

Information Needs of Rural Community in Nuvvurupadu Gram Panchayat of Atmakur Mandal of S.P.S.R. Nellore District, Andhra Pradesh

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***Abstract** - The present era is called the information era. In view of the vital role played by information in daily life, without information, survival of human beings would become impossible. Rural communities are the backbone of Indian society. It is essential to fulfil the information needs of rural community for socio economic, cultural and educational development of the nation. The present study examines the information needs of rural community of Nuvvurupadu Gram Panchayat of Atmakur Mandal of S.P.S.R. Nellore (Dt.), Andhra Pradesh. There are a total of 512 households in this Panchayat. Out of them, the researchers selected 120 households by simple random method. Investigators used interview schedule for data collection and data has been collected during December 2017. Analysis of data reveals that all the householders informed that they need information on food and nutrition, clothing, health and child care, political information, law and order, recreation, consumer goods, cultural, spiritual and religious aspects and government welfare schemes. Most of them require information on family planning (97.5%), personal information (98.3%), employment information (93.3%), and education (81.67%). Majority of them require information on housing and agricultural (69.2%) and animal husbandary (51.7%). Finally, a few suggestions have been made to meet the information needs of rural community effectively.*

Keywords: Information needs, Information seeking behaviour, rural community, Nuvvurupadu Gram Panchayat, Atmakur Mandal, S.P.S.R. Nellore District.

1. Introduction

The present era is called the information era. It has become the most important element for socio economic, educational and cultural development. It plays a significant role in our professional and personal lives. Information has been described by subject experts as fifth need of man ranking after air, water, food and shelter. In fact, in view of the vital role played by information in daily life, without information, survival of human beings would become impossible.

Rural community means a group of people living in a locality which is away from the city. Rural community has got strong base for development. Rural areas have abundant natural

resources. If the resources of rural areas are planned and utilized properly, rural areas can become engines of economic development. Rural communities are the backbone of Indian society. According to 'Census of India, 2011', 68.85% of population is still living in rural areas and even today, its contribution to the national income and employment is very significant. Therefore, it is not exaggeration to say that India is living in villages.

All human beings including rural community have information needs, both individual and collective. And it is information transfer and information revolution which are the key factors for the cultural revolution and societal development of mankind. The intensity and extension of underdevelopment or poverty is much more profound in the rural areas of the third world in general and those of India in particular. Information need is an individual or groups desire to locate and obtain information to satisfy a conscious or unconscious need. It is essential to fulfil the information needs of rural community for socio economic, cultural and educational development of the nation. Hence, the present study has been taken up to examine the information needs of rural community of Nuvvurupadu Gram Panchayat of Atmakur Mandal of S.P.S.R. Nellore (Dt.), Andhra Pradesh.

2. Review of literature

A few significant studies conducted on information needs of rural communities are enumerated. Harande (2009) conducted a survey on the information services for rural community development in Nigeria. In his study, he emphasized the information needs of rural dwellers and in the conclusion he stated that success and progress in developing counties lies in the development of their rural communities. Information is raw material for development for both urban and rural dwellers. Prosperity, progress, and development of any nation depend upon the nation's ability to acquire, produce, access, and use pertinent information. Effective information delivery and coordination is the essential ingredient for development. Mtega (2012) conducted a study on how rural communities in Kilosa District Morogoro region in Tanzania access to and use information. Findings showed that there was a strong need for information of all types. Most of the information needed related to day-to-day problems. Information was accessed mainly through radio, television, newspapers and magazines, and also through cell phones and face-to-face communication. The study recommends to conduct frequent rural information needs assessments before providing information services to rural areas.

Shaifuddin, Ahmad and Mokhtar (2011) made a study on Malaysian rural youth's perceptions of information sources and rural library services. The current study showed that rural youth do not see the rural library as a place for meeting their information needs. Rural libraries must provide rural youth with access to information in both print and electronic formats. The rural library administrators should provide services that no other institution can outmatch. Ahmad (2016) made a survey on information needs and seeking behaviour of rural population of Barak Valley of Assam, India. The survey indicated that, regarding the improvement of information services in rural environment, it is necessary to make public library in every rural village and make the rural people aware about the need and importance of the public library. Government should take steps to the growth of public libraries in undeveloped area.

