



Usefulness of Krishi Darshan programme in tribal community

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ARTICLE INFO :

Received : 05.09.2016
Revised : 05.11.2016
Accepted : 18.11.2016

KEY WORDS :

Tribal community, Krishi Darshan, Television

HOW TO CITE THIS ARTICLE :

Patel, Neerja, Chouhan, Sandeep, Dwivedi, Ajeet and Raghuwanshi, Rajkumari (2016). Usefulness of Krishi Darshan programme in tribal community. *Adv. Res. J. Soc. Sci.*, 7 (2) : 245-248, DOI: 10.15740/HAS/ARJSS/7.2/245-248.

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ABSTRACT

Doordarshan as an important media of communication has greater role to play in the forth coming years in order to disseminate agricultural education to the farming community. Today in the age of modern technology television were considered to be effective in communicating the agricultural technology to needy and remote area farmers in quick time and help to bridge the gap between the scientist and farmers and also increasing the knowledge level of farmers. One of the important objectives of doordarshan is to provide essential knowledge and information in order to stimulate greater agricultural production. Agricultural information is disseminated to the farmers through krishi darshan programme. The value of any programme can only be judged through audience participation and response. IT was therefore, felt necessary to study the perception and usefulness of televiewers of Krishi Darshan Programme of Doordarshan. Medium levels of perception of the tribal farmers viewing Krishi Darshan Programme of Doordarshan were expressed by majority of respondents. In detail the overall result of level of perception revealed that majority (45.33 %) of the tribal farmers had medium level of perception towards overall agricultural practices through Krishi Darshan Programme of Doordarshan followed by low level of perception (31.33%) respondents and high level of perception (23.34%) respondents, respectively.

INTRODUCTION

Television found the powerful media of mass communication. It is the best medium of education, social and economic change. People learn through the eyes and ears both and thus remember the things better. Studies have also shown that it has direct impact on the audience so farmers can adopt new technology easily on their farm because it has taken on itself a multiple role of information, education and entertainment with rises level of aspiration. It informs innovations and new farm technology to the farmers and plays an important role in development of agriculture. It helps the farmers through disseminating modern agricultural technology such as suitability of agro-

climatic condition for particular crop or cropping pattern, suitable varieties of seed and its treatment, use of fertilizer, soil and water management, plant protection measures, market information related to supply, demand, price, trend, import and export, forecasting etc are of immense use to the farmers. It can be say that the extensive network of doordarshan and cable is found to have a profound influence on agriculture. Doordarshan as an important media of communication has greater role to play in the fourth coming years in order to disseminate agricultural education to the farming community. Communication of information is an essential dimension in human life and specially electronic media has an important role to play. Among the mass media, television is one of the most

effective media for creating awareness and also bringing about changes in the attitude of viewers.

The following specific objectives were taken in present study.

- To determine the level of perception.
- To analyze extent of usefulness of the tribal farmers viewing Krishi Darshan Programme of Doordarshan.

MATERIAL AND METHODS

The research study was conducted in Barwani districts of Madhya Pradesh during 2015-16. The Pati block of Barwani district has 106 villages, out of which 10 villages were selected randomly with the sample size of 150 respondents. Sample was drawn through application of multi stage sampling method. Relevant variables were selected after extensive review of literature and consultation with the experts. Data were collected by interviewing the farmer with the help of an interview-schedule.

The entire data was transformed into normal score for tabulation. The independence variables as well as dependent variables were categorized as low, medium and high or the term applicable so far on the basis of score obtained. Keeping in view the objectives of the study and to draw logical conclusion, statistical test i.e frequency, percentage, mean was used for analyzing and interpretation the data.

OBSERVATIONS AND ANALYSIS

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

Level of perception :

The level of perception of tribal farmers viewing Krishi Darshan Programme of Doordarshan can only be judged through their responses, which were calculated as per the opinion of audience and presented in Table 1 as per intensity order of perception.

