

TelevIEWING behaviour of farm women regarding farm and home related programmes

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ABSTRACT : Information is the strongest tool in today's technical world. For imparting any new information to the people "media" play a trenchant role in diffusion of information to make people updated and interested enough to participate in it. Mass media is playing a ponderous role by transmitting need based information in the quickest time to a larger public. Out of many mass media sources TV had won a special status in disseminating information in particularly to rural areas. Undoubtedly, television is an influential and appealing medium, capable to draw the attention of too many viewers regardless of the literacy or illiteracy. The main objective of this investigation was to study the televIEWING behaviour of farm women regarding farm and home related programmes. In terms of the research design to collect the primary data of the study, the quantitative approach by means of interview schedule has been adopted to generate the primary data of the study where a total of 100 respondents, comprising of farm women from the Badgaon panchayat samiti of Udaipur district, Rajasthan have been selected as the main respondents of the study. The data were collected through personal interview method and subjected to statistical analysis. The study has revealed a number of important findings which reveal that more than 70 per cent of the respondents know the correct name, day, timing and duration of farm and home related programmes telecast on different channels. Apart from this, the findings of the study also revealed that majority of the respondents preferred evening time and demonstration mode of presentation.

KEY WORDS : TelevIEWING, Behaviour, Farm women, Programmes, Farm, Home

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INTRODUCTION

Effective communication from different sources and channels is the essence of extension. Media play an effective role in dissemination of information to make people interested enough to participate in it. It should not be merely a source of information. Television gains

a special status because of its potential to communicate to the two sense organs simultaneously and to reach a large section of population residing in isolated and remote regions. It has proved to be strong medium for reaching among the masses and covering entire section of human society. It is considered as a primary source of information and is found to be more effective means of

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communication to reach isolated, vulnerable and marginalized segments of the society. Undoubtedly, television is an influential and appealing medium, capable to draw the attention of too many viewers regardless of the literacy or illiterate.

Television is an important media of communication has greater role to play in the forth coming years in order to disseminate agricultural education to the farming community. It stimulates greater agricultural production and provides essential knowledge and information to the rural community. One of the important objective of television is due to its mass nature promises to satisfy the information needs of the masses in general and farmers in particular. Agricultural information is disseminated to the farmers through different programmes *viz.*, Krishi Darshan, Annadata, Chaupal, Kheti Bari etc. On contrary, rural women are one of the important sections in development. Without their participation agriculture section would not develop and also information exchange, knowledge, cultural and developmental issues about women would not achieve. Developmental scientists believe that among physical, technological and human assets the most important issue in development are women that one should try his best to use such a human force. Television is the best medium for transferring latest farm and home related technologies to the rural people. It is constantly providing the information on agricultural practices, motivating them to adopt new techniques and attempting to raise their consciousness.

On 1 June, 1987 Doordarshan Kendra, Jaipur was setup. At that time only 30 minutes programme was broadcast by the Kendra and afterward there was gradually increased in number of programmes and time period. Later on 1994 DD Rajasthan and in 1995 ETV Rajasthan were launched and telecast different programmes. As the time passes the number of channels in Rajasthan is increasing day by day with the coverage and linkages of cable operators with broadcasting authority. Today there are bundle of TV channels *viz.*, Colours, Sony, Star Plus, Doordarshan, Zee TV, DD Kisan, ETV, Z khana khazana, Life Ok, ABP News, Aaj Tak, ESPN, Star Sports, Pogo, Cartoon Network etc. Out of these channels only few channels that cater the needs and interests of rural community especially farm women *i.e.* DD Rajasthan, ETV Rajasthan, DD Kisan and Z khana khazana are the channels that telecast farm and home related programmes. Programmes *i.e.* Krishi

Darshan, Annadata, Chaupal, Rasoi se, Mother's care, Hello kisan, Chat par bagwani, Swasth kisan and Baat rajyon ki related to farm and home related information only telecast on selected channels *viz.*, DD Rajasthan, ETV Rajasthan, DD kisan and Z khana khazana.

A good amount of work is though available regarding impact of Mass media on farmer's attitude, gain of knowledge, but very few researches are available on mass media utilization by farm women and this type of study is new to this area. Women have a key position in the family. She is the central figure in the family influencing and serving the social, economic and cultural needs and standards of the family. Today in the era of science and technology, the Indian farm women are required to make many decisions regarding the acceptance of new technology in the area of farm and home, but because of lack of knowledge and illiteracy, she is not able to take wise decision to use new technology. With the objective to impart latest and useful agricultural and home making information to rural masses various farm and home related programmes telecasted on different channels. The use of programme depends on how far it is being understood and use by the people for whom the programme is planned. Hence, transfer of appropriate home and farm technologies to rural women is of immense importance. For this broadcasting authority has been continuously done a tremendous development and expansion of mass media especially television. We still do not know to what extent rural women utilize television, thus present investigation was undertaken to study the televiewing behaviour of farm women.

