

**RESEARCH ARTICLE :**

# Listeners knowledge and perception on programme broadcasted by KCRS in Dharwad

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**SUMMARY :** The study was carried out to examine the Krishi community radio listeners perception about the farm broadcast and also to learn the impact on knowledge level of the listeners. The modern farm technologies evolved by scientists has tremendously helped the farmers to increase the farm production, still the big educated and innovative farmers were able to get the maximum benefits of new technology. The present study conducted in two villages of Dharwad district which is covered by KCRS Dharwad. The study revealed that the KCRS listeners were middle aged (30.00%), had about upto middle school (25.00%), medium extension participation and innovativeness. The listeners 37.50 per cent belonged to most favourable perception, majority felt that programmes were easy to follow and understand (67.50%) and more interest to listen my voice and neighbors voice in the radio (59.20%), majority of respondents has total knowledge index score of 68.18 for Jola and a score of 57.57 for maize was obtained in case of broadcasted dramatized programmes.

**KEY WORDS :**

Knowledge,  
Perception

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## BACKGROUND AND OBJECTIVES

Success of agricultural development programmes in developing countries largely depends in the nature and extent of use of mass media in mobilizing farmers to the need for development communication playing a prominent role in the success of agricultural production and adoption of innovative. Mass media was found to be a veritable tool for creating awareness and mobilizing the farmers on the importance of change towards new science based agricultural findings. Villages in rural India are not essentially facing the same type of problems or having the same type of

expectations, since they are culturally, geographically, educationally and economically divergent. The local language, customs and social practices vary from place to place and region to region. This is where the need and role of community radio becomes all this important. The way the radio acts as a medium for providing a voice to voiceless, power to powerless and cater the needs of rural masses to exercise their right to information, development, communication, decision making, participation, freedom of expression, employment, health, education and security through well designed farm broadcast. The

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community radio is known by different names all over the world, they are community radio, rural radio, co-operative radio, and participatory radio, educational radio etc. the present research study was conducted in Dharwad of Karnataka state.

The University of Agricultural Sciences, Dharwad has become the first Agricultural University in the country to set up Krishi FM channel for the benefit of farmers with the catchline of Raitarinda Raitarigagi (by the farmers, for the farmers). The basic idea behind this programme was to reach the farmers to address the farmer's problems and transfer of technologies. The station has become the platform for the languages, voices and views of local farmers and addresses all the issues concerning farmers. This Krishi FM, the country's first community radio station (FM 90.4 MHz) for farmers was dedicated to them by Agriculture Minister Sri Bandeppa Kashempur on 17<sup>th</sup> May, 2007, started broadcasting for three hours each in the morning and evening. The programmes will be broadcasted in the evening from 5.00 pm to 8.00 pm every day and the same programmes will be rebroadcasted in the next day morning from 6.00 am to 9.00 am.

The programmes are broadcasting in the local dialects *i.e.* North Karnataka style. A study on listeners knowledge and perception of Krishi Community Radio Station programmes on farm families was carried out with following objectives :

- Socio -personal and psychological characteristics of KCRS listeners.
- Knowledge level of KCRS listeners
- Listener perception pertaining to the programme broadcast by KCRS.

## RESOURCES AND METHODS

The study was conducted in the purposively selected two villages of Chikbyalikatti and Mngalagatti of Dharwad district of northern Karnataka. These two villages are covered by KCRS of Dharwad, the purposive sampling method was used to select the villages and from each village 30 samples were randomly drawn for the study. Hence, the sample size for the study constituted 60 farmers, listening to this KCRS programmes aired in the study area. The dependent variables for the study was listeners perception and listeners knowledge towards KCRS farm broadcast. The independent variables studied were age, education, family size, land holding, income, social participation, mass media participation. Structured

interview schedule was used for collection of data. The responses so collected were tabulated, analysed and interpreted using suitable statistical tools suiting to objectives of the study and results are presented below.

