

Mass media utilization by cotton growers

G.R. DAGWAL, V.V. GOHAD, ARTI CHOREY AND S.M. DHAPATE

See end of the article for authors' affiliations

Correspondence to :

V.V. GOHAD

Department of
Extension Education
Shri Shivaji Agriculture
College, AMRAVATI
(M.S.) INDIA

ABSTRACT

The study was conducted in Bhatkuli Panchayat Samiti of Amravati district of Maharashtra state. It was revealed that majority of respondents were middle aged group, educated up to Middle/Secondary school level. Most of the cotton growers had Rs. 50,001 to Rs. 1,00,000 annual income. 1/3rd of respondents were having medium land holding, low area cotton under cultivation, medium extension contact, high level of cosmopolitaness, high social participation, more level of scientific orientation and also more mass media availability. Slightly less than half of respondents had high mass media utilization while, 40.67 % of respondents had medium mass media utilization and only 10.00 % had low mass media utilization. Education, annual income, land holding, area under cotton cultivation, extension contact, cosmopolitaness, social participation, scientific orientation and mass media availability had positive relationship with mass media utilization, whereas, age had shown negative and non-significant relationship with mass media utilization.

INTRODUCTION

Agriculture is the primary sector and main stay of our national economy. Near about 65 % people are engaged in agriculture and most of the people live in rural areas. In present background of the developing information technology, the mass media are serving to great extent for urban and rural people with regard to utility of mass media. There is no doubt that agricultural technology is developing fast but there is no use of improved technology unless and until it is put into actual use by the potential users for increasing production through various mass media, television, radio and print media.

Mass media can be classified as electronic and print media. Electronic media include television, radio, movie, slide show, telephone and internet etc. whereas print media include newspapers and magazine etc.

T.V. is an important and popular media of communication in India which helps in disseminating modern agricultural technology such as cropping pattern, seed, fertilizer use, soil and water management, pesticide use, post harvest management, market information relating to supply, demand, price, trade, forecasting. Now Doordarshan operates through a network terrestrial transmitters of varying powers reaching over 89 % of population.

Radio is oldest tool which provides information to the farmers. Radio broadcasting started during 1927 in India. At the time of independence, we had only six radio stations.

In India presently there are nearly 208 radio stations and cover population of 99.13 % spread over 91.37 % geographical area of country. Radio informs the farmers through its programme like Krishi jagat, Chaupal, Krishko ke liye, Kheti ki baten, Kheti aur khaliyan and various other programmes by regional services.

Print media is one of the major media of mass communication. This media has great potential in the communication process for quick transfer of technology. Print media includes newspapers, magazines, journals, bulletins, folders, leaflets etc. out of these newspapers mostly used by farmers.

Communication centers established at various agriculture universities are regularly publishing leaflets, bulletins, folders, pomplets, posters and magazines on farm problems and their solutions. Some daily newspapers have regular and periodic column for agriculture. Some of these are Hindu, Hindustan Times, Times of India, Indian Express, Agro one etc. and other local dailies specially those in local languages. The leading periodicals in agriculture are Indian farming, Intensive Agriculture, Agriculture extension review, Agriculture Today, Krishi Vistar Samiksha,

It is suggested that the rural cotton growers should utilize the mass media and group discussion should be organized to increase the utility of mass media which is available. Cotton growers must be taken benefit from internet because information provided by internet is very fast.

Key words :

Mass media,
Cotton growers,
Utilization.

Accepted :
December, 2008