

Fitness of Farm Programs of Bangladesh Betar for Extension Services: A Field Study

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ABSTRACT

For decades Bangladesh Betar (BB) has been developing and broadcasting farm programs for the betterment of the agriculture and the farming communities of Bangladesh. But the very problems addressed by the farm programs are still prevailing in agricultural sectors and the listeners of the programs of BB are gradually decreasing. So, the study was supposed to evaluate the fitness of the farm programs of BB whether they are able to convey right information at the right time in the right way to the right people. In this study document analysis, survey and Key Informant Interview (KII) methods were used to collect data and necessary information. A sample of 465 respondents was selected for questionnaire survey and a sample of 28 experts from the Ministry of Agriculture, Ministry of Fisheries and Livestock and Ministry of Information was selected for KII. The results revealed that the farm programs of BB deserved the very qualities of a perfect programs needed to provide extension services to the farmers of Bangladesh. But, there was a small but significant deviation in case of program schedule and formats. Schedule and format of the programs were not as per the choice of the farmers of Bangladesh. The farm programs are fit to convey right information to the right people but not at the right time and in the right way. Steps are to be taken to overcome the very loop holes pointed out by the farmers and the experts of the respected fields in order to ensure the perfection of the programs for the diffusion of the modern technologies in farming.

Key words: *Bangladesh Betar; Farm programs; Fitness of farm programs; Farmers of Bangladesh;*

For decades Bangladesh Betar (BB), national radio has been developing and broadcasting farm programs for the development of the whole agriculture of Bangladesh. Agriculture is one of the most emphasized sectors of BB because agriculture dominates the economy of Bangladesh providing food, employment, income and foreign exchange. Bangladesh Betar (former 'Radio Pakistan') started its mission solely for the development of the farmers and farming from 1966 with the inauguration of the farm program named *Khete Khamare* (in field and farm) and still has been going on with farm broadcast. As radio programs had been proved to be very effective to build awareness and to increase production (Nazari & Hasbullah, 2010; Odiaka, 2011; Prathap & Ponnusamy, 2006)

in course of time, BB has launched many farm programs with different names and formats. Along with the central programs, it has introduced many farm programs for each of its regional station based on the local needs of the farmers for the diffusion of proper knowledge on modern agricultural technologies as agricultural production can only be increased if appropriate technologies are used by the farmers who are the primary unit of adoption of improved practices (Barman, 2009). Radio program helps in overall development (Yusof, Ibrahim, & Wan Amizah, 2012). Mass media power in dissemination of agriculture information to the farmers is essential (Hassan, Shaffril, Ali, & Ramli, 2010). Especially the rural radio can be used to improve the sharing of information by

remote rural farming communities (*Chapman, 2003; Nwaerodu & Thompson, 1987*). In the innovation-decision process, mass media channels are important means to create knowledge and spread information rapidly to a large audience and can change some weakly held attitudes (*Escalada, Heong, Huan, & Mai, 1999*). Therefore, Radio has been the medium used most extensively in developing societies over the past several decades as a cost-effective means of providing information and education to diverse target groups (*McLean, 1992*).

In Bangladesh farms are extremely small, cultivation is dependent on the uncertainties of variable rainfall and average output is generally low. Here the structure of the agrarian system is considered as a major impediment to balanced rural development (*Rogaly, Harriss-White, & Bose, 1995*). Small farmers lack for financial muscle power which results in less bargaining power in the input market that reduces farmers' earnings against their produce (*Barman, 2009*).

