

Effectiveness of agricultural programmers of ETV channel as perceived by televiewing farmers in Dhule District

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ABSTRACT

Today it is an information age. Television is more powerful medium of communication as it performs both the auditory and visual functions. It reaches to both illiterate and literate audience. National development is possible only if the most advanced technology is reached to and used by the remote villages of India. Rightly, programmes on agriculture and rural development have been started in the country. The value of any programme can only be judged through audience response. The present study was made on perception of viewers about effectiveness of programmes on television and the changes they feel necessary for making the agricultural programmes more effective and useful to them. Based on perceptions and expectations of the televiewers, if feasible, practicable and positive consideration are given, the television programmes would follow which suit to the farming community in boosting up agricultural productivity.

INTRODUCTION

Now a days, new technologies are increasingly becoming available. However the pace with which it should reach and adopt by the users is comparatively low. It appears that an effective mechanism of transforming these technologies from the source of origin to the extension orientales seems to be weak. Persuading the farmers about the useful of technology is the need of the day. This is more difficult particularly in the hilly areas where accessibility is rare. Mass media can be hopefully expected to cater the need to same extent.

Today it is an and "Information Age" and knowledge and information is being explored. It needs to reach it at the shortest time to the users. Radio and Television are powerful media of communication. Television is more powerful medium of communication as "seeing" and "hearing" are both involved. It overcomes the barriers of illiteracy. It has preformed impact on literate urban and rural viewers. It helps in national development, economic growth and social change. In agricultural development, television plays important role in informing the farmers about latest technology within a short time. The gap between knowledge and adoption can be bridged with the television.

India lives in villages. Rural development in India largely depends on the development of agriculture as nearly 70 per cent of the

population rely an agriculture for livelihood. In view of this, the first programme on agriculture and rural development was started on Delhi Doordarshan Kendra on January 26, 1967 under the name krishi Darshan. In Maharashtra, the first television centre was started on October 2, 1972 at Mumbai from August 9, 1986 the programmes of Mumbai Doordarshan Kendra telecast the agriculture and rural development programme 'Amachi Mati Amachi Manse' since 1974. It has become the main source of agriculture information for the farmers from different regions of Maharashtra. The programme gives information on various aspects of agriculture and allied occupations.

ETV Marathi was launched on 9th July 2000. Since its inception, it is offering an exclusive half an hour daily programme on agriculture and allied suitors under the name 'Annadata'. It is telecast everyday between 06:30 am and 07:00 am. Tremendous popularity of group to expand E_{TV} into all other major regional languages/states. Farmers from 13 states have accessed to 'Annadata' which is area-specific like livestock, fish, farming systems, soil/plants/animal nutrition, resource management, farm machinery/ implements, post harvest technologies, market management, water management, plant protection etc.

METHODOLOGY

Focus of the present study was around

Key words :

Agricultural programme, ETV televiewing farmers

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television mainly because, it is one of the credible sources of information on agriculture and allied enterprises. Two stage sampling method *viz.*, selection of villages and selection of viewers was done. Twenty villages from Dhule Tahsil where there were 'Dish antenna or cable connection were selected. From these villages, a common list of viewers was prepared and from each village 6 viewers of ETV channel were selected. Thus, total sample size was 120 viewers. In line with the objectives of the study, an interview schedule was developed in two parts, *viz.*, in one part socio-economic background of the viewers was included, while in second part included questions pertaining to the perceived effectiveness of the rural viewers. The interview schedule was pretested and finally prepared for data collection. The data were collected by personally interviewing these viewers with the help of schedule. The data were analysed with the help of suitable statistical methods.

RESULTS AND DISCUSSION

The findings of the present study have been presented under following sub heads:

Effectiveness of agricultural programmes on television as perceived by viewing farmers:

The perceived effectiveness of farm telecast was measured considering different components. The findings regarding the perception of viewers about these different components are as follows:

Understandability:

It was found that majority (60%) of the viewers understood the television programme to a great extent, while only 6.67% of them understood the programme fully. The proportions of the respondents in respect of understanding to some extent, least understood, did not understand were 20,8,33 and 5 %, respectively (Table 1).

Table 1: Distribution of the viewers according to the understandability of agricultural programmes as perceived by them

Sr. No.	Category	Viewers
1.	Fully understand	8 (6.67)
2.	Understand to a great extent	72 (60.00)
3.	Understand to some extent	24 (20.00)
4.	Least understand	10 (8.33)
5.	Do not understand	6 (5.00)
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

Usefulness:

A substantial proportion of the respondents (68.33) felt that the programmes were useful to them, where as 5.82 % of them expressed that the television programmes were very useful.