## OBSERVATIONS AND ANALYSIS

The analysis of data in the Table 1 revealed the distribution of respondents with respect to socio personal characteristics, nearly 47.50 per cent of the listeners belonged to young followed by middle age (30.00%) because majority of people who listen to radio are young and middle aged. This findings gets the support of results of Pattanshetty (2010). With respect to education 32.50 per cent respondents were illiterate, while 25 per cent and 22.5 per cent of them belonged to middle and primary school education, respectively. Education is not a limiting factor for radio listening it is addressing the common problems of the listeners. A good majority (52.50%) of listeners belonged to nuclear family consisting of 4-5 members in the family. Above findings gets the support of results of Yelvattimath (2010). The data also revealed that 27.50 per cent of respondents had semi medium to big land holding in the study area. Their annual income ranged between semi to medium income 57.50 per cent to 29.20 per cent, respectively. Above findings gets the support of results of Pattanshetty (2010). Nearly equal number of respondents had medium and high level of extension participation were 47.50 per cent and 42.50 per cent, respectively, as per the social participation and media participation in concerned 35 per cent and 47.50 per cent of them had high social participation and mass media participation, respectively. Above findings gets the support of results of Basavaraju (1993). A high majority of (72.50%) respondents had medium level of innovativeness. The respondents are young in age and had high level of innovativeness with semi to medium level of income and belonged to nuclear family which helped them to listen to the KCRS programmes. The findings of the study are in support of the findings of Kakade (2013) and Patil (1980).

The data projected in Table 2 indicated that 37.5 per cent of the respondents had a most favourable perception, 35.8 per cent of the respondent had least favourable perception and 26.7 per cent had favourable perception towards KCRS programmes. A good number of KCRS listeners had a most favorable perception because programmes were updating their knowledge

Sr. No.	Variables	Category	Respondent	
			N	%
1.	Age	Young (<35)	28	47.50
		Middle (36-55)	22	30.00
		Old (>55)	10	22.50
2.	Education	Illiterate	23	32.50
		Primary school(1-4)	3	05.00
		Middle school (5-7)	15	25.00
		High school (8-10)	13	22.50
		PUC	06	10.00
		Degree	03	05.00
		3.	Type of family	Joint
		Nuclear	32	52.50
4.	Size of land holding	Marginal farmers	06	10.00
		Small farmers	15	25.00
		Semi-medium farmers	16	27.50
		Medium farmers	06	10.00
		Big farmers	16	27.50
5.	Annual income	Low income	5	07.50
		Semi income	34	57.50
		Medium income	18	29.20
		High income	4	05.80
6	Extension participation	Low (4.6)	6	10.00
		Medium (4.6-7.34)	27	47.50
		High (7.34)	25	42.50
7	Social participation	Low (4.72)	22	37.50
		Medium (4.73-6.51)	17	27.50
		High (6.52)	21	35.00
8	Mass media participation	Low (4.65)	17	27.50
		Medium (4.65-5.84)	15	22.00
		High (5.84)	27	47.50
9	Innovativeness	Low (5.25)	09	15.00
		Medium (5.25-6.59)	43	72.50
		High (6.59)	8	12.50

Category	F	%
Least favourable (28.3)	22	35.80
Favourable (28.3-32.1)	17	26.70
Most favourable (32.1)	21	37.50

regarding local events and programmes were easy to understand and coverage of the programmes were in the form of discussion, interviews, straight talks, phone in programmes talks on special events Ango *et al.* (2013) and Pattanaik and Pattanayak (2003).

It is evident from Table 3 that a good majority of KCRS listeners perceived that programmes aired were easy to follow and understand, (67.50 %), While 59.20 per cent of them said programmes becoming interest when they listen neighbor voice in the radio and 52.50 per cent said programmes broadcasted in different formats like discussion, interviews, talks, phone in programmes and special events was perceived favorably. And also the listeners agreed that the programmes encourages people to express their personal aspiration and detailed programmes covering more relevant informations like broadcasting of Agricultural market price, A good number of (51.70%) listeners agreed that the

programmes created awareness regarding animal health with frequent interaction with veterinary doctors on the programmes. 45 per cent of the listeners said that the programmes were helpful in updating their knowledge in the study area. The findings of the study are in support of the findings of Chandra *et al.* (2004).

All the six dramatized programmes broadcasted by KCRS presented in the Table 4 revealed that, radio has played a vital role in giving the knowledge based information to the listeners and confirmed that radio helps in gain in knowledge. It is evident from table that the majority of the listeners had gained above 36 per cent knowledge in all the topics after broadcast of the programmes about 48.30 per cent of the listeners had knowledge index more than 70 in case of Vanijya bele “Soya avare” (Soya), followed by 36.6 per cent in case of kesarugadheya hesaru bele bhatta (Paddy) and only