The BB has been broadcasting farm programs to assist the transfer of appropriate technologies among farmers along with different agriculture departments because the collaboration between BB and other departments in the diffusion of technologies must incur beneficial results as multi-channel communication is more effective than single channel communication. When more than one channel act in concert to convey the messages about a common theme to the same audience, a kind of synergistic advantage is usually achieved (*Rogers, Braun, & Vermilion, 1977*). Besides, in many countries radio farm forums have been proved to be very successful. Radio farm forum as an agent for transmission of knowledge has proved to be a success beyond expectation; even the little gain there was occurred mostly in non-forum villages with radio (*Mathur & Neurath, 1959*). But in Bangladesh it is seen in different studies that the listeners of BB have been decreasing gradually. In 1995 a study showed that 45 per cent of the population of Bangladesh listens to radio programs and only 18 per cent possesses radio sets in the rural area (*Dewari, 1999*). Another study revealed that only 2.82 per cent of the population of Bangladesh listens to radio programs daily for education purpose (*BBS, June 2011*). That means gradually the number of listeners is decreasing. Undoubtedly among

this 2.82 per cent, there are very few farmers, though it demands further research. Still it needs not mention that a very negligible share of this 2.82 per cent of listeners listens to the farm programs of BB. So, the question lies with the ability of BB and its farm programs to provide extension services, as the selection of communication media to use in any particular situation is based on their ability to give the right kind of information to the right people in the right way at the right time (*M. Kashem, Halim, & Rahman, 1992*). In some studies the extent to which the farmers use or chose radio farm programs as their source of agricultural information (*M. Kashem et al., 1992; M. A. Kashem & Islam, 2001; M. A. Kashem & Poddar, 1999*) had been depicted and everywhere it was shown that the acceptance of radio had been decreasing but nowhere the perfection of the farm programs of BB was analyzed. The present study however, was designed to measure the perfection of the farm programs of BB whether the programs are effective to provide right information to the right people in the right way at the right time.

METHODOLOGY

This study is predominately qualitative in nature. Required data and information were collected from both primary and secondary sources. Primary data were collected by means of document analysis, sample survey and key informant interview (KII) methods. For document analysis as a part of content analysis documents of BB and other relevant organizations were analyzed. Questionnaire survey technique was used to collect primary data from the sampled respondents and for KII face-to-face interviews and telephonic interviews were conducted based on fixed checklist.

There are twelve regional radio stations of BB. The agricultural programs broadcast from BB Dhaka are relayed by the regional stations and so the farm programs are all the same. There are a few programs developed and broadcast by the regional stations based on the needs of the particular regions; but formats and contents of the programs which are prescribed and approved by the head quarter (BB Dhaka) are almost same for all the stations. This is why; a single regional station can represent the whole of BB. This study purposively selected BB Khulna, and BB Rajshahi. The BB Khulna is one of the biggest radio stations covering

the total of the south-west of Bangladesh and the BB Rajshahi is also one of the biggest radio stations that cover almost all of the northern part of Bangladesh.

There are eighteen upazillas (sub-districts) in Khulna and Rajshahi districts (nine for each). In case of sampling, multistage stratified sampling technique was used. At the 1st stage, the study selected eight upazillas out of eighteen (four from each district) of Khulna and Rajshahi districts. At the 2nd stage eight unions were selected from eight upazillas (one from each upazilla) and at the 3rd stage sixteen villages (two from each union) were selected. Finally at the 4th stage the farmers (respondents) were selected by means of random sampling technique from each village and the total sample size was determined using the following formula:

$$n = \frac{Z^2 pq}{\epsilon^2}$$

Assuming that $p = 0.5$ and $q = 0.5$.

Here,

n = sample size,

Z = tabulated value = 1.96 (for large sample at 5% level of significance),

p = proportion of success,

$q = 1 - p$ = proportion of failure,

ϵ = margin of error = 0.05.

