquisition, information processing, information dissemination and overall information management behaviours are discussed.

#### Information acquisition behaviour (IAB) of sugarcane growers

The result on distribution of according to their information acquisition behaviours are presented in Table -1

**Table 1:** Distribution of respondents according to their information acquisition behaviour (n=120)

S. No.	Categories	Number	Per cent
1	Low	18	15.00
2	Medium	34	28.34
3	High	68	56.66
	<b>Total</b>	<b>120</b>	<b>100.00</b>

It could be observed from the Table-1, that majority of the respondents majority (56.66 per cent) had high level of information acquisition behaviour followed by medium (28.34 per cent) and (15.00 per cent) low levels of information acquisition behaviour. This findings revealed that the most commonly used sources for information acquisition by the farmers were agricultural officer, progressive farmers, neighbours and fellow members. This might be due to more accessibility and frequent contacts made up them. This finding is line with the findings of Nanjaiyan (1985) [3].

#### Information processing behaviour (IPB) of sugarcane growers

There result on distribution of respondents according to their

level of information processing behaviour are presented in Table-2.

**Table 2:** Distribution of respondents according to their information processing behaviour  
(n=120)

S. No.	Categories	Number	Per cent
1	Low	15	12.50
2	Medium	36	30.00
3	High	69	57.50
	<b>Total</b>	<b>120</b>	<b>100.00</b>

From the result on the Table-2, it could be observed that more than half of the respondents (57.50 per cent) belonged to high level followed by medium (30.00 per cent) and low (12.50 per cent) categories of information processing behaviour. Memorizing was the most used method of preservation of information by the respondents. This finding is in accordance with the findings of Sridharan (2011) [4].

### Information dissemination behaviour (IDB) of sugarcane growers

The results on distribution of respondents according to their information dissemination behaviour are presented in Table-3.

**Table 3:** Distribution of respondents according to their information dissemination behaviour  
(n=120)

S. No.	Categories	Number	Per cent
1	Low	14	11.66
2	Medium	34	28.34
3	High	72	60.00
	<b>Total</b>	<b>120</b>	<b>100.00</b>

Table-3, revealed that nearly two-third of the respondents (60.00 per cent) were found under high level of information dissemination behaviour followed by medium (28.34 per cent) and low (11.66 per cent) levels of information dissemination behaviour. Agricultural exhibitions and farmers day were regularly used mass contact methods for information dissemination to other farmers. This finding is in line with findings of Kalidasan (2008).

### Conclusion

The medium level of information management behaviour also should be taken care by extension system and Department of Agriculture to organizing training programme for respondents in future. "Agricultural officer" were regularly used as the major channel by the sugarcane respondent for information management acquisition. It is therefore, necessitates that development officers and neighbours should to fed with the latest farm innovations on sugarcane technologies. Who can be a great asses for the quick and effective dissemination. Similarly farm telecast programmes must be prepared in collaboration with the scientists involved in sugarcane research and extension personnel in simple languages suitable to the agro-climatic, psychological and day-to-day requirements of the sugarcane respondents.

### References

1. Kishore D. "An Alternative Strategy for the Transfer of Technology with Special Reference to India", Agricultural Administration, 1886; 21:197-204.
2. Ban and Hawkins. The Role of Agricultural Extension

Services in the AKIS Agricultural Extension and Education. Black Well Science Inc., London, 1993, 25.

3. Nanjaiyan K. Personality in Decision Making by Small Farmers, Unpublished M.Sc., (Ag.) Thesis, Tamil Nadu Agricultural University, Coimbatore, 1985.
4. Sridharan S. Information Management Behaviour of Maize Growers, Unpublished M.Sc., (Ag.) Thesis, Annamalai University, Annamalai Nagar, 2011.