

Perception of Radio Listeners about Effectiveness of Farm Broadcast in Transfer of Agricultural Technology

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ABSTRACT

The present study was conducted in Gwalior district of Madhya Pradesh. The total sample consisted of 300 respondents spread over 20 villages of four blocks. Data were collected with the help of structured interview schedule. Majority of the respondents (58.33%) were perceived to be in medium effectiveness of farm broadcast category in transfer of agricultural technology. The zero order correlation coefficient were determined between independent variables and dependent variable, out of sixteen independent variable caste, family size and type of family were not significant with dependent variable- effectiveness of farm broadcast and rest of the variables were found significant to have relationship at 1% level of probability. Majority of respondents were satisfied with the present timing of the farm broadcasts and they wanted duration should be increased to one hour and they preferred the broadcast in the dramatized form. Majority (66.67%) of the respondents suggested the use of local language during broadcasting the programme, 60.00 per cent of the respondents suggested live broadcast of discussion with agriculture scientist, and successful entrepreneur were major need of the respondents.

Key words: Perception; Effectiveness, Farm Broadcast; Transfer of agricultural technology;

There is no doubt that agriculture is back on the development agenda. But despite the promises and the rhetoric from governments worldwide, investment in agriculture and rural development is still lagging. Communication for agriculture is also not seen as a major priority at either national or international level and the role of the media as an effective player in agricultural and rural development is undervalued. Communication is a powerful tool and can be used to effectively communicate scientific knowledge to the farming community who need them most. Communication is essential for social change and development.

Radio is a very popular media of communication in India. The extensive network of broadcasting is found to have a profound influence on agriculture. Radio is more popular than other tools of mass media, because it brings to the listening audience events in reality providing experiences of things to listeners those who are miles away. The message which requires immediate attention of public, can relate to the adverse conditions of the weather, attack of insects pests and the crop diseases which can be transmitted through environment. Radio is the only valuable and very effective media

which can reach effectively to the rural masses. At present many farmers have owned radio sets and become the listeners of Kisan vani, choupal, krishi paricharcha, krishi samayaki programmes etc. Radio was considered to be effective in communicating the agricultural technology to needy and remote area farmers in quick time and help to bridge the gap between the scientists and farmers and also increasing the knowledge level of farmers.

One of the important objectives of radio is to provide essential knowledge and information to stimulate greater agricultural production. The fast changing agricultural technology demands for more information to be transmitted to our increasing volume of clientele. Agricultural information is disseminated to the farmers through Kisan Vani, Krishi Darshan, Choupal, Krishi Paricharcha and Krishi Samayaki programmes.

The value of any programme can only be judged through audience perception and response. Perception is the immediate apprehension of an object or all of the sense organs by way of sensation. Perception is influenced by the environment in which communication takes place. It is not intrinsic quality or attribute of an

object, individual or message. It was therefore, felt necessary to study the effectiveness of farm broadcast in transfer of agricultural technology with following the specific objectives:

- i. To determine the effectiveness of farm broadcast in transfer of agricultural technology by the farm broadcast listeners.
- ii. To explore the relationship between selected attributes of the farm broadcast listeners & their perceived effectiveness of farm broadcast.
- iii. To determine preferences of the radio listeners about different aspects of farm broadcast and strategies for making effective of the farm broadcast.

METHODOLOGY

The study was conducted in Gwalior district of (M.P). Out of 666 villages in the four blocks, five villages were selected in each block randomly for the study. After the selection of villages, a village wise list of farm broadcast listeners was prepared and from each village fifteen listeners of farm broadcast were selected by using simple random sampling method. Thus, the total sample for the study for the study was 300 respondents.

The data were collected through a well structured and pre-tested interview schedule. The attributes namely- educational status, caste, family background, social participation, land holding, annual income, credit orientation, economic status, attitude towards farm broadcast, belief in broadcast and extension participation were included for the study. The statistical tests and procedures used for analyzing the data included percentage, mean, Karl Pearson’s coefficient of correlation.

