Farm Telecast Viewing Behaviour of Farmers in Haryana

Jogender Singh[1], V. P. Chahal[2] and Vidyulata[3]

1. District Extension Specialist (Ext. Edu.) , CCSHAU, KVK, Sonipat, Haryana, 2. Principal Scientist (Agril. Ext.), Division of Agril. Ext., ICAR, KAB-I, Pusa, New Delhi, 3. Asstt. Prof. (Rural Development), MGICCC, Delhi-36

Corresponding author e-mail: chahal_vp@rediffmail.com

ABSTRACT

Farmers' access to need based information facilitates them in taking informed decisions for the adoption of technologies and farm practices. Therefore, a number of communication media and channels including farm television programmes play a very critical role in providing timely information for knowledge intensive farming. Considering the fact that farm television has the potential for providing needed and relevant information at the right time to large number of farmers, the present study was conducted using survey method in the state of Haryana with a sample of 200 farmers to know the various dimensions of their viewing behavior in response to 'Krishi Darshan Programme (KDP) of television. The study revealed that majority of the farmers had low to medium level of viewing behavior status with regard to KDP. More than fifty per cent of the farmers were aware about the exact name of the KDP and its time and duration of telecast. However, only 21.5 per cent respondents viewed KDP regularly. Majority of the farmers did not preserve farm information by means of taking down notes, maintaining diary or video recording for further reference. However, they simply memorized and discussed KDP contents with fellow farmers and family members. The personal and socio-psychological attributes of farmers, except age, were found to have positive correlation with their viewing behavior. The findings suggest for sensitizing the farmers for group viewing not only to improve their viewing behavior and promote farmer to farmer communication but also internalization of the messages of farm telecasts for application in their actual field conditions.

***Key words**: Television; Viewing behavior; Farm telecast; Krishi Darshan Programme;*

The role of appropriate farm information package, its dissemination and access to farming community are of paramount importance for agricultural development. It can be achieved through effective utilization of various media and channels. Television has emerged as one of the best medium of mass communication. Therefore, realizing its vast potentiality to disseminate farm information to millions of farmers, India had started in the late sixties telecasting a farm TV programme popularly known as Krishi Darshan Programme (KDP) from Delhi Doordarshan. The KDP has now come of age. It is reaching diverse audience scattered in the countryside and even living in isolated communities. This programme is creating mass awareness on improved agricultural technologies and practices among the farming community. It has, therefore, played a significant role in bringing the new technology in agriculture to the door step of farmers. In view of proliferation of large number of TV channels and programmes, the viewing behavior of people in villages has also changed overtimes. Moreover, in recent years, there has been growing calls for policy makers to start separate farm channel for meeting the overall information needs of rural communities including farmers. Considering this background in view, the present study was conducted to get factual information on various dimensions of farmers viewing behavior of KDP and associated attributes in Haryana state.

METODOLOGY

The present study was conducted in Haryana State by adopting a multi-stage random sampling technique for selecting two districts, four blocks and eight villages. Two blocks from each of the two districts viz. Sonipat and Hisar, and two villages from each block were selected randomly. Thus, in all eight villages were selected. Twenty-five farmers from each of the eight villages were selected as respondents by random table

method. The total sample comprised 200 respondents. The study included 10 variables namely age, education (measured by adopting scoring pattern of *Trivedi, (1963),* family education (*Chahal,1992*), socio-economic status (*Trivedi,1963*), land holding (*Trivedi,1963*), cosmopoliteness (*Singh,1969*), extension contact (*Bhati, 1986*), extension participation (*Siddaramaiah and Jalihal, 1983*), achievement motivation (*Singh,1969*) and viewing behavior (*Chahal, 1992*).

The viewing behavior of the farmers was studied and operationalized as constituents of awareness of farmers with regard to name, time and duration of farm telecast i.e. Krishi Darshan Programme (KDP); frequency of viewing KDP; method and frequency of preservation of farm information and with whom and how frequently they discussed the contents of KDP. The minimum to maximum obtained scores of respondents ranged from 13 to 39. The viewing behavior scores obtained by respondents were divided into three categories namely low, medium and high.

The data were collected personally with the help of a interview schedule. The data so obtained were tabulated and analyzed by using the simple statistical techniques of frequency, average, percentage and coefficient of correlation.