Letshela (1999) discussed how a web-based information centre should be designed for rural farmers. The web was specifically suggested because of the possibilities it provides and advantages that it brings to the communication process over other traditional modes of

communication. The challenge is for information professionals to design and implement cheaper, more flexible, attention grabbing and less polluting systems that respond rapidly to user needs. Mtega and Ronald (2013) investigated the factors influencing accessibility of rural information services in Tanzania. Specifically the study identified the types of information services provided in rural areas; the sources of information used by rural people and determined the barriers to accessibility of information services in rural areas in Tanzania. Findings show that high illiteracy levels, poor/unreliable information infrastructure, low income, lack of electricity and high cost of ICTs have limited the accessibility of information services in rural areas. Other factors including the use of difficult languages when repackaging information, lack of time to access information and geographical isolation, have also limited some from accessing information services in rural areas. It is important to conduct audience research often that appropriate information can be delivered to the right people. Ezeh and Ezeh (2017) conducted a study on the perception and information seeking behaviour of rural households towards health promoting practices in Maigana District of Kadunstate, Nigeria. The study concludes that vast knowledge gaps do exist coupled with the poor perception of health promoting practices by the respondents.

Acheampong and others (2017) in their study assessed the information seeking behaviour and utilization of rice farmers in the Ejisu-Juaben Municipality of Ashanti region of Ghana. The results showed that most of the respondents were literate and relied on interpersonal information sources. Majority of the respondents are willing to pay for their preferred information needs. The constraints limiting rice farmer's information seeking behaviour and utilization were inadequate extension agents and lack of agricultural information services in the communities. It is recommended that the Government should improve access to extension services by employing more extension workers to provide the necessary training support to farmers.

Similo (2014) made a study on health information needs and seeking behaviour of rural women in Insiza South District, Filabusi Zimbabwe. The study is significant to policy makers involved in the development and implementation of health programmes in Zimbabwe. Saleh (2011) made a study on information needs and information seeking behaviour of rural women in Borno State, Nigeria. The study described varying information needs, sources of information used and seeking behaviour of rural women. Barriers to information needs are identified and suggestions on how to tackle them are provided.

It is evident from the above review of literature that no study has been undertaken to study the information needs of rural community in Andhra Pradesh. Hence, the present study has been undertaken.

3. Objectives

The following are the objectives of the study:

- To study the information needs of rural community of Nuvvurupadu Gram Panchayat of Atmakur Mandal of S.P.S.R. Nellore District; and
- To suggest measures to meet the information needs of rural community.

4. Methodology

There are 21 gram panchayats in Atmakur mandal of S.P.S.R. Nellore district. Due to constraints of time, labour, cost involved, the researchers selected Nuvvurupadu Gram Panchayat as a case study. This Gram Panchayat includes three villages namely Nuvvurupadu, Aswinipuram and Pathajangalapalli. There are a total of 512 households in this Panchayat. Out of them, the researchers selected 120 households by simple random method for data collection.

As significant percentage of householders are illiterate, the investigator used interview schedule as a tool for data collection. An interview schedule is prepared and the respondents were interviewed with the help of it. To get required data for the study, the questions were put to the respondents to know whether they required information on housing, food and nutrition, clothing, health and child care, education, employment, agricultural and animal husbandary, politics, law and order, recreation, family planning, personal information, consumer goods, cultural information, spiritual and religious information, and government welfare projects. The answers provided by them to the questions put by the investigators were recorded in the interview schedule itself. The required data was collected from the respondents during the month of December 2017.

5. Analysis and interpretation of data

The data collected from the rural community with regard to types of information they need, is analysed, interpreted and presented in the form of tables in the following lines.

5.1. Housing

A question has been put to the rural community of the Atmakur Mandal to know whether they require information on housing. The responses are shown in Table 1.

