



Reading habits of the farmers

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ABSTRACT

The present study was undertaken in 10 villages of Akola Panchyat Samiti of Akola district of Maharashtra State. The main object was to study the reading habits of farmers. From this study, it was found that the majority of the respondents were at medium level of reading habit about news paper, magazines and overall literature. Majority of them liked to read agricultural information from magazine. They read news paper as whole publication. They liked to read them in their home. They used to send only thirty minutes per day for reading. They used the information in their field what ever they read form literature.

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INTRODUCTION

In mass media, the use of literature is increasing regularly due to the increase in literacy. In India the literacy rate in 1980 was only 36 per cent but in 2002-03 it has increased up to 64.8 per cent, among male it is 70.2 per cent and female 48.3 per cent (Anonymous 2002). In Maharashtra literacy rate 76.8 per cent, it directly indicates the educational level, and increase in education level in farming community has increased the use of printed media like farm magazines, newspapers, etc. Print media should be inline with the reading habits of the farmers. These are important means to make available the research finding in the field of agriculture to the cultivators regularly.

It is necessary to know the reading habits of rural readers so as to provide them proper guidance on selection and use of information. Ineffective and time wasting reading habits can be purposefully changed to selective reading for agricultural purpose. These necessitate the reading habit study of rural people.

It is necessary to improve the reading habits so as to make use of available literature to fullest extent. The literature sources also need feedback about the information to be published hence this study will be helpful in

providing required feedback. Hence, the present study was planned with the specific objective to study the reading habits of the farmers.

METHODOLOGY

The present study was undertaken in 10 villages of Akola Panchyat Samiti of Akola district of Maharashtra State with the help of exploratory design of social research. Vilages were Nimbi, Kapshi, Chikhalgaon, Ugwa, Aagar, Palodi, Kanheri, Shivapur, Babulgaon and Wanirambhapur. These villages were randomly selected by using simple random sampling method. From each village, a list of literate farmers who could read printed matter was obtained and 15 farmers were selected by equal interval random sampling technique like wise total respondents were 150.

Reading habit was decided on the basis of the subject matter read, place of reading, quality of reading and time spent on reading. Distribution of reading habit was done in three level viz., overall reading habit, reading habit about newspaper and reading habit about magazine.

OBSERVATION AND ANALYSIS

From Table 1 it is evident that majority of the respondents were in medium level of reading

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