

## Perceived Effectiveness of Farm Telecast in Transfer of Agricultural Technology

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### ABSTRACT

*The present study was conducted in Dabra block of Gwalior district of Madhya Pradesh. The total sample consisted of 100 respondents spread over 10 villages of the block. Data were collected with the help of structured interview schedule. The majority of the respondents 58.46 per cent perceived farm telecast as medium effective with reference to transfer of agricultural technology. The characteristics of farm telecast viewers i.e. educational status, family background, social participation, land holding, annual income, credit orientation, economic status, attitude towards farm telecast, belief in telecast and extension participation were found to have significant relationship with perceived effectiveness of farm telecast. In this study, preferences of the television viewers about different aspects of farm telecast were also studied with following headings namely- Time of telecast, duration, modes of presentation and language of the telecast.*

**Key words-** Effectiveness; Farm telecast; Transfer of agricultural technology;

Television is a very popular media of communication in India. The extensive network of telecasting is found to have a profound influence on agriculture. Television as an important media of communication has greater role to play in the forthcoming years in order to disseminate agricultural education to the farming community. Television is considered to be effective in communicating the agricultural technology to needy and farmers of remote area in no time and help to bridge the gap between the scientist and farmers and also increasing the knowledge level of farmers. One of the important objectives of television is to provide essential knowledge and information in order to stimulate greater agricultural production. The fact changing agricultural technology demands for more information to be transmitted to our increasing volume of clientele. Television due to its mass nature promises to satisfy the information needs of the masses in general and farmers in particular. Agricultural information is disseminated to the farmers through Krishi Darshan, Annadata, Krishi paricharcha and Krishi samayaki programmes.

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. The value of any programme can only be judged through audience perception and response. It was therefore, felt necessary to study the effectiveness of farm telecast in transfer of agricultural technology with following specific objectives:

1. To study the perceived effectiveness of farm telecast in transfer of agricultural technology by the viewers.
2. To study the relationship between selected characteristics of farmers and perceived effectiveness of farm telecast in transfer of agricultural technology.
3. To study the preferences of the television viewers about different aspects of farm telecast.

### METHODOLOGY

The study was conducted in Dabra block of Gwalior district of (M.P). Ten villages of the selected block were randomly selected for the study. After the selection of villages, a village wise list of farm telecast viewers was prepared and total 100 respondents were selected randomly. The data were collected through a well structured and pre-tested interview schedule. The

characteristics viz., educational status, caste, family background, social participation, land holding, annual income, credit orientation, economic status, attitude towards farm telecast, belief in telecast and extension participation were included for the study. The statistical tests and procedures were used for analyzing the data, included percentage, mean, Karl Pearson's coefficient of correlation and multiple regressions.

## RESULTS AND DISCUSSION

*Perceived effectiveness of farm telecast in transfer of agricultural technology by the viewers:* The Table -1 showed that the majority of the respondents 58.00 per cent were perceived medium effectiveness of farm telecast category in transfer of agricultural technology, followed by 24.00 per cent of the respondents were perceived low effectiveness of farm telecast category and 18.00 respondents were perceived high effectiveness of farm telecast category in transfer of agricultural technology. This finding was supported by Kothikhane (2003).

Table 1 Perceived effectiveness of farm telecast in transfer of agricultural technology

S.No.	Category	N	%age
1	Low	24	24.00
2	Medium	58	58.00
3	High	18	18.00
	Total	100	100

Table 2 Relationship between selected characteristics of farmers and perceived effectiveness of farm telecast in transfer of agricultural technology

S. N.	Characteristics	Correlation coefficient (r)	Computed 't' value
1	Educational status	0.421**	5.083
2	Caste	0.108NS	1.195
3	Family background	0.318**	3.673
4	Social participation	0.371**	4.378
5	Land holding	0.302**	3.458
6	Annual income	0.320**	3.700
7	Credit orientation	0.314**	3.623
8	Economic status	0.379**	2.969
9	Attitude towards farm telecast	0.297**	3.423
10	Belief in telecast	0.390**	4.642
11	Extension participation	0.366**	4.309

\*\* Significant at 5 % level of probability

NS = Non significant

*Relationship between characteristics of farmers and perceived effectiveness of farm telecast in transfer of agricultural technology:* Table 2 represented the correlation coefficient between effectiveness of farm telecast with characteristics of viewers/farmers. It was observed that characteristics namely- educational status (0.421), caste (0.108), Family background (0.318), Social participation (0.371), Land holding (0.302), Annual income (0.320) Credit orientation (0.314) Economic status (0.379) Attitude towards farm telecast (0.297), Belief in telecast (0.390) and Extension participation (0.366) were found to have positive and significant relationship with effectiveness of farm telecast whereas caste (0.108) was found non significant relationship with effectiveness of farm telecast.

