



RESEARCH ARTICLE :

Effectiveness of community radio programme on listener farmers in Amravati

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SUMMARY : The study on effectiveness of community radio programmes on listener farmers in Amravati was purposively conducted in Amravati, Bhatkuli and Nandgaon Kh. tahsil of Amravati district in Vidarbha region of Maharashtra. For present study, 80 listener farmers were selected from 8 villages. Most of the respondents *i.e.* 51.25 per cent were included in the middle age group of 36 to 50 years. Maximum numbers (45 %) of the respondents were educated upto high school. More than half of the respondents *i.e.* 58.75 per cent had joint family. Relatively higher proportion of the respondents 31.25 per cent belonged to category of semi medium land holding ranging from 2.01 to 4.00 ha. More than one-fourth of the respondents *i.e.* 27.5 per cent, were having annual income ranging from Rs.50,001 to Rs.1 lakh. Little less than two-third of the respondents 63.75 per cent had medium innovativeness, little less than two-third of the respondents (65 %) had medium category of social participation. Less than two third of the respondents (60 %) belonged to medium category of extension contact, little less than two-third of the respondents (65 %) were having favorable attitude towards Sadhana CRS programme. Majority of the respondents (67.5 %) had medium level of overall effectiveness of Sadhana CRS programme. The variable namely family type, social participation, extension contact and attitude towards Sadhana CRS programme were positively and significantly related with effectiveness of Sadhana CRS programme and independent variable annual income and land holding was negatively significant with effectiveness. Whereas, age and education did not show any relationship with effectiveness of Sadhana CRS programme.

KEY WORDS :

Effectiveness of CRS,
Listener farmers

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