

RESEARCH ARTICLE :

KCRS listeners preference towards agricultural programmes aired in radio and suggestions to improve the programme broadcasting

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SUMMARY : The Krishi community radio acts as a medium for providing a voice to the voiceless of the farming community and play vital role for development, communication, governance, decision making, participation and health through designed programmes. Community radio caters the need of farming community. The present research study was conducted in Chikbyalikatti and Mangalakatti village revealed that, the agriculture programme viz., Varadabasanna, Krishi chintana, Avishkaragalu were the more preferred by the listeners. The listeners felt there was lack of clarity in the programme and problem of power cut. A good number of listeners suggested to enhance the coverage area and broadcast adoptable technologies.

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KEY WORDS :

Listener's preference,
Problems,
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BACKGROUND AND OBJECTIVES

Community radio is distinct from public service broadcasting as emphasize to bring small communities together, focuses on the common man's day to day concern and help in realizing local aspirations. Among all mass communication media directed towards the farm population, the community radio perhaps the KCRS is the most competent and has tremendous capacity to communicate the ideas with immediacy and continuous flow to rural mass. Community radio caters both to the information and entertainment needs of the people and has played a very important

role in creating awareness among rural people as it is accessible even to poorest of poor and the illiterate (Pattanaik and Pattanayak, 2003).

The University of Agricultural Sciences, Dharwad has been catering to the needs of the farming community of Northern Karnataka. Despite rapid technological changes in telecommunication in the last few decades radio broadcasting remains the cheapest mode of information dissemination, catering equally to the needs of the rich and poor, rural and urban masses and reaching the remotest parts of the country (Patil, 1980). Needless to say, it plays a vital role in the

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country's socio-economic and cultural development. In this context the UAS Dharwad started a FM community Radio Station to reach large number of rural mass surrounding the Dharwad during May 2007. The Krishi Community Radio Station of the University of Agricultural sciences, Dharwad has been broadcasting various programme on agricultural, animal husbandry, rural development and other allied activities. Therefore, an attempt was made to analyse the listeners preference for the farm broadcast of KCRS. All the programmes aired by KCRS was taken into consideration to study the preference of the listeners. Know the problems faced by listeners and suggestions given by them to improve the KCRS broadcast a study was conducted with the following objectives.

- To study the listeners preference for the programmes broadcasted by KCRS.
- To study correlation between KCRS listeners preference and selected independent variables.
- To study the problem faced by listeners and suggestion to improve the KCRS broadcast.

RESOURCES AND METHODS

The study was conducted in Chikbyalikatti and Mngalagatti villages of Dharwad district of Northern Karnataka in the year 2016. From each village 30 farmers were selected randomly. Hence, the sample size constituted 60 farmers who are listening to radio programmes broadcasted by KCRS. The dependent variable for this study was listeners preference for the KCRS broadcast. Independent variables were age, education, family size, land holding, income, social participational, mass media participation. The structured interview schedule was prepared for data collection. The data were tabulated and analyzed using appropriate statistical tools and results were presented as below.

OBSERVATIONS AND ANALYSIS

The KCRS listeners preference for the farm broadcast is depicted in Table 1. The result revealed that 47.5 per cent of the respondents most preferred varada basanna and Krishi chintana, the varada basanna ranked

Table 1 : Listeners preference towards broadcasted programmes by KCRS

(n=60)

Sr. No.	Programmes broadcasted through KCRS	Most preferred		Preferred		Not preferred		Total		Rank
		F	%	F	%	F	%	F	%	
1.	Varada Basanna	28	47.50	30	49.20	02	3.300	147	81.66	1 st
2.	Vigyanigala Sandarshan	10	15	26	45.00	24	40.00	105	58.33	8 th
3.	Krishi Chintan	28	47.50	32	52.50	00	0.00	145	80.55	2 nd
4.	Raitaru mattu Vigyanigala Jote Charche	00	0.00	35	55.00	25	45.00	93	51.66	11 th
5.	Pakshika Salahegalu	00	0.00	01	2.50	59	97.50	61	33.88	18 th
6.	Avishkaragalu	22	42.5	25	45.00	13	12.50	138	76.66	3 rd
7.	Soundarya Lahari	10	15.0	41	67.50	09	17.50	119	66.11	4 th
8.	Adugemaneyannagisi Arogya Kendra	00	0.00	01	2.50	59	97.50	62	34.44	17 th
9.	Nage Chuchchumaddu	00	0.00	35	55.00	25	40.00	93	51.66	10 th
10.	Raitaru mattu Raita Mahileyara Anubhava mattu Anisikegalu	00	0.00	01	2.50	59	97.50	63	35.00	16 th
11.	Krishi Vachanayagalu, Krishi Nudimuttugalu, Odapugalu	10	15.00	28	45.00	22	40.00	105	58.33	6 th
12.	Chinnara Loka	02	3.30	12	20.00	46	79.20	74	41.11	14 th
13.	Sampradayaka Padagalu, Hanti Padagalu, Bhajane, Bhakti Geetegalu, Janapad Geetegalu	00	0.00	27	45.00	33	55.00	87	48.33	12 th
14.	Market price	15	12.5	18	30.00	37	57.50	93	51.66	9 th
15.	Weather information	00	0.00	15	25.00	45	75.00	75	41.66	15 th
16.	Dramatized programmes	00	0.00	43	72.50	17	27.50	104	57.7	5 th
17.	Mahileyarigagi Arogya Vigyan 15 Vishesha Karyakramagalu	00	0.00	23	37.50	37	62.50	83	46.1	13 th
18.	Programme Speech	00	0.00	38	62.50	23	37.50	98	54.45	7 th

first as per the preference of the KCRS programme is concerned and Krishi chintana ranked second. The innovative programmes like Avishkaragalu ranked third followed by Soundarya lahari which ranked fourth as most preferred 42.5 per cent and 15.00 per cent, respectively. With respect to dramatized programmes and Krishi Vachanayagalu, Nudimutugalu, Odapadagalu programme ranked 5th and 6th, respectively as preference

for the farm broadcast. Varada Basanna was most preferred and ranked first because most of the listeners are having marginal holdings and possessed livestock in the study area. The KCRS broadcast aired the detailed information on fodder enrichment, pest and disease management, vaccination schedule, preventive measures for disease control etc. whereas in Krishi chintana, the farmers are sharing their experience in farming and other

