

Utilization of farm broadcast ‘Kheti Ri Baata’ by farm women

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ABSTRACT : The present investigation was conducted to assess the knowledge of farm women about farm broadcast ‘Kheti Ri Baata’ of state Department of Agriculture, Rajasthan. The study was conducted in four villages viz., Gadoli, Nandwel, Mavli and Thamlala of randomly selected Mavli Panchayat Samiti of Udaipur district of Rajasthan. A sample of 100 farm women was selected for the present study. Personal interview method was used for data collection. Frequency, percentage and mean per cent score were used for analysis of the data. More than half of the respondents (52%) were not aware about the farm broadcast and very few (6%) were viewing the programme regularly.

KEY WORDS : Knowledge, Utilization, Constraints, Farm broadcast

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INTRODUCTION

Farm broadcast is an effective way of communicating the agricultural technology to needy and remote area in a quick time to bridge the gap between the scientists and farmers and increasing the knowledge level of farming community. One of the important objectives of farm broadcast is to provide essential knowledge and information to stimulate greater agricultural production. Agricultural information by the State Department of Agriculture, Rajasthan is disseminated to the farmers through ‘Kheti Ri Batan’ programme, which is broadcasted daily on all stations of All India Radio (AIR), Jaipur in the evening from 7:45

pm to 8:15 pm. As more farm women are engaged in agricultural operations so it is must for them to have access to scientific and technical knowledge disseminated through these farm broadcast. So the present investigation was conducted to study the knowledge and utilization of farm broadcast ‘Kheti Ri Baata’ by farm women and also to find out the constraints faced by them in utilization of farm broadcast.

METHODOLOGY

The study was conducted in randomly selected Mavli Panchayat Samiti of Udaipur district (Rajasthan). Total four villages namely Mavli, Nandwel, Gadoli and Thamlala

were selected to have representative sample of the Panchayat Samiti. From each village 25 farm women who were willing to participate and co-operate in the study were selected purposively, thereby making a total sample of 100 respondents. Data were collected with the help of personal interview schedule. Frequency, percentage and mean per cent score were used for analyzing the data statistically.

OBSERVATION AND ASSESSMENT

It is evident from the data in Table 1 that less than

half of the respondents (48%) were aware about the farm broadcast Kheti Ri Batan, while 29 per cent of respondents had knowledge about the time and duration of the programme. Around 40 per cent of the respondents were aware that purpose of the farm broadcast is to disseminate information about the latest technology related to agriculture. Jhahharia *et al.* (2012) revealed that 92.27 per cent farmers were aware about the radio programme 'Kheti Ri Batan' and 82.78 per cent were aware about the duration of 'Kheti Ri Batan'. It denotes that farm women had less awareness regarding farm broadcast 'Kheti Ri Batan' as compared to farmers.

Sr. No.	Items	f/%
1.	Kheti Ri Batan	48
2.	Purpose	40
3.	Time of broadcast	29
4.	Duration of broadcast	29

Sr. No.	Items	f/%
1.	Listen Kheti Ri Batan	29
2.	Frequency of listening	
	Regular	6
	Irregular	23
3.	Duration of listening	
	Last one year	5
	Last 1-3 years	9
	More than 3 years	15
4.	Content listened	
	Information given by expert	29
	Weather forecast	20
	Success story of other farmers	15
5.	Utilized information given in the programme	26

Sr. No.	Constraints	Extent (f/%)			MPS
		To great extent	To some extent	Not at all	
1.	Lack of awareness	53	18	29	62
2.	Unable to operate radio	51	0	49	51
3.	Non-availability of radio	40	0	60	40
4.	Programme content doesn't suit to the farm conditions	4	36	60	22
5.	Not able to understand the message delivered through radio	0	40	60	20
6.	Unable to understand the language used for delivery of message	0	40	60	20
7.	Unsuitable timings of programme	2	21	69	16.50
8.	Lack of need based information	0	25	75	12.50

It could be observed from Table 2 that 29 per cent of the respondents had listened farm broadcast Kheti Ri Batan broadcasted. With regard to frequency of listening, only 6 per cent of respondents listen it regularly, while 23 per cent listen it irregularly. When respondents were asked about the duration of listening Kheti Ri Batan farm broadcast, 15 per cent reported that they are listening it from more than 3 years while 9 per cent was listening it from last 1-3 years and only 5 per cent were listening it from last one year. Data further revealed that 26 per cent of farm women had utilized information obtained from the programme. Respondents also reported farm broadcast as beneficial to them as it provides latest technical know-how about improved farm technologies. Results by Garg *et al.* (2014) also conducted that higher percentages (48.33%) of the respondents were listening farm broadcast irregularly.

As seen from Table 3 lack of awareness regarding farm broadcast was major constraint stated by 53 per cent of respondent to great extent with the MPS of 62. Inability to operate radio and non-availability of radio were reported as constraint to great extent by 51 and 40 per cent of the respondents, respectively. Other constraints faced by respondent in utilization of farm broadcast were unsuitability of broadcasted content to actual farm condition, inability to understand the message

delivered through broadcast, inability to understand broadcast language, unsuitable timing of broadcast and lack of need based information. Time of broadcast was not suitable to the respondents because at that time respondents were busy in their household chores.

Conclusion:

It can be inferred from the results that more than half of the farm women did not had knowledge about farm broadcast 'Kheti Ri Baata' and very few respondents were viewing the programme regularly. Lack of awareness regarding the farm broadcast was the major constraint for non viewing of farm broadcast. So there was a need to create more awareness regarding these programme among farm women so that they can reap the benefit of it.

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