

## Adoption of broadcast agricultural technologies by the farmers on radio

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■ **ABSTRACT** : Mass media plays an important role in creating awareness about new agricultural technologies among farmers. Radio is a powerful tool which can easily reach to a large number of people without the restriction of literacy, distance and cost effectiveness. The objective was to assess the adoption level of farmers towards agriculture information on radio. Descriptive research design was adopted. The study was carried out in Allahabad district of Uttar Pradesh during the year 2013-14. Chaka block as well as four villages was selected purposively. Fifteen farmers from each village were selected purposively. An interview schedule was prepared to collect the data. The data were tabulated and analyzed with the help of statistical techniques. It is concluded from the study that most of the respondents had fully adopted the agricultural information on radio. Adoption has no significant association with educational level and age of the respondents.

■ **KEY WORDS**: Mass media, Radio, Agriculture programmes, Adoption, Farmers

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