

USE OF INFORMATION SOURCES BY FARMERS OF RAIPUR DISTRICT OF CHHATTISGARH

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Abstract: Information is key to development. Information is power an informed society is more conducive for development. Arang and Dharsiwa blocks were purposively chosen for the study owing to their proximity to the state capital *i.e.* Raipur. One hundred farmers were randomly selected from nine villages of the above two blocks. A structured interview schedule was developed on the basis of the objectives of the study and the respondents were personally interviewed by the researchers for collecting the primary data. It was found that the majority of the respondents were middle aged, studied up to primary school, belonged to schedule caste, medium sized family, had small sized family, had no membership in any organization, had small sized land holding, had other sources of irrigation, had agriculture + labour as their occupation, had annual income of Rs. 35,00 to Rs. 60,000, sold their farm produce at mandi. It was also found that majority of the respondents had medium overall contact with extension personnel, had medium overall use of information sources, had medium scientific orientation, had moderately favorable attitude towards use of different mass information source. From the correlation and mutipal analysis it found the variables education, size of land holding, sources of irrigation, occupation, annual income, marketing, scientific orientation and attitude had positive and significant relationship with use of information sources at 0.01 level of probability, while the variable contact with extension personnel had positive significant relationship with the variable use of information sources at 0.05 level of probability. The variable age had negative and significant relationship with use of information sources at 0.01 level of probability.

Keywords: Information Sources, Communication, Scientific Orientation

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