Table 1
Distribution of rural community according to their requirement on housing information

S. No.	Response	Rural People	
		No.	%
1	Yes	83	69.2
2	No	37	30.8
Total		120	100

It is evident from Table 1 that the majority of the rural community (69.2%) responded that they require information on housing. The remaining 30.8% of them do not require information on housing. The reason for the non-requirement of housing information may be due to having their own houses.

5.2. Food and nutrition

A question has been put to the rural community of Nuvvurupadu Panchayat, Atmakur Mandal, S.P.S.R. Nellore District to know whether they need information on food and nutrition. All the respondents (100%) informed that they need information on food and nutrition.

5.3. Clothing

Rural community of Nuvvurupadu Panchayat were asked to know whether they need information on clothing. All the respondents (100%) informed that they need information on clothing.

5.4. Health and child care

A question has been put to the rural community of Nuvvurupadu Panchayat to know whether they need information on health and child care information. All the respondents (100%) informed that they need information on health and child care.

5.5. Education

A question has been put to the rural community of Nuvvurupadu Panchayat to know whether they require information on education. The responses are shown in Table 2.

Table 2
Distribution of rural community according to their requirement on education

S. No.	Response	Rural People	
		No.	%
1	Yes	98	81.67
2	No	22	18.33
Total		120	100

It is evident from Table 2 that the majority of the rural community (81.67%) responded that they require information on education. The remaining 18.33% of them do not require information on education. The reason for the non-requirement of information on education is due to having grown-up children or not having children.

The respondents, were again asked to inform the type of specific information they require. Their responses are shown Table 3.

Table 3
Distribution of rural community according to their requirement on various aspects of education

S. No.	Types of information	Rural People (N=98)	
		No.	%
1	Private schools	28	28.6
2	Anganwadi centres	15	15.3
3	Social welfare schools	9	9.1
4	Professional education	15	15.3
5	Tuition masters	4	4.1
6	Coaching centre for admission into Sainik schools and Navodaya schools	21	21.4
7	Mandal parishad Zilla Parishad and Govt. schools	51	52
8	Foreign education	6	6.1

*Respondents were permitted to tick more than one answer.

It is evident from Table 3 that most of respondents (52%) require information on Mandal Parishad, Zilla Parishad and Government Schools. It is evident from Table 3 that over a fourth of respondents (28.6%) require information on private schools and over a fifth of them (21.4%) require information on coaching centres. A few of respondents require information on professional education (15.3%), Anganwadi centres (15.3%), social welfare schools (9.1%), foreign education (6.1%), and tuition masters (4.1%).

5.6. Employment

A question has been put to the rural community of the Nuvvurupadu Panchayat to know whether they require information on employment. The responses are shown in Table 4.

Table 4
Distribution of rural community according to their requirement on employment information

S. No.	Response	Rural People	
		No.	%
1	Yes	112	93.3
2	No	08	6.7
Total		120	100

It is evident from Table 4 that the majority of rural community (93.3%) responded that they require information on employment. The remaining (6.7%) of them don't require information on employment. The reason for non-requirement of employment information may be due to having grown up children who settled in life.

The respondents, who replied that they require employment information, were again asked to inform the type of specific information they require. Their responses are shown in Table 5.

Table 5
Distribution of rural community according to their requirement on specific aspects of employment information

S.No.	Types of information	Rural People (N=112)	
		No.	%
1	Banks	33	27.5
2	Defence	3	2.5
3	Railways	16	13.3
4	AP Public Service Commission	17	14.2
5	Union Public Service Commission	4	3.33
6	Foreign employment	6	5
7	Public sector industries	19	15.8
8	Private sector industries	7	5.8
9	Central and state governments	74	61.7
10	Government teacher's recruitments	23	19.2

*Respondents were permitted to tick more than one answer.

It is evident from Table 5 that majority of the respondents (61.7%) require information on jobs concerning Central and State Governments. It is evident from the table that over a fourth of respondents (27.5%) require information on banks and nearly one fifth of them (19.2%) require information on government teachers recruitment. A few of them require information

on public sector (15.8%), A.P. Public Service Commission (14.2%), Railways (13.3%), Private sector industries (5.8%), foreign employment (5.0%), Union Public Service Commission (3.33%) and defence (2.5%).

