

# 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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