

RESEARCH PAPER

Farmers preferences of communication sources in perception of farm technology

■ **S.K. NAYAK AND D.P. RAI****ABSTRACT**

Information channels in modern era are crucial in transfer of farm technology among the farmers further leading to initiate the process of converting in actual practical application to enhance the production.

KEY WORDS : Communication sources, Utilization, Usefulness

How to cite this Article : Nayak, S.K. and Rai, D.P. (2014). Farmers preferences of communication sources in perception of farm technology. *Engg. & Tech. in India*, 5 (1&2) : 22-25.

INTRODUCTION

Adoption of improved package of practices by the farmers varies from farmer to farmer depending upon their situation and availability of information sources to them. Television, Radio and Newspaper are three most important mass media used for seeking farm technology. Individuals tend to use different communication and media for obtaining the technology. Many authors share the view that ICTs can be used to deliver agricultural information that could stimulate increased production by linking farmers to remunerative markets (Masuki *et al.*, 2008a; Bertolini, 2004; Asingwire, 2003; Mayanja, 2002), thus leading to improved rural livelihoods, food security and national economies. There is growing recognition that farmers and members of rural communities have needs for information and appropriate learning methods that are not being met (Greenridge, 2003; Lightfoot, 2003). It is in this premise that the thought of integrated information and communication technology is derived. The relevant ICT such as radio, TV, telephone and email provide information to the poor, which help them to improve on their productivity and income (Ssewanyana, 2007a). Scott *et al.* (2008) reported that mobile phone can often work well when integrated with more traditional means of communication. Keeping this in view, the present investigation was carried out to study the preference of communication sources of information used by the farmers about recommended package of practices of paddy crop and to valuate usefulness of the information sources by the farmers about recommended package of practices of the crop.

EXPERIMENTAL PROCEDURE

The present study was conducted with the objective to determine the farmers preference of communication sources in Jabalpur District of Madhya Pradesh, which comprised of 7 blocks out of total blocks Panagar, and, Jabalpur blocks were selected purposively. Out of 426 villages in Panager and Jabalpur blocks 11 villages were selected by random sampling. A list of farmers having access to mass media (*i.e.* television, radio and newspaper) was prepared in consultation with RAEOS. The

multistage random sampling method was adopted for selecting the sample from each village farmers were selected randomly from the prepared list with the help of random number table to make a sample of 132 farmers from the 11 identified villages.

The data were collected through structured interview schedule. Mass media utilization index was developed and the respondents were categorized in low, medium and high utilizers. The present, investigation was carried out to study the sources of information used by the farmers about recommended package of practices of paddy crop and to evaluate usefulness of the information sources by the farmers about recommended package of practices of paddy crop.

EXPERIMENTAL FINDINGS AND ANALYSIS

It is evident from Table 1 that the majority of television viewers about (68.65%) had received agricultural information 2-4 times in a week while 29.85 per cent of television viewers had received the agricultural information every day. The agriculture information broadcast by Akhashwani Jabalpur was received 59.52 per cent of Radio listeners 2-4 times in a week followed 35.71 per cent received day to day whereas, only 4.76 per cent respondents received agriculture information once in a week.

The agriculture information published through newspaper was obtained by 53.84 per cent of readers 2-4 times in a week while 46.15 per cent readers obtained upto very less extent. The Agricultural information obtained through newspaper had reflected a grim overview as compared to other mass media.

