

## Farmers feedback about the farm broadcast on All India Radio Kolhapur, India

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### ABSTRACT

In Maharashtra, there are total twenty All India Radio Stations and almost all are broadcasting agricultural information programmes such as Kisanwani and Krishi Varta every day from Monday to Saturday. It was realized necessary to increase the present time of Kisanwani programme from on half hour to one hour. The farm radio officers should lay more emphasis on “question - answer” and “dialogue” mode of presentation while broadcasting farm programmes. Information on important points may be repeated. Information should be given slowly and it should be given well in advance. In case of Agro-met Advisory, in depth information should be given. The result of the study will be useful to make effective broadcasting of All India Radio Programme as per the farmers need, for successful adoption of agricultural technologies.

### INTRODUCTION

In the present world of technological boom, communication media reached to its greatest potential not only in terms of reaching to its users but also satisfying their needs (India, 2007). Proliferation of mass media around the world created unique situation for quick dissemination of information to all (Backer and fruit, 1982). The electronic media like radio plays an important role in offering communication support for transfer of agricultural technology to the farming community. Realizing the importance of radio in agriculture, the Farm and Home unit was started in the year 1965 at almost every Radio station in the country. This unit is very popular amongst the farmers, as it plays an important role in bringing together farmers, scientist and development departments in making co-operative efforts towards the developing nation (Bisht *et al.*, 2007). There are total twenty All India Radio Stations in the state of Maharashtra and almost all are broadcasting the special programmes on agricultural information. Such information would be helpful to the farmers in planning and implementing agricultural operations effectively. In this view the present investigation was taken up with the specific objectives: to study the information sources used by the respondent farmers obtaining agricultural information with farmers feedback about the farm broadcast on AIR and to obtain suggestions from the respondent farmers for

the improvement in farm broadcast on AIR

### METHODOLOGY

The present investigation was undertaken in Kolhapur district of Maharashtra state. A list of farmers was obtained from AIR Kolhapur, who responded by writing a letter to them about the farm programme broadcasted during the year 2006-2007. From a list of 345 farmers, 115 farmers were selected by using <sup>n</sup>th numbers random sampling method. The data were collected from 115 respondent farmers with the help of specially structured interview schedule by interviewing personally and the data were analyzed.

### RESULTS AND DISCUSSION

#### *Source of agricultural information used by the farmer:*

The source of information plays an important role in disseminating agricultural and allied informations to the farmers. Generally, the farmers seek the information from various sources. The data regarding the information sources used by the respondent farmers are presented in Table 1.

It is revealed from Table 1 that 72.17 %, 85.22 % and 59.13 % of the respondent farmers obtained the agricultural information “always” from progressive farmers, radio and television, respectively. While, 33.91 % of respondent farmers “frequently” used Agricultural. Assistant of the Department of

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