

Effectiveness of agricultural programmers of ETV channel as perceived by televiewing farmers in Dhule District

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ABSTRACT

Today it is an information age. Television is more powerful medium of communication as it performs both the auditory and visual functions. It reaches to both illiterate and literate audience. National development is possible only if the most advanced technology is reached to and used by the remote villages of India. Rightly, programmes on agriculture and rural development have been started in the country. The value of any programme can only be judged through audience response. The present study was made on perception of viewers about effectiveness of programmes on television and the changes they feel necessary for making the agricultural programmes more effective and useful to them. Based on perceptions and expectations of the televiewers, if feasible, practicable and positive consideration are given, the television programmes would follow which suit to the farming community in boosting up agricultural productivity.

INTRODUCTION

Now a days, new technologies are increasingly becoming available. However the pace with which it should reach and adopt by the users is comparatively low. It appears that an effective mechanism of transforming these technologies from the source of origin to the extension orientales seems to be weak. Persuading the farmers about the useful of technology is the need of the day. This is more difficult particularly in the hilly areas where accessibility is rare. Mass media can be hopefully expected to cater the need to same extent.

Today it is an and "Information Age" and knowledge and information is being explored. It needs to reach it at the shortest time to the users. Radio and Television are powerful media of communication. Television is more powerful medium of communication as "seeing" and "hearing" are both involved. It overcomes the barriers of illiteracy. It has preformed impact on literate urban and rural viewers. It helps in national development, economic growth and social change. In agricultural development, television plays important role in informing the farmers about latest technology within a short time. The gap between knowledge and adoption can be bridged with the television.

India lives in villages. Rural development in India largely depends on the development of agriculture as nearly 70 per cent of the

population rely an agriculture for livelihood. In view of this, the first programme on agriculture and rural development was started on Delhi Doordarshan Kendra on January 26, 1967 under the name krishi Darshan. In Maharashtra, the first television centre was started on October 2, 1972 at Mumbai from August 9, 1986 the programmes of Mumbai Doordarshan Kendra telecast the agriculture and rural development programme 'Amachi Mati Amachi Manse' since 1974. It has become the main source of agriculture information for the farmers from different regions of Maharashtra. The programme gives information on various aspects of agriculture and allied occupations.

ETV Marathi was launched on 9th July 2000. Since its inception, it is offering an exclusive half an hour daily programme on agriculture and allied suitors under the name 'Annadata'. It is telecast everyday between 06:30 am and 07:00 am. Tremendous popularity of group to expand E_{TV} into all other major regional languages/states. Farmers from 13 states have accessed to 'Annadata' which is area-specific like livestock, fish, farming systems, soil/plants/animal nutrition, resource management, farm machinery/ implements, post harvest technologies, market management, water management, plant protection etc.

METHODOLOGY

Focus of the present study was around

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