

**Research Note :****ASSOCIATION BETWEEN SOCIO-PERSONAL CHARACTERISTICS AND UTILIZATION OF APNA PATRA****Deepak Kumawat<sup>1</sup>, Deepak Issar<sup>2</sup> & Dr. K.S. Babel<sup>3</sup>**

"Apna Patra" is a monthly agricultural newspaper published by the Maharana Pratap University of Agriculture and Technology, Udaipur (Rajasthan). The study was conducted on it in "Kapasani" Panchayat Samiti of Chittorgarh district of Rajasthan. It was concluded from the study socio-personal characteristics like age, education, income, family type and their urban contact were significantly associated with their utilization of Apna Patra where as occupation, land holding, farming experience, family size and extension contact were non-significantly associated with the utilization of Apna Patra.

In rural development, there is nothing more important than the transfer of useful technologies to the farmers who are real consumers of the information. The single most force, which accelerates the rural development process, is the effective dissemination of the adequate information, which can be possible only through effective communication.

Effective communication of farm information to the farmers is key to socio-economic transformation of a nation, particularly when the bulk of population live on farming. But in India where farmers live in less accessible and isolated villages both on plains and hills such an effective communication is all the more difficult. In this situation, mass media can be hopefully expected to cater to the need to a great extent. Mass media can play a significant role to reach large number of people in a shorter time. The mass media now a days are playing an important role in rural modernisation in India.

Mass-media includes radio, television, exhibition print-media etc. which provide scientific and technical information both for agriculture and home to rural families to improve their socio-economic standards. Among the mass media, print-

media occupy a key position. It is the cheapest and also very fast medium. It has also the unique value of preservation. It reports in more depth and in much greater detail than to the broadcasting media. The print-media because of their ability to go into detail and to explain complex issues may have more influence and public opinion than radio and television.

With the increasing literacy levels in rural areas, the print media have been showing tremendous impact in changing the agriculture scenario. It is believed that print media demands for more active and creative participation on the part of the rural readers than it is demanded by the audience of other media. This is so because, communication is less structured and reader is forced to participate creatively in this more impersonal type of communication. The information communicated through print media is definitely well organized and easily understandable. Such information can be kept for future reference.

Print media include newspaper, leaflets, bulletins, pamphlets etc. Among these, newspaper is one of the most important medium of mass communication having the quality of conveying message quickly to a large number of people. Now a days the newspaper had acquired important position as a dissemination tool of information to the rural community.

Such a newspaper entitled "Apna Patra" is also published by the communication center, Udaipur under the Maharana Pratap University of Agriculture & Technology. It publishes this agricultural newspaper monthly, which possesses recent agricultural information, new farm technologies in agriculture, animal husbandry, veterinary and home science. It is made available to its subscribers at a very nominal rate (Rs.6 per year). There are around 4000 copies published by

1&2. P.G. Scholar, 3. Professor, Department of Extension Education, RCA, Udaipur (Rajasthan)



the communication center every month. This monthly newspaper is also commonly read in the adjoining states of Gujarat, M.P., U.P., Haryana, Punjab and Maharashtra. Considering the importance of newspaper in transfer of technology among the farmers, the present study was undertaken with the following objective:

1. To ascertain the association between socio-personal characteristics and utilization of Apna Patra by the subscribers.

## METHODOLOGY

The study was conducted in "Kapasani" Panchayat Samiti of Chittorgarh district of Rajasthan because this Panchayat Samiti had maximum number of subscribers (i.e. 46.4%) of Apna Patra in the district. A sample of 45 respondents/ subscribers was taken randomly from the selected Panchayat Samiti. For testing the association chi-square test was applied. A scale was developed to test the extent of utilization of Apna Patra by its subscribers through which utilization scores were worked out for each respondent. Ten socio-personal characteristics viz.: Age, occupation, Education, land holding, Income, farming experience, family type, family size, urban contact and extension contact were taken and studied their effect on utilization behavior of the respondents and the values of chi-square so obtained are presented in the following findings :

## RESULTS AND DISCUSSION

The table shows that 4 and 17 subscribers were having the mean age less than 52yrs along with the corresponding utilization of less than 7.39 (average utilization by subscribers) and more than equal to 7.39, respectively. Similarly, 17 and 7 subscribers were having the mean age more than equal to 52yrs along with the corresponding utilization of less than 7.39 and more than equal to 7.39 (average utilization by subscribers), respectively. The value of calculated chi square (12.07) is more than the tabulated value (3.841) at 1 degree of freedom at 5 per cent level of significance, which is statistically significant means age plays a significant role in the utilization of "Apna Patra" by the subscribers.