Table 2 : Correlation between KCRS listeners preference and selected independent variables (n=60)

Sr. No.	Variables	r value
1.	Age	0.48**
2.	Education	0.45**
3.	Size of family	-0.63**
4.	Land holding	-0.27**
5.	Income	-0.27**
6.	Social participation	0.364
7.	Extension participation	-0.14
8.	Mass media participation	0.97**
9.	Innovativeness	0.22**

** indicate significance of value at P=0.01

NS= Non-significant

Table 3 : Problems faced by KCRS listeners in listening the various programmes aired by KCRS (n=60)

Sr. No.	Problems of the respondents on KCRS	Frequency	Percentage (%)	Rank
1.	Lack of interest	25	41.66	6 th
2.	Network coverage problem	43	71.66	3 rd
3.	Engaged in day to day work	26	43.33	5 th
4.	Employment outside/lack of time	24	40.00	7 th
5.	Lack of quality programmes	45	75.00	1 st
6.	Do not have personnel radio sets	15	25.00	9 th
7.	No time to listen	24	40.00	7 th
8.	Problems of power cut	44	73.33	2 nd
9.	Lack of content in the programmes	45	75.00	1 st
10.	No clarity in the broadcaster	44	73.33	2 nd
11.	Routine way of broadcast	41	68.30	4 th
12.	No live broadcast	16	25.80	8 th

Table 4 : Suggestions given by KCRS listeners to improve the various programmes aired by KCRS

Sr. No.	Suggestions for KCRS	Frequency	Percentage (%)	Rank
1.	There should be increase in the coverage area	52	86.66	1 st
2.	More programmes on adoptable technology	49	81.66	2 nd
3.	Providing information on Govt. schemes and policies	28	66.66	3 rd
4.	There should be more specific on regional information	25	41.66	4 th
5.	Concentrate more on seasonal base programmes	15	25.00	6 th
6.	Change in the broadcast timings	12	20.00	7 th
7.	Increase in the number of programmes about 'phone in programme'	17	28.33	5 th

allied activities this was motivation to other listeners. The Avishkaragalalu covers all innovative information on recent crop and animal husbandry aspects. The Soundarya lahari attracts all young generations. The new Dramatized agriculture programmes had a personnel appeal to the individuals hence, the results. This results gets the support of the findings of Bhosle *et al.* (2008); Pattanshetty (2010) and Bhosle *et al.* (2004).

It could be evident from Table 2 that among the different socio-personal and psychological variable *viz.*, age, education, type of family, land holding, income, mass media participation and innovativeness had positive and significant correlation with preference of KCRS listeners. Whereas social participation and extension participation showed a non-significant relationship with KCRS listeners preference. The present study gets the support of the findings of Geeta (2007); Kakade (2013) and Talvar *et al.* (2012).

All the selected KCRS listeners in the study area were interviewed to elicit the problems faced by them in listening to various programme aired by KCRS. The various problem faced by the listeners in listening the programme is presented in the Table 3. Lack of quality and content in the broadcasted programmes ranked first followed by no clarity in the programmes and frequent power cuts during the broadcast ranked second. Where in the problem of network coverage, routine type of programme broadcast and engaged in day to day work ranked third, fourth and fifth order of problems, respectively. While majority of listeners expressed that no time for radio listening, No live broadcast and do not possess personnel radio sets were the problem ranked seventh, eighth and ninth, respectively. It could be concluded that majority not listening because of lacking content and non-coverage of good network as per their requirement. Net work coverage and non-possession of personnel radio sets were also a personal problem of listeners. The findings of the study gets the support of findings of Geeta (2007); Sagar and Vijay (2004) and Pattanshetty (2010).

Table 4 indicated that a high majority of the listeners suggested that, there should be increase in the coverage area (86.66%) followed by more number of farm broadcast on the adoptable technology (81.66%) and providing more and more information on Govt.schemes and policies which are beneficial to the listeners (66.66%) where as 41.66 per cent of them suggested to have more information on specific regional information. While 28.33

per cent said more number of phone in programmes and seasonal based programme (25.00%) and change in the broadcast timing, majority felt good number of programme should be given on readily adoptable technologies in the agriculture and allied field, more number of phone in programme in order to meet the specific requirements of the farmers and more so on the seasonal information. The findings of the study are in support of the findings of Geeta (2007); Sarwamangala and Sundaraswamy (1999) and Pattanshetty (2010).

Conclusion :

It could be concluded from the study that majority of the respondent preferred the KCRS broadcasting programme like Varada basanna and Krishi chintana followed by Avishkaragalalu, Soundarya lahari and dramatized programmes. The listeners personal characteristics like age, education, media participation and innovativeness were significantly correlated with their preference of KCRS programmes. The problems faced by them were lack of good quality broadcast, lack of network coverage and power cut. However, to improve the broadcast and to make the programme to reach more number of rural people, the listeners expressed few suggestions that were change the present timing of programme broadcast, extend the KCRS coverage area and to broadcast more number of adoptable programmes.

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