

# The sources of information of farmers about weather forecasting advisory services

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**ABSTRACT :** Knowledge of seasonal climatic forecast allows farmers and other user of climate information to develop seasonal management strategies learning to potential improvement in the productivity. Although the full potential is yet to be realized, seasonal climate forecast have shown promise in determining planting dates, irrigation needs, crop types , fertilization and planting varieties. Expected market condition, pest and disease and the need for the farm insurance for upcoming season can all be estimated using seasonal forecast. Accurate and timely forecast of rainfall pattern and other weather variable continue still be a major challenge and preoccupation for the scientific community to sustain the agricultural development. As far as use of information sources credibility as well as its utilization. The information as perceived by respondents about weather forecasting advisory services is concerned. The data revealed that television and radio were the most preferred source of weather forecasting information ranked it as first. The second most used source of information were mobile SMS facilities of CCS HAU, Hisar and newspaper. While in case of utilization of information sources radio and television were most preferred while other sources of information for weather forecasting were not utilized by farmers. Radio was the most common medium through which pastoralists receive external climate forecast. The major sources of information to the mango growers were radio, extension workers and TV. Study reported that friends followed by neighbors and relatives were the most sought after information sources for receiving information on all practices at every stage of innovation decision process.

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**W**eather forecasting is the application of science and technology to predict the state of atmosphere for the future time and a given location. Human beings have attempted to predict the weather informally for the millennia, and formally since at least the nineteenth century. Weather forecasts are made by collecting quantitative data about the current state of atmosphere and using scientific understanding of atmosphere processes to reject the

atmosphere will evolve. Agricultural activities are very dependent on climatic condition. The failure of crop to produce good yield is very often due to bad climate. Capability of farmers to use climate forecast to anticipate the events is very limited. Farmers and farming community throughout the world survived and developed by mastering the ability to adopt widely varying weather and climate conditions. The main advantage of weather forecasting advisory services is to

help farmers, maximize profit by decreasing weather related losses and increasing the timeliness of farm production, Indian farmers are still depend on the seasonal rains which are highly variable both in time and space including weather event like drought, flood, heat waves, and tropical storms cyclones severely effects the agriculture production. The information has been collected by utilization of credibility aids *i.e.* television, radio, newspaper, weather forecasting institutions, extension personnel's, etc.

## EXPERIMENTAL METHODOLOGY

The study was conducted in purposively selected Hisar from western zone and Kaithal districts from eastern zone of Haryana state, respectively. On the basis of close proximity to the centers issuing weather forecasting advisory services to western and eastern zone. It is also because of familiarity of researcher with the local condition, convenience and easy accessibility. Two blocks *viz.*, Hisar-1 from Hisar and Kaithal-1 from Kaithal districts were selected randomly. Constantly, Gangua and Dheeran was from Hisar-1 block and Kyorak and Balwanti from Kaithal-1 blocks were selected randomly for the study. A random sample of 30 farmers from each village was taken. Thus, 60 respondents from Hisar-1 block and 60 respondents from Kaithal-1 block were selected. In this way a total number of 120 farmers were selected for the present study. The sources of information were studied under the 2 indicators *i.e.* 1. Sources of information credibility and

2. Sources of information utilization.

## EXPERIMENTAL FINDINGS AND DISCUSSION

The findings of the present study as well as relevant discussion have been presented under following heads :

### Source of communication of respondents :

The study about source of communication of the farmers regarding the weather forecasting advisory services. Two of the major indicators of source of communication of the farmers were the credibility and utilization of source of communication regarding weather forecasting advisory services.

### Source of information credibility :

It was observed from the Table 1 that, television was considered as most credible source of information with mean score 2.45, followed by radio (mean 2.41), mobile SMS facilities provided by CCS HAU, Hisar (mean 2.40). Moreover, newspaper and internet facilities (mean 1.44 and 1.40, respectively) were least credible with regards to the weather forecasting advisory services in view of farmer.

### Source of information utilization :

It was found from the Table 2 that television ranked 1<sup>st</sup> position with mean score 2.45, radio ranked 2<sup>nd</sup> (mean 2.41), mostly used by the respondents as credible channel for weather forecasting information mobile SMS facilities by CCS HAU were ranked III<sup>rd</sup> (mean 1.75) while

Sr. No.	Statement	Mean	Rank
1.	Television	2.45	I
2.	Radio	2.41	II
3.	Mobile SMS facilities of CCSHAU, Hisar	2.40	III
4.	Newspaper	1.44	IV
5.	Internet facilities	1.40	V

Sr. No.	Statement	Mean	Rank
1.	Television	2.50	I
2.	Radio	2.47	II
3.	Mobile SMS facilities of CCSHAU, Hisar	1.75	III
4.	Newspaper	1.62	IV
5.	Internet facilities	1.40	V

newspaper forth in terms of utilization as for weather forecasting information (mean 1.62) and Internet facilities (mean 1.40) was ranked last alternate of information in view of respondents as credible channel for weather forecasting information.

### Conclusion :

The findings of the study regarding existing perception level of the farmers towards weather forecasting information advisory services will definitely help the planners, executors, researchers and administrators to know that in which segment of the farmers. Farmers must be aware about weather forecasting advisory services. In order to aware about weather forecasting govt. must be advertised about weather forecasting on radio and television in active way. Weather forecasting can be more effective if they can be understood by majority of the farmers. So Government must initiate such campaign which provides importance of weather forecasting information to the farmers. It was concluded that majority of the respondents were used radio, television and SMS facilities of CCS HAU, Hisar were considered as credible and most preferred source for weather forecasting advisory services. Weather forecasting could not available in remote areas. So there should be some scheme and TV channel for broadcasting the information in remote areas. The service of SMS facilities provided by CCS HAU, Hisar should be broadcasting local language so that farmers could understand the message about weather forecasting.

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