Another 15 %, 7.50 % and 3.34 % of them reported that the agricultural programmes were some what useful, least useful and not useful, respectively. It is thus seen that as much as 68.33 % of them found the programmes from very useful to least useful. As such majority of them perceived the programmes as useful in their situations. (Table 2).

Table 2: Distribution of the viewers according to the usefulness of agricultural programmes as perceived by them

Sr. No.	Category	Viewers
1.	Very useful	7 (5.83)
2.	Useful	82 (68.33)
3.	Some what useful	18 (15.00)
4.	Least useful	9 (7.50)
5.	Not useful	4 (3.34)
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

Gain in knowledge:

Majority of the viewers (64.17 %) perceived that there was 'gain' in knowledge through agricultural programmes, while 9.17 % perceived that there was 'most gain' in knowledge. A negligible proportion of responding (2.50 %) did not gain knowledge from the programme. It is seen that the viewers learned different agricultural technologies through farm telecast. The programmes of new techniques are being telecast by the channel. Proper coverage is given to the scientists of Agricultural Universities and to the extension workers of development departments. This might have helped the respondents to gain maximum knowledge through farm telecast (Table 3).

Table 3: Distribution of the viewers according to gain in knowledge through agricultural programmes as perceived by them

Sr. No.	Category	Viewers
1.	Most gain	11 (9.17)
2.	Gain	77 (64.17)
3.	Some what gain	19 (15.83)
4.	Least gain	10 (8.33)
5.	No gain	3 (2.50)
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

New information:

It was observed that majority of the respondents (55.83 %) perceived and got new information, while 30.83 of them got 'some what' new information, through agricultural programmes. A few of them perceived the information as 'Least new' (5.83 %) and 'most new' (4.17 %). However, only 3.34 % viewers reported that they 'never' did get new information from the ETV channel. Dissemination of newer technology by the channel might have helped the viewers to learn new things through farm telecast (Table 4).

Table 4: Distribution of the viewers according to getting of new information through agricultural programmes as perceived by them

Sr. No.	Category	Viewers
1.	Most new	5 (4.17)
2.	New	67 (55.83)
3.	Some what new	37 (30.83)
4.	Least new	7 (5.83)
5.	Never new	4 (3.34)
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

Coverage of information:

Maximum proportion of respondents perceived the topics as 'complete', while 34.17, 8.33 and 5.84 % of them perceived the telecast topics as partially covered, least covered and incompletely covered, respectively. Only negligible proportion of them could perceive the topics as most completely covered. It appears that mostly selected topics were covered properly within stipulated time for giving complete coverage to the farmers (Table 5).

Table 5: Distribution of the viewers according to proper coverage of information of agricultural programmes as perceived by them

Sr. No.	Category	Viewers
1.	Most complete	4 (3.33)
2.	Complete	58 (48.33)
3.	Partial complete	41 (34.17)
4.	Least complete	10 (8.33)
5.	Incomplete	7 (5.84)
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

Language:

A large majority of the viewers (70 %) perceived the languages as the farm telecast was simple to understand, where as 12.50, 11.67 and 5.83 % of them perceived the languages of farm telecast as somewhat

simple, very simple and difficult, respectively. It seems that by and large the language used in the telecast was proper which was properly understood (Table 6).

Table 6: Distribution of the viewers according to understandability of language of agricultural programmes as perceived by them

Sr. No.	Category	Viewers
1.	Very simple	14 (11.67)
2.	Simple	84 (70.00)
3.	Some what simple	15 (12.50)
4.	Difficult	7 (5.83)
5.	Most difficult	-
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

Entertainment:

A good majority of the viewers (74.16 %) perceived the agricultural programmes that they were from somewhat entertaining to entertaining. It was further seen that 13.33, 9.18 and 3.33 % of them perceived the programmes as least entertaining, not entertaining of most entertaining, respectively. The producers of farm telecast take care to telecast agricultural programmes along with some entertainment so as to attract the farmers while learning new information (Table 7).