**Table 3 : Specific perception of KCRS listeners towards the programme broadcasted by KCRS**

						(n=60)
Sr. No.	Statements on Krishi community radio programmes	Strongly agree	Agree	Undecided	disagree	Strongly disagree
1.	Programmes become more interesting when I get to listen to my neighbors voice on radio	35(59.20)	17(29.20)	05(7.50)	2(2.50)	1(1.67)
2.	Programmes are very easy to follow and understand.	40(67.50)	10(16.70)	3(5.00)	3(5.00)	4(5.83)
3.	Programmes update my knowledge regarding the local events in my area.	10(17.50)	27(45.00)	20(32.50)	2(2.50)	2(2.50)
4.	Programmes have discussion on the problem faced by the community and the possible solutions offered for the problems.	3(5.00)	3(5.00)	26(44.16)	26(42.50)	3(5.00)
5.	Programmes promote the awareness of the health of domestic animals by organizing frequent interaction with veterinary doctors on its programmes.	09(15.00)	31(51.70)	3(5.00)	14(23.30)	3(5.00)
6.	A Programme mentions important relevant details about the market information such as agricultural market prices.	09(15.00)	32(52.50)	6(9.17)	13(21.70)	0(0.00)
7.	KCRS encourages listeners to share their experiences and success stories in order to inform and motivate other members of the community.	6(0.00)	3(5.00)	22(36.60)	20(40.80)	9(15.00)
8.	Programmes inform basic sanitation and hygiene and prevention of plastic use and contraceptive method	0(0.00)	3(5.00)	32(52.50)	25(42.50)	0(0.00)
9.	Programmes encourages people to express their aspiration on their station	0(0.00)	32(52.50)	3(5.00)	25(42.50)	0(0.00)
10.	Programmes of different format such as discussion, interviews, talks, call in, special events.	32(52.50)	25(42.50)	0(0.00)	3(5.00)	0(0.00)

**Table 4: Knowledge index score of the KCRS listeners on dramatized agriculture programmes**

Name of the programme	Category				Total knowledge index
	Less than 30	30-50	50-70	More than 70	
Jeevanakke daari “JOLA”(sorghum)	0 (0.00)	30 (50.00)	30 (50.00)	0 (0.00)	68.18
Mogadalli nagu chimmisuva “mekhejola”(Maize)	0 (0.00)	20 (33.30)	8 (13.30)	12 (20.00)	57.57
Vaanijya bele “Soya avare”(Soya)	1 (1.66)	22(36.60)	8 (13.30)	29 (48.30)	53.7
Kesaru gadheya hesar bele “Bhatta”(Paddy)	0 (0.00)	8 (13.30)	29 (48.30)	22 (36.60)	43.18
Integrated pest management	15 (0.25)	35 (58.30)	10 (0.16)	0 (0.00)	36.3
Soil test	10 (0.16)	30 (50.00)	20 (33.30)	0 (0.00)	19.69
Total	26	145	105	63	278.62

20.00 per cent of them had knowledge in case of Mogadalli nagu chimmisuva mekhejola (Maize). It also shows that 50.00 per cent of the listeners fell in the knowledge index of 50-70 category in case of Jeevanakke daari Jola (Sorghum) followed by 48.30 per cent in case of “Kesarugadhya hasiru bele”(paddy).while 58.30 per cent of listeners under the category of 30-50 knowledge index in case of integrated pest management followed by 50.00 per cent in case of Jeevanakke dari jola (Sorghum) and soil test. The low index score for pest management and information on soil test might be that the difficulty of the concept to understand at once without of personal interaction unlike the crop management practices. Thus, the overall impact was a positive effect of radio broadcast on gain in knowledge of each respondent for all the programmes which were broadcasted on crop improvement under the dramatized programmes in KCRS. Mass media like radio are the important means to create awareness and arose interest with respect to innovations. Thus, through these programmes KCRS listeners gained knowledge. Other reason might be the awareness camps organised in the villages about the programmes made them to listen more and even SMS were sent and calls were made to the KCRS listeners’ mobile phone. The programmes were broadcasted in the local languages might be an advantage for better understanding, gaining knowledge. The findings of the study are in support of the findings of Geeta (2007); Sagar and Vijay (2004) and Yelvattimath (2010).

### Conclusion :

Knowledge is vital to every living being this KCRS listeners are not exceptional to this. The study carried out on KCRS listeners in Dharwad station concluded that majority of the listeners were young aged and illiterate with semi medium land holdings and income source is also semi income, for them radio is the only cheap and useful information. Hence, they perceived the radio as a most favourable means of information dissemination system. The programmes broadcasted in local dialects was very easy to understand followed by the respondents. The direct talks, health tips were covered. The radio (KCRS) was an outlet for listeners to express their ideas. A good number of respondents gained knowledge when the programmes were broadcasted in the dramatized formats exclusively for the benefits of large number of farmers.

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