

Expectations of televiewing farmers about agricultural programme – “Amachi Mati Amachi Manse”

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ABSTRACT

The study was conducted in Parbhani district of Marathwada region of Maharashtra state. Three talukas were selected randomly and from each taluka four villages and from each village 10 farmers were selected which contributed 120 respondents who were seeing the programme “Amachi Mati Amachi Manse” on Sahyadri channel regularly. The televiewers were interviewed with the help of a well structured interview schedule. The findings revealed that majority of the televiewers expected that the programme must be in the form of interview of progressive farmers (59.16 per cent), more concentration on method demonstrations (50.83 per cent). Above 33.00 per cent of the televiewers expected the duration of programme should be increased upto one hour per day and majority (60.00 per cent) of them expected that language ‘should be effective’, while 61.67 per cent of televiewers expected that picture in telecast ‘should be clear.’

INTRODUCTION

The present age has been rightly termed as an ‘information age’. People want adequate and authentic information within shortest possible time. Information plays an immense role in our society and its large scale dissemination through highly perfect communication media, contribute one of the striking in development of our country. The need for the use of mass media in Indian conditions is unquestionable. It is not knowledge that is needed, but an approach which will able to supply right knowledge at right time to the right people.

The fast changing agricultural technology demands for more and more information to be transmitted to ever increasing volume of clientele within a shortest time as possible as. In agriculture, a stage has come where one cannot apply yesterday’s knowledge today and be in business tomorrow. Now agriculture has achieved a status of business enterprise. Hence, farmers need latest information regarding the current researches of agricultural technologies. Television plays a very important role in imparting information to the large number of audience within a shortest time to every part of country. The value of any programme can only be judged through audience response and their feed back. It was therefore, felt necessary to study the changes that the farmers feel necessary for making the programme “Amachi Mati Amachi Manse”

more effective and useful to them. Keeping this view in mind this study was undertaken to know the expectations of televiewing farmers about agricultural programme “Amachi Mati Amachi Manse”

METHODOLOGY

The study was conducted in Parbhani district of Marathwada region of Maharashtra state. Three talukas were selected randomly and from each taluka four villages and from each village 10 farmers were selected making 120 respondents who are seeing the programme “Amachi Mati Amachi Manse” on Sahyadri channel regularly. The data were collected through personal interview. Expectation is calculated on the basis of answers given by the televiewers.

RESULTS AND DISCUSSION

It was observed from Table 1 that, majority of the televiewers expected that the programme must be in the form of interview of progressive farmers (59.16 per cent), more concentration on method demonstration (50.83 per cent) followed by discussion between progressive farmers and other farmers (46.66 per cent).

It is evident from Table 2 that, 33.33 per cent of the televiewers expected that the duration of programme should increased upto 1 hour per day.

Key words :

Expectations,
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