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RESEARCH ARTICLE :

Effectiveness of community radio programme on listener farmers in Amravati

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SUMMARY : The study on effectiveness of community radio programmes on listener farmers in Amravati was purposively conducted in Amravati, Bhatkuli and Nandgaon Kh. tahsil of Amravati district in Vidarbha region of Maharashtra. For present study, 80 listener farmers were selected from 8 villages. Most of the respondents *i.e.* 51.25 per cent were included in the middle age group of 36 to 50 years. Maximum numbers (45 %) of the respondents were educated upto high school. More than half of the respondents *i.e.* 58.75 per cent had joint family. Relatively higher proportion of the respondents 31.25 per cent belonged to category of semi medium land holding ranging from 2.01 to 4.00 ha. More than one-fourth of the respondents *i.e.* 27.5 per cent, were having annual income ranging from Rs.50,001 to Rs.1 lakh. Little less than two-third of the respondents 63.75 per cent had medium innovativeness, little less than two-third of the respondents (65 %) had medium category of social participation. Less than two third of the respondents (60 %) belonged to medium category of extension contact, little less than two-third of the respondents (65 %) were having favorable attitude towards Sadhana CRS programme. Majority of the respondents (67.5 %) had medium level of overall effectiveness of Sadhana CRS programme. The variable namely family type, social participation, extension contact and attitude towards Sadhana CRS programme were positively and significantly related with effectiveness of Sadhana CRS programme and independent variable annual income and land holding was negatively significant with effectiveness. Whereas, age and education did not show any relationship with effectiveness of Sadhana CRS programme.

KEY WORDS :
Effectiveness of CRS, Listener farmers

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BACKGROUND AND OBJECTIVES

India is the largest democracy in the world with 121 crore people. In the contest of large scale economic development in the industrial and agricultural sectors, the need for communication with the people through different media has assumed great importance. Mass communication media in India have made significant strides during the 50 years since independence.

The function of communication in agriculture is to inform, educate and motivate the farmer to accept new ideas and agricultural practices in order to increase the production per unit of land. There are several channels of communication available to the extension

communication such as interpersonal (face to face communication) and mass media channels (radio, television, films, newspaper, magazines etc.) or another category as localite (neighbors, opinion leaders etc.) and cosmopolite (extension workers, sales agents etc.) channels. Among all these channels, mass media can be hopefully expected to cater the need to a great extent. Today, we have communication channels available to us which can transmit the message to the receiver within a split of a second.

Effective communication of scientific findings and allied field to millions of farmers is a necessity and key to economic progress of the nation. This is more so in developing country like India, where the gap between intellectuals and common man is very wide. This gap can be reduced through effective use of different communication media. Among the mass media made available in India, radio has an edge over other in a sense that even the illiterate people can listen the radio programme without bothering about unfriendly condition at their home at distant places and in sparsely populated area.

Radio is a good source of communication of ideas to the rural people. It carries news bulletins and special programme for rural people, housewives and children. It is a good source of dissemination of agricultural information to farmers.

Sadhana Community Radio is truly a community radio run and managed by the community established on 19 June 2012. The Krishi Vigyan Kendra (KVK) and staff of the Sadhana Community Radio Station, Durgapur is a small rural community, where the KVK is located with a population of 1000 people. This radio station can be heard on 90.4 M.Hz. frequency. The station can be heard within a range of 25 to 30 km from radio station, which cover near about 160 villages. The programmes of Sadhana Community Radio are broadcasted during 7.00 A.M. to 9.00 A.M. and rebroadcasting of the same programmes is used to done during 6.00 P.M. to 8.00 P.M. daily. The aim of the CRS is to deliver newest information in the field of agriculture to the farming community as per their needs and problems. It was also decided to provide a platform to the farmers, farm women to share their experiences, skill and art, problems and needs to other farmers and communities. Sadhana CRS provides extensive information on diverse subjects such as land and water conservation, sustainable agriculture, bio-technology, integrated pest management in crops, crop insurance schemes, environment protection, disaster management, role of Panchayat in rural development. These programmes are produced with the help of subject matter specialists. Sadhana CRS maintains a very close liaison with the Ministry and Departments of Agriculture and Rural Development of central and state Governments. The programmes are mounted in regional and local dialects from Sadhana CRS. It also broadcast regular programmes on rural development. Keeping in view the importance of the subject, Sadhana CRS is broadcasting a daily programme on environment for 5 to 7 minutes duration and a weekly programme of longer duration for more than a three years. This theme is also being discussed in several other programmes *i.e.* health/ women/youth/children programmes for propagating awareness about the environment. AIR Stations are broadcasting programmes on the subject on the basis of instructions and guidelines issued by the Directorate.

In order to inform and educate the listeners living both in urban and rural areas for creating environmental consciousness among them on preservation of environment through development of forests, a forestation, social forestry, farm forestry etc. These programmes are mounted in interesting and imaginative ways. Sadhana CRS is broadcasting these programmes in their local languages in different formats like talks, discussions, features, current affairs information items, spots, serials etc. Sadhana CRS is advised from time to time to intensify and improve their programmes on environment. There is a regular broadcast of programmes related to information regarding environment and forest developmental schemes launched by the Central/State Governments.