5.7. Agricultural and animal husbandry

A question has been put to the rural community of the Nuvvurupadu Panchayat to know whether they require information on agricultural and animal husbandry. The responses are shown in Table 6.

Table 6
Distribution of rural community according to their requirement on agricultural information

S. No.	Response	Rural People	
		No.	%
1	Yes	62	51.7
2	No	58	48.3
Total		120	100

It is evident from Table 6 that the majority of rural community (51.7%) responded that they require information on agricultural and animal husbandry. The remaining of them (48.3%) do not require information on agricultural and animal husbandry. The reason for non-requirement of agricultural and animal husbandry may be due to practicing of other occupations (other than agriculture). The respondents, who replied that they require information on agriculture and animal husbandry, were again asked to inform the type of specific information they require. Their responses are shown in Table 7.

Table 7
Distribution of rural community according to their requirement on specific aspects of agricultural and animal husbandry information

S. No.	Types of information	Rural people	
		No.	%
1	Selection of crops to be grown	42	67.8
2	Agricultural implements	14	22.6
3	Agricultural machinery	8	12.9
4	Farm harvest prices	27	43.6
5	Crop loans	41	66.1
6	Subsidized seeds	34	54.9
7	Subsidized agricultural machinery	9	14.6
8	Subsidized fertilizers	25	40.3
9	Irrigation	49	79.0
10	Loans (Animal Husbandry)	10	47.7
11	Animals to be reared	10	47.7
12	Manuring (veterinary)	2	9.5
13	Pesticide applications (veterinary)	1	4.8
14	Seeds (veterinary)	6	28.6
15	Food for animals	8	38.1
16	Changing the cropping pattern	3	14.2
17	Medicine for animals	4	19.0
18	Marketing area and price level of crops and animals	2	9.5

*Respondents were permitted to tick more than one answer.

It is evident from Table 7 that majority of the respondents require information on irrigation (79.0%), selection of crops to be grown (67.8%), crops loans (66.1%) and subsidized seeds (54.9%). Nearly half of respondents (47.7%) require information on loans (for rearing animals). A considerable percentage of respondents require information on farm harvest prices (43.6%), and subsidized fertilizers (40.3%). Over a third of respondents (38.1%) require information on food for animals. Over a fourth of respondents (28.6%) require information on seeds, followed by agricultural implements (22.6%), medicine for animals (19%), subsidized agricultural machinery (14.6%), changing the crop pattern (14.2%), agricultural machinery (12.9%), manuring (9.5%), marketing area and price level of crops and animals (9.5%) and pesticide applications (4.8%).

5.8. Politics

The rural community of Nuvvurupadu Panchayat were asked to know whether they need political information. All the respondents (100%) informed that they need political information.

The respondents, were again asked to inform the type of specific information they require. Their responses are shown in Table 8.

Table 8
Distribution of rural community according to their requirement on specific aspects of Political information

S. No.	Types of information	Rural people (N=120)	
		No.	%
1	Educational committee elections	12	10
2	Co-operative society elections	23	19.1
3	Assembly elections	120	100
4	Parliament elections	120	100
5	Mandal elections (M.P.T.C)	120	100
6	Zilla Parishad elections (Z.P.T.C)	120	100
7	Panchayat elections	120	100
8	Water society elections	4	3.3

*Respondents were permitted to tick more than one answer.

It is evident from Table 8 that all the respondents (100%) require information on assembly elections, Parliament elections, Mandal Parishad elections, and Zilla Parishad elections. Nearly one fifth of respondents (19.1%) require information on co-operative society elections. A few of them require information on educational committee elections (10%) and water society elections (3.3%).

5.9. Law and order

A question has been put to the rural community of Nuvvurupadu Gram Panchayat to know whether they need information on law and order. All the respondents (100%) informed that they need information on law and order.

The respondents, were again asked to inform the type of specific information they require. Their responses are shown in Table 9.