Table 3. Multiple regression between characteristics of viewers and perceived effectiveness of farm telecast in transfer of agricultural technology

S. No.	Characteristics	Regression coefficient (b)	Standard error of 'b'	Computed 't' value
1	Educational status	0.868**	0.213	4.075
2	Caste	2.191**	0.602	3.639
3	Family background	0.380NS	0.229	1.659
4	Social participation	0.905NS	0.699	1.294
5	Land holding	0.665NS	1.199	0.594
6	Annual income	0.106NS	1.280	0.082
7	Credit orientation	1.652NS	1.069	1.545
8	Economic status	3.497*	1.447	2.416
9	Attitude towards farm telecast	0.299NS	0.358	0.835
10	Belief in telecast	0.166NS	0.191	0.869
11	Extension participation	0.270*	0.129	2.213

R<sup>2</sup> = 0.56

F value of R = 7.36

\* Significant at 1 % level of probability

\*\* Significant at 5 % level of probability

NS = Non significant

*Multiple regression analysis of characteristics of television viewers and perceived effectiveness of farm telecast in transfer of agricultural technology:* Table-3 presented the regression coefficient between effectiveness of farm telecast with characteristics of viewers. It was observed that the regression coefficient in respect of three attributes viz. educational status (0.868), caste (2.191) economic status (3.497) and

extension participation (0.270), were found positively significant with effectiveness of farm telecast while rest of seven characteristics were non significant. The coefficient of multiple determinations ( $R^2$ ) indicated that only 56.00 per cent of variation in the effectiveness of farm telecast could be explained due to 11 independent variables and remaining 44.00 per cent variation is due to other factors yet to be located. The highly significant 'F' value reported that confirmation to the validity of  $R^2$  (0.56) worked out with variable identified for the study. Hence, the multiple regressions attempted for the explanatory variables are justified. Thus, the multiple regression coefficient of four independent characteristics were found significant while seven were found to be non significant. Thus, it can be explained that these four variables were significant factors in the prediction of effectiveness of farm telecast. The coefficient of multiple determinations ( $R^2$ ) showed that all eleven variables jointly explained 56.00 per cent of the variation in effectiveness of farm telecast. These findings were supported by *Silva and Garforth (1997)*. *Preferences of the television viewers about different aspects of farm telecast*: The preference of the television listening by the farmers regarding time, duration, mode and language of farm telecast of Prasar Bharti - Door Darshan and E-TV Madhya Pradesh, were presented in Table 4. It can be observed that 55.00 per cent of the respondents were satisfied with the present timing of the farm telecasts. Those who were not satisfied with present timing of farm telecasts suggested that these should be telecast 8.00 p.m. onwards (45.00 per cent of the respondents). Half (52.00 per cent) of the respondents suggested that duration of the farm telecast should be increased to one hour. Forty per cent of the respondents preferred the telecast in the dramatized form, 34.00 per cent of them preferred interview with progressive farmers, while 23.00 per cent of them preferred discussion form and 15.00 per cent of the respondents preferred lecture

& debates whereas only 12.00 per cent of the respondents preferred question answer form. Majority (61.00 per cent) of the respondents suggested that scientific words of technical terms should be simplified in to local language.

Table 4. Preferences about different aspects of farm telecast

S. N.	Preferences	N	% age
1	<i>Time of telecast</i> -Programme should be telecasted 8:00 pm onwards	45	45.00
2	<i>Duration of telecast</i> - Duration of the programme should be increased up to one to two hour	52	52.00
3	<i>Modes of presentation</i>		
	Discussion	23	23.00
	Dramatized	40	40.00
	Question answer	12	12.00
	Lecture	15	15.00
	Debates	15	15.00
	Interview with progressive farmers	34	34.00
4	<i>Language of telecast</i> -Technical terms/scientific words should be simplified into local language	61	61.00

## CONCLUSION

It is revealed from the present study that the majority of the respondents perceived farm telecast effective in transfer of agricultural technology. The attributes viz., educational status, family background, social participation, land holding, annual income, credit orientation, economic status, attitude towards farm telecast, belief in telecast and extension participation were found having significant relationship with effectiveness of farm telecast whereas, only caste was found to have no significant relationship with effectiveness of farm telecast. The coefficient of multiple determinations ( $R^2$ ) showed that all eleven variables jointly explain 56.00 per cent of the variation in effectiveness of farm telecast.

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