



A Case Study

## Impact of 'Krushijivan' farm magazine pertaining to cognitive domain on subscribers

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**SUMMARY :** The farm magazine is one of the important media to disseminate agricultural information to the farming community. Among various farm magazine published in Gujarat, 'Krushijivan' farm magazine (KFM) is the oldest farm magazine. It is publishing regularly since May 1969 with the main aim to 'disseminate and to popularize the scientific methods of agriculture in farming community'. There was hardly any research work carried out in past to measure the impact of farm magazine in terms of gain in knowledge of agriculture technology on subscriber farmers. The independent variables like, education, social participation, market intelligence, scientific orientation, innovativeness, economic motivation, reading behaviour, mass media had positive and highly significant correlation with gain in knowledge of KFM subscriber farmers towards selected agriculture technology. KFM subscribers had significant impact of 'Krushijivan' farm magazine was observed in improving knowledge gain of selected agriculture technology.

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