India is a country of villages. Out of 1.21 billion Indians, 833 million live in villages. Agriculture is still demographically extensive economic activity in India, even though its contribution to GDP is gradually declining. There is need for the development of rural areas for the meaningful development of developing countries. Many researchers have argued that lack of information negatively impact development process. Development of rural areas can only be effective if rural community has the ability to access relevant and timely information for their professional and day to day activities. Information literacy is required at every stage and sphere of a person’s life starting from school education to higher education and from social life to personal life.
Hyderabad Karnataka Region

Hyderabad Karnataka region is located in the north-east of Karnataka, State which includes six districts, Bidar, Gulbarga, Raichur, Yadgir, Koppal and Bellary. The region is considered as the most backward region in the State. The total population of Hyderabad Karnataka region is 1, 12, 15, 224 of which 75.24% of the population lives in rural areas. Socio-economic indicators such as literacy rate, per capita income are much below the State average and National average (Table-1). The Government of India has introduced article 371J to ensure overall development of the region including education, employment and infrastructure. To take full advantage of the facilities, people of Hyderabad-Karnataka region should be competent with technical skills in their area of work and soft skills such as communication skills. Information Literacy plays a major role in developing the required skills and competencies. First step in imparting Information Literacy skills is to assess the status of skills they possess.

<table>
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<tr>
<th>Sl. No.</th>
<th>Demographic Indicators</th>
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<th>Hyderabad Karnataka Region</th>
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<td>Per capita income (2011-12)</td>
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Information Literacy

The concept of information literacy was first put forward by Mr. Paul Zurkowski, President of Information Industry Association of the United States in 1974. He defined information literacy as “the competence to use information, study information technology and mold information solutions to problems”. Information Literacy empowers citizens to take better critical decisions to achieve their full potential, and it enables countries to sustain their political, economic and social development. Information literacy is defined as the ability of the individuals to recognize when information is needed and have the ability to locate information in many formats, evaluate and effectively use the required information in order to become life Long learners (ALA, 1989).
Information Literacy Models

Once the need for Information Literacy is established, it is necessary to look for suitable model which provides a framework for assessing the status of Information Literacy skills among study population and design the methodology for offering Information Literacy training. Some of the important models include:

- SCONUL Seven Pillars of Information Literacy;
- Big6 Model (Information Literacy skills for all);
- Empowring8 Model;
- Stripling and Pitts Research Model;
- SAUCE Model of Information Literacy; and
- Kuhlthau’s Information Search Process Model.
Information Literacy Model for Rural Community

- Identification of need for information
- Discovering the information sources
- Evaluation of collected information
- Utilization of the retrieved information
- Assessment of the level of satisfaction
Information Literacy Model for Rural Community

Step – 1: Identification of the need for information
The rural community needs information to meet their day to day information needs and to complete the tasks such as information about the procedure to apply for bank loan, health services etc. Farmers need information right from the selection of crop up to marketing of their agriculture produce. Identifying the exact information they need at a given time is very essential.

Step – 2: Discovering the relevant information sources. Various sources of information that are used to satisfy the information needs include:

- **Print Sources**
  - Newspapers
  - Journals/Magazines
  - Books

- **Electronic Sources**
  - Radio
  - TV
  - Mobile

- **Human Sources**
  - Neighbors
  - Agriculture Officers
  - Experts
  - Family Members
  - Elders

- **Institutional sources**
  - Agricultural universities
  - Extension centers of agriculture departments
  - Schools /colleges
  - NGOs
  - Self Help Groups
  - Youth Clubs
  - Associations
Information Literacy Model for Rural Community

It is essential for an individual to evaluate the information collected for its authenticity, accuracy, currency and reliability before using it. In the present context, the rural community need to verify the information they collect from various sources mentioned above for its authenticity, accuracy, currency, reliability and objectivity.

Step – 4: Utilization of the information to complete individual is satisfied with the information for its reliability and accuracy, it is used for problem solving or completing the task at hand.

Step – 5: Assessment of level of satisfaction.
Once the problem is solved or task is completed, it is necessary for the individual to assess whether the problem was solved satisfactorily or it could have been done in a better manner.
Need for the Study

Karnataka is one of the progressive States in India. The Hyderabad Karnataka region is considered as the most backward region in the State, it includes six districts namely Bidar, Gulbarga, Raichur, Yadgir, Koppal and Bellary. It is essential to impart information literacy skills to citizens in this region to ensure overall development of the region. Before implementation of the any information literacy program, it is necessary to assess the status of Information Literacy skills of the individuals.

In this context, an attempt was made in the present study to assess the status of Information Literacy among rural community in Hyderabad-Karnataka region. In this study, rural community includes farmers and other residents (Non-Farmers) in rural area.

Literature Review

Total 120 articles related to Information Literacy among rural community are reviewed in this study. LISA, LISTA, Google Scholar, Emerald databases and primary Journals were consulted for the review of literature.
Objectives of the Study

- To study the demographic and Socio-Economic characteristics of farmers
- To identify the specific areas in which the farmers required information.
- To identify the geographical differences in information needs of farmers if any.
- To find out gender wise differences in information needs of farmers.
- To identify different information sources used in different stages of agricultural activities.
- To identify the extent of use of these sources of information
- Evaluation of Information and Sources
- To find out the extent of satisfaction in the use of information to solve the problem.
- To find out the problems faced in identifying, accessing and utilizing the required information.
Hypothesis Tested

Following Null hypotheses have been formulated and tested in the present study.