Table 7: Distribution of the viewers according to entertainment value of agricultural programmes as perceived by them

Sr. No.	Category	Viewers
1.	Most entertaining	4 (3.33)
2.	Entertaining	37 (30.83)
3.	Some what entertaining	52 (43.33)
4.	Least entertaining	16 (13.33)
5.	Not entertaining	11 (9.18)
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

Seasonality:

A substantial proportions of the respondents perceived that the most programmes were as per season (40 %) and many programmes were as per season (28.33%). It was further reported by 11.67 % and 10.83 % of the respondents that few programmes were as per season and no programme was as per season. However, only 9.17 % of them perceived that all the programmes were as per the season. Seasonality of the message is most important for its adoption. So, selection of message for telecast should be in the context of various seasonal farm operations (Table 8).

Table 8: Distribution of the viewers according to seasonality of agricultural programmes as perceived by them

Sr. No.	Category	Viewers
1.	All programmes as per season	11 (9.17)
2.	Most programmes as per season	48 (40.00)
3.	Many programmes as per season	34 (28.33)
4.	Few programmes as per season	14 (11.67)
5.	No programmes as per season	13 (10.83)
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

Adequacy of time:

Maximum proportion of viewers (43.33 %) felt that the time of information telecast through agricultural programme was adequate, while 35.83 and 20.84 % of them reported that the time of farm telecast was less than required and much less than required, respectively. As such, majority of them (56.67 %) expressed that time of farm telecast was not adequate (Table 9).

Table 9: Distribution of the viewers according to adequacy of time for the message as perceived by them

Sr. No.	Category	Viewers
1.	Much more than required	0 (0.00)
2.	More than required	0 (0.00)
3.	Adequate	52 (43.33)
4.	Less than required	43 (35.83)
5.	Much less than required	25 (20.84)
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

Speed of presentation:

It was reported by majority of the viewers (68.33%) that speed of farm information presentation was normal to perceive and understand the message. However, 15, 7.50, 5.83 and 3.34% of them felt the speed of presentation was fast, slow, very fast and very slow, respectively. As such, majority of them were satisfied with the speed of presentation while remaining of them perceived the speed either fast or slow (Table 10).

Relevancy of pictures:

Majority of the viewers (60 %) perceived that the pictures used in the farm telecast were relevant, while 21.67 % of them perceived as somewhat relevant. Further, 10 and 8.33% of them reported that the pictures were most relevant and least relevant respectively. However, nobody expressed that the pictures used were not relevant.

Table 10: Distribution of the viewers according to speed of presentation of farm telecasts as perceived by them

Sr. No.	Category	Viewers
1.	Very fast	7 (5.83)
2.	Fast	18 (15.00)
3.	Normal	82 (68.33)
4.	Slow	9 (7.50)
5.	Very slow	4 (3.34)
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

The pictures which had been useful and informative would have satisfied the programme viewers (Table 11).

Table 11 : Distribution of the viewers according relevancy of pictures of farm telecasts as perceived by them

Sr. No.	Category	Viewers
1.	Most relevant	12 (10.00)
2.	Relevant	72 (60.00)
3.	Somewhat relevant	26 (21.67)
4.	Least relevant	10 (8.33)
5.	Not relevant	0 (0.00)
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

Quality of sound and pictures:

Majority of the ETV viewers (63.33 %) perceived that quality of sound and picture of the farm telecast was good. Besides, 9.17 % of them stated that the quality was very good. The other 19.67, 10.83 and 8.33 % of respondents reported that the quality of sound and picture of telecast was fair, very poor and poor, respectively. In general, a large majority of them (72.50 %) expressed satisfaction about the quality. It may be due to poor reception quality and the quality of TV set available with the viewers (Table 12).

Table 12: Distribution of the viewers according to quality of sound and pictures of farm telecasts as perceived by them

Sr. No.	Category	Viewers	
		Sound of telecast	Clarity of picture
1.	Very good	11 (9.17)	11 (9.17)
2.	Good	76 (63.33)	76 (63.33)
3.	Fair	23 (19.67)	23 (19.67)
4.	Poor	10 (8.33)	10 (8.33)
5.	Very poor	13 (10.83)	13 (10.83)
	Total	120 (100.00)	120 (100.00)

(Figures in parenthesis indicate percentages)

Motivation:

It is expected that the televiewers after viewing the farm telecast programmes, they should be motivated to adopt the agricultural technology. In the study, it was found that only 3.33% and 9.17 % of the televiewers were fully motivated and motivated, respectively for the adoption. Further, 13.13 and 30.83% of the respondents were somewhat motivated and least motivated for adoption, respectively. A maximum proportion of them (43.34 %) were not at all motivated for immediate adoption of technology after viewing the farm telecast. It can be stated in this context that the television is a mass media useful and found effective is creating awareness rather than persuading the viewers directly and immediately for adoption (Table 13).