Table 9
Distribution of rural community according to their requirement on specific aspects of law and order information

S. No.	Types of information	Rural people (N=120)	
		No.	%
1	Agricultural land disputes	93	77.5
2	House property disputes	120	100
3	Robbery/other claims	118	98.3
4	Community disputes	98	81.7
5	Financial disputes	105	87.5

*Respondents were permitted to tick more than one answer.

It is evident that from Table 9 that all the respondents (100%) require information regarding house property disputes. It is evident from Table 9 that most of respondents require information regarding robbery/other claims (98.3), financial disputes (87.5%), community disputes (81.7%), and agricultural land disputes (77.5%).

5.10. Recreation

A question has been put to the rural community of Nuvvurupadu Gram Panchayat to know whether they require recreational information. All the respondents (100%) informed that they need recreational information.

The respondents, were again asked to inform the type of specific information they require. Their responses are shown in Table 10.

Table 10
Distribution of rural community according to their requirement on specific aspects of recreational information

S. No.	Types of information	Rural people (N=120)	
		No.	%
1	Cinemas	103	85.8
2	Vanabhojanas	17	14.1
3	Burrakathalu	15	12.5
4	Dramas	20	16.7
5	Tirunals	86	71.7
6	Travel and tourism	62	51.7

*Respondents were permitted to tick more than one answer.

It is evident from Table 10 that most of the respondents (85.8%) require information on Cinemas. It is also evident from Table 10 that the majority of them require information on Tirunals (71.7%) and Travel and Tourism (51.7%). A few of them require information on Dramas (16.7%), Vanabhojanas (14.1%) and Burrakathalu (12.5%).

5.11. Family planning

5.12.

A question has been put to the rural community of Nuvvurupadu Panchayat to know whether they need information on family planning. Their responses are shown in Table 11.

Table 11
Distribution of rural community according to their requirement on family planning information

S. No.	Response	Rural people	
		No.	%
1	Yes	117	97.5
2	No	3	2.5
Total		120	100

Table 11 shows that most of the rural community (97.5%) require information on family planning. The remaining (2.5%) of them do not require information on family planning. The respondents, who replied that they require information on family planning, were again asked to inform the type of specific information they require. Their responses are shown in Table 12.

Table 12
Distribution of rural community according to their requirement on specific aspects of family planning information

S. No.	Types of information	Rural people (N=117)	
		No.	%
1	Vasectomy	111	94.9
2	Tubectomy	117	100
3	Family planning methods	111	94.9
4	Family planning medicines	105	89.7

*Respondents were permitted to tick more than one answer.

It is evident from Table 12 that all the respondents (100%) require information on tubectomy. It is also evident from the table that most of the respondents require information on Vasectomy (94.9%) and family planning methods (94.9%) and family planning medicines (89.7%).

5.12. Personal information

Rural community of Nuvvurupadu Gram Panchayat were asked to know whether they need personal information such as Aadhar, gas, ration card and pan card. Their responses are shown in Table 13.

Table 13
Distribution of rural community according to their requirement on personal information.

S. No.	Response	Rural people	
		No.	%
1	Yes	118	98.3
2	No	2	1.7
Total		120	100

It is evident from Table 13 that the majority of rural community (98.3%) responded that they require personal information such as Aadhar, gas ration card, pan card, etc. The remaining (1.7%) of them do not require personal information.

The respondents, who replied that they require personal information, were again asked to inform the type of specific information they require. Their responses are shown in Table 14.

Table 14
Distribution of rural community according to their requirement on personal information

S.No.	Types of information	Rural people (N=118)	
		No.	%
1	Gas	108	91.5
2	Aadhar	118	100
3	Pan card	25	21.1
4	Ration card	118	100

*Respondents were permitted to tick more than one answer.

It is evident from Table 14 that all the respondents (100%) require information on Aadhar and ration card. It is evident from Table 14 that most of the respondents (91.5%) require information on gas. Over a fifth of them require information on pan card (21.1%).

5.13. Consumer goods

A question has been put to the rural community of the Nuvvurupadu Gram Panchayat to know whether they need information on consumer goods. All the respondents (100%) informed that they need information on consumer goods. The respondents, were again asked to inform the type of specific information they require. Their responses are shown in Table 15.