Based on this formula it was supposed to select 384 respondents from the two districts. But for the betterment of the research 465 respondents were selected from the two study areas and the sampling ratio is as follows:

Table 1. Sampling ratios of the study areas

Sectors	Ratio	Sample (n)
	Khulna : Rajshahi	193 : 272
Crop	1 : 2	81 : 191
Livestock	1 : 1	33 : 42
Fisheries	2 : 1	79 : 39
Total		465

Table 2 Distribution of experts from four departments

Regions	Agriculture	Livestock	Fisheries	BB*	Total
Dhaka	2	3	3	1	9
Khulna	2	3	3	1	9
Rajshahi	4	3	2	1	10
Total (n)	8	9	8	3	28

*Bangladesh Betar

For key information 28 key informants were selected from four departments under the Ministry of Agriculture, Ministry of Fisheries and Livestock, and Ministry of Information. In case of selecting the experts, two criteria were considered- field-level working experience, and involvement in broadcasting the farm programs. Sector-wise allotted experts are presented in Table 2.

Through content analysis the program related information and data from BB Dhaka, BB Khulna and BB Rajshahi were collected. By means of survey method, 465 farmers were interviewed from June to September, 2014 to know about different aspects of the farm programs of BB and other information relevant to the research objectives. The KII was conducted within the time frame mentioned above with a view to verify the information for a comparative analysis. Secondary data were collected by means of content analysis of the documents collected from BB and other relevant organizations viz. Ministry of Agriculture, Ministry of Fisheries and Livestock, and Ministry of Information.

The collected data were arranged and scrutinized cautiously in accordance with demonstrable indicators of the objectives. The processing steps were: editing, coding and classification. Descriptive analysis was done for estimating the required parameters. Statistical Package for Social Sciences software version 17.0 (SPSS Inc., Chicago, IL, USA) was used for statistical analysis.

RESULTS AND DISCUSSION

Firstly it was tried to see whether all the sectors (crop, livestock and fisheries) and all the subjects of agriculture have been incorporated in the farm programs of BB. The sector-wise findings are depicted in the following tables (Table 3-6).

After the document analysis it was seen that almost all the subjects and topics related to the crops cultivated and fish and livestock reared in the sampled areas are incorporated in the farm programs of BB. To find out the gap between the expectation of the farmers and the actual program topics the farmers and the key informants were asked to express their opinions on the extent to which the subjects and topics resemble their demand and the findings are presented in Table 7.

Table 3. Subjects and topics on crops broadcast from Bangladesh Betar (Crop sector)

Subjects	Topics	Programs	Date
Rice	Seed beds nursing and <i>boro</i> (paddy), vegetables and wheat cultivation.	KS	05-1-2012
	Nursing <i>aus</i> (paddy).	C	05-5-2012
Wheat	Wheat cultivation.	SB	09-1-2012
	High yielding variety of wheat and its cultivation.	C	25-10-2012
Maize	Cultivation of maize.	C	30-9-2012
	Nursing wheat and intercropping maize confronting rats	KS	09-2-2012
Jute	Seed bed preparation and sowing seeds of <i>tosha</i> (jute).	C	01-4-2012
	Cultivation of jute and its nursing.	SB	18-5-2012
Cotton	Collecting the seeds of cotton and its storage.	C	30-12-2012
	Nursing trees and summer vegetables and planting cotton seeds.	KS	29-7-2012
Sugarcane	Pest management for sugarcane.	C	22-5-2012
	Nursing the sugarcane in the field.	SB	14-02-2012
Betel leaves	Betel cultivation and its importance.	C	28-4-2012
	Nursing and pest management in the plantation of betel leaves.	KS	14-6-2012
Betel nut	Cultivation of betel nut for economic development.	C	03-7-2012
Vegetables	Advanced cultivation of summer vegetables.	SB	19-3-2012
	Growing the plants of winter vegetables.	C	08-9-2012
Pulses	Cultivation of crops like pulse.	KS	21-10-2012
	Cultivation of Indian pea and <i>ksheshari</i> as pulses.	C	01-10-2012

Note: ‘DM, Desh Amar Mati Amar (My country my soil)’, ‘C, Chashabad (Cultivation)’, ‘SB, Sobuj Bangla (Green Bangla)’, ‘KS, Khetkhamar Samachar (News on field and farming)’

