

Effectiveness of agricultural programmes perceived by televiewing farmers

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ABSTRACT

The present field study was conducted mainly with the specific objectives to study the effectiveness of agricultural programmes mainly of E'TV and Sahyadri channel, perceived by the televiewing farmers and the factors influencing it. Majority of the televiewing farmers of the two channels perceived 'medium' effectiveness of farm telecast. There was significant difference in the perception of televiewing farmers of E'TV and Sahyadri channels with respect to components of effectiveness. The personal and socio-economic characteristics of the televiewing farmers namely, size of land holding, extension contacts, mass media exposure were significantly correlated with the perceived effectiveness of agricultural programmes.

INTRODUCTION

Television plays an important role in the field of agriculture development by informing the farmers about new techniques in agriculture. It helps to narrow down the gap between research results and their application by farmers. The messages which require immediate attention of public such as the adverse condition of the weather, spread of some disease among people, attack of insect pests and crop diseases, can be transmitted through television. The important activities can be telecast for the benefit of rural masses. As a principle of "seeing is believing", farmers believe in television.

The first programme on agriculture and rural development was started on Delhi Doordarshan Kendra on January 26, 1967 under the name Krishidarshan. The basic objectives of this programme was to create awareness among the rural televiewers about the latest technical and scientific know how with regard to crop cultivation practices, fertilizers, soil testing, dairying, animal husbandary, weather forecasting etc. as it provides entertainment to the rural people. In Maharashtra, the first television centre was started on October 2, 1972 at Mumbai Doordarshan Kendra telecast the rural development programmes under label "Amchi Mati Amachi Manase" since 1974. E'TV Marathi was launched on 9th July 2000. E'TV has been offering an exclusive half an hour daily programme on agriculture and allied sectors under the name

"Annadata".

E'TV Marathi and Sahyadri are broadcast on large scale from villages. Hence, these will be used for further study.

METHODOLOGY

Twelve village were included in this study from Chandur Bazar tahsil who having 'Dish' antennae or cable connection.

A common list of televiewers from each village was prepared and from each village. Five televiewers of E'TV channels and five televiewers of Sahyadri channels were selected. Thus, the total sample size was 120 televiewers. *i.e.* 60 televiewers of E'TV and 60 televiewers of Sahyadri channels.

The information was collected on the personal and socio-economic characteristics namely, age, education, family size, size of land holding, annual income, social participation, extension contact, mass media exposure and cosmopolitaness.

RESULTS AND DISCUSSION

From Table 1, it was observed that the personal and socio-economic characteristics of the televiewing farmers namely, size of land holding, extension contacts and mass media exposure were significantly correlated with the perceived effectiveness of agricultural programmes *i.e.* 0.287**, 0.179*, 0.158*, respectively.

The findings of the present study corroborate with the results reported by

Key words :

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Table 1 : Correlation between personal and socio-economic characteristics of the televiewing farmers and their perceived effectiveness of agricultural programmes

Sr. No.	Characteristics	Correlation coefficient (r)
1.	Age	0.027 ^{NS}
2.	Education	0.007 ^{NS}
3.	Family size	0.098 ^{NS}
4.	Size of land holding	0.287**
5.	Annual income	0.0551 ^{NS}
6.	Social participation	0.012 ^{NS}
7.	Extension contacts	0.179*
8.	Mass media exposure	0.158*
9.	Cosmopolitaness	0.055 ^{NS}

* and ** indicate significance of values at P=0.05 and 0.01, respectively

NS- Non significant

Chandra and Reddy (2002) and Ahar (1999).

From Table 2 it was observed that mass media exposure and extension contacts had positive and significant regression coefficient *i.e.* 3.145 and 0.92734, respectively. It had positive and significant contribution towards the dependent variables.

Table 2 : Multiple relationship between personal and socio-economic characteristics of the televiewing farmers and their perceived effectiveness of agricultural programmes

Sr. No.	Characteristics	Correlation coefficient (r)
1.	Age	0.0441 ^{NS}
2.	Education	0.12599 ^{NS}
3.	Family size	-0.7618 ^{NS}
4.	Size of land holding	-1.5027 ^{NS}
5.	Annual income	3.205 ^{NS}
6.	Social participation	-2.8966 ^{NS}
7.	Extension contacts	0.92734*
8.	Mass media exposure	3.145*
9.	Cosmopolitaness	0.5073 ^{NS}

* indicates significance of value at P=0.05
R²=0.09884 F=1019549^{NS}

* indicates significance of value at P=0.05
NS-Non significant

Implications:

The findings pertaining to componentwise perceived effectiveness of the farm telecast proved that by and large,

the televiewers were satisfied with the understandability, usefulness, gain in knowledge, new information, mode of presentation, coverage of information, language, seasonality, entertainment, accuracy of information, speed of presentation, relevancy of pictures, quality of picture and sound of farm telecast on television. It was however, noticed that the televiewers of both the channels were not fully satisfied with the adequacy of time. The producers of agricultural programmes may think of rescheduling the form of the telecast in the light of these observations.

The producers of agricultural programmes of Sahyadri channels should strive to increase the effectiveness of the farm telecast by improving the mode of presentation, entertainment, relevancy of pictures, motivation and usefulness.

The variables selected for present study have limited contribution in the perceived effectiveness of agricultural programmes on television. The present study was limited to the selected televisions of agriculture programme on television from the Chadur Bazar Tahsil.

For generalization and universal application of findings, the results will have to be tested in different districts, talukas falling under the coverage area of different channels and in the different regions of the state.

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