

## **ANALYZING THE SOURCES OF KNOWLEDGE INFORMATION TO THE AGRI-INPUT RETAILERS**

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### **ABSTRACT**

The traditional agri-input retailers located in villages have also played significant role in agricultural production process. Several studies have indicated that they had been the primary source of information to the farmers on cultivation aspect. Their presence in the village at all times, familiarity of being known as a village person, provision of credit sales etc., had made them indispensable to farmers. Considering the above aspects, it was deemed essential to study the sources of knowledge information for the agri-input retailers. Accordingly, the study was undertaken to analyze the sources of Knowledge information to the agri-input retailers. The population for this study comprised of trained and untrained agri-input retailers in the Western zone of Tamil Nadu. The total sample size was 240 agri-input retailers (120 trained and 120 untrained retailers) drawn from the population of study. The Rank Based Quotient (RBQ) technique was used to analyse the sources of knowledge information to the agri-input retailers. The analysis of the demographic traits of agri-input retailers revealed that well educated and experienced retailers chose to undergo training programmes. The company representatives, trainings and advisory from University and the state extension department and meetings conducted by the dealers association played a major role in delivering the needed information to agri-input retailers.

**KEYWORDS:** Knowledge Management, Rank Based Quotient, Training, Agri-Input Retailers