

# Correlates of utility perception of Krushi patrika by the respondents

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## ABSTRACT

The present investigation was conducted in Amravati district in Maharashtra state. The main objective of the study was to assess the relationship of profile of respondents with utility perception. A structured interview schedule was used to collect data from 100 respondents who were reading Krushi patrika from last two years. The statistical methods and tests such as frequency, percentage, mean, standard deviation, coefficient of correlation and chi-square distribution were used for the analysis of data. The result of the study showed that annual income, extension contact and mass media utilization were found positively and significantly correlated with utility perception.

## INTRODUCTION

Print media used for farm communication include a variety of forms like newspapers, farm magazines, books, bulletins, folders, leaflets, circular letters and pamphlets. Each media having its own merits and demerits amongst them, the farm magazines play a significant role in communicating the farm information to the farmer's doorstep.

Amongst these, the Marathi farm periodical Krushi patrika is publishing since May 1971. Krushi patrika magazines have successfully completed 43 years in transfer of farm information, new technologies and research findings to the farmers. The farm periodical Krushi patrika is published in Marathi language has a

circulation more than 46,800 copies throughout the state. Krushi patrika contains useful information on agriculture, horticulture, poultry, dairy, agricultural engineering, forestry and other allied sectors. It covers the information on schemes and government policies, Experience of the progressive farmers and extension workers, important event in agriculture, answers to farmer queries it covers scientific information in Marathi with relevant research finding. Hence, it is more popular amongst farming community. Considering this, the present study was undertaken with following specific objectives

- To study the profile of respondents.
- To study the relationship of profile of respondents with utility perception of Krushi patrika.
- To identify the constraints faced by the

respondents and invite their suggestions.

## MATERIAL AND METHODS

The study was conducted in Amravati district of Maharashtra state. From this district, five tahsils were selected based on subscribers of Krushi patrika. Lists of subscribers of farm magazine were obtained from the publisher. Thus, 100 respondents reading Krushi patrika from last two years were selected for the study by random sampling. The issues of the month of June, July, August, and September 2014 were selected so that respondents could actually tell about its content and utility. The exploratory design of social research was used for the study. The data was collected by visiting the respondents personally with the help of structured interview schedule. The statistical methods and tests such as frequency, percentage, mean, standard deviation, co-efficient of correlation and chi square distribution were used for the analysis of data.

## OBSERVATIONS AND ANALYSIS

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

### Profile of Krushi patrika respondents :

The selected characteristics of respondents of Krushi patrika were studied *viz.*, age, education, occupation, size of land holding, annual income, social participation, extension contact and mass media utilization. The information and data pertaining to characteristics are presented in Table 1.

#### Age :

It was found that majority of the respondents (43.00 %) were in the age of 36-50 years belongs to middle age group followed by young age group upto 35 years to the extent of 37 per cent.

#### Education :

About 32.00per cent of the respondents had education up to high school (11<sup>th</sup>-12<sup>th</sup> standard) followed by 30.00 per cent of them went to college(Graduation – Post graduation) and 20.00 per cent of them had education up to middle school (8<sup>th</sup>-10<sup>th</sup> standard).

#### Occupation :

It is revealed that majority (92.00%) of the

**Table 1 : Profile of Khrushi patrika respondents**

Sr. No.	Characteristics category	n=100	Percentage
1.	<b>Age</b>		
	Young (upto -35years)	37	37.00
	Middle(31 to 55 years)	43	43.00
	Old(51 years and above)	20	20.00
	Total	100	100.00
2.	<b>Education</b>		
	Illiterate(No schooling)	0	0.00
	Primary school (1 <sup>st</sup> -7 <sup>th</sup> Std.)	18	18.00
	Middle school (8 <sup>th</sup> -10 <sup>th</sup> Std.)	20	20.00
	High school (11 <sup>th</sup> -12 <sup>th</sup> Std.)	32	32.00
	College (Graduation-Post Graduation)	30	30.00
	Total	100	100.00
3.	<b>Occupation</b>		
	Agriculture as primary occupation	92	92.00
	Agriculture as secondary occupation	8	8.00
	Total	100	100.00
4.	<b>Size of land holding</b>		
	Marginal(upto-1ha)	20	20.00
	Small(1.01 to 2ha)	30	30.00
	Semi medium(2.01 to 4ha)	25	25.00
	Medium (4.01 to 10ha)	18	18.00
	Large (10 and above ha)	5	5.00
	Total	100	100.00
5.	<b>Annual income</b>		
	BPL(upto-20,000)	0	0.00
	Low (20,001-50,000)	1	1.00
	Medium(50,001-1,00,000)	21	21.00
	Low medium(1,00,001-1,50,000)	15	15.00
	Medium high (1,50,001-2,00,000)	15	15.00
	High (2,00,001 and above)	48	48.00
	Total	100	100.00
6.	<b>Social participation</b>		
	Low	39	39.00
	Medium	57	57.00
	High	4	4.00
	Total	100	100.00
7.	<b>Extension contact</b>		
	Low	16	16.00
	Medium	73	73.00
	High	11	11.00
	Total	100	100.00
8.	<b>Mass media utilization</b>		
	Low	21	21.00
	Medium	68	68.00
	High	11	11.00
	Total	100	100.00

respondents had agriculture as primary occupation, while only 8.00 per cent had agriculture as secondary occupation.