Sadhana CRS has become the main source of agricultural information for the farmers from there periphery region in general and the farmer from Amravati,Bhatkuli and Nandgaon kh. taluka in particular. The present study will be conducted in three block of Amravati district to measure the effectiveness of community radio programmes. A few research like, Phane *et al.* (2017) and Badodiya and Chaudhary (2011) had studied effectiveness of farm broadcasts and other media. However, very little information is available as to what do the audience think about the effectiveness of Sadhana CRS programme, in farm of receiving the agricultural information. With a view to generate data

on this vital aspect, the present investigation was carried out with the following specific objectives.

Specific objectives of study :

– To study the profile of the farmers.

– To study the effectiveness of community radio programmes on listener farmers.

– To study the symbolic adoption of messages / information broadcasted through Sadhana radio by radio listener farmers.

– To study the relationship between profile of farmers and effectiveness of community radio programmes.

– To know the expectation of radio listener farmers about Sadhana radio programmes.

RESOURCES AND METHODS

Amravati district was purposively selected for the study. The study was conducted in Amravati, Bhatkuli and Nandgaon Kh. tehsil of Amravati district. The farmers were interviewed with the help of structured interview schedule personally. Total 80 respondents were selected for the research purpose. The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to age, education, family type, land holding, annual income, innovativeness, social participation, extension contact, attitude as well as the effectiveness. The information from the respondent was collected by personal interview methods and their responses were considered for the purpose of present study. Data were collected. Mean, S.D. and co-efficient of correlation methods were used for analysis of the data.

OBSERVATIONS AND ANALYSIS

Table 1 shows that 51.25 per cent of the respondents were included in the middle age group of 36 to 50 years. Near about 15 per cent of the respondents were observed in young category that is below 35 years, followed by 37.75 per cent respondents who were in the old age group of above 50 years. This implies that farmers were in active age of life and had the advantage of increased investment and improved technology utilization and hence innovativeness. The findings on mean age of farmers agreed with those of Njoku (2016); Naik and Manjula (2016) and Krishnamurthy *et al*. (2008) that most farmers in India are in their active stage of life. 45 per cent of the respondents were educated upto high school level, followed by 30 per cent of the respondents were educated upto higher secondary school level and 18.75 per cent of the respondents were educated upto college level. Further, it was found that 1.25 per cent of them were educated upto primary school, 5 per cent respondents were educated upto middle school. It can be concluded from the above findings that most of the farmers were educated upto high school followed by higher secondary school level education. This education background might be creating interest among them to listeners for seeking agriculture information. It observed that maximum 58.75 per cent respondents were from joint type of families and 41.25 per cent respondents belonged to nuclear family.

It is evident from Table 1 maximum number of the respondents 31.25 per cent belonged to category of semi-medium land holding ranging from 2.01 to 4 ha. It was followed by 30 per cent of the respondents belonging to category of small land holding possessing land from 1.01 to 2 ha, while 28.75 per cent of the respondents were medium land holders possessed land 4.01 to 10 ha. Whereas 6.25 per cent of the respondents were marginal land holder possessing land upto 1 ha and only 3.75 per cent of the respondents belonging to large land holding category possessed the land above 10 ha. From the distribution of the respondents according to annual income in Table 1, it was revealed that 27.5 per cent of the respondents had annual income between Rs. 50000 to 1,00,000. It was followed by 26.25 per cent respondents who were found to have annual income between Rs. 1,00,001 to 1,50,000. The percentage of the respondents having annual income between upto Rs. 1,50,000 to 2,00,000 were found to be 25 per cent followed by 12.5 per cent having annual income in range of Rs. above 2,00,000. Whereas 8.75 per cent of the respondents were having annual income upto 50,000. Thus it can be inferred that from all income group respondents were selected for study. It is observed that majority of the respondents 63.75 per cent was included in the medium category of innovativeness. It was followed by meagre 21.25 per cent of the respondents who were included in the low innovativeness category. In the category of high innovativeness only 15 per cent respondents were involved. It can be concluded from the above findings that most of the farmers were belonging to medium

Table 1 : Socio personal characteristics of Sadhana CRS listeners, 2017 **(n = 80)**