Table 4. Subjects and topics on crops management broadcast from Bangladesh Betar

Subjects	Topics	Programs	Date
Seeds	Selecting the variety and seed bed preparation for transplant <i>aman</i> (paddy).	C	01-5-2012
	Nursing seed beds and planting <i>boro</i> , vegetables and wheat cultivation.	KS	05-1-2012
Pest Management	Pest management in the <i>boro</i> field.	C	17-4-2012
	Pest management for mustard, nursing mango and the diseases of onion.	KS	19-1-2012
Fertilizers	Using organic fertilizer to preserve soil fertility.	KS	07-5-2012
	Using fertilizers in a balanced way.	C	06-3-2013
Irrigation	Irrigation in the <i>boro</i> field.	C	03-4-2012
	Vegetables, potato and its advance fall, irrigation, herbicides and so on.	KS	01-1-2012
Herbicides	Vegetables, advance fall of potato, herbicides and irrigation, and so on.	KS	01-1-2012
	Using herbicides in the fields of winter vegetables.	C	14-12-2012
Harvesting	Harvest and storage of potato.	C	28-2-2012
	Harvesting, storage and preservation of ginger and turmeric.	SB	07-1-2012
Processing, storage and preservation	Harvesting and preserving <i>Boro</i> and Summer vegetable.	KS	10-5-2012
	Harvest and storage of potato.	C	28-2-2012
Intercropping, crop diversification	Intercropping and nursing the sugarcane and confronting rats.	KS	15-2-2012
	Intercropping with potato.	C	03-11-2012
Marketing	Harvesting and marketing summer vegetables.	SB	10-6-2012
	Modern system of marketing the farm products.	C	19-4-2012
Nutrients	Techniques of cooking vegetables preserving the nutrients.	SB	24-4-2012
	The nutrients of potato and its multiple usages.	C	13-4-2012
Health	Health of the farmers and his/her family members	SB	01-1-2012
	Cooking the vegetables for feeding the children.	C	20-4-2012

Note: ‘DM, Desh Amar Mati Amar (My country my soil)’, ‘C, Chashabad (Cultivation)’, ‘SB, Sobuj Bangla (Green Bangla)’, ‘KS, Khetkhamar Samachar (News on field and farming)’

Table 5 Subject and topics of Livestock sector broadcast from Bangladesh Betar

Subjects		Topics	Programs	Date
Types of farm	Dairy	Be self-employed through dairy farm	DM	24-7-2013
	Cattle	Nursing the cattle in the rainy season	DM	02-10-2013
	Buffalo	Artificial insemination (AI) in Buffalo	DM	20-02-2013
	Goat	Treatment of chicken pox and P.P.R. of goat and sheep	SB	26-11-2012
	Sheep	Rearing sheep in saline affected area.	C	25-02-2013
	Chickens	Role of women in farming the layer at home.	SB	05-6-2012
	Ducks	Rearing ducks in the rural environment.	DM	04-9-2013
	Quail	Quail rearing and its economic importance.	C	30-7-2012
	Pigeon	Management and economic value of farming pigeon.	C	24-9-2012
Farm Management	Housing	Advance technology for rearing indigenous chick beneath the feather.	DM	03-4-2013
	Feeding	Nursing the cows and their food management.	SB	24-02-2012
	Bio-security	Bio-security in the chicken farm.	C	06-8-2012
Prevention	Prevention	Vaccination program in the rainy season for goat and sheep.	DM	28-8-2013
	Do	Ways of keeping the ducks and chickens healthy.	SB	19-8-2012
	Do	Duties and responsibilities of the farmers to protect and control bird-flu.	C	03-9-2012
Medication	Medication	Foot and mouth diseases of cattle in the rainy season and its treatment.	DM	31-7-2013
	Do	Ranikhet (New castle disease) of chickens and its treatment.	SB	15-02-2012
	Do	HS of cattle and its treatment.	C	24-12-2012
Breeding	Breeding	Artificial insemination (AI) in Buffalo	DM	20-02-2013
	Do	Artificial insemination (AI) in cattle	SB	06-12-2012
	Do	Inbreeding, its drawbacks and other responsibilities.	C	16-7-2012