RESULTS AND DISCUSSION

Viewing behavior status of farmers: A perusal of data presented in Table 1 revealed that 45.5 per cent of the farmers had low level of status of viewing behavior followed by medium (26.5%) and high (28%). So, it is clear from the findings that nearly half of the respondents had low level of viewing behavior status. It could be due to the fact that majority of the respondents might have not realized the role and potential of television as a provider of agricultural information. It might be due to their more inclination towards entertainment programmes. Whereas, *Meenakrisundram (2013)* reported that majority of farm women had medium level of viewing behaviour.

Constituents of viewing behavior : The constituents of viewing behavior for this study were farmers awareness of name, time and duration of KDP; frequency of viewing KDP; method and frequency of preservation of farm information; and with whom and how frequently they discussed the contents of KDP.

Table 1. Viewing behaviour status of the respondents (N=200)

Viewing behaviour	No.	%
Low	91	45.50
Medium	53	26.50
High	56	28.00
Total	200	100.00

Awareness of name, time and duration of telecast of KDP: The data presented in Table 2 shows that 53.5, 58.5 and 56 per cent of the farmers were aware about the exact name, time and duration of KDP, respectively. It shows that many farmers (46.5%) did not know the exact name, while 41.5 per cent and 44.0 per cent did not know the exact evening telecast time and duration of this programme. *Jhanjharia et al. (2012)* reported that 96.36, 90.0 and 88.41 per cent of the farmers were aware about name, time and duration of KDP, respectively. *Devaraj et al. (2014)* found that 35.75 per cent of TV viewing farmers were in high level category of awareness on farm programme followed by moderate and low.

Table 2. Farmers' Awareness of Name, Time and Duration of KDP

Aspects of awareness	Aware		Unaware	
	No.	%	No.	%
Name of programme	107	53.5	93	46.5
Time of telecast	117	58.5	83	41.5
Duration of telecast	112	56.0	88	44.0

Table 3. Respondents according to their frequency of viewing of KDP

Viewing of KDP	No.	%
Regularly	43	21.50
Casual	75	37.50
Frequent	72	36.00
Never	10	05.00
Total	200	100.00

Frequency of viewing KDP: It is obvious from the data in Table 3 that 21.5 per cent of the farmers viewed KDP regularly, while 37.5 per cent and 36.0 per cents were its casual and frequent viewers, respectively. It might be because of the high inclination of respondents towards entertainment programmes on TV. This finding is in conformity in the findings of *Devraj et al. (2014),* wherease, *Patel and Chauhan (2013)* reported that 40.0 per cent of the farmers were regular viewers of farm TV programme.

Preservation of farm information given through KDP: It is evident from the Table 4 that 8.5, 9.5 and 82.0 per cent of farmers, while viewing TV, took notes on a paper 'regularly', 'sometimes' and 'never', respectively, for the purpose of preservation of farm information for future reference. Only 11.5 per cent of farmers 'sometimes' maintained a diary for this purpose. Large majority (69.5%) of farmers persevered the information simply by memorizing and none had preserved by means of audio-video recording. It shows that farmers were not viewing KDP with an approach to make use of the farm telecast messages.

Respondents discussions of contents of KDP with Others: The data presented in Table 5 indicated that 19.5 and 36.5 per cent of farmers discussed messages given through KDP 'regularly' and 'sometimes', respectively with their fellow farmers including neighbors, friends and relatives. Discussion with family members was found to be done by 58.5 and 45.5 'regularly' and 'sometimes', respectively. Only 8.5 and 6.5 per cent farmers discussed with the extension workers 'regularly' and 'sometimes', respectively. Similarly, a very meager number (1) of farmer 'sometimes' held discussion with the farm scientists. It might be due to the fact that farmers were following a very casual approach in viewing KDP.

Relationship of personal and socio-psychological characteristics of respondents with their viewing behavior: The data presented in Table 6 shows that except age, all other personal and socio-psychological characteristics namely education, family education, socio-economic status, extension contact and participation, achievement motivation, cosmopoliteness and land holding had positive and significant relationship with farmers viewing behaviour. *Patel and Chauhan (2009)* reported that age, education, cosmopoliteness and economic motivation significantly correlated with televiewing behaviour of farmers. However, *Badodiya and Chaudhary (2011)* found that education, social participation, annual income and extension participation had significant relationship with effectiveness of farm telecasts.