The present study was undertaken with the following objective:

- To study the televiewing behaviour of the farm women regarding farm and home related programmes in terms of
 - Awareness of the programmes
 - Extent of watching the programmes.

METHODOLOGY

For the present investigation one rural Panchayat Samiti from Udaipur district *i.e.* Badgaon Panchayat Samiti was selected randomly. From the selected Panchayat Samiti four villages namely Iswal, Kavita, Lausing and Kadiya having approximately 20-25 km distance from district headquarter were selected purposively. For the selection of sample a list of farm families having cable connection was prepared separately

for each village with the help of local cable operators. From the list 25 farm women from each village who were the viewers of TV programmes and willing to respond were selected to form a total sample of 100 respondents. The data were collected personally with the help of an interview schedule. The data so obtained were tabulated and analyzed by using the simple statistical techniques of frequency, average and percentage.

OBSERVATION AND ASSESSMENT

The results obtained from the present investigation are summarized below :

Knowledge about channels telecast farm and home related programme:

Information pertaining to knowledge of respondents about name of channels that telecast farm and home related programmes is presented in Table 1. Data in the table clearly shows that nearly 70 per cent respondents knew the name of DD Rajasthan and ETV Rajasthan and nearly one third of the respondents (30%) were aware about DD Kisan channel telecast farm and home related programmes. Data in the table further indicates that name of channel Z khana khazana was known to very few respondents.

Table 1: Distribution of respondents by their knowledge about channels telecast farm and home related programmes

(n=100*)		
Sr. No.	Televiwing behaviour	f (%)
1.	Name of the channel	
	DD Rajasthan	72
	ETV Rajasthan	69
	DD Kisan	30
	Z khana khazana	3

*Multiple responses

The reason for such findings might be due to that DD Rajasthan and ETV Rajasthan are very old channels started since 1954 and 1955 and during the data collection it was also observed that most of the respondents have connection of cable, Dish TV, Tata Sky and Reliance Digital TV.

The findings are in line with the views of Patel and Chauhan (2013); Nagaych *et al.* (2009) and Patel and Chauhan (2009) that majority of the respondents were aware about Doordarshan (80%) and ETV (66%) channels to gain knowledge about agricultural technology.

Chaupal, Krishi Darshan, Kalyani and Upbhokta manch programme of DD Rajasthan channel, Annadata, Rasoi se and Sangini for today’s women of ETV Rajasthan channel, mother care of Z khana khazana channel, Kadmo mein aasman, Chat par bagwani, Kisan Prashn manch, Swasth Kisan, Baat rajyon ki and Hello Kisan programme of DD Kisan are different channels of TV that telecast programme on farm and home related issues.

It is evident from the Table 2 that majority of the respondents were aware about Kalyani (72%), Rasoi se (68%), Krishi Darshan (65%) and Chaupal (61%) programmes of DD Rajasthan and ETV Rajasthan channels and half of the respondents were vigilant about the Annadata programme of ETV Rajasthan. Sangini for today’s women, Upbhokta manch, Swasth Kisan and Hello kisan programme of ETV Rajasthan and DD Kisan were known to 35 per cent, 28 per cent, 21 per cent and 17 per cent respondents, respectively. Further data in the table clearly indicates that 79-100 per cent respondents were unaware about almost all the programmes of DD Kisan channel *i.e.* Kadmo mein aasman, Chat par bagwani, Kisan prashn manch, Swasth kisan, Baat rajyon ki and Hello kisan programmes and Mother care programme of Z khana khazana channel.

Table 2 : Distribution of respondents on the basis of their awareness regarding farm and home related programmes (n=100)

Sr. No.	Name of programme	Yes f (%)	No f (%)
1.	DD Rajasthan		
	Chaupal	61	39
	Krishi Darshan	65	35
	Kalyani	72	28
	Upbhokta manch	28	72
2.	ETV Rajasthan		
	Annadata	51	49
	Rasoi se	68	32
	Sangini for today’s women	35	65
3.	Z khana khazana		
	Mother care	0	100
4.	DD Kisan		
	Kadmo mein aasman	6	94
	Chat par bagwani	4	96
	Kisan prashn manch	8	92
	Swasth kisan	21	79
	Baat rajyon ki	5	95
	Hello Kisan	17	83

Data further reveals that Upphokta manch programme of DD Rajasthan and Sangini for today's women programme of ETV Rajasthan channel were not known to (72%) and (65%) per cent respondents.