Note: 'DM, Desh Amar Mati Amar (My country my soil)', 'C, Chashabad (Cultivation)', 'SB, Sobuj Bangla (Green Bangla)', 'KS, Khetkhamar Samachar (News on field and farming)'

Table 6. Subjects and topics of Fisheries sector broadcast from Bangladesh Betar

Subjects		Topics	Programs	Date
Types of Fish	Hilsha	Dos and don'ts for saving <i>jatka</i> (Juvenile of hilsha).	KS	15-1-2012
	Carp	Farming the fish of carp category.	KS	19-5-2012
	<i>Golda & Bagda</i>	Farming <i>Golda</i> and <i>bagda</i> (shrimps and lobster).	C	02-5-2012
	Tilapia	Methods of providing foods for carp fish and tilapia.	C	03-3-2013
	Indigenous	Protecting the indigenous fishes from extinction.	SB	04-8-2012
Farm management	Preparation	Management of the ponds of fish in the winter.	SB	16-01-2012
	Food	Providing supplementary food for fish in the pond.	SB	28-01-2012
	Breeding	Producing larvae and the profitability of fish farming.	SB	28-4-2012
	Nursing	Nursing the fish in the rainy season.	C	01-8-2012
	Production	Ways of increasing the production of fish in the pond.	SB	27-5-2012
Medication	Medication	Diseases of fish and their remedies and antidotes.	KS	03-11-2012
	Do	Treatment of putrefaction of tails and other body parts of fish.	SB	30-12-2012
	Do	Managing the diseases of lobster.	C	26-9-2012

Note: 'DM, Desh Amar Mati Amar (My country my soil)', 'C, Chashabad (Cultivation)', 'SB, Sobuj Bangla (Green Bangla)', 'KS, Khetkhamar Samachar (News on field and farming)'

Table 7. Distribution of opinions on seasonal demands

Respondents	Variables	No.	%
Experts	Almost always seasonal	17	60.70
	Always seasonal	11	39.30
	Total	28	100.0
Farmers	At times seasonal	1	3.20
	Almost always seasonal	8	25.80
	Always seasonal	20	64.50
	No comment	2	6.50
	Total	31	100.0

Table 8. Distribution of opinions on program schedule

Respondents	Variables	No.	%
Experts	One is perfect (night)	5	17.90
	Two are perfect (Afternoon/ evening and night)	8	28.60
	All are perfect (Morning, afternoon/evening/night)	15	53.60
	Total	28	100.0
Farmers	Afternoon/Evening in perfect	2	6.45
	Night is perfect	29	93.55
	Total	31	100.0

The Table 7 revealed that most of the experts (60.70%) thought that the topics were almost always seasonal; and the rest of the experts (39%) thought that the topics were always seasonal. That means, all the experts (60.70% + 39.30%= 100%) thought that the farm programs were fit enough to meet the needs of the farmers. Altogether 465 farmers were interviewed. It was seen that among these 465 respondents there were only 31 respondents who were used to listen to the farm programs. Among the listeners very few farmers (only 3.20%) told that the topics resembled their farming needs at times. The largest portion (64.50%) of the farmers told that the topics always met their information needs. The experts and the farmers were asked to express their opinions on the program schedule of the farm programs of BB and the results are presented in the Table 8 and the existing program schedules of BB have been depicted in Table 9.

It was seen that the farm programs were broadcast in the morning, afternoon or evening, and at night. The largest number of experts thought that the farmers would be able to listen to the programs if the programs were broadcast at the existing schedules. A very small number of experts (17.90%) thought that ‘night’ was perfect for the farmers. On the contrary, almost all the farmers

(93.55%) were in favor of broadcasting the farm programs at night. Then it was tried to see the duration of the farm programs of BB and results got through document analysis are in Table 8 and the opinions of the experts and the farmers are depicted in Table 9.

