

## AGROFORESTRY PERIODICALS AS SOURCE OF INFORMATION TO THE FARMING COMMUNITY : AN EXPLORATORY STUDY

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Agroforestry periodicals being brought out by research Institution and agricultural universities are considered to be an important carrier of information to the farming community. With the increase in literacy, these periodicals are going to play a vital role in the development of agroforestry and farmers are going to rely more and more on these periodicals for seeking agroforestry information. Dwivedi, Chauhan and Meena (2003) point out that there is need for intensive agroforestry extension efforts for inculcating the importance of agroforestry among villagers. Even when only a few individuals in a village read, information contained in these periodicals reaches a large number of persons through what Rogers (1983) termed it depended literacy route. Gupta (1980) stated that farm magazine used as one of the source by village level workers to communicate the information. Thus the importance of such an important source cannot be denied and effective utilization of this system as carrier of agroforestry information is the need of the day. To explore this, the present study was undertaken with the following objectives.

1. To know the farmers' opinion regarding information comprehension aspect of Krishivaniki samachar patra as a carrier of agroforestry information to the rural area.

2. To know the views of the farmers on information utility aspect of Krishivaniki samachar patra.
3. To know the Farmers' opinion about general outlook aspect of Krishivaniki samachar patra.

### METHODOLOGY :

Agroforestry newsletter is a quarterly magazine of National Research Centre for Agroforestry, Jhansi being published in English and Hindi. The English version is quarterly and the Hindi version is annual publication. The Hindi version is entitled as "krishivaniki Samachar patra" which is very popular among the farmers of the region. In the present study, the Hindi version of agroforestry Newsletter (krishivaniki Samachar patra) was analysed because the farmers of this area (Bundelkhand), are Hindi spoken.

The respondents of the study consist of 112 farmers (readers). For the selection of the respondents, a list of farmers (readers) who visited NRCAF, Jhansi on different occasions e.g. Kisan Mela, Exhibition etc. was obtained from the Farmers Information Centre of NRCAF, Jhansi. For collection of data, a pre-tested schedule was mailed to 327 respondents out of which 112 questionnaires duly filled in, were received back. Therefore, the final sample size was 112. The data so collected were tabulated

1. Scientist Sr. Scale (Agril. Extn.)
2. Senior Scientist (Horticulture) NRCAF, JHANSI.
3. Reader (Agril. Extn.) R.B.S. College, Bichpuri, AGRA.



was found that information carried by the magazine enjoyed highest degree of trustworthiness among majority of the respondents (53.57%). Mohammed and Singh (1978) point out that trustworthiness of information source play an important role in the farm communication.

### (C) General Outlook of the Magazine

The findings as presented in Table-3 reveal that, regarding the periodicity of the magazine, majority of the respondents (66.96%) expressed their dissatisfaction with

**Table 3. Farmers' opinion on general outlook aspect of Krishivaniki samachar patra**

Sl. No.	Aspects	Frequency	(%)
1.	Periodicity of the magazine		
	(a) Satisfied	37	33.03
	(b) Not satisfied	75	66.96
2.	Readability of cover page		
	(a) Very easy	103	91.96
	(b) Easy	7	6.25
	(c) Not easy	2	1.78
3.	Volume size of the magazine		
	(a) Appropriate	80	71.42
	(b) Not appropriate	32	28.57
4.	Liking of the magazine		
	(a) Liked	95	84.82
	(b) Disliked	17	15.18

the existing pattern. They desired that the magazine should be monthly instead of annual publication. Thus, it could be concluded that maximum number of the readers had high

opinion about the krishivaniki samachar patra, which they were reading as a source of agroforestry information. Regarding the cover page of the magazine majority of the readers (91.96%) were of the opinion that it was very easily readable. For majority of the respondents (71.42%) the existing volume size of the agroforestry newsletter is appropriate while 28.57 per cent wanted it to be increased. It was found that majority of the respondents (84.82%) liked the krishivaniki samachar patra. Dwivedi and Shukla (1998) stated that there is need of agroforestry farm periodicals for successful technology transfer. It is suggested that the volume of periodical may be increased to bring more information to the farmers.

### CONCLUSION :

Thus, it can be concluded that majority of the readers had highly positive views/opinion about the krishivaniki samachar patra. The farmers were utilizing it as a source of agroforestry information. It may be suggested that authors should be careful in using technical terms while writing articles and should try to minimize these technical terms as far as possible. It was found that information carried by the magazine enjoyed highest degree of trustworthiness among majority of the respondents. It is also concluded that the magazine should be monthly instead of annual publication.

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