RESULTS AND DISCUSSION

Perceived effectiveness of farm broadcast in transfer of agril. technology: The programme was judged on various factors in terms of farmer’s perceptions and detailed description is provided in this section.

The results indicates that higher percentage (48.33%) of the respondents are listening farm broadcast irregularly while 26.67 per cent listening occasionally and only 25.00 per cent listening regularly. As observed higher percentage (47.67) of the respondent’s listened farm broadcast with partial attention. In case of audio quality, majority (53.33%) of the respondents rated the

Table 1. Perceived effectiveness of various factors farm broadcast in transfer of agriculture technology (N=300)

factors	Categories	No.	%
Frequency of listening	Regularly	75	25.00
	Irregularly	145	48.33
	Occasionally	80	26.67
Attention Paid	Full attention	72	24.00
	Partial attention	143	47.67
	Little attention	85	28.33
Audio quality	Good	90	30.00
	Average	160	53.33
	Poor	50	16.67
Timeliness of messages	Timely	243	81.00
	Untimely	57	19.00
Relevancy of messages	Relevant	237	79.00
	Not relevant	63	21.00
Adequacy of information	Very good	80	26.67
	Adequate	162	54.00
	Inadequate	58	19.33
Clarity of messages	Very clear	75	25.00
	Clear	155	51.67
	Confusing	70	23.33
Practicability of messages	Practicable	175	58.33
	Some practicable	85	28.33
	Not practicable	40	13.34
Utility of information	Very usefull	115	38.33
	Usefull	160	53.33

audio quality of programme was average followed by good (30.00%) and poor (16.67%). Majority (80.83%) of the respondents felt that the messages given in farm broadcast were ‘timely’. It is vivid from the great majority (79.17%) of the respondents perceived that the messages were ‘relevant’. Regarding adequacy of information, 54.16 per cent of the listeners opined that information was inadequate / satisfactory in farm broadcast. It is apparent that majority (51.67%) of the respondents perceived the messages as ‘clear’ followed by very clear (25.00) and confusing (23.33). With respect to practicability of messages, it could be observed from more than half (58.33%) of the listener spelt out ‘practicable’ followed by 28.33 per cent of the listener. It is further clear that 53.33 per cent respondents reported that farm information, which was broadcast, was very useful, followed by 38.33 per cent respondents in useful category and rest of them (08.34%) could not utilize the practices.

Overall perception: Table 2 shows that the majority of the respondents (58.33%) were perceived medium

effectiveness of farm broadcast category in transfer of agricultural technology, followed by 24.00 per cent of the respondents who perceived high effectiveness of farm broadcast category and 17.67 respondents who perceived low effectiveness of farm broadcast category in transfer of agricultural technology. The present findings were in conformity with the findings of *Badodiya et al. (2010)*.

Table 2. Distribution of the respondents according to perceived effectiveness of farm broadcast in transfer of agriculture technology (N=120)

Categories	No.	%
Low (<10.26 score)	53	17.67
Medium (10.27-17.60)	175	58.33
High (>17.26 score)	72	24.00
Total	300	100
Mean	13.93	
SD	3.67	

Relationship between attributes of radio listeners and perceived effectiveness of farm broadcast in technology transfer: The zero order correlation coefficient were determined between independent variables i.e. age, education, family background, social participation, occupation, land holding, annual income, credit orientation, economic status, attitude towards farm broadcast, extension participation, belief in broadcast, knowledge about farm broadcast were found significant relationship with dependent variable- effectiveness of farm broadcast at 1 per cent level of probability whereas caste, family size and type family were no significant relationship with dependent variable- effectiveness of farm broadcast. Almost similar findings were reported by *Badodiya et al. (2010)*.

Preferences of the radio listeners about different aspects of farm broadcast: The preference of the radio listening farmers regarding time, duration, mode and language of farm broadcast are presented in Table 4.