Table 4. Respondents According to Method and Frequency of Preserving Farm Information Given Through KDP

Methods	Regularly	Sometimes	Never
Taking down notes on a paper	17(8.5)	19(9.5)	164(82.0)
Maintaining a diary	00 (0.0)	23 (11.5)	177(88.5)
Video recorder	00 (0.0)	00 (0.0)	200 (100)
Simply memorizing	33 (166.5)	139 (69.5)	28(14.0)

Figures in parentheses indicate per centage

Table 5. Number of respondents discussed KDP contents with others

Persons	Regularly	Sometimes	Never
Fellow farmers	39(19.5)	73(36.5)	88(44.0)
Family members	117(58.5)	53(26.5)	40(20.0)
Extension workers	17 (8.5)	13 (6.5)	170 (85.0)
Farm Scientists	00 (0.0)	2 (1.0)	198 (99.0)

Figures in parentheses indicate per centage

Table 6. Relationship of personal and socio-psychological attributes of respondents with their viewing behavior

Characteristics	(r)
Age	-.32*
Education	.48*
Family education	.26*
Socio-economic status	.45*
Extension contact	.54*
Extension participation	.50*
Achievement motivation	.53*
Cosmopoliteness	.50*
Land holding	.22*

*Significant at 0.05 level of significance

CONCLUSION

Based on the findings of the study it can be concluded that majority of the farmers had low to medium status of viewing behavior with regard to KDP, which might be due to the fact that they had considered and utilized TV as a medium of entertainment only. More than half of the farmers were aware about exact name, time, and duration of telecast. However, only 21.5 per cent of them viewed KDP regularly. It shows that they are definitely inclined towards using this medium but yet to realize the full potential of farm telecast for seeking agricultural information. Majority of those who viewed KDP preserved messages through simply memorizing and had discussed the contents of farm telecasts with fellow farmers and family members. The negligible discussion with scientists and extension workers reveal a lack of linkage and collaboration between researchers, extension personnel and farmers. Therefore, farmers' capacity building in articulation and communication skills

needs attention of extension agencies. It could be done by promoting group viewing for better farmer to farmer communication of telecast messages and improvising their viewing behavior, besides linking them with agricultural extension and research systems for seeking clarifications and additional information.

Paper received on : May 28, 2014
Accepted on : June 26, 2014

REFERENCES

Badodiya, S.K. and Chaudhary, P.C. (2011). Effectiveness of farm telecast in seeking agricultural information by farmers. *J. of Comm. Mob. and Sust. Dev*. **6** (2):125-127.

Bhati, S.K., Lahaia, S.N. and Dalal, R.S. 1986. Extent and Nature of Adoption of Biogas Plants in Haryana. Agricultural Situation in India Vol. **XLI** (2) : 275-279

Chahal, V.P. (1992). Comparative study of radio and TV utilization in transfer of farm technology. Unpublished Ph.D. Thesis. CCSHAU, Hisar.

Devaraj and Ravichandran, P. (2014). A study on the role of information and mass media communication technology among farming community of Mandya district , Karnataka state. *J. of Advances in Library and Info. Sci.*, **3**(1):43-46

Jhajharia, A.K., Khan, I.M., Bangarva, G.S. and Jhajharia, S. (2012). Awareness of farmers about farm based radio and television programmes. *Raj. J. Extn. Edu*. **20**:209-14.

Patel, Meenaben C. and Chauhan , N. B. (2009). Correlation of farm televiewing farmers knowledge on improved animal husbandry practices with different characteristics. *Karnataka J. Agric. Sci.*, **22**(4) : 931-932

Patel , Meenaben C. and Chauhan , N. B. (2013). Farm televiewing behavior of farmers. *Karnataka J. Agric. Sci.*, **26**(2) : 322-323

Meenakshisundaram, K.S. 2013. A study of the attitude and television viewing behavior of farm women towards farm telecast programmes of Chennai Doordarshan. *Intl. J. of Physical and Social Sci.*, **3**(10):21-35

Siddaramaih, B.S. and Jalihal, K. A. (1983). A scale to measure extension participation of farmers. *Indian J. Extn. Edu.*, **19** (3&4) : 74-76

Singh, S.(1969). nAch among successful-unsuccessful and traditional progressive agricultural entrepreneurs of Delhi. *J. of Social Psycho*., 79:145-149

Trivedi , G. (1963). Measurement and analysis of Socio –economic status of rural families. Ph. D Thesis (Unpub), Division of Agricultural Extension, Indian Agricultural Research Institute , New Delhi.

• • • • •