

Farmers feedback about the Agro-met Advisory Bulletin, a farm broadcast on All India Radio, Kolhapur, M.S.

K.V. GURAV, B.S. JADHAV AND U.D. JAGDALE

See end of the article for authors' affiliations

Correspondence to :

K.V.GURAV
Department of
Extension Education,
Zonal Agricultural
Research Station
(National Agricultural
Research Project),
KOLHAPUR (M.S.)
INDIA

ABSTRACT

All India Radio, Kolhapur has started preparing and broadcasting of their own agricultural programme from 1st April, 2005. They are broadcasting different agricultural information programmes such as Kisanwani at 7.30 pm. to 8.00 pm. and Krishi-Varta at 6.50 am every day from Monday to Saturday. On the basis of the weather forecasting, a message is prepared by a team of Scientists of NARP, Kolhapur and sent to All India Radio, Kolhapur which is broadcast. at 7.30 pm. in "KISANWANI" programme on every Wednesday. The study was undertaken in Kolhapur district of Maharashtra State The Agro-met Advisory Bulletin may be broadcasted twice in a week and may be repeated 2 to 3 times in a day for better implementation. Broadcasting of Agro-met Advisory Bulletin may be continued as it plays an important role in planning the farm operations.

INTRODUCTION

All India Radio, Kolhapur was started on 15th May, 1992. One to three hours programme were prepared and broadcasted on AIR., Kolhapur up to 31st March, 2000 at evening session only. From 1st April, 2000, they have started preparing and broadcasting different programmes for morning and evening session. Up to 31 st March, 2005, AIR, Kolhapur was engaged in relaying the agricultural programme of AIR, Sangli. AIR, Kolhapur has started preparing and broadcasting of their own agricultural programme from 1st April, 2005. They are broadcasting different agricultural information programmes such as Kisanwani at 7.30 pm. to 8.00 pm. and Krishi-Varta at 6.50 am every day from Monday to Saturday.

Agro-met Advisory Bulletin

Department of Science and Technology, National Centre for Medium range weather forecasting, Noida (Uttar Pradesh) has sanctioned new unit, Experimental Agro-Met Advisory Service Unit to Zonal Agricultural Research Station, Shenda Park, Kolhapur during the year 2005-06. The weather data recorded during last week at Agro-Met Observatory, Zonal Agricultural Research Station, Kolhapur are sent to NOIDA by FAX on every Monday. The data are fed to super

computer and weather forecast for next week is sent to us by FAX on Tuesday. On the basis of this, weather forecasting message is prepared by a team of Scientists and sent to All India Radio, Kolhapur which is broadcasted at 7.30 pm. in "KISANWANI" programme on every Wednesday.

METHODOLOGY

The study was undertaken in Kolhapur district of Maharashtra State. A list of farmers was obtained from AIR, Kolhapur who responded by writing a letter about the farm broadcast during last year. From a list 345 farmers, 115 farmers were selected as a sample of study by using nth method. An interview schedule was specially developed for the data collection purpose. The data was collected personally with the help of this interview schedule. The collected data was processed through primary and secondary tables and the results of the study are presented below.

RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been presented under following heads:

Availability of Communication media:

The efforts were made to know the

Key words :

Agro-met
advisory bulletin,
Farm broadcast,
Feedback, Source
of information

Accepted :
May, 2010

availability of communication media with the farmers and the data, thus, obtained are presented in the Table 1.

The data from Table 1 reveal that all of the respondent farmers were possessing radio, while 89.65 per cent of them were having television sets. More than half (53.91 per cent) of them were using newspaper as a communication media, while 18.26 per cent and 28.69 per cent of them were having Agro-Own and Farm magazines as a communication media with them, respectively.

Table 1 : Distribution of the respondents by their availability of communication media

Sr. No.	Category	No. of respondents (N=115)	Percentage
1.	Television	103	89.56
2.	Radio	115	100.00
3.	Computer (Internet)	0	0.00
4.	Newspaper	62	53.91
5.	Agro-Own	21	18.26
6.	Farm magazine	33	28.69

Farmers feedback about the Agro-met Advisory Bulletin:

Agro-met Advisory Bulletin is broadcast on AIR, Kolhapur at every Wednesday at 7.30 p.m. regularly. The efforts were made to obtain the feedback of the sampled farmers on different aspects related to the Agro-met Advisory Bulletin.

Sources of getting information regarding the expected weather:

The sampled farmers were asked to quote the sources of getting information regarding the expected weather and the data thus, obtained is presented in Table 2.

The information regarding the sources of getting information about the expected weather was collected and analyzed. It was found that, out of 115 respondents, 113 respondents (98.26 per cent) were getting the information regarding the expected weather from

Table 2: Distribution of the respondents by their sources of getting information regarding expected weather

Sr. No.	Sources of getting information regarding expected weather	No. of respondents (N=115)	Percentage
1.	Television	62	53.91
2.	Radio	109	94.78
3.	Newspaper	39	33.91
4.	Farm magazine	7	6.08

different sources. Table 2 indicates that 94.78 per cent respondents were getting information regarding the expected weather from Radio and 53.91 per cent were getting the information from Television. This was followed by Newspaper (33.91 per cent) and Farm magazines (6.08 per cent).