Similarly in case of their occupation the table indicates that 14 and 10 subscribers were having agriculture as their main occupation along with the average utilization of less than 7.39 and more

than equal to 7.39 (average utilization of "Apna Patra"), respectively. Likewise, 7 and 14 subscribers were having occupation other than agriculture along with the average utilization of less than 7.39 and more than equal to 7.39, respectively. Table shows that the value of calculated chi square (2.81) is less than the tabulated value (3.841) at 1 degree of freedom at 5 per cent level of significance, which is statistically non-significant means there is no association between subscribers's occupation and their utilization of "Apna Patra".

So far as their education was concerned, it is evident from the table that 13 and 7 subscribers were literate (< 10th class) along with the average utilization of less than 7.39 and more than equal to 7.39, respectively. Similarly, 8 and 17 subscribers were educated ( $\geq$ 10th class) along with the average utilization of less than 7.39 and more than equal to 7.39, respectively. Table also depicts that the value of calculated chi square (4.87) is more than the tabulated value (3.841) at 1 degree of freedom at 5% level of significance, which is statistically significant.

Likewise, in case of acquisition of land holding the table shows that 11 and 13 subscribers were having the land holding less than 24.18 bigha (mean of land holding) along with the corresponding utilization of less than 7.39 (average utilization of subscribers) and more than equal to 7.39, respectively. Similarly, 10 and 11 subscribers were having the land holding more than equal 24.18 bigha (mean of land holding) along with the corresponding utilization of less than 7.39 and more than equal to 7.39 (average utilization of subscribers), respectively. The table also shows that the value of calculated chi square (0.01) is less than the tabulated value (3.841) at 1 degree of freedom at 5% level of significance, which is statistically non-significant means land holding had no matter with the utilization of "Apna Patra".

Similarly in case of their income, the table shows that 14 and 8 subscribers were having the mean income less than Rs. 39222 along with the corresponding utilization of less than 7.39 (average utilization of subscribers) and more than equal to 7.39, respectively. Similarly, 7 and 16 subscribers were having mean income more than equal to Rs. 39222 along with the corresponding utilization of less than 7.39 and more than equal to 7.39 (average utilization of subscribers), respectively. The table



also shows that the value of calculated chi square (4.97) is more than the tabulated value (3.841) at 1 degree of freedom at 5% level of significance, which is statistically significant. Therefore, it is concluded from the table that income of the subscribers had significant effect on their utilization of "Apna Patra".

**Table 1. Association between socio-personal characteristics and utilization of Apna Patra by the subscribers.**

Socio-personal characteristics	Category	Utilization Category		Total	$\chi^2$
		<7.39	>=7.39		
Age	<52 yrs	4	17	21	2.07*
	>=52 yrs	17	7	24	
	Total	21	24	45	
Occupation	Agriculture	14	10	24	2.81
	Other than agri.	7	14	21	
	Total	21	24	45	
Education	Literate (< 10th)	13	7	20	4.87*
	Educated (>=10th)	8	17	25	
	Total	21	24	45	
Land holding	<24.18 Bigha	11	13	24	0.01
	>= 24.18 Bigha	10	11	21	
	Total	21	24	45	
Income	< Rs.39222	14	8	22	4.97*
	>=Rs.39222	7	16	23	
	Total	21	24	45	
Farming experience	< 43 year	7	13	20	1.96
	>= 43 year	14	11	25	
	Total	21	24	45	
Family type	Joint	19	15	34	4.74*
	Nuclear	2	9	11	
	Total	21	14	45	
Family size	< 12	12	18	30	1.61
	>= 12	9	6	15	
	Total	21	24	45	
Urban contact	With in a week	8	18	26	6.24*
	More than a week	13	6	19	
	Total	21	24	45	
Extension contact	Only with VLW	12	8	20	2.58
	VLW and also other	9	16	25	
	Total	21	24	45	