Table 13: Distribution of the televiewers according to their motivation

Sr. No.	Category	Televiewers
1.	Fully motivating	4 (3.33)
2.	Motivating	11 (9.17)
3.	Some what motivating	16 (13.33)
4.	Least motivating	37 (30.83)
5.	Not motivating	52 (43.34)
	Total	120 (100.00)

(Figures in parenthesis indicate percentages)

Expectation of the televiewing farmers about agricultural programmes on television:

The expectation of the televiewers regarding various aspects of the present agricultural programmes were sought. The results are presented in the following sub-heads:

Mode of presentation:

Large majority to majority of the farm televiewers tendered their expectations that the presentation of agricultural programmes in the form of demonstration (81%), discussion between scientists and progressive farmers and lecture of progressive farmers (73.33 % each), and lecture of the specialists (51.67 %). The other expectations expressed by them were discussion with subject matter specialists (47.50 %), inclusion of drama (35.83 %), interviews of SMSs and lectures by SMSs (35 % each) and using documentary films (30.83 %) (Table 14).

It is thus seen that the televiewers expected the presentation in demonstration made where they 'can see', 'how to do' aspects of technology. The other important mode was noted to be the progressive farmers who speak for local and practicable benevolent technology.

Table 14: Mode of presentation of farm telecasts expected by the televiewers

Sr. No.	Mode	E'TV
1.	Lecture of specialists with visuals	62 (51.67)
2.	Discussion with subject matter specialist	57 (47.50)
3.	Interview of subject matter specialists	42 (35.00)
4.	Lecture of subject matter specialists	42 (35.00)
5.	Demonstration	98 (81.00)
6.	Interview of progressive farmers	88 (73.33)
7.	Discussion between scientists and progressive farmers	96 (80.00)
8.	Lecture of progressive farmers	88 (73.33)
9.	Documentary firms	37 (30.83)
10.	Drama	43 (35.83)

(Figures in parenthesis indicate percentages)

Duration of telecast:

It was found that a majority of the televiewers (67.65%) expected that the present duration of 45 minutes per day be extended for one hour per day, while remaining 32.35 % of them stated that they were satisfied with the present duration of 45 minutes per day for 6 days in a week. Considering the technical nature of the agricultural information, the televiewers may require more and relevant information to get their satisfaction, they may have hoped for increased telecast duration of one hour per day (Table 15).

Table 15: Expectations of the televiewers regarding duration of the farm telecasts

Sr. No.	Duration	Televiewers
1.	45 minutes per day for 6 days in a week	22 (32.35)
2.	1 hour per day	46 (67.65)
	Total	68 (100.00)

(Figures in parenthesis indicate percentages)

Language of the farm telecast:

A large majority of 81.67 % respondents reported that the language of the present agricultural programmes was easy to understand. Remaining 18.33 % of them expressed some expectations on the issue. Among these expectations, local dialect be used (36.36 %), presentation in pure Marathi language (36.36 %) and avoiding difficult and technical words (27.28 %) were included (Table 16).

The respondents had a fairly satisfactory level of formal education which might have helped them in understanding the information and technical words. The expectation of using local dialect seems to be difficult for its implementation, since a variety of dialects are spoken in Maharashtra.

Table 16: Expectations of the viewers regarding the language of the farm telecasts

Sr. No.	Expectations	Viewers
1.	Use of difficult word, technical words be avoided	6 (27.28)
2.	Local dialect be used	8 (36.36)
3.	Presentation in pure Marathi language	8 (36.36)

(Figures in parenthesis indicate percentages)

Quality of transmission:

Majority of 72.50 % viewers opined that the quality of transmission was satisfactory, while remaining 27.50 % of them expressed certain expectations. The expectation included vibration should not be on screen (39.40 %), sound must be clear (27.27 %), picture should be clear (21.21 %) and colour combination should be natural (12.12 %).

The data indicated that the reception of TV programmes was satisfactory. However, the quality of reception depends on many factors like nearness to transmission centre, fault in individual TV sets, weather conditions, voltage fluctuation etc (Table 17).

Table 17: Expectations of the viewers regarding quality of transmission of the farm telecasts

Sr. No.	Expectations	Viewers
1.	Picture should be clear	7 (21.21)
2.	Colour combination should be natural	4 (12.12)
3.	Vibration should not be on screen	13 (39.40)
4.	Sound must be clear	9 (27.27)

(Figures in parentheses indicate percentages)

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