#### Size of land holding :

It is observed that majority (30.00%) of the respondents had small size (1.01 to 2 ha) of land holding, while (25.00%) of the respondents had semi medium (2.01 to 4 ha) of land holding, (18.00%) of the respondents had medium (4.01 to 10 ha) of land holding. (20.00%) of the respondents had marginal (upto-1 ha) of land holding and only (5.00%) of the respondents had large size (10 and above ha) land holding.

#### Annual income :

It is noticed that (48.00%) of the respondents had high (2,00,001 and above) income level. About (21.00%) of the respondents had medium (50,001- 1,00,000) income level, (30.00%) of the respondents had low medium (1,00,001-1,50,000) and medium high (1,50,001-2,00,000) income level.

#### Social participation :

It is observed that majority (57.00%) of the respondents were from medium social participation category, while (39.00%) of the respondents were from low social participation category. Only (4.00%) of the respondents were from high social participation category.

#### Extension contact :

Maximum percentage of the respondents (73.00%) had medium level of extension contact.

#### Mass media utilization :

It was found that 68.00 per cent of the respondents belonged to medium level of mass media utilization.

#### Co-efficient of correlation :

The co-efficient of correlation of utility perception with profile of respondents has been furnished in Table 2.

It is evident from Table 2 that extension contact and mass media utilization were positively and significantly correlated with utility perception at 0.01 level of probability. Whereas annual income was positively and significantly correlated with utility perception at 0.05 level of probability. There exists relationship between extension

**Table 2 : Relationship between the profiles of respondents with dependent variable utility perception (n=100)**

Sr. No	Variables	Co-efficient of correlation 'r' values
1.	Age	-0.1185NS
2.	Education	0.0897NS
3.	Occupation	0.22NS
4.	Size of land holding	0.0405NS
5.	Annual income	0.2148*
6.	Social participation	0.0030NS
7.	Extension contact	0.3518**
8.	Mass media utilization	4.690**

\* and \*\* indicate significance of values at P=0.05 and 0.01, respectively NS=Non-significant

contact, mass media utilization and annual income with utility perception.

It clearly indicates that age; education, occupation, land holding and social participation were non-significant related with utility perception of Krushi patrika. There exists no relationship between age, education occupation, land holding and social participation with utility perception.

The possible reason for having highly significant and positive correlation of independent variables (Table 2) with utility perception might be due to, more extension contact, more annual income, and mass media utilization which increases the utility perception level. These findings are in line with the findings of Bhagat (1996); Tekale (2003) and Lad and Deshmukh (2014).

#### Chi-square distribution :

The chi-square distribution of utility perception with independent variables has been furnished in Table 3. Chi square distribution revealed that the independent variable education had positive and significant relationship at one per cent level with dependent variable utility perception of Krushi patrika. In addition, it was found that independent variable land holding had positive and significant relationship at five per cent level with dependent variable utility perception of Krushi patrika. The other independent variable like age, occupation, annual income, social participation, extension contact and mass media utilization had non-significant relationship with utility perception of Krushi patrika.

#### Opinion of respondents of Krushi patrika about the farm periodical :

Data collected about the opinion of the respondents indicated that the majority (72.00 %) of the respondents

**Table 3 : Chi square distribution of independent variable with dependent variable**

Sr. No	Variables	Chi-square $\chi^2$
1.	Age	1.2005NS
2.	Education	5.5390*
3.	Occupation	0.5451NS
4.	Size of land holding	1.072NS
5.	Annual income	3.8139*
6.	Social participation	0.2599NS
7.	Extension contact	0.8514NS
8.	Mass media utilization	0.548NS

\* and \*\* indicate significance of values at P=0.05 and 0.01, respectively  
NS=Non-significant.