Table 15
Distribution of rural community according to their requirement on specific aspects of consumer goods information

S.No.	Types of information	Rural people (N=120)	
		No.	%
1	Malls	33	27.5
2	Ration shops	103	85.8
3	Retail and wholesale shops	99	82.5
4	Raitu bazars	0	0
5	Markets	9	7.5
6	Provision shops	71	59.2

*Respondents were permitted to tick more than one answer.

It is evident from Table 15 that most of the respondents require information on ration shops (85.9%) and retail and wholesale shops (82.5%). It is evident from Table 15 that the majority of respondents (59.2%) require information on provision shops. It is evident from Table 15 that over a fourth of the respondents (27.5%) require information on malls. A few of them require information on markets (7.5%). Nobody requires information on Raitu Bazars.

5.14. Cultural information

The rural community of Nuvvurupadu Gram Panchayat were asked to know whether they need cultural information. All the respondents (100%) informed that they need cultural information.

The respondents were again asked to inform the type of specific information they require. Their responses are shown in Table 16.

Table 16
Distribution of rural community according to their requirement on specific aspects of cultural information

S.No.	Types of information	Rural people (N=120)	
		No.	%
1	Bhajans	75	62.5
2	Dance	3	2.5
3	Music	32	26.7
4	Mono actions	4	3.33
5	Scripts	2	1.7
6	Drama	13	10.8

*Respondents were permitted to tick more than one answer.

It is evident from Table 16 that majority of the respondents (62.5%) require information on Bhajans. It is evident from the table that over a fourth of respondents (26.7%) require information on music. A few of them require information on dramas (10.8%), mono-actions (3.33%), dance (2.5%) and scripts (1.7%).

5.15. Spiritual and religious information

A question has been put to the rural community of Nuvvurupadu Gram Panchayat to know whether they need spiritual and religious information. All the respondents (100%) informed that they need spiritual and religious information.

The respondents were again asked to inform the type of specific information they require. Their responses are shown in Table 17.

Table 17
Distribution of rural community according to their requirement on spiritual and religious information

S. No.	Types of information	Rural people (N=120)	
		No.	%
1	Temples	90	75
2	Masjids	16	13.3
3	Churches	0	0
4	Pilgrim places	32	26.7

*Respondents were permitted to tick more than one answer.

It is evident from Table 17 that majority of the respondents (75%) require information on temples. It is evident from the table that over a fourth of respondents (26.7%) require

information on pilgrim places. A few of them require information on Masjids (13.3%). Nobody requires information on Churches.

5.16. Government welfare Schemes

A question has been put to the rural community of the Nuvvurupadu Gram Panchayat to know whether they need information on Government welfare schemes. All the respondents (100%) informed that they need information on Government welfare schemes.

The respondents were again asked to inform the type of specific information they require on Government welfare schemes. Their responses are shown in Table 18.

Table 18
Distribution of rural community according to their information requirements on specific aspects of Government Welfare Schemes

S.No.	Types of information	Rural people (N=120)	
		No.	%
Andhra Pradesh Government Welfare Schemes			
1	Farmer Free Energy Efficient Pumpsets Scheme in A.P. for Agriculture	3	2.5
2	Aarogyasri (NTR Vydyaseva)	90	75
3	A.P.N.T.R Housing Scheme	2	1.7
4	Bangarutalli	0	0
5	Abhayahastam	0	0
6	N.T.R Barosa	1	0.8
7	A.P.N.T.R Arogyaraksha Scheme	1	0.8
8	S.C, S.T. Sub Plan	2	1.7
9	Andhra Pradesh Fibre Grid Project	1	0.8
10	Students Fee Reimbursement Scheme	6	5
11	Chandranna Bima Scheme	83	69.2
12	S.C, S.T. House Free Power	23	19.2
Central Government Welfare Schemes			
13	Pradanamantri Mudra Yojana	0	0
14	Janani Suraksha Yojana	0	0
15	Pradanamantri Jeevana Jyoti Bima Yojana	3	2.5
16	Pradanamantri Bima Suraksha Yojana	36	30
17	Atal Pension Yojana	0	0
18	Pradanamantri Jan Dan Yojana	27	22.5
19	Pradanamantri Gram Sadak Yojana	1	0.8
20	Pradanamantri Solar Subsidy Scheme	0	0
21	Pradanamantri Fasal Bima Yojana	5	4.2
22	Pradanamantri Kaushal Vikas Yojana	0	0
23	Deendayal Upadhyaya Gram Jyoti Yojana	0	0
24	Pradanamantri Awas Yojana	0	0
25	Swachh Bharat Abhiyan Yojana	3	2.5

