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Research Article

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To Determine the Effectiveness of Farm Broadcast in Transfer of Agricultural Technology by the Farm Broadcast Listeners

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ABSTRACT

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 as an important media of communication has greater role to play in the forth coming years in order to disseminate agricultural education to the farming community. At present may farmers have owned radio sets and become the listeners of Kisan vani, krishi darshan, choupal, krishi paricharcha, krishi samayaki programmes etc. Radio were 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 scientist and farmers and also increasing the knowledge level of farmers. Agricultural information is disseminated to the farmers through Kisan Vani, Krishi Darshan, Choupal, 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.The data were collected through a well structured and pre-tested interview schedule. The statistical tests and procedures was used for analyzing the data of the investigation, included mean, standard deviation, Karl Pearson's coefficient of correlation, multiple regressions and multiple correlations. It is revealed from the present study that the maximum of farm broadcast listeners were educated up to middle & primary school level, belonged to other back ward class, moderate in family background, had medium social participation, had medium annual income, had moderate credit orientation category, had medium economic status, had medium attitude towards farm broadcast, had medium in belief in broadcast and medium in extension participation. It is revealed from the present study that the majority of the respondents were perceived medium effectiveness of farm broadcast category in transfer of agricultural technology.

Key words: *Kisan Vani, Krishi Darshan, Choupal, Krishi Paricharcha, Krishi Samayaki Programmes*

INTRODUCTION

The educational and developmental role of radio has been new here more evident than in its programme for the rural listeners the all Indian radio has played a significant role in bringing the new technology in agriculture to the door of farmers.

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Radio is an electronic audio medium for broadcasting programme to the audience this medium is cosmopolite in approach and is suitable for communication to millions of people of people widely dispersed and situated in remote areas. Availability of low cost transistor sets has helped radio to penetrate deep into the rural life. Radio is a good source of communication of ideas to the rural people. It carries news bulletins and specials programme for rural people, house wives and children. This is a good source of dissemination of agricultural information to the farmers. Radio for suitable for creating general awareness amongst the people, help change their attitude and reinforce learning the medium is extremely convenient for communication in times of crises and urgent situation. People with no education or very little education and those who are in a position to attend extension programmes personally, can take advantage of this medium and skill.

MATERIALS AND METHODS

Basic information of the study area like location, climate and rainfall, soil, geography, culture, land etc. are necessary to gathered information and consolidation of the facts. Background information of the study area .The study was conducted in Gwalior district of Madhya Pradesh. There are four blocks in the namely-Dabara, Morar, Ghantigaon and Bhitarwar. Educational status was operationalized as the number of year of formal education acquired by the respondent at the time of enquiry and the scores assigned according to socio-economic status scale developed by the Venkatarmaiah and Sethurao. The status of education was considered, illiterate, primary school, middle school, high school and above high school. It is the status of an individual occupies in society with reference to the prevailing average standard of working pattern, effective income, material possession and social participation. The family background was measured with the help of structure schedule. It refers to the participation of an individual in any social or political organization. Social participation was measured with the help of structured schedule. Extension participation refers to the extent of involvement by the farmers in different extension activities conducted by the different extension agencies.

Presentation of data:

The data collected were tabulated and presented in the form of tables and figures as per necessity.

Statistical analysis of the data:

The statistical tests and procedures were used for analyzing the data of the investigation, included mean, standard deviation, Karl Pearson's coefficient of correlation, multiple regression and 't' test for correlation and regression which are as follows:

i). Mean:

Mean will be obtained by dividing the sum of the scores by the total number of cases involved. The formula for determining mean is : n

$$\bar{X} = \frac{\sum_{i=1} X_i}{n} \quad [\, i = 1, 2, 3, \ldots\ldots\ldots n \,]$$

Where,

$\bar{X}$ = Mean

$\sum X_i$ = Sum of all the pairs in a distribution

n = Total number of items involved.

ii) Standard deviation

The standard deviation is the square root of the arithmetic average of the squared deviation of various values from their arithmetic mean.

$$S.D. = \sqrt{\frac{1}{N}\left[\Sigma x^2 - \frac{(\Sigma x)^2}{n}\right]}$$

Where,

Σx = deviation of the score from mean

n = number of observation

RESULTS & DISSCUSSION

Attitude towards farm broadcast

Table 1: Frequency distribution of respondents according to their attitude towards farm broadcast

S. No.	Categories	Respondents (n=130)	
		Frequency	Percentage
1.	Low	39	30.00
2.	Medium	57	43.85
3.	High	34	26.15
Total		**130**	**100**

For favorable attitude about farm broadcast, the attitude of respondents must be positive. In order to increase the level of knowledge, respondents must be made aware of the recent knowledge about the new agricultural technology. Table 1 show that out of the total 130 respondents 26.15 per cent respondents were in the high category of attitude towards farm broadcast. The highest 43.85 per cent respondents were in the medium category of attitude towards farm broadcast. The respondent in low category was found to be 30.00 per cent. Thus, it can be concluded that majority of the respondents were in medium category regarding attitude towards farm broadcast.

Extension participation:

Table 2: Frequency distribution of respondents according to their belief in broadcast

S. No.	Categories	Respondents (n=130)	
		Frequency	Percentage
1.	Low	35	26.92
2.	Medium	59	45.39
3.	High	36	27.69
Total		**130**	**100**

The table 2 shows that out of total 130 respondents, higher percentage of respondents 45.39 per cent were found in the medium extension participation category, followed by 27.69 per cent in the high category and 26.92 per cent in low category in extension participation. Thus, it can be concluded that higher number of the respondents was in medium extension participation category. Effectiveness of farm broadcast in transfer of agricultural technology by the farm broadcast listeners.

Table 3: Distribution of the respondents according to their overall perceived effectiveness of farm broadcast in transfer of agricultural technology

S. No.	Category	No. of respondents	Percentage
1	Low	31	23.85
2	Medium	76	58.46
3	High	23	17.69
	Total	**130**	**100**

The Table- 3 shows that the majority of the respondents 58.46 percent were perceived medium effectiveness of farm broadcast category in transfer of agricultural technology, followed by 23.85 percent of the respondents were perceived low effectiveness of farm broadcast category and 17.69 respondents were perceived high effectiveness of farm broadcast category in transfer of agricultural technology.

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