Sr. No.	Variables	Frequency	Percentage
1.	Age		
	Young (Below 35)	12	15
	Middle (36-50)	41	51.25
	Old (Above 50)	27	33.75
2.	Education		
	Primary school (Upto 4 Std)	1	1.25
	Middle school (5^{th} to 7^{th} std)	4	5
	High school (8^{th} to 10^{th} std)	36	45
	Higher secondary school (11^{th} to 12^{th})	24	30
	College/ University (Above 12^{th})	15	18.75
3.	Family type		
	Nuclear	33	41.25
	Joint	47	58.75
4.	Land holding		
	Marginal (below 1 ha)	05	6.25
	Small (1.01 to 2 ha)	24	30
	Semi-medium (2.01 to 4 ha)	25	31.25
	Medium (4.01 to 10 ha)	23	28.75
	Large (above 10 ha)	03	3.75
5.	Annual income (Rs.)		
	Upto 50,000	07	8.75
	50001 to 1,00,000	22	27.5
	1,00,001 to 1,50,000	21	26.25
	1,50,001 to 2,00,00	20	25
	Above 2,00,000	10	12.5
6.	Level of innovativeness		
	Low	17	21.25
	Medium	51	63.75
	High	12	15
7.	Social participation		
	No participation	03	3.75
	Low participation	16	20
	Medium participation	52	65
	High participation	09	11.25
8.	Extension contact level		
	Low	17	21.25
	Medium	48	60
	High	15	18.75
9.	Attitude		
	Less favorable	14	17.5
	Favorable	52	65
	Highly favorable	14	17.5
10.	Overall effectiveness of Sadhana CRS		
	Low	12	15
	Medium	54	67.5
	High	14	17.5

Source : Field survey, 2017

category of innovativeness**.**

The data in the Table 1 indicated that relatively higher proportion of the respondents 65 per cent had medium social participation followed by 20 per cent of the respondents had low social participation and 12.25 per cent of the respondents were having high social participation. It also indicated that 60 per cent of the respondents having medium extension contact with extension agencies for seeking information followed by 21.25 per cent and 18.75 per cent of the respondent farmers were having high and low extension contact with extension agencies, respectively. Most of the respondents *i.e*. 65 per cent had favorable attitude towards Sadhana CRS programmmes and percentage of respondents having less favorable attitude toward Sadhana CRS programmme was 17.5 per cent, whereas 17.5 per cent respondents were having highly favorable attitude towards Sadhana CRS programmmes. Thus it can be inferred that most of the respondents were grouped in favorable level of opinion about Sadhana CRS programme. The present findings collaborate with the observations of Krishnamurthy and Kumar (2008).

Majority of the respondents 67.5 per cent were from medium perceived effectiveness category, while 17.5 per cent of the respondents belonged high perceived effectiveness category and only 15 per cent respondents belonged to low perceived effectiveness.

It was evident from Table 2 that, the independent variable *viz.*, family type, innovativeness, extension contact and attitude towards Sadhana CRS programme were positively and significantly related with effectiveness of radio programme Sadhana CRS. This means increase the level of family type, innovativeness, extension contact and attitude towards Sadhana CRS programme, there was corresponding increase in the effectiveness of programme. The independent variable land holding and annual income were negatively and significantly related with effectiveness of radio programme Sadhana CRS. This means that less the education more the effectiveness of radio programme *i.e*. education increase effectiveness decreases. However, age and education could not show any relationship with effectiveness of radio programme Sadhana CRS.

Expectation of listening farmers about Sadhana CRS programmes :

Mode of presentation :

Majority of the respondents expected that the radio programme Sadhana CRS must be in the form of discussion between scientist and farmers (85%), discussion between progressive farmers and other farmers (73.25%), lectures of subject matter specialists and interview of progressive farmers (61.25%) and followed by interview of scientists and farmers (55%).

The other modes of presentation expected by a considerable numbers of respondents were lecture of progressive farmers (46.25%), followed by success stories of farmers (43.75%).

Duration of broadcast time :

Majority 58.75 per cent of the respondents expected that the duration of programme should sufficient per day, while 41.75 per cent respondents expected that the duration of radio progromme should be increased in monsoon seasone of 45 minutes per day.

Language :

Majority 95 per cent of the respondents expected that limited use of technical words while 88.75 per cent

Table 2 : Co-efficient of correlation of characteristics of the respondents with their effectiveness

Sr. No.	Variables	Co-efficient of correlation (r)
1.	Age	-0.18117^{NS}
2.	Education	0.1490^{NS}
3.	Family type	0.32293**
4.	Land holding	-0.38817**
5.	Annual income	-0.52084**
6.	Innovativeness	0.42542**
7.	Social participation	0.44847**
8.	Extension contact	0.40291**
9.	Attitude towards Sadhana CRS programme	0.51525**

Source: Field survey, 2017 * and ** indicate significance of values at P=0.05 and 0.01 respectively NS =Non-significant

of the respondents expected language should be effective followed by 80 per cent of the respondents expected that Language must be easy to understand. Whereas, 26.25 per cent respondents expected that local words should be used as possible as in radio programme Sadhana CRS.

Conclusion :

Most of the respondents (67.50%) perceived medium effectiveness of farm broadcast category in seeking of agricultural information. The zero order correlation co-efficient was determined, family type, innovativeness, extension contact and attitude towards Sadhana CRS programme were positively and significantly related with effectiveness of radio programme Sadhana CRS. This means increase the level of family type, innovativeness, extension contact and attitude towards Sadhana CRS programme, there was corresponding increase in the effectiveness of programme. The independent variable land holding and annual income was negatively and significantly related with effectiveness of radio programme Sadhana CRS. This means that less the education more the effectiveness of radio programme *i.e.* education increase effectiveness decreases. However, age and education could not show any relationship with effectiveness of radio programme Sadhana CRS.

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