

## INFORMATION SUPPORT SYSTEM FOR PADDY CULTIVATORS IN THIRUVALLUR DIST OF TAMIL NADU: A CASE STUDY



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**Abstract:-**The Information and Knowledge between researchers and farmers is important for continued and sustained agricultural development. The contents for interactive communication and provide technical support to farmers. The Topic of interest to farmers and those related to insect and diseases, Paddy Cultivators and Soil fertility and nutrient Management. The experience gained will help to effectively use information support systems for agricultural development in rural area of Thiruvallur District.

**Keywords:**Information Support System, Paddy Cultivators, User Study.

## INTRODUCTION:

One of the main goals of any information system is to provide pin-pointed, in-depth and expeditious information service to users. In order to achieve this goal, various pieces of recorded information are gathered in information centre and qualified personnel are recruited to establish purposive contact between the users and the information embodied in variety of documents. User study means a systematic examination of characteristics and behavior of the users of the information system.

## INFORMATION NEEDS

Information need can be defined as the “recognition of the existence of uncertainty and described as something which prevents an individual from making progress in a difficult situation.” It refers to the individual needs of the user regarding information, which would satisfy the specific information system used by the users

## NEED OF AGRICULTURAL INFORMATION SYSTEM

The success of Agricultural development programmes in developing countries has largely depended on the nature and extent use of mass media, in mobilization of people for development. India is a land of farmers and their Socio – Economic developments largely based on the education of the farmers and their information level. They need information to become enlighten and national so as to take quite and correct decision to improve rural life. So that increasing in agriculture farming and improvement in society depends a great deal upon the provision of a right kind of information in the right form at the right time.

## HISTORY OF THE DISTRICT:

The district of Thiruvallur has been carved out by bifurcating erstwhile Chengalpattu district (which was renamed as Chengalpattu-MGR/Kancheepuram at the time of 1991 Census). According to the said bifurcation Thiruvallur revenue division which included Thiruvallur, Tiruttani taluks and Uthukkottai and Pallipattu sub-taluks separated from Chengalpattu district along with Ponneri and Gummindipoondi taluks of Saidapet revenue division were merged and this new district was formed. At present this district is comprised of eight taluks namely Ambattur, Gummindipoondi, Ponneri, Uthukkottai, Thiruvallur, Poonamallee, Tiruttani and Pallipattu.

In the far past, this region was under a chain of regimes commencing from the Pallavas during the 7th century ending with the Nawab of Arcot during the early part of 19th century when it came under the British rule. In 1687, the Golkonda rulers were defeated and the region came under the Moghul emperors of Delhi. The towns and villages of this region were the scene of Carnatic wars. Battles are said to have been fought in this region during the struggle for supremacy between the English and French. The town of Pulicat was the earliest Dutch possession in India founded in 1609 which was ceded to the British in 1825. With this, the region came under the British rule which ended on the 15th August, 1947 with India becoming independent. District Agriculture Plan - Thiruvallur District 7

## GEOGRAPHICAL POSITION:

Thiruvallur district, a newly formed district bifurcated from the erstwhile Chengalpattu district (on 1st January 1997), is located in the North East part of Tamil Nadu. North Latitude between 12°15' and 13°15'. East Longitude between 79°15' and 80°20' The district is surrounded by Kancheepuram district in the South, Vellore district in the West. Bay of Bengal in the East and Andhra Pradesh State in the North. The district is spread over an area of about 3422 Sq.kms. An insight into the early history of this region shows that the region was ruled by kingdoms such as the Pallavas, the Golkondas, the Mughals, the French, the Dutch and also the British.

## PHYSICAL FEATURES:

The Coastal region is mostly flat while certain areas in Tiruttani and Pallipattu taluks are undulated and even hilly. The types of soil predominantly found are red non-calcareous and coastal alluvial. Also found are sandy soil mixed with soda or other alkali. The soil found in the coastal region is of the erinaceous type (sandy), suitable for casuarina plants.

