

## **EFFECTIVENESS OF FARM RADIO BROADCASTS**

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In India radio leads other media, being cheap in both production and reception, accessible where over signal reaches (over 95% of area), independent of ground transport or even electrification, radio is the best way to reach the farmer all round the year. With progressive increase in power of radio signal and having more farm and home units in different stations of AIR, things have improved. We have cheap transistor set which is within the reach of farmers.

Farm radio provides a specialised service that is given on a continuous basis. It provides information that can help them to take up improvement on the farm.

Farm radio broadcasts have to arouse the farmer's curiosity, arouse and build interests, create a desire in them to learn and encourage them to go ahead.

Radio is a powerful medium in the transfer of farm technology to the farmers irrespective of their socio-economic status and the level of formal education. Studies in the area of effectiveness of farm radio can bring a "model of excellence" to listeners provided certain strategic importents are brought about in different aspects of its programming based on sound information plan.

This obviously requires efficient information oriented programmes and its proper mode presentation taking into account of psycho socio-personal characteristics of the listeners.

Radio is a flexible medium. Many forms of presentation can be used to communicate the message. Almost all forms of communication such as talk, discussion, interview, success stories, features, plays, skits and songs can be utilized.

### **METHODOLOGY**

The study was conducted in Gaducted in Gadarpur and Rudrapur C.D. blocks of Kichha tehsil of district Udham Singh Nagar. Two villages from each C.D. block and 50 respondents from each village were randomly selected, making a total sample size of 200 farmers were studied.

The selected villages were visited by the researcher personally. The Gram Pradhans were contacted with the help of the village development officer (VDO). They were asked to list out the farmers who satisfy the following criteria.

1. Farmers who have their own radioset.
2. Farmers who have their own land listen to radio regularly.
3. Farmers should be literate or educated.

The study was conducted on the basis of agricultural programme broadcast in different modes. Late sowing of wheat crop practices were broadcast from AIR Rampur in different modes of presentation on fixed date and time in "Krishi Jagat Programme". Those respondents were not considered for the study who had not listened to Agricultural programme, Krishi Jagat.

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**RESULTS AND DISCUSSION**

An attempt was made to find out were studied in the following tables :

**Table 1: Knowledge about agricultural programme broadcast from AIR Rampur.**

Name of the Programme	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Krishi jagat N = 200	103	51.50	49	24.50	48	24.00
Suno Kisano N = 200	34	17.00	81	40.50	84	42.50

Majority of the respondents (51.5 percent) had knowledge about the name and address of Krishi Jagat programme followed by the respondents having only information (24.5 percent) and unknown respondents (24.0 percent).

A large number of the respondents had only the information about another agricultural programme Suno Kisano (40.5 percent) followed by unknown respondent (42.5 percent). Very few number of the respondents had knowledge about the programme Suno Kisano (17.50 percent). Above table indicates that the Krishi Jagat agricultural programme broadcast from AIR Rampur is very much effective in transferring the technology.

**Table 2: Relationship between the opinion about effectiveness of the respondents and independent variables.**

S.No.	Variables	Straight talk	Interview	Group discussion
<b>Age</b>				
1.	Young N=7	0.00	28.57*	71.43*
2.	Middle N = 53	5.66*	37.73	56.60*
3.	Old N = 59	28.81	30.50	40.68*
<b>Education</b>				
1.	Illiterate N = 29	34.48	51.72*	13.79*
2.	Upto Primary N = 37	26.67	40.00**	33.33**
3.	Up to Middle N = 37	0.00	8.11*	91.00*
4.	Up to High School N = 7	20.00	40.0**	40.00**
5.	Intermediate N = 7	0.00	28.57**	71.43**
6.	Graduate N = 6	0.00	66.66**	33.33
<b>Land holding</b>				
1.	Land less N = 4	25.00	25.00*	50.00
2.	Small holding N = 78	19.23	29.48**	51.28**
3.	Medium holding N = 21	14.28	23.81***	61.90**
4.	Large holding N = 16	16.25**	68.75***	25.00***
	Overall percentage	16.18	33.61	49.58

\* Statistically Significant



Majority of the respondents reported that the group discussion (49.58 percent) was more effective than the other modes viz interview (33.61 percent) and straight talk (16.18 percent). In other sense we can say that presentation of the group discussion was more effective in age, education and land holding categories, out of them old aged respondents (28.81 percent) preferred straight talk followed by middle aged (5.66 percent). There was significant statistical difference between middle aged and old aged. Young (71.43 percent) respondents reported that the group discussion was most effective mode followed by middle aged (56.60 percent) and old aged (40.68 percent) the difference between young aged and middle aged and young aged and old aged was statistically significant in group discussion.

A maximum number up to middle education (91.89 percent) respondents reported that group discussion was most effective mode followed by up to intermediate (71.43 percent) upto to High School (40.00 percent), upto primary and Graduate and above equal percentage (33.33 percent) and illiterate (13.79 percent). There was difference between illiterate and up to primary, illiterate and upto middle, illiterate and upto High School. Illiterate and upto intermediate and illiterate and graduate and above was statistically significant. The difference between upto primary and up to middle and upto primary and upto intermediate was also significant.

A sizeable number of the medium holding (69.00 percent) respondents reported that the group discussion was most effective mode followed by small holding (51.28 percent), land less (50.00 percent) and large holding (25.00 percent). There was difference between small holding and medium holding and medium holding and large holding and large holding statistically significant. We can say that the group discussion was more effective mode than the interview and straight talk.

## CONCLUSION

On the basis of extensive experience and findings of research into the role of radio in rural communication, the following general guidelines have emerged.

1. Radio is the single mass media channel that most effectively reaches the widest audience of villagers at present.
2. It is possible to produce radio programming about development topics- that is attention-getting and interesting to rural audience if it is planned carefully to meet their needs. If it is presented in an appropriate message format and if a variety of production styles are utilized.
3. Radio forums seems to be effective with illiterate audience as well as literates.
4. Discussion forums is important in converting the member's knowledge into action through discussion and exchange of experience. The objective of the groups is to achieve behaviour change on the part of villages, such as adoption of agricultural innovations.

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