



Usefulness of Krishi Darshan programme in tribal community

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ABSTRACT

Doordarshan 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. Today in the age of modern technology television 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. One of the important objectives of doordarshan is to provide essential knowledge and information in order to stimulate greater agricultural production. Agricultural information is disseminated to the farmers through krishi darshan programme. The value of any programme can only be judged through audience participation and response. IT was therefore, felt necessary to study the perception and usefulness of viewers of Krishi Darshan Programme of Doordarshan. Medium levels of perception of the tribal farmers viewing Krishi Darshan Programme of Doordarshan were expressed by majority of respondents. In detail the overall result of level of perception revealed that majority (45.33 %) of the tribal farmers had medium level of perception towards overall agricultural practices through Krishi Darshan Programme of Doordarshan followed by low level of perception (31.33%) respondents and high level of perception (23.34%) respondents, respectively.