**ADMINISTRATIVE STRUCTURE:**

The district has been divided into three revenue divisions viz, Thiruvallur ,Tiruttani and Ponneri. There are three taluks under Thiruvallur division, two taluks under Tiruttani divisions and three taluks under Ponneri division. There are 46 firkas and 820 revenue villages. Likewise there are 14 blocks, 6 Municipalities and 19 town panchayats which implement rural development activities.District Agriculture Plan - Thiruvallur District 8

**Table – 1: Thiruvallur District Administrative Structure**

14 Blocks	12 Municipalities	13 Town Panchayats
1. Villivakkam	1. Tiruvallur	1.Chinnasekkadu
2. Puzhal	2. Avadi	2.Minjur
3. Sholavaram	3. Ambattur	3.Narvarikuppam
4. Minjur	4. Madhavaram	4.Ponneri
5. Gummipoondi	5. Kathivakkam	5.Porur
6. Ellapuram	6. Thiruvotriyur	6.Puzhal
7. Poondi	7. Tiruttani	7.Thiruninravur
8. Tiruvallur	8. Poonamalle	8.Uthukottai
9. Poonamalee	9. Thiruverkadu	9.Arani
10. Kadambathur	10. Maduravoyal	10.Gummidipoondi
11. Thiruvalangadu	11. Valasaravakkam	11.Pallipet
12. Tiruttani	12. Manali	12.Pudhatturpet
13. Pallipet	13. Thirumazhisai	14. R.K.Pet

**Table – 2: Number of Taluks in Thiruvallur District**

Sl.No.	Name of the Taluk
1.	Ambathur
2.	Gummidipoondi
3.	Pallipattu
4.	Ponneri
5.	Poonamalle
6.	Tiruttani
7.	Thiruvallur
8.	Uthukottai

**Table - 3: Land Use Pattern in Thiruvallur District**

S. No.	Classification	Area (ha)	% Share to Total Geographical area
1	Forest	19736	5.77
2	Barren and Uncultivable Land	13727	4.01
3	Land put to Non Agricul. Use	98729	8.85
4	Cultivable waste	8286	2.42
5	Permanent Grazing lands	8142	2.38
6	Miscellaneous tree crops/groves	8280	2.42
7	Current fallows	13361	3.90
8	Other fallow lands	51813	15.14
9	Net area sown	120169	35.11
Total		342243	100

**Table - 4: Mean and Annual Seasonal Rainfall (mm) (Taluk level) in Thiruvallur District**

Taluk	Mean annual rainfall	Winter		Summer		SWM	NEM
Ambathur		1276	8	13		399	856
Gummidipoondi		1478	25	4		571	878
Pallipattu		1039	57	12		364	606
Ponneri		1479	25	4		571	879
Poonamalle		1184	67	14	4	83	620
Tiruttani		1039	57	12		364	606
Thiruvallur		1057	28	2		400	627
Uthukottai		1039	57	12	3	64	606

**Table – 5: Soil Classification**

S. No.	Type of Soil	Places in District
1.	Red Loam	Pallipattu
2.	Lateritic soil	Gummidipoondi
3.	Black soil	Thiruvallur, Uthukottai, Poonamalle, Gummidipoondi, Pallipattu, Ambathur
4.	Sandy coastal alluvium	Thiruvallur, Uthukottai, Poonamalle, Gummidipoondi, Pallipattu, Ambathur
5.	Red sandy soil	Pallipattu, Ambathur

**Rainfall and Climate:**

The average rainfall of the district is 1104.4 mm, of which the North East monsoon contributes to the tune of 690 mm. The actual rainfall received during the agricultural year 2001 - 02 is 1164.4mm. The average temperature of the district is Maximum 37.9°C Minimum 18.5°C. Like other parts of Tamil Nadu, hot climate prevails during the month of April - May and humid climate during the rest of the year except December - February when it is slightly cold.

**Design of Research:**

The research design indicates the methods of research i.e. the method of gathering information and the method of sampling. Primary data were collected by conducting direct structured interview using questionnaire. Sampling plan is to be decided about the sampling unit, sample size, sampling farmers Method. The survey was conducted from the agricultural paddy growers in Thiruvallur district, Tamilnadu. For the study the samples were drawn using random sample method.

### OBJECTIVES OF THE STUDY:

The following objectives are framed for the present study:

- To study the socio-economic status of the paddy growers in Thiruvallur district.
- To find out the frequency of institutional sources acquired by the paddy farmers for seeking information.
- To examine the frequency of non-institutional sources acquired by the paddy growers for seeking information.
- To find out the frequency of Mass media sources acquired by the paddy growers for seeking information.
- To examine the information awareness of paddy cultivation practices of paddy growers in Thiruvallur district.