Time of broadcast: It can be observed from Table 4 that 60.00 per cent of the respondents were satisfied with the present timing of the farm broadcasts. Those who were not satisfied with present timing of farm broadcasts suggested that these should be broadcast 6.00 p.m. onwards (40.00 % of the respondents).

Duration: From the data in Table 4, it is noted that more than half (53.33%) of the respondents suggested that duration of the farm broadcast should be increased to one hour.

Table 3. Relationship between the profile of radio listeners and they perceived effectiveness of farm broadcast

Characteristics	Correlation coefficient (r)	Computed 't' value
Age (X ₁)	0.360**	6.66
Education (X ₂)	0.740**	18.98
Caste (X ₃)	0.107NS	1.85
Size of family (X ₄)	0.137NS	2.38
Type of family (X ₅)	0.119NS	2.07
Family Background (X ₆)	0.507**	10.15
Social participation (X ₇)	0.636**	14.22
Occupation (X ₈)	0.541**	11.10
Land Holding (X ₉)	0.573**	12.07
Annual Income (X ₁₀)	0.486**	9.60
Credit Orientation (X ₁₁)	0.479**	9.42
Economics Status (X ₁₂)	0.462**	9.00
Attitude towards farm broadcast (X ₁₃)	0.468**	9.14
Belief in Broadcast (X ₁₄)	0.452**	8.74
Extension participation (X ₁₅)	0.472**	14.26
Knowledge about the farm broadcast (X ₁₆)	0.668**	15.50

** Significant at 1 % level of probability

* Significant at 5 % level of probability

NS- Non significant

Modes of representation: It is observed that 43.33 per cent of the respondents preferred the broadcast in the dramatized form, 33.33 per cent of them preferred interview with progressive farmers, while 26.67 per cent of them preferred discussion form and 16.67 per cent of the respondents preferred debates, 15.00 per cent of the respondents preferred question answer form & whereas only 12.50 per cent of the respondents preferred lecture.

Language of the broadcast: It is observed that majority (61.67 %) of the respondents suggested that scientific words of technical terms should be simplified in to local language. *Amrita Gupta (2011)* and *Badodiya and Chaudhary (2011)* also reported similar findings.

Strategies for increasing the effectiveness of the farm broadcast: The findings observed in Table 4 revealed that majority (66.67%) of the respondents suggested the use of local language during broadcasting the programme, 60.00 per cent of the respondents suggested that broadcast the live discussion with agriculture scientist and successful entrepreneur.

Table 4. Distribution of the respondents according to their preferences about different aspects of farm broadcast

Preferences	No.	%
<i>Time of broadcast</i>		
Programme should be broadcast 6:00 pm onwards	120	40.00
<i>Duration of broadcast</i>		
Duration of the programme should be increased up to one to two hour	160	53.33
<i>Modes of presentation</i>		
Discussion	80	26.67
Dramatized	130	43.33
Question answer	45	15.00
Lecture	38	12.50
Debates	50	16.67
Interview with progressive farmers	100	33.33
<i>Language of broadcast</i>		
Technical terms/ scientific words should be simplified into local language	185	61.67

More than half (57.00%) of the respondents needed timely information about plant protection measures and 52.67 per cent respondents suggested to increase the duration of informative and important programmes. Network / coverage should be increased as suggested by 50.83 respondents and less number of respondents (44.00%) expressed to reduce the commercial breaks in between the programs. Some respondents (40.00%) wanted to broadcast the information well in advance about the programme.

CONCLUSION

It is revealed from the present study that majority of the respondents (58.33%) perceived medium effectiveness of farm broadcast category in transfer of

Table 5. Strategies for making the farm broadcast more effective

Suggestions	%	Rank
Increase the duration of informative and important programme	52.67	IV
Broadcast the live discussion with agril. scientist and successful entrepreneur	60.00	II
Provide timely information about plant protection measures	57.00	III
Use of local language	66.67	I
Commercial breaks can be reduced	44.00	VI
Network /coverage should be increased	50.83	V
Broadcast the information well in advance about the programme	40.00	VII

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