The reasons for such results might be due to that majority of the respondents were interested in getting information related to agricultural and homestead technology and viewed only related programmes of DD Rajasthan and ETV Rajasthan. The reason was lack of advertisement and awareness about the programmes of DD Kisan and Z khana khazana channels (Ansari, 2015; Badodiya *et al.*, 2010 and Malgar, 2007).

Information pertinent to day, timing and duration of farm and home related programme of different channels is materialized in Table 3. Data presented in the table depicts that more than half (50-64%) of the respondents knew the correct day and timing of Krishi Darshan, Kalyani and Rasoi se programmes telecast on DD Rajasthan and ETV Rajasthan. Whereas correct day and timing of Chaupal programme were known by nearly

Table 3 : Distribution of respondents on the basis of their knowledge regarding day, timing and duration of farm and home related programmes (n=100)

Sr. No.	Name of programme	Day f (%)	Timing f (%)	Duration f (%)
1.	DD Rajasthan			
	Chaupal	31	35	21
	Krishi Darshan	50	55	29
	Kalyani	62	64	38
	Upphokta manch	9	9	8
2.	ETV Rajasthan			
	Annadata	21	25	17
	Rasoi se	58	64	41
	Sangini for today's women	20	21	15
3.	Z khana khazana			
	Mother care	0	0	0
4.	DD Kisan			
	Kadmo mein aasman	4	6	4
	Chat par bagwani	2	2	2
	Kisan prashn manch	4	5	4
	Swasth Kisan	18	19	12
	Baat rajyon ki	2	6	0
	Hello Kisan	12	13	9

one third of the respondents.

Reasons for knowing the correct day and timing of these programmes might be that information telecast under these programmes are generally related to health

care, new recipes, ploughing, milking, feeding, animal care and maintenance, income generation activities, balance diet for different age group and prevention from various seasonal diseases. During the informal discussion it was found that the timing of these programmes was convenient, have good coverage of agricultural and home related information, use of regional language and there was repetition of the same telecast twice in a day.

With regard to knowledge of respondents about telecast period of farm and home related programme data shows that majority of the respondents were ignorant about the exact duration of these programme. However duration of Kalyani, Krishi Darshan and Chaupal programme of DD Rajasthan *i.e.* 30 minutes was reported by 21-38 per cent respondents. In Mother's care programme of Z khana khazana experts provide information on different recipes and diet plan. But it is striking to note that none of the respondents is aware about day, time and duration of the programme. The probable reasons for such findings could be that the information on different recipes and diet plan provided through Z khana khazana was not easily applicable at home by the respondents, the ingredients used for the preparation of different recipes were unknown to them, costly and not locally available and usage of technical language in the programme.

The findings are supported with the result of the study conducted by Jhanjhararia *et al.* (2012); Ramakrishna (2012); Shobha *et al.* (2008) and Singh (2014). revealed that more than 90 per cent respondents were aware about the name and duration of Chaupal, Krishi Darshan, Kalyani, Kheti badi and Prashnottri programmes broadcasted by Doordarshan Kendra Jaipur.

Information pertaining to frequency and extent of watching TV by the respondents for common programmes and farm and home related programmes has been sighted in Table 4. Data in the table depicts that majority (83%) of the respondents reported that they view common programme of different channels daily. Out of which majority of the respondents (74%) viewed it for 1-2 hours. TV viewing for less than 1 hour and 2-3 hours in a day as reported by 2-7 per cent and none of the respondents viewed TV for more than 3 hours in a day. With regard to frequency of watching farm and home related programme it is evident from the table that farm and home related programme were viewed by 26-37 per cent respondents once in a week, 2-3 days in a week and 5 days in a week, respectively and only 8 per

cent view the programme daily. Data also states that 94 per cent farm women view the complete programme for getting information related to agriculture and home.

The findings are in the conformity with the results of the study conducted by Kakade and Kolar (2013); Singh and Kuldeep (2014) and Meenakshisundaram (2013) that almost all of the women watched complete TV programme and concluded that television sets are the most popular media among women for edutainment

and communication.

The findings are also in the agreement of Nagych *et al.* (2009) that only 12 per cent of the respondents viewing the farm telecast programmes regularly and remaining 24 per cent of them were irregular viewers of farm telecast programmes.

The findings related to preferences of the respondents regarding time, duration and language of farm and home related programme is exhibit in Table 5.