### HYPOTHESES OF THE STUDY

- Respondents do not differ in their frequency of information utilization from institutional sources on the basis of gender, Farm size and educational status.
- Respondents do not differ in their frequency of information utilization from non-institutional sources.
- Respondents do not differ on the frequency of information utilization among mass media sources.
- Respondents do not differ on information awareness about seasons and varieties.
- Respondents do not differ on information awareness about nursery techniques, transplantation techniques, field preparation techniques.
- Respondents do not differ on information awareness about nutrient management techniques, water management techniques and pest control techniques.

### METHODOLOGY

A questionnaire with interview schedule was designed for the purpose of collecting the required data from the chosen sample farmers' population. The questionnaire comprehensively includes broadly all the aspects regarding information access pattern of paddy growers, with on ultimate objective to reflect the farmers' opinion on the paddy growers.

#### Sample of the Study

In this study in all 600 questionnaires were distributed among the farmers of paddy growers in the Thiruvallur district among 11 Agricultural Blocks and received 572 questionnaires. Three Agricultural Blocks (R.K.Pet, Minjur, Villivakkam) have very limited cultivated lands and the farming of paddy is found less. For present study only eleven blocks are taken. The study population consisted of paddy growers of farmers in Thiruvallur district. The data was collected from the respondents through the questionnaire with interview schedule.

**Table – 6: Distribution of respondents according to block wise**

S. No.	Name of the Agricultural Blocks	No. of respondents
1.	Thiruvallur	52
2.	Kadambathur	52
3.	Poondi	52
4.	Ellapuram	52
5.	Poonamalli	52
6.	Thiruthani	52
7.	Thiruvelangadu	52
8.	Pallipet	52
9.	Gummudipoondi	52
10.	Sholavaram	52
11.	Puzhal	52

### NEED AND PURPOSE FOR THE STUDY

This study deals with agricultural information access pattern of paddy growers in Thiruvallur district. Such type of study has not been conducted so far. Due to increasing technology in the field of agriculture, the problems of information gathering have also been increased. New ideas have to be communicated in a more effective way than before. Thus in understanding the different behaviour such as how they act to get information, to what extent they use different sources, is important to extension workers and agricultural extension scientists which form the basis of educational activities for the extension workers. The results of this study would also be useful to, know how far the information systems and channels of Agriculture are needed to the extension workers and Farmers for their results oriented cultivation.

### Tools for analysis

In the present study, percentage analysis is used while preparing tables. Besides, statistical tools like Chi-square test, two way ANOVAs analyses are also used to make the study meaningful and purposeful.

### Limitations

The present study includes the farmers of paddy growers alone. The data were collected from those paddy growers who actively cultivate paddy and get use of Agricultural information for their purpose. The paddy growers who are using Agricultural resources with maximum extent are considered for the present study. The data collection period of study is between September 2013 and February 2014. There are 14 Agricultural Blocks in Thiruvallur District, among them 11 blocks alone taken for present study. Three blocks such as R.K.Pet, Minjur, Villivakkam are not taken as the paddy cultivation in these blocks are found very less in number.

### Organisation of the Chapters

The first chapter includes introduction of information, Theories of information access pattern, Agricultural information system and its uses.

The second chapter reveals various details of the earlier studies in the study area. The review of related literature provides a comprehensive view of the works accomplished so far.

The third chapter focuses on the structure and design of the study. This chapter includes the objectives, hypotheses, methodology, sampling data collection, data analysis, and limitations of the study.

The fourth chapter deals with the profile of Thiruvallur District of Tamil Nadu.

The fifth chapter deals with the Analysis and Interpretation of the data.

The sixth chapter is devoted to the findings, suggestions, and conclusion of the study. This chapter is followed by Bibliography and Appendices.

### CONCLUSION:

The content for interactive communication and provided technical support to formers, dissemination of farming information in the project area. The experience gained this project will be helpful to effectively use to information technology for the development of agriculture and empowerment of formers in remote area of any country, finally we find out the frequency of Mass media sources acquired by the paddy growers for seeking information and information awareness of paddy cultivation practices of paddy growers in Thiruvallur district.

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