

DISSEMINATION OF MODERN AGRICULTURAL TECHNOLOGY THROUGH MASS MEDIA AND ITS ADOPTION BY THE FARMERS

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Mass media plays an important role in disseminating modern Agricultural technologies. Mass media were effective in creating awareness and even to an extent, in leading to an involvement at an intellectual level for the development. The development of more and more crop production technologies creates a sense of urgency and dynamism towards disseminating these exploded technologies from the research system to the user system *vi.z.*, farmers through mass media. Availability of the information sources and the extent of utilisation of these different sources by the farmers are the areas that need proper study and analysis. Hence the present study was under taken to know the mass media used by farmers to get information about modern Agricultural technologies and its adoption by them.

The present study was under taken with the following objectives :-

1. To know the different sources of mass media used by farmers as sources of information regarding modern Agricultural technologies.
2. To know the adoption by farmers about modern Agricultural technologies disseminated through mass media.

METHODOLOGY

Present study was conducted in Gwalior district of Madhya Pradesh, by randomly selecting 120 farmers of the district. An exploratory research design was used and the

data were collected with the help of pretested structured interview schedule specially prepared for the study, by personal interview method.

In present study three sources of mass media selected *i.e.* News paper, Radio, Television and its use by the selected farmers as source of information about modern Agriculture technology. It also includes variety, seed treatment, use of fertilizers, plant protection, weed control and irrigations and like Agricultural technologies informations is recorded in terms of numbers, percentages and mean of percentage of media used as source of informations by each respondent farmers to know information about Agricultural technologies.

RESULTS AND DISCUSSION

Mass media used by the farmers as source of information about Agricultural technologies.

The information sources of mass media used by farmers about Agricultural technologies presented in Table-1, it indicates the numbers and percentage of farmers mass media used as sources of informations about various Agricultural technologies.

(1) Different Sources of Mass Media used by Farmers as Sources of Informations Regarding Modern Agricultural Technologies.

Table 1 shows that majority (78.34 percent) farmers using Television as source of information regarding modern Agricultural technologies followed by Radio listening 65.84 percent and reading News papers 52.50 percent.

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Table 1. Distribution of farmers according to the use of different sources of modern Agriculture technologies information seeking by them N=120

S.No.	Source	Number	Percentage
1.	News paper	63	52.50
2.	Radio	79	65.84
3.	Television	94	78.34

It is clear from the Table 1 that majority of farmers using Television as source of information about modern Agricultural Technologies. Because in mass media television is most suitable now days it gives full idea about technologies based as learning by listening and learning by seeing.

(2) Adoption of Modern Agricultural Technologies (Disseminated Through mass Media) by the Farmers.

Table 2 depicts that mass media used by the farmers as sources of information about modern Agricultural technologies and its adoption by them. 120 respondents who were interviewed to ascertain their sources of information regarding selected package of

practices it was found that in case of improved variety 35.00 percent farmers obtained information from television, followed by 25.83 percent from Radio and only 9.16 percent from News papers, as regarding of seed treatment 40.83 percent farmers obtained information from television followed by 16.66 percent from Radio and only 8.33 percent from News paper. In caes of fertilizer application 51.66 percent farmer obtained the information from the television, 24.16 percent from Radio and 12.50 percent from News paper, regarding plant protection 44.16 percent farmers used television as a sources of information where as 15.00 percent used Radio and 14.16 percent used News papers. In case of weed control practices 48.33 percent farmers obtained the information from Television followed by 27.50 percent from Radio and 10.00 percent from News papers. Regarding information about irrigation 55.83 percent farmers used Television followed by 13.33 percent Radio and only 8.66 percent used News papers.

Table 2. Mass media used by the farmers as sources of information about modern Agricultural technologies and its adoption

Agricultural technologies and its adoption								
S. No	sources of mass media used	InformationAdoption of modern Agricultural technology						Mean of % perce-ntage
		Improved Irrigation control	Technology of varity	Fertilizer seed treatment	Plant application	Weed protection		
1	News paper	11(9.16)	10(8.33)	15(12.5)	17(14.16)	12(10)	08(8.66)	10.13
2	Radio	31(25.83)	20(16.66)	29(24.16)	18(15)	33(27.50)	16(13.33)	20.41
3	Television	42(35.00)	49(40.83)	62(51.66)	53(44.16)	58(48.33)	67(55.83)	45.97

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