So far as their farming experience was concerned, the table shows that 7 and 13 subscribers were having the farming experience less than 43 yrs (mean of their farming experience) along with the corresponding utilization of less than 7.39 (average utilization of subscribers) and more than equal to 7.39, respectively. Similarly, 14 and 11 subscribers were having the farming experience more than equal to 43 yrs (mean of their

farming experience) along with the corresponding utilization of less than 7.39 and more than equal to 7.39 (average utilization of subscribers), respectively. The table also depicts that the value of calculated chi square (1.96) is less than the tabulated value (3.841) at 1 degree of freedom at 5% level of significance, which is statistically non-significant means farming experience was not significantly associated with the utilization of "Apna Patra" by the subscribers.

In case of their type of family, the table shows that 19 and 15 subscribers were having joint family along with their corresponding utilization of less than 7.39 (average utilization of subscribers) and more than equal to 7.39, respectively. Similarly, 2 and 9 subscribers were having nuclear family along with their corresponding utilization of less than 7.39 and more than equal to 7.39 (average utilization of subscribers), respectively. It is evident from the table that the value of calculated chi square (4.74) is more than the tabulated value (3.841) at 1 degree of freedom at 5% level of significance, which is statistically significant means family type had some significance over the utilization of "Apna Patra".

Likewise in case of their family size, the table shows that 12 and 18 subscribers were having less than 12 members in their family along with their corresponding utilization of less than 7.39 (average utilization of subscribers) and more than equal to 7.39, respectively. Similarly, 9 and 6 subscribers were having more than equal to 12 members in their family along with their corresponding utilization of less than 7.39 and more than equal to 7.39 (average utilization of subscribers), respectively.

It is evident from the table that the value of calculated chi square (1.61) is less than the tabulated value (3.841) at 1 degree of freedom at 5% level of significance, which is statistically non-significant means size of the family was non-significantly associated with their utilization of "Apna Patra".

So far as their urban contact was concerned, the table shows that 8 and 18 subscribers made their visit with in a week along with their corresponding utilization of less than 7.39 and more than equal to 7.39 (average utilization of subscribers), respectively. Similarly, 13 and 6 subscribers made their visit after a week along with their corresponding utilization of less than 7.39



and more than equal to 7.39 (average utilization of subscribers), respectively. The table also shows that the value of calculated chi square (6.24) is more than the tabulated value (3.841) at 1 degree of freedom at 5% level of significance, which is statistically significant means urban contact of the subscribers was significantly associated with the utilization of "Apna Patra".

Similarly in case of their extension contact, the table shows that 12 and 8 subscribers had their extension contact with only one extension personnel (i.e. VLW in this case) along with their corresponding utilization of less than 7.39 and more than equal to 7.39 (average utilization of subscribers), respectively. Similarly, 9 and 16 subscribers had their extension contacts with more than one extension personnel along with their corresponding utilization of less than 7.39 and more

than equal to 7.39 (average utilization of subscribers), respectively.

It is evident from the table that the value of calculated chi square (2.58) is less than the tabulated value (3.841) at 1 degree of freedom at 5% level of significance, which is statistically non-significant means extension contact of the subscribers did not play any significant role in the utilization of "Apna Patra".

### CONCLUSION

The findings showed that socio-personal characteristics like age, education, income, family type and their urban contact were significantly associated with their utilization of Apna Patra. On the other hand occupation, land holding, farming experience, family size and extension contact were non-significantly associated with the utilization of Apna Patra.

### REFERENCES

1. Dikle, D.N.; Jondhale, S.G. and Miskin, A.B. (1992). "Correlation of utility perception of agricultural information in Lokmat." *Maha. J. of Ext. Edu.* Vol. XI, pp 253-254.
2. Karande, A.G. and Riswadkar, M.R. (1987). "Use of print media in information communication in animal husbandry." *Maha J. of Ext. Edu.* Vol. VI(4):51-54.
3. Nataraju, M.S. and Perumal, G. (1996). "Audience activity of 'Krishi loka' readers and their personality traits." *Communicator*. Oct-Dec. pp 15-18.
4. Oliver, J. (1971). "Impact of agricultural news dissemination by IADP through newspaper Dinamani on the adoption of package of practices for paddy in Thanjavur district." Thesis, M.Sc. Tamil Nadu Agricultural University, Coimbatore.