*Respondents were permitted to tick more than one answer.

It is evident from Table 18 that three-fourths of the respondents (75%) require information on Aarogyasri (NTR Vydyaseva). It is evident from the table that the majority of them (69.2%)

require information on Chandranna Bima Scheme and 42% of them require information on Pradanamantri Fasal Bima Yojana. It is evident from the table that nearly one - third of the respondents (33%) require information on Pradanamantri Bima Yojana; over a fifth of respondents (22.5%) require information on Pradanamantri Jan Dan Yojana; and nearly one fifth of them require information on S.C. and S.T. House Free Power (19.2%). A few of them require information on Students Fee Reimbursement Scheme (5%), Pradanamantri Jeevana Jyoti Bima Yojana (2.5%), Swachh Bharat Abhiyan Yojana (2.5%), S.C., S.T. Sub-Plan (1.7%), A.P.N.T.R Housing Scheme (1.7%), Andhra Pradesh Fibre Grid Project (0.8%), Pradanamantri Gram Sadak Yojana (0.8%) and N.T.R Barosa (0.8%). The respondents do not require information on Bangarutalli, Abhayahastam, Farmer Free Energy Efficient Pumpsets Scheme in A.P. for Agriculture, Pradanamantri Mudra Yojana Scheme, Janani Suraksha Yojana, Atal Pension Yojana, Pradanamantri Solar Subsidy Scheme, Pradanamantri Kaushal Vikas Yojana, Deendayal Upadhyaya Gram Jyoti Yojana and Pradanamantri Awas Yojana.

6. Findings

The following are the findings of the study:

1. All the householders need information on food nutrition, clothing, health and child care, political information, law and order, recreation, consumer goods, cultural aspects, spiritual and religious aspects and government welfare schemes.
2. Most of them require information on family planning (97.5%), personal information (97.5%), employment information (93.3%) and education (81.67%).
3. Majority of them require information on housing (69.2%), and Agricultural and animal husbandry (51.7%).
4. Among the various aspects of educational information, majority of them (52%) require information on Mandal Parishad, Zilla Parishad and Governments schools.
5. Among the various aspects of employment information, majority of them (61.7%) require information on jobs pertaining to central and state governments.
6. Among the various aspects of agricultural information, majority of them require information on irrigation (79%), selection of crops to be grown (67.8%), crop loans (66.1%) and subsidized seeds (54.9%).
7. With regard to political information, all the respondents need information on Assembly elections, Parliament elections, Mandal elections, Zilla Parishad elections and Panchayat elections.
8. With regard to law and order information, all the respondents require information on house property disputes; and majority of them require information on robbery/other claims (98.3%), financial disputes (87.5%), community disputes (81.7%) and agricultural land disputes (77.5%).
9. With regard to recreational information, majority of them require information on Cinemas (85.8%), Tirunals (71.7%) and travel and tourism (51.7%).
10. Regarding family planning information, all the respondents require information on Tubectomy; and most of them require information on Vasectomy (94.9%), Family planning methods (94.9%) and Family planning medicines (89.7%).
11. With regard to personal information, all the respondents require information on Aadhaar and ration card. Most of them require information on gas (91.5%).
12. Regarding consumer goods information, most of the respondents require information on ration shops (85.8%) and Retail and Wholesale shops (82.5%); and majority of them (59.2%) require information on provision shops.

