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Utilization of farm broadcast ‘Kheti Ri Baata’ by farm women

SHALINI PANDEY* AND RAJSHREE UPADHYAY

Department of Home Science Extension and Communication Mangement, College of Home Science,
Maharana Pratap University of Agriculture and Technology, UDAIPUR (RAJASTHAN) INDIA

ABSTRACT : The present investigation was conducted to assess the knowledge of farm women about farm broadcast ‘Kheti Ri Baata’ of state Department of Agriculture, Rajasthan. The study was conducted in four villages viz., Gadoli, Nandwel, Mavli and Thamlia of randomly selected Mavli Panchayat Samiti of Udaipur district of Rajasthan. A sample of 100 farm women was selected for the present study. Personal interview method was used for data collection. Frequency, percentage and mean per cent score were used for analysis of the data. More than half of the respondents (52%) were not aware about the farm broadcast and very few (6%) were viewing the programme regularly.

KEY WORDS : Knowledge, Utilization, Constraints, Farm broadcast

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