



RESEARCH ARTICLE :

Credibility of information sources utilised by tomato growers in Nashik district of Maharashtra state

■ PARMESHWARI B. PAWAR, S.M. HADOLE AND T.B. UGALE

ARTICLE CHRONICLE :

Received :
17.07.2017;

Revised :
29.08.2017;

Accepted :
15.09.2017

SUMMARY : Credibility refers to the trustworthiness of information sources as perceived by farmers is an important factor. The present study was conducted in two blocks of Nashik district of Maharashtra state to investigate the credibility of different information sources utilized by tomato growers. The present study revealed that the agri. input retailers perceived as most credible followed by social media/ internet, agricultural consultant and agri. input company representative. On the other hand village level worker, co-operative society and government extension agencies were perceived as least credible sources.

How to cite this article : Pawar, Parmeshwari B., Hadole, S.M. and Ugale, T.G. (2017). Credibility of information sources utilised by tomato growers in Nashik district of Maharashtra state. *Agric. Update*, 12(4): 569-573; DOI : 10.15740/HAS/AU/12.4/569-573.

KEY WORDS :

Credibility, Source, Information, Tomato growers

Author for correspondence :

PARMESHWARI B. PAWAR
Department of
Extension Education,
K.K. Wagh College of
Agriculture,
Saraswatinagar,
Panchavati, NASHIK
(M.S.) INDIA
Email: pari2805@
rediffmail.com

See end of the article for
authors' affiliations