

Perception of Farmers on Information Provided Through Information boards in Adopted Villages and Their Information Source Utilization Pattern

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ABSTRACT

The investigation was conducted in Prakasam District of Andhra Pradesh during the year 2011-12 to study the perception of the farmers on agricultural information provided through information boards and their sources of agricultural information. Almost equal (46.67 and 43.33%) per cent of the farmers had medium and high perception levels; where as only ten per cent of the farmers were found in low perception group. Majority of the farmers perceived that information provided to them is need based, timely , complete, clear, useful, practically feasible, reduced unnecessary costs, gives them right solution, easy to understand and upgrades their knowledge. Further it was also found that their credible sources of information were friends/neighbors, progressive farmers, dealers, television, newspaper, Krishi Vigyan Kendra and village leaders.

Key words : Information boards, Information sources, KVK, Perception.