



RESEARCH ARTICLE :

KCRS listeners preference towards agricultural programmes aired in radio and suggestions to improve the programme broadcasting

■ VISHWANATH S. NAIK AND N. MANJULA

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SUMMARY : The Krishi community radio acts as a medium for providing a voice to the voiceless of the farming community and play vital role for development, communication, governance, decision making, participation and health through designed programmes. Community radio caters the need of farming community. The present research study was conducted in Chikbyalikatti and Mangalakatti village revealed that, the agriculture programme viz., Varadabasanna, Krishi chintana, Avishkaragalu were the more preferred by the listeners. The listeners felt there was lack of clarity in the programme and problem of power cut. A good number of listeners suggested to enhance the coverage area and broadcast adoptable technologies.

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Author for correspondence :

N. MANJULA

Department of
Agricultural Extension
Education, College of
Agriculture, University
of Agricultural Sciences,
DHARWAD (KARNATAKA)
INDIA

Email: drmnuas@gmail.com

See end of the article for
authors' affiliations