Table 4 : Distribution of respondents on the basis of their televiewing behaviour of farm and home related programmes (n=100*)

Sr. No.	Particulars	f (%)
1.	Frequency of watching TV	
	Most frequently (daily)	83
	<1 hrs	7
	1-2 hrs	74
	2-3 hrs	2
	>3 hrs	0
	Frequently (5 days in a week)	10
	Less frequently (2-3 days in a week)	6
	Rarely (once in a week)	1
2.	Frequency of watching farm and home related programmes	
	Most frequently (daily)	8
	Frequently (5 days in a week)	37
	Less frequently (2-3 days in a week)	29
	Rarely (once in a week)	26
3.	Extent of viewing the programmes	
	Complete	94
	Partial	6

*Multiple responses

Table 5 : Distribution of respondents on the basis of their preferences regarding timing, duration and language of farm and home related TV programmes (n=100*)

Sr. No.	Preferences	f (%)
1.	Time	
	Morning	
	5.00-7.00 am	38
	8.00-10.00 am	20
	Afternoon	
	12.00-3.00 pm	30
	Evening	
	4.00-6.00 pm	20
	7.00-10.00 pm	100
2.	Duration	
	10-15 min	14
	15-30 min	76
	>30 min	10
3.	Language	
	Hindi	90
	Regional (Mewari)	11
	Mixed	9

*Multiple responses

Data in the table shows that 100 per cent respondents preferred to view TV programme in the evening from 7:00-10:00 pm followed by 8:00-10:00 am in the morning and 12:00-3:00 pm in the afternoon. However, the programme telecast in the evening from 4:00-6:00 pm was liked by the 20 per cent respondents. With regards to duration of farm and home related programmes it is clearly evident from the table that majority of the respondents preferred to view programmes of 15-30 minutes of duration, 44 per cent for 10-15 minutes and only 10 per cent respondents preferred to watch programme of more than 30 minutes duration. Table also expolate that Hindi language was preferred by 90 per cent respondents nearly 40 per cent respondents preferred that the language of the programme should be in combination of both Hindi and regional language. However, only 11 per cent respondents were in favor of "Mewari" (regional language).

Visualization of Table 6 indicate that demonstration, talk show and interview were precedent by 94 per cent, 67 per cent and 54 per cent respondents and 45-47 per cent respondents preferred debate and documentary mode of presentation. Further some of the respondents (7%) were inclined towards lecture and panel discussion and none of the respondents were in the favor of puppet show. Data in the table portrays that majority of the respondents (63%) reported that they complete their pending household work *viz.*, mending of clothes, cleaning and cutting of fruits and vegetables, kneading, taking meal, stitching and knitting and personal grooming. It is also evident from the data in the table that 45 per

cent respondents had informal talk with their family members while watching the programme and nearly one third of the respondents watch the programme silently. Further there was only a single respondent note down the important tips of recipes.

Reasons for such findings might be that demonstration mode of presentation allow the respondents to see, feel and participate directly in the process whereas in talk show mode they know about the current issues which were discussed by the specialists. Respondents also see interview, debate and documentary programme format because these format mainly highlight the problems and solutions related to farming community. There is little preference about panel discussion and lecture format because by that format respondents pay more time to see the solutions of their problems.

Findings are in the favor of Kumari (2006) and Bhargava (2007) that majority of the respondents reported that the also preferred other household work including dusting, feeding, eating, repairing of clothes, kneading of flour, cleaning of grains, stitching and knitting and entrepreneurial work while watching TV.

Further the results of the study by Katole *et al.* (2009); Ansari and Singh (2006) and Khandikar *et al.* (2010) reported that majority of the respondents preferred demonstration, interview followed by talk show, discussion, lecture, drama and documentary type.

Conclusion:

Based on the findings of the investigation it can be

Table 6 : Distribution of respondents on the basis of their preferences regarding mode of presentation and other activities perform during watching the programmes (n=100*)

Sr. No.	Preferences	f (%)
1.	Mode of presentation	
	Demonstration	94
	Talk show	67
	Interview	54
	Debate	47
	Documentary	45
	Panel discussion	7
	Lecture	7
	Puppet show	0
2.	Other activities perform while watching the programmes	
	Complete pending works	63
	Talking with family members	45
	See silently	38
	Take down notes	1

*Multiple responses

concluded that majority of the farm women had high level of viewing behaviour with regard to farm and home related telecast which might be due to the fact that they had considered and utilized TV as a medium of entertainment and informative purpose. More than half of the respondents were aware about exact name, day, time and duration of telecast and also revealed that they prefer evening time of telecast. Further results also exhibit that majority (90%) of the respondents prefer demonstration mode of presentation of TV programme and complete their pending household work. From the study it was assumed that television was emerged as most utilized media among farm women as compare to other media.

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