13. With regard to cultural information, majority of them (62.5%) require information on Bhajans. But in the case of spiritual and religious information, three - fourths of them (75%) require information on temples.
14. Among the State Government Welfare Schemes, majority of the respondents require information on Aarogya Sri (75%) and Chandranna Bima Scheme (69.2%). Among the Central Government welfare schemes, a considerable percentage of them require information on Pradhana Mantri Fasal Bima Yojana (42%), Pradhana Mantri Suraksha Yojana (30%) and Pradhana Mantri Jan Dhan Yojana (22.5%).

7. Recommendations

The following recommendations have been made to meet the information needs of rural community of Nuvvurupadu Gram Panchayat of Atmakur Mandal.

1. Public library, Television, Radio, Newspapers, Krishi Vignan Kendras, Government Departments, and Internet are the major sources for obtaining the information required by rural community. Among them, public library plays an important role in providing required information to rural people. Government of Andhra Pradesh should establish more number of village libraries and book Deposit Centres along with branch libraries under each district central library to provide right information to the right rural community members at right time. District central libraries should procure all books required by rural communities and sent them to branch libraries. Librarians of these libraries should inculcate reading habit among rural children. They should provide required information to unemployed youth to get better jobs and farmers to improve their agriculture production. They should invite Government officials concerned to deliver lectures on government welfare schemes. They should show documentary film shows and organize extension lectures on relevant topics to the rural community such as diseases of agriculture crops, diabetes, etc. They should create awareness on public libraries and impart the necessary knowledge on how to use information sources and services for solving their problems. These libraries should provide rural community with access to information in both print and electronic formats. They should provide various types of information to meet the information requirements of rural people.

2. Radio and television stations should have more rural related programmes, which should be broadcasted during appropriate times.

3. As the majority of house holders of Nuvvurupadu require information on Agriculture, the Departments of Agriculture and Horticulture, and Krishi Vignan Kendras especially in the districts must employ the use of multiple information sources and other strategies to deliver relevant agricultural information to farmers in rural communities.

4. Mandal Development Officers, Mandal Revenue Officers, Agriculture Officers, Agriculture Extension Officers, Mandal Educational Officers, Mandal Health Officers, Assistant Executive Officers, Horticulture Officers, libraries, Krishi Vigyan Kendras and other relevant organizations should work together to create awareness of the available information sources, and promote a culture of learning and sharing to enable the communities to seek advice when they have a problem and share their knowledge. Print formats (such as leaflets, newsletters, books) and ICTs such as internet, e-mails and mobile phones can be used to share and distribute knowledge among rural communities to supplement what was gained verbally.

5. Success and progress in developing countries lies with the development of their rural communities. Effective information service delivery and coordination is the essential ingredient for development of rural communities. As the householders of Nuvvurupadu Gram Panchayat require information on housing, food and nutrition, clothing, health and child care education, employment, political information, law and order, recreation, family planning, personal information, consumer goods, cultural, spiritual and religious information and government welfare schemes, the Government should take the following necessary steps to provide the required information to the rural people.

6. Government of Andhra Pradesh should conduct enlightenment and propaganda programmes about its welfare schemes to rural people. 2. All the information required by rural people should be made available at one place so that they can get the required information easily. 3. The rural community information must be organized and repackaged in a manner that will be best suited to the needs of rural community members. This rural information should be made available at Division for Rural Community Information which should be established by Government of Andhra Pradesh under the management of State Central Library. This should act as a clearing house for all the issues pertaining to rural community information. 4. Central and State Government departments concerned should use pamphlets, brochures, posters, Radio, Television and newspapers to communicate their departmental welfare programmes to the rural community of Nuvvurupadu. The governments should enact the act to supply the printed materials about their welfare programmes to District central libraries, branch libraries, village libraries and book deposit centres, so that rural people can get the information easily. They should make use of audio visual materials and internet technology to a maximum extent to communicate departmental programmes. Anganwadi teachers should be encouraged to become active in transferring need based information to the rural community. 5. Web-based information centre should be designed for rural community under the control of State Central Library of Government of Andhra Pradesh to provide required information to the rural community

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