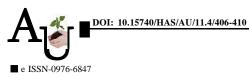
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RESEARCH ARTICLE: KCRS listeners preference towards agricultural programmes aired in radio and suggestions to improve the programme broadcasting

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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 prefered 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.

KEY WORDS: Listener's preference, Problems, Suggestions **How to cite this article :** Naik, Vishwanath S. and Manjula, N. (2016). KCRS listeners preference towards agricultural programmes aired in radio and suggestions to improve the programme broadcasting. *Agric. Update*, **11**(4): 406-410; **DOI : 10.15740/HAS/AU/11.4/406-410.**

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