• Relation between Educational status and their occupation of Farmers.
• Relation between geographical area of the Farmers and their Agricultural Information needs.
• Relation between geographical area of Farmers and their information needs for day to day activities.
• Relation between gender of the Farmers and their Agricultural Information needs.
• Relation between gender of the Farmers and their information needs for day to day activities.
• Relation between educational status and :
  o Use of Print Sources of Information by
  o Reading habits of newspaper among rural community
  o Use human sources of information.
  o Use of community centers by Farmers
Sampling Design and Process

Define the Target Population
- Definition of Hyderabad Karnataka Region
  - 10 Villages from each Taluk based on highest population and Literacy rate

Determine the Sampling Frame
- Multi Stage Stratified Sampling
  - Based on the table given in Research Adviser 2006 by Krejcie and Margon

Select Sampling Technique

Determine the Sample Size
- Two sets of questionnaire used to collect the data. Family head with minimum of primary education were selected for the study

Execute the Sampling Process
Stratification of Sample

- The sample was stratified in following four stages.
- In the first stage: all the six districts of Hyderabad Karnataka, namely, Gulbarga, Koppal, Bellary, Bidar, Yadgir and Raichur were selected.
- In the second stage: all the taluks which come under each district were selected for the study.
- In the third stage: Ten Gram Panchayat villages based on the highest population and highest literacy rate within each taluk.
- In the fourth stage: total eight families were chosen for the study. Among these, four families engaged in agriculture activities and four families with main occupation other than farming were selected. Head of the family with minimum of primary education was requested to fill in the questionnaire.

**Questionnaire:** The purpose of the questionnaire is to obtain data from rural communities to know the information literacy status of farmers in rural areas. The two questionnaire were designed separately, one for farmers (whose family occupation is agriculture). Kannada version of the questionnaire was used for the advantage of the respondents.
Results of the Study

Information Needs of Farmers
Results of the Study

Use of Information Sources in different stages of Agriculture activities in Gulbarga district

Stage - 1. Selection of Crops
Stage - 2. Financial Support
Stage - 3. Selection of Seeds
Stage - 4. Purchase of Fertilizers and Pesticides
Stage – 5. Cultivation Process
Stage – 6. Harvesting Systems
Stage – 7. Marketing Process
Results of the Study

EVALUATION CRITERIA USED TO ASSESS INFORMATION SOURCES

PRINT SOURCES

ELECTRONIC SOURCES

HUMAN SOURCES OF INFORMATION

INSTITUTIONAL INFORMATION SOURCES

- Newspaper
- Magazines
- Books
- Pamphlets and Agriculture newsletters

- Internet
- Mobile Phone
- Television
- Radio
- Audio visual programs

- Fellow Farmers
- Neighbors
- Employees
- Experienced Persons

- Local Leaders
- Lawyers
- Friends and Relatives

- Banks and Co-operative Societies
- Health Centers
- Agriculture Produce Markets
- Govt. Sponsored Organ
- Community Centers
- Associations
Major Findings of the Study

- Moderate positive correlation between men and women farmers regarding their information needs for day to day activities.
- Fellow Farmers, Local Leaders, Lawyers and Employees of Government and Private Sector are the most frequently consulted human sources of information by the Farmers.
- There is relation between educational status and use of Human Sources of Information.
- Women are interested and prefer to gather information from Mahila Mandal and Self-Help Groups, while men farmers prefer NGO and Youth Associations. Further, Non-Farmers (Men) prefer Self-Help Group and NGO. Majority of the rural community depend on community and occupation based associations to collect information.
- The respondents opined that Newspapers gives most current, accurate, authentic and objective information, whereas friends and relatives, experienced persons and lawyers who are considered to be giving accurate and authoritative information but it may not current and objective one.
Major Findings of the Study

Institutional Sources

- Majority of the respondents are fully satisfied with information collected from Self-Help Groups and NGO and least satisfied with Mahila Mandal and Youth clubs and community based associations.
- Majority of farmers are fully satisfied with the information collected from Government Sponsored Organizations, namely, Post office; Agriculture office. Further, the farmers are somewhat satisfied with the KISAN Call centers / Village Resource centers
- 83.37% of the farmers use Agriculture Produce Markets as the main source of information to sell their agriculture produces.
- Farmers are not satisfied with the information gathered related to banned pesticides, government schemes and guidance about crop to be grown.
- Majority of the farmers are fully satisfied with information collected regarding politics, business and entertainment. But, they are somewhat satisfied with information collected regarding banks and other credit systems and health information.
Suggestions for Implementation

The present study has been carried out by using the Pre-Test method to find out the present information literacy status of the farmers in rural area of Hyderabad Karnataka region. The results of the present study serves as the basis for planning and implementing Information Literacy training the rural community and in designing the course module.

- There is need to improve the literacy rate among rural community so that information literacy skills can be imparted to them, which will enhance their information accessibility, use of advanced technologies to access and use information effectively.

- Experienced and educated persons, doctors, leaders, teachers, gram panchayat members, employees of government and private organizations are the major information sources available in rural area. They can be used in creating awareness about the need to become Information Literate.
Suggestions for Implementation

- As a first step, educated youth in rural area may be trained in Information literacy skills, who in turn can train the local population.

- Radio, Television and Newspapers are found to be the most frequently used mass media / electronic media. However, there is problem of lack of electricity, poor audio-visual signal quality and newspapers are not reaching the rural community in time. Hence, it is suggested that FM Radio channel in regional language with local accented to be extended to all the rural areas and programs useful for them needs to be relayed during evening since they will be free during this period of the day.
Conclusion

Based on the analysis and interpretation and findings of the study revealed that the rural communities have lack of knowledge in information literacy: identifying information sources, evaluation of information sources and information, to adopt or apply collected information to fulfill their information needs. So, there is a need to provide information literacy training among the rural communities to understand how to Identify, Select and access required information in a strategic manner and to know how to use collected information by the rural population of Hyderabad Karnataka region.