The listeners of Rajshahi and Khulna Betar can listen to *Desh Amar Mati Amar*; the farm program of Dhaka Betar. So a farmer of Khulna can listen to the farm program for 70 minutes (*Desh Amar Mati Amar*-25 minutes + *Krishi Samachar*-05 minutes + *Chashabad*-40minutes) daily. On the other hand, a farmer of Rajshahi can listen to the farm program for 75 minutes (*Desh Amar Mati Amar*-25 minutes + *Khetkhamar Samachar* -05 minutes + *Sobuj Bangla*-45 minutes) daily. During the KII 50 per cent of the experts considered the existing program duration to be perfect (Table10). The opinion of only 17.85 per cent of the experts was that the duration of the farm programs must be increased. On the other hand, 51.5 per cent of the farmers who listen to the farm programs suggest that the duration of the programs must be increased. At last in the study it was tried to see the formats through which the programs were thrown to the listeners. Through the document analysis it was seen that magazine in the form of stage program (Ashor) is selected for the long programs (*Desh Amar Mati Amar*, *Chashabad* and *Sobuj Bangla*) of all the stations. This magazine consists of talk, song, interview, phone-in, answer to the letters from the farmers, and so on. *Krishi Samachar* and *Khetkhamar Samachar* are very short programs of only 05 minutes and the ‘discussion’ format was selected for those programs. The experts’ and the farmers’ opinions regarding these formats of farm programs are presented in Table 12 and 13 respectively.

Nearly half of the experts (46.40%) consented that all the existing formats of the farm programs were perfect (Table 12). Among them 78.57% supported phone-in program as the most time befitting. Some experts said that the listeners’ (farmers) involvement was to be increased. The successful farmers should be invited in the program and he or she should be made talk to the farmers about the solutions of the problems faced by the farmers for their inspiration. Some experts said that throughout the day there might be frequent announcement on different burning issues of agriculture for example? “Do not eat half-bitten fruits to avoid

Table 9. Farm program schedule

Programs	Period	Time	Station
Krishi Samachar (News on farming)	Early Morning	06.25am	Dhaka
Desh Amar Mati Amar (My country my soil)	Night	07.05pm	Dhaka
Krishi Samachar	Early Morning	06.25am	Khulna
Chashabad (Cultivation)	Late Afternoon	06.10pm	Khulna
Khetkhamar Samachar (News on field and farming)	Early Morning	06.25am	Rajshahi
Sobuj Bangla (Green Bangla)	Late Afternoon	06.05pm	Rajshahi

Source: Summer fixed-points, Betar Bangla, Bangladesh Betar, Vol. Baishakh-Jaistha 1419

Table 10. The duration of the farm programs of Bangladesh Betar (N=120)

Programs	Stations	Time span	Duration (mints.)
Desh Amar Mati Amar	Dhaka	07.05pm-07.30pm	25
Krishi Samachar	Khulna	06.25am-06.30am	05
Chashabad	Khulna	06.10pm-06.50pm	40
Khetkhamar Samachar	Rajshahi	06.30am-06.35am	05
Sobuj Bangla	Rajshahi	06.05pm-06.50pm	45

Source: Summer fixed-points, Betar Bangla, Bangladesh Betar, Vol., Baishakh-Jaistha 1419.

