Effectiveness of Farm Telecast in Seeking Agricultural Information by the Farmers

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ABSTRACT

The present study was conducted purposively in Datia Block of Datia district, Madhya Pradesh. The total sample consisted of 120 Doordarshan viewing farmers as respondents for the study. Most of the respondents (47.50%) perceived farm telecast category in seeking of agricultural information on medium in effectiveness. The zero order correlation coefficient was determined between independent variables and dependent variable. Education, social participation, size of land holding, annual income, credit orientation, economic status, innovativeness, extension participation, information seeking behaviour, attitude towards farm broadcast were found significant relationship with effectiveness of farm telecast. Majority of the respondents 66.66 per cent reported that scientific words used in agricultural programme/lack of simple language used in agricultural programme and found first rank among the other constraints.

Key words: Effectiveness, farm telecast, agricultural information, Doordarshan, viewing and farmers

INTRODUCTION

Doordarshan has played a significant role in bringing the new technology in agriculture to the door of farmers. Television is an electronic audio video medium for telecasting programme to the viewers, this medium is cosmopolite in approach and is suitable for communication to millions of people widely dispersed and situated in remote areas. Availability of low cost portable color / black & white televisions set have helped to penetrate deep into the rural life. Among the mass media available in India, Television has an edge over other in a sense that even the illiterate people can listen and watch to the programme without bothering about unfriendly conditions at their home. Television is a good source of communication of ideas to the rural people. It carries news bulletins and specials programme for rural people, house wives and children. This is a good source of dissemination of agricultural information to the farmers. Television has a great promise to satisfy the information needs of the farmers. Very few attempts have been made in the past to know how far these media are effective as perceived by their users and the determinants of perceived effectiveness of different components of various mass media and ways to improve them. Considering an importance the present study was carried out with the following specific objectives to determine the perceived effectiveness of farm telecast in seeking of agricultural information by viewers, to explore the relationship between perceived effectiveness of farm telecast in seeking of agricultural information by viewers & their profile and to study the constraints faced by the farm television viewers.

MATERIALS AND METHODS

The study was conducted purposively in Datia Block of Datia district Madhya Pradesh due maximum numbers of Doordarshan viewing farmersand it is a biggest block of the district during 2010-11. The selected block comprises of 214 villages. Out of which 10 villages were selected randomly. A village wise list of Doordarshan viewing farmers who viewing the farm telecast for seeking the agricultural information, were prepared and from each village twelve Doordarshan viewing farmers were selected by using simple random sampling method. Thus, the total sample consisted of
120 respondents for the study. Independent variables i.e. age, education, caste, social participation, size of land holding, annual income, credit orientation, economic status, innovativeness, extension participation, information seeking behaviour, attitude towards farm broadcast and dependent variable—effectiveness of farm broadcast were considered for the study.

RESULTS AND DISCUSSION

Perceived effectiveness of farm broadcast in seeking of agricultural information: The program was judged on various factors in terms of farmers’ perceptions and detailed description is provided in this section.

The results indicated that higher percentage (48.33%) of the respondents are viewing farm telecast irregularly while 26.67 per cent viewing occasionally and 25.00 per cent viewing regularly. The higher percentage (47.50) of the respondents viewed farm telecast with partial attention followed by little attention (28.33%) and Full attention (24.17%). By the time, farmers reach their home it would be around 6.00 and 6.30 PM. As they reach home with tiredness after farm and house work, they might have not paid full attention. The audio quality was rated on three point continuum viz. good, average and poor. The findings also indicate that majority (61.25%) of the respondents rated the audio quality of program was average, followed by good (30.00%) and poor (16.67%).

Regarding visual quality it is noticed that majority (50.83%) of the respondents reported the visuals used in program and Agril. News as clear, simple for understanding and relevant to the subject matter presented, followed by very clear (31.67%) and poor (17.50%). Most of the respondents (80.83%) felt that the messages given in farm telecast were ‘Timely’.

It is vivid that the great majority (79.17%) of the respondents perceived that the messages were ‘Relevant’. Majority, 54.16 per cent of the viewers opined the adequacy of information in farm telecast was adequate/satisfactory followed by very good/fully satisfactory (26.67%), and Inadequate (19.17%). Regarding clarity of messages majority (50.67%) of the respondents perceived the messages as ‘Clear’ followed by very clear (25.00%) and confusing (23.33%). With regards to practicability of messages more than half (58.33%) of the viewers spelt out ‘Practicable’ followed by 28.33 per cent of the viewers are reported ‘Some are practicable’.

It is further clear that 53.33 per cent respondents reported that farm information, which was telecast, was very use full, followed by 38.33 per cent respondents in use full category and rest of them (08.34%) could not utilize the practices. This clearly shows the effectiveness of farm telecast in creating awareness on low cost and on farm inputs for sustainable and comparative & competitive agriculture. Farmers could also utilize the timely, relevant and practicable messages telecasted though farm telecast.

Overall Effectiveness of farm telecast in seeking of agricultural information: Table 1 showed that the most of the respondents 47.50 per cent were perceived medium effectiveness of farm telecast category in transfer of agricultural technology, followed by 28.33 per cent of the respondents were perceived high effectiveness of farm telecast category and 24.17 per cent respondents perceived low effectiveness of farm telecast category in seeking of agricultural information. Thus, it can be concluded that most of the respondents were perceived medium effectiveness of farm broadcast category in seeking of agricultural information.

<table>
<thead>
<tr>
<th>Categories</th>
<th>Respondents (n = 120)</th>
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<tbody>
<tr>
<td></td>
<td>Frequency</td>
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<tr>
<td>Low</td>
<td>29</td>
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<td>Medium</td>
<td>57</td>
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<td>High</td>
<td>34</td>
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<td>Total</td>
<td>120</td>
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The correlation coefficient between independent variables and dependent variable: The zero order correlation coefficient was determined between the variables age, education, caste, social participation, size of land holding, annual income, credit orientation,
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All the variables were found significant relationship with effectiveness of farm telecast except age and caste. Similar findings were also reported by Badodiya et al. (2010) and Wankhede and Khare (2005).

**Constraints faced by the farm television viewers:**
Results showed that majority of the respondents 66.66 per cent reported that scientific words used in agricultural programme/lack of simple language used in agricultural programme and found fist rank among the other constraints, agricultural programme were based on multiple aspects in one time (60.00% of the respondents experienced this constraint) and got second rank, 57.50 per cent of the respondents were facing the problem-duration of programmes were too short and defective transmission system, 50.83 per cent of the respondents were facing the problem-TV/Radio sets maintenance problem due to costly repairing charges got the fourth ranked, lack of time to watch/listen the agricultural programme reported 47.50 per cent of the respondents with fifth ranked and 51.54 per cent of the respondents were reported disturbance created by children during watching/listening the farm programme and got the sixth ranked.

**CONCLUSION**

Most of the respondents (47.50%) perceived medium effectiveness of farm telecast category in seeking of agricultural information. The zero order correlation coefficient was determined. Education, social participation, size of land holding, annual income, credit orientation, economic status, innovativeness, extension participation, information seeking behaviour, attitude towards farm broadcast were found significant relationship with effectiveness of farm telecast. Majority of the respondents 66.66 per cent were reported scientific words used in agricultural programme/lack of simple language used in agricultural programme & found fist rank among the other constraints.

**REFERENCES**


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