**Table 4 : Distribution of the respondents according to their Opinion about the Krushi patrika**

Sr. No.	Particulars of opinion	n=100	Per cent
1.	<b>Information published in the farm periodical</b>		
	Article consists of only scientific information.	28	28.00
	Scientific and of practical utility	72	72.00
	Article consist of only information about utility	0	0.00
2.	<b>Whether the information in the article is useful</b>		
	Very useful	78	78.00
	Somewhat useful	22	22.00
	Not useful	0	0.00
3.	<b>In general about Krushi patrika</b>		
	Fulfils the need of agricultural information	63	63.00
	Fulfils the need to some extent	37	37.00
	Dose not fulfils the need of agricultural information	0	0.00

reported that the information published in the periodical is scientific and of practical utility whereas only 28.00 per cent of the respondents reported that the information published in the periodical consist of only scientific information. Majority (78.00 %) of the respondents reported that the information in the articles is of very useful whereas only 22.00 per cent of the respondents reported that the information in the articles is somewhat useful. Majority (63.00 %) of the respondents expressed that in general the Krushi patrika fulfils the need of agricultural information whereas only 37.00 per cent of the respondents reported that to some extent it fulfills the need of agricultural information.

### Constraints :

Based on various types of difficulties faced by the respondents, the constraints are presented in Table 5.

It could be seen from the Table 5 that (80.00%) of respondents were faced with constraints like non availability of farm periodical in rural area. Further, considerable number of respondents (70.00%) faced constraint like irregular distribution of farm periodical in different areas. It is followed by (49.00%) who faced constraint of use of scientific and difficult term in farm periodical followed by (40.00%) of respondents faced constraint like lack of comprehensive information in farm periodical, and (20.00%) of respondents recorded constraint like obscene of photos in farm periodical.

**Table 5 : Distribution of respondents according to constraints encountered by them about Krushi patrika**

Sr. No.	Constraints	Frequency	Percentage
1.	Non-availability of farm periodical in rural area	80	80.00
2.	Irregular distribution of farm periodical	70	70.00
3.	Lack of comprehensive information.	40	40.00
4.	Absence of photos	20	20.00
5.	Use of scientific and difficult term	49	49.00

### Suggestions made by the respondents to improve the Krushi patrika farm periodicals :

The data regarding different suggestions of respondents for improving Krushi patrika were collected and it was observed that majority (50.00 %) of the respondents expressed that there should be more articles on crop protection and followed by 30.00 per cent respondents expected that there should be the articles on new different govt. Schemes and policies. 9.00 per cent of the respondents expressed that there should be more articles on soil health management and few (4.00 %) of the respondents expressed that there should be articles on water and soil conservation whereas 3.00 per cent of the respondents expressed that there should be articles on livestock management. 2.00 per cent of the respondents expressed that there should be articles on agricultural marketing and fertilizer application, respectively. Majority (30.00 %) of the respondents suggested that make periodical more popular and (20.00%) more attention should be paid on articles of crop protection and 15.00 per cent respondents expressed

<b>Table 6 : Suggestions of the subscribers about Krushi patrika</b>			
Sr. No.	Suggestions of the subscribers	n=100	Per cent
1.	<b>Which types of agricultural information's do you want in Krushi patrika?</b>		
	On plant protection	50	50.00
	On Govt. schemes and policies	30	30.00
	On soil health management	9	9.00
	On water and soil conservation	4	4.00
	On livestock management	3	3.00
	On Agril. Marketing	2	2.00
	On fertilizer and its application	2	2.00
2.	<b>Suggestion about the periodical so that it can be more useful to farmers</b>		
	More attention should be paid on articles of plant protection	20	20.00
	Make periodical more popular	30	30.00
	More tables, images and illustrations used to make issues more readable	15	15.00
	Issues should be available to respondents on time	12	12.00
	More attention should be paid on articles of cash crop	8	8.00
	Number of advertisements should be less in number	7	7.00
	Magazine price should be kept fair	6	6.00
	Special issues should be limited in number	2	2.00
	More attention should be paid for time based articles		0.00

that more tables, illustrations and diagrams should be used to make the magazine more readable. 12.00 per cent of the respondents expressed that some measures should be taken to make the issues available on time to the subscribers. About 8.00 per cent of the respondents expressed that more attention should be paid on articles of cash crops, whereas 7.00 per cent of the respondents expressed that number of advertisement in the periodical should be less. Only few (6.00 %) of them expressed that fair periodical price should be kept so that more number of subscribers can be purchased. 2.00 per cent of the respondents suggested that special issues should be limited in number.

### Conclusion :

The result of co-efficient of correlation showed that annual income, extension contact, mass media utilization were found to be positively and significantly related to utility perception. While age, education, occupation, size of land holding, social participation did not show any significant relationship with utility perception.

The result of chi square distribution revealed that education and size of land holding were positively and significantly related to utility perception. While age, occupation, annual income, social participation, extension contact and mass media utilization did not show any

significant relationship with utility perception.

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