

Information content needs of farmers regarding redgram cultivation for the development of decision support system

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ABSTRACT

Ascertaining the information needs of farmers engaged in redgram (pigeon pea or arhar) cultivation is essential for enhancing productivity and sustainability. Farmers often face many challenges regarding redgram cultivation. This approach ensures the dissemination of relevant, timely and actionable knowledge, thereby empowering farmers to make decisions and improve their income and resilience. This study was conducted in the year 2025 among 120 farmers selected from three mandals, from which four villages were chosen randomly. Ten persons in each village were selected randomly in those chosen villages of Prakasam district (Andhra Pradesh) to find their information needs regarding redgram Cultivation. The study revealed that the majority of the farmers are cultivating redgram and they don't know much information about modern agriculture, like the adoption of precision farming, digital tools and climate-resilient technologies, which have transformed traditional farming into a data-driven and efficient system that maximizes productivity while ensuring sustainability. They needed information regarding different aspects of cultivation of redgram, mainly regarding intercrops, selection and source of high-yielding varieties, pest and disease management. Mostly information required regarding integrated nutrition management, protected agriculture, weather information, post-harvest storage. To address these information needs, we attempted to access farmers with the Decision Supporting System, which includes all the recommended cultivation content related to the redgram, which we developed as a part of our research.

Keywords: *Information needs; Prakasam District and Redgram*