

Farmers feedback about the Agro-met Advisory Bulletin, a farm broadcast on All India Radio, Kolhapur, M.S.

K.V. GURAV, B.S. JADHAV AND U.D. JAGDALE

See end of the article for authors' affiliations

Correspondence to :

K.V.GURAV
Department of
Extension Education,
Zonal Agricultural
Research Station
(National Agricultural
Research Project),
KOLHAPUR (M.S.)
INDIA

ABSTRACT

All India Radio, Kolhapur has started preparing and broadcasting of their own agricultural programme from 1st April, 2005. They are broadcasting different agricultural information programmes such as Kisanwani at 7.30 pm. to 8.00 pm. and Krishi-Varta at 6.50 am every day from Monday to Saturday. On the basis of the weather forecasting, a message is prepared by a team of Scientists of NARP, Kolhapur and sent to All India Radio, Kolhapur which is broadcast. at 7.30 pm. in "KISANWANI" programme on every Wednesday. The study was undertaken in Kolhapur district of Maharashtra State The Agro-met Advisory Bulletin may be broadcasted twice in a week and may be repeated 2 to 3 times in a day for better implementation. Broadcasting of Agro-met Advisory Bulletin may be continued as it plays an important role in planning the farm operations.

INTRODUCTION

All India Radio, Kolhapur was started on 15th May, 1992. One to three hours programme were prepared and broadcasted on AIR., Kolhapur up to 31st March, 2000 at evening session only. From 1st April, 2000, they have started preparing and broadcasting different programmes for morning and evening session. Up to 31 st March, 2005, AIR, Kolhapur was engaged in relaying the agricultural programme of AIR, Sangli. AIR, Kolhapur has started preparing and broadcasting of their own agricultural programme from 1st April, 2005. They are broadcasting different agricultural information programmes such as Kisanwani at 7.30 pm. to 8.00 pm. and Krishi-Varta at 6.50 am every day from Monday to Saturday.

Agro-met Advisory Bulletin

Department of Science and Technology, National Centre for Medium range weather forecasting, Noida (Uttar Pradesh) has sanctioned new unit, Experimental Agro-Met Advisory Service Unit to Zonal Agricultural Research Station, Shenda Park, Kolhapur during the year 2005-06. The weather data recorded during last week at Agro-Met Observatory, Zonal Agricultural Research Station, Kolhapur are sent to NOIDA by FAX on every Monday. The data are fed to super

computer and weather forecast for next week is sent to us by FAX on Tuesday. On the basis of this, weather forecasting message is prepared by a team of Scientists and sent to All India Radio, Kolhapur which is broadcasted at 7.30 pm. in "KISANWANI" programme on every Wednesday.

METHODOLOGY

The study was undertaken in Kolhapur district of Maharashtra State. A list of farmers was obtained from AIR, Kolhapur who responded by writing a letter about the farm broadcast during last year. From a list 345 farmers, 115 farmers were selected as a sample of study by using nth method. An interview schedule was specially developed for the data collection purpose. The data was collected personally with the help of this interview schedule. The collected data was processed through primary and secondary tables and the results of the study are presented below.

RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been presented under following heads:

Availability of Communication media:

The efforts were made to know the

Key words :

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advisory bulletin,
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