It is evident from Table 2 that 66 per cent of respondents had utilized the mass media *i.e.* Television, Radio and Newspaper to low level followed by 31 per cent respondents who were medium utilizers of mass media, only 3 per cent of respondent had

Exposure frequency of respondents	Television viewers N=67		Radio listeners N=84		Newspaper readers N= 52	
	Number	Per cent	Number	Per cent	Number	Per cent
To much extent (everyday)	20	29.85	30	35.71	0	0
To some extent (2-4 times in a week)	46	68.65	50	59.52	28	53.84
Very less (Once in a week)	01	01.49	04	04.76	24	46.15

Mass media utilization level	Number of respondents	Per cent
Low (upto 33.3)	87	66
Medium (44.44 to 66.66)	41	31
High (77.77 and above)	04	03

Media information	Television viewers N = 67		Radio listeners N = 84		Newspaper readers N= 52	
	Number	Per cent	Number	Per cent	Number	Per cent
Period of dissemination						
Before time	05	07.46	15	17.85	08	15.38
Exact time	62	92.53	69	82.14	44	84.61
Utility						
Useless	03	04.47	08	09.52	15	28.84
Some utility	50	74.62	68	80.95	33	63.46
Much utility	14	20.89	08	09.52	04	07.70

Name of programme	Number of respondents	Percentage
Television (N =67)		
Krishi Darshan	67	100
Radio (N =84)		
Krishi sam samyeki	84	100
Krishi Jagat	60	71.42
Listeners letters	24	28.57

Information of media	Television viewers N = 67		Radio listeners N = 84		Newspaper readers N= 52	
	Number	Per cent	Number	Per cent	Number	Per cent
Language						
Easy	67	100	80	95.29	52	100
Difficult	-	-	04	04.76	-	-
Programme duration/information coverage						
Enough	20	29.85	84	100	-	-
Not enough	47	70.14	-	-	52	100

Source of Information	Number of respondent who ranked source most credible	No. of respondents who ranked the source least credible	Relative credibility Index	Rank
Television (N = 67)	03	30	0.14	I
Radio (N= 84)	05	52	0.11	II
Newspaper (N = 52)	02	40	0.09	III

utilized the mass media to high level. It may be concluded that mass media utilization level was low and it needs greater attention to enhance the level for fast dissemination of scientific farm technology.

It is evident from Table 3 the increased utility of television information was due to its timeliness as it had confirmed by 92.53 per cent of the respondents concerned but in case of radio information the contribution received regarding its timeliness was 82.14 per cent. These difference in the timeliness of information may be the signification factor which determined its utility.

It is evident from Table 4 that all the television viewers' respondents liked the programme named "Krishi Darshan". In case of radio programme the per centage of audience response for "Krishi Sam Samayeki" was 100 per cent followed by "Krishi Jagat" 71.42 per cent and "Listeners letters" 28.57 per cent only. From the above, it is evident that the mass media contributed to a large extent especially in the programme Krishi Darshan and Krishi Sam Samayeki as all the respondents remained in contact and exposed themselves with the latest farm technology.

It is evident from Table 5 that the almost all the respondents grasped the language of the message presented through mass media was understandable but the majority of 70.14 per cent televiewers and all the newspaper readers were not satisfied by information coverage as it was not enough to answer some of the doubts presented in the minds of the respondents regarding information coverage through the source. On probing the reasons, programmer "Krishi Darshan" had been telecast for 30 minutes for five days in a week and none of local dailies had published the agricultural messages regularly. There had been a commercialized view of print and electronic media was the major bottle-neck for dissemination of agricultural messages.

It is evident from Table 6 that the credibility of the information source used by the farmers was worked out by "Relative credibility Index" with respect to each selected source of agricultural information. It is evident from table, that, when credibility of media was analyzed, The television stood first followed by radio and newspapers. The technical advantage of audio visual effect caused the increased credibility of television. This increased trust worthiness of television which led to increased adoption of information. Saxena *et al.*, 1995; Sharma, 2000 and Wankhade and Khare, 2005 worked on the related topic and results were more or less with the given topic. Similarly findings were reported by Ladebo (1997); Jha and Chauhan (1998), Jha and Singh (1997) and Vijayaraghavan *et al.* (1997).

Conclusion :

The study concluded that most of the respondents used mass media as the source of information and perception of the farm technology. Television was considered as a most useful mass media in comparison to radio and newspaper as it gives audio as well as visual effect to the viewers, however, radio and newspaper also facilitated the adoption of farm technology to an appreciable extent.

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