Awareness about the Agro-met Advisory Bulletin:

A question was posed to the respondent farmers to know whether they were aware that the Agro-met Advisory Bulletin was prepared by Zonal Agricultural Research Station, Shenda Park, Kolhapur and broadcasted on AIR., Kolhapur every Wednesday at 7.30 pm. The data in this respect are presented in Table 3.

Table 3: Distribution of the respondents by their awareness about Agro-met Advisory Bulletin

Sr. No.	Awareness about the Agro-met advisory bulletin	No. of respondents (N=115)	Percentage
1.	Answer 'Yes'	99	86.08
2.	Answer 'No'	16	13.92
	Total	115	100.00

Table 3 shows that 86.08 per cent of the respondents were aware that the Agro-met Advisory Bulletin was prepared by the Zonal Agricultural Research Station, Kolhapur and broadcasted on AIR, Kolhapur every Wednesday at 7.30 pm.

Use of information of Agro-met Advisory Bulletin in planning of farm operations:

The respondent farmers were asked about the usefulness of "Agro-met Advisory Bulletin". It was observed that out of 115 respondents, 84 respondent farmers (73.05) said that Agro-met Advisory Bulletin is useful. Also, the efforts were made to know about the use of information of Agro-met Advisory Bulletin in planning of farm operations. For that purpose, the respondents were asked that in which farm operation they were making use of the information given in Agro-met Advisory Bulletin and the data thus obtained are presented in Table 4.

Table 4 reveals that 80.87 per cent and 77.39 per cent of the sampled farmers were using the information given in Agro-met Advisory Bulletin planning the sowing time of crops and water management of crop, respectively. This was followed by planning at the time of crop harvesting (48.69 per cent) and planning of plant protection (37.39 per cent).

Table 4: Distribution of the respondents by their use of Agro-met Advisory Bulletin in planning of farm operations

Sr. No.	Name of farm operation	No. of respondents (N=115)	Percentage
1.	Water management of crops	89	77.39
2.	Sowing time	93	80.87
3.	Crop harvesting	56	48.69
4.	Plant protection	43	39.39

Rating of the information given in “Agro-met Advisory Bulletin”:

The sampled farmers were asked to rate the information given in Agro-met Advisory Bulletin as excellent, very good, good, satisfactory and irrelevant. The data thus obtained are presented in Table 5.

Table 5: Rating of Agro-met Advisory Bulletin by farmers

Sr. No.	Rating of Agro-met Advisory Bulletin	No. of respondents (N=115)	Percentage
1.	Excellent	2	1.74
2.	Very good	13	11.30
3.	Good	39	33.92
4.	Satisfactory	44	38.26
5.	Irrelevant	17	14.78
	Total	115	100.00

It is observed from Table 5 that 38.26 per cent and 33.92 per cent of the respondent farmers rated Agro-met Advisory Bulletin as satisfactory and good, respectively. This was followed by Irrelevant (14.78 per cent), “Very good (11.30 per cent) and “Excellent (1.74 per cent).

It is concluded that 83.48 per cent of the respondents rated Agro-met Advisory Bulletin as ‘Very good’ to ‘Satisfactory.

Conclusion:

– The Agro-met Advisory Bulletin may be broadcasted twice in a week and may be repeated 2 to 3 times in a day for better implementation.

– Broadcasting of Agro-met Advisory Bulletin may be continued as it plays an important role planning the farm operations.

– It was observed that out of 115 respondents 109, respondent farmers (94.78 per cent) were getting information regarding the expected weather from Radio (But majority of them (72.78 per cent) rated Agro-met Advisory Bulletin as “satisfactory to good”. So, it is necessary to strengthen the Radio including Agro-met Advisory Bulletin as a source of information regarding the expected weather and upgrading the rating as “excellent”.

Authors’ affiliations:

B.S. JADHAV, Zonal Agricultural Research Station (National Agricultural Research Project), KOLHAPUR (M.S.) INDIA

U.D. JAGDALE, Department of Extension Education, College of Agriculture, KOLHAPUR (M.S.) INDIA

REFERENCES

Becker, L.B. and Fruit, I.W. (1982). Undertaking media selection from uses and motives perspectives. Presented at the meeting of the International Communication Association, Boston.

Bisht, Kamini, Kumar, B. and Bhardwaj, N. (2007). Media consumption behavior of agriculture graduates of Pantnagar, *Uttarakhand. J. Communication Studies*, **25**(3):10-23.

India (2007). Information Technology. Scientific and Technological Developments. Annual Report, Ministry of I.& B., New Delhi.

