

**RESEARCH ARTICLE :**

# Needs and preferences for information seeking in farm women of submountaneous and undulating plain (Kandi) zone of Punjab (India)

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**SUMMARY :** Farm women are resourceful agents who work as entrepreneurs, farmers and non-farm labourers for employment. Lack of access and availability to information sources restricts their knowledge which subsequently hinders their involvement in decision making. In order to enhance their access and utilization of information sources understanding of the needs and information seeking behaviour of farm women is imperative. The study depicts that information on governemntal policies regarding inputs and credit is the major need for information for farm women in submountaneous and undulating plain (Kandi) zone of Punjab (MWS=2.58, 2.54) and information on soil preparation is of least need (MWS=2.10). Their preferred source of information are TV (MWS=2.67) and mobile internet (MWS=1.23), followed by KVK/ University scientists (MWS=1.20) and family and friends (MWS=0.75). Lack of time, lack of awareness about availability and knowledge to handle that source are the major constraints that bar 55.47 per cent, 42.46 per cent and 32.87 per cent farm women from using them in *Kandi* area of Punjab.

**KEY WORDS:**

Farm women,  
Information sources,  
Submountaneous  
zone, Information  
needs

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