Table 11. Distribution of experts' and farmers' opinions on duration

Respondents	Variables	No.	%
Experts	Must be increased	5	17.90
	Good to be increased	9	32.10
	No need to be increased	14	50.00
	Total (n)	28	100.0
Farmers	Must be increased	16	51.61
	Should be increased	2	6.45
	No need to be increased	11	35.49
	No comment	2	6.45
	Total (n)	31	100.0

Table 12. Distribution of experts' opinions on program formats

Variables	No.	%
Only one is perfect	6	21.40
More than one are perfect	9	32.10
All are perfect	13	46.40
Total	28	100.00

Table 13. Distribution of the farmers' opinion on program formats

Formats	No.	%
Answering letters	1	3.23
Discussion	3	9.68
Drama	2	6.45
Magazine	10	32.26
Phone-in	13	41.93
No comment	2	6.45
Total	31	100.0

Nipah virus". A large number of farmers (41.93%) who used to listen to the farm programs preferred phone-in program. The second highest number (32.26%) of farmers wanted farm programs in magazine format (Table 13).

The objective of the study was to examine the fitness of the farm programs of BB for extension services. And for examining the fitness of the farm programs it was tried to see whether the contents, formats, duration and broadcasting schedule match the field level situations of the study areas. In the content analysis it was seen that subjects and topics of the programs covers all the main crops produced in the study area; and almost all the experts and farmers agreed that the subjects and topics of the programs resemble their seasonal needs. It might be because before developing the programs BB authority used to invite suggestions from the experts of the related fields. The experts have real life experience about the needs of the farmers and they suggest the authority accordingly. And that is why, the contents of the farm programs are up to the mark with very negligible deviation where very few farmers told that the subjects and topics did not always match their needs. That might be because these portions of farmers were involved in very small scale farming. So, sometimes the program topics might not resemble their subjects and topics. This result is in agreement with that of other studies (Ango, 2013; Kumari,

Choudhary, Jha, & Singh, 2014; Nazari & Hasbullah, 2010b; Okwu, Kuku, & Aba, 2007). In this regard, a study on the role of radio in agricultural extension in Ghana reported that 83 per cent of respondents believed that the messages of radio were true affirmatively (Chapman, 2003).

The existing program schedules did not match the choices of the farmers. Even the experts' opinion regarding program schedule did not match the choices of the farmers. The result is in agreement with the study conducted in Nigeria (Ango, 2013). The gap between the choice of the expert and the farmer might be because the BB authority and the field-level experts did not have clear idea of the personal lifestyles of the farmers and their leisure needed for listening to the farm programs. In case of program duration most of the farmers' needs did not match the opinion of the experts; most of the farmers thought that the program duration ought to be increased. That might be because the study results revealed that all the listeners used not to listen to all the farm programs on a regular basis which were broadcast daily from a single radio station; even they did not listen to a single program regularly and completely.

In case of program format the findings revealed that most of the farmers and the experts wanted phone-in program. This result is in disagreement with that of the studies in Nigeria (Ango, 2013; Valbuena, 1991) where radio programs were termed as entertainment communications. In this study most of the farmers' opinions resembled the opinions of most of the experts on program format. That might be because the experts had idea of the farmers' choice for program formats. But the authority of BB had not been able to read out

the choice of the farmers though they were supposed to take the suggestions of the experts.

The limitation of the study was that the forest sector of the agriculture was excluded from this study because of time and economic constraints and it was confined to Rajshahi and Khulna regions. The result may vary beyond the study areas and the methodology followed here. And so, there may be further research on strategies to motivate the farmers to listen to the programs incorporating the choices of the farmers, the target listeners for accelerating the extension services.

CONCLUSION

The study revealed that the farm programs of BB deserve the very qualities of a good programs needed to disseminate right information to the right people. But, the programs are short on conveying the information at the right time in the right way. Consequently, the farm programs failed to have beneficial effects on the target listeners to the full extent. The authority of BB has to take necessary initiatives to overcome the very loop holes pointed out by the farmers and experts of the respected fields in order to ensure the perfection of the programs. If the perfection of the programs could be ensured and the farmers could be stimulated to listen to the programs then the farm programs would be one of the best alternatives to provide extension services to the farmers of Bangladesh for the diffusion of the modern technologies of farming.

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