Medium levels of perception of the tribal farmers viewing Krishi Darshan Programme of Doordarshan were expressed by majority of respondents. In detail the overall result of level of perception revealed that majority (45.33 %) of the tribal farmers had medium level of perception towards overall agricultural practices through Krishi Darshan Programme of Doordarshan followed by

low level of perception (31.33%) respondents and high level of perception (23.34%) respondents, respectively. Nimbalkar and Pawar (1990) also reported that the majority of the viewers towards farm programme had medium level of perception. Similar findings of Khare *et al.* (1998) reported that medium role perception with high attitude towards agricultural development programmes. Sarpanch role perception is significantly associated with their attitude towards agriculture development. At the same time Kulkarni (1998) concluded from the findings of the study that huge variation in perception of drudgery in farm operation could be observed in case of farm women. Singh and Gupta (2000) reported that before exposures to the chart, majority of the respondents have good visual perception but poor comprehension whereas, after exposure there was tremendous improvement as all the respondents exhibited good visual perception as well as comprehension of the chart.

Extent of usefulness:

Krishi Darshan Programme of Doordarshan plays a very important role in bringing about change in the behaviour of farmers by put in across the useful information which leads to decision making for adoption of new technology. In the context the present study assess the extent of usefulness of Krishi Darshan Programme of Doordarshan for viewer under study and presented in Table 2.

In present study it was felt need to assess the extent of usefulness of Krishi Darshan Programme of Doordarshan for tribal viewers in study area. It was revealed from the result of study that majority of the viewers of Krishi Darshan Programme of Doordarshan expressed less useful regarding present telecast of overall agricultural practices. It is revealed through research result that majority (46.00%) of the tribal viewers expressed less useful level of overall agricultural practices, telecasted through Krishi Darshan Programme of Doordarshan followed by no usefulness (27.33%) respondents and most usefulness (26.67%) respondents expressed about selected agricultural practices, respectively. This result report with Kashem and Hossain (2000) study. They reported that almost half (46.00%) of the T.V. viewing farmers opinioned that T.V. agent agricultural information medium was highly useful in receiving agricultural innovations. This implies that television is playing a significant role in the rural areas in

Table 1 : Level of perception of tribal farmers about selected agricultural practices

Sr. No.	Practices	Level of perception					
		Low		Medium		High	
		Frequency	%	Frequency	%	Frequency	%
1.	Perception about soil testing	44	29.33	67	44.66	39	26.00
2.	Perception about seed treatment	46	30.66	72	48.00	32	21.33
3.	Perception about organic manure	43	28.66	71	47.33	36	24.00
4.	Perception about weedicide	46	30.66	71	47.33	33	22.00
5.	Perception about improved implements	41	27.33	70	46.66	39	26.00
6.	Perception about grain storage	39	26.00	65	43.33	46	30.66
7.	Perception about suitable irrigation method	52	34.66	66	44.00	32	21.33
8.	Perception about National Employment Guaranty Programme	50	33.33	67	44.67	35	22.00
9.	Perception about bio-gas programme	52	34.66	67	44.67	31	20.66
10.	Perception about balance diet of animal	56	37.33	66	44.00	28	18.66
	Overall perception	47	31.33	68	45.33	35	23.34

Table 2 : Extent of usefulness for tribal farmers about selected agricultural practices

Sr. No.	Practices	Extent of usefulness					
		No usefull		Less usefull		Most usefull	
		Frequency	%	Frequency	%	Frequency	%
1.	Usefulness of seed treatment methods	45	30.00	66	44.00	39	26.00
2.	Usefulness of suitable water management programme	47	31.33	73	48.67	30	20.00
3.	Usefulness of deep ploughing method	52	34.67	69	46.00	29	19.33
4.	Usefulness of suitable plant protection method	39	26.00	78	52.00	33	22.00
5.	Usefulness of suitable milking method	31	20.67	60	40.00	59	39.33
6.	Usefulness of vermi compost method	26	17.33	72	48.00	52	34.67
7.	Usefulness of chemical fertilizer method	31	20.67	66	44.00	53	35.33
8.	Usefulness of suitable seed rate	46	30.67	69	46.00	35	23.33
9.	Usefulness of improved varieties.	41	27.33	67	44.67	42	28.00
10.	Usefulness of Kisan credit card yojana	48	32.00	66	44.00	36	24.00
	Total	41	27.33	69	46.00	41	26.67

diffusing technical information on various aspects of agriculture.

Conclusion :

In present study it was felt need to assess the extent of usefulness of Krishi Darshan Programme of Doordarshan for tribal viewers in study area. It was revealed from the result of study that majority of the viewers of Krishi Darshan Programme of Doordarshan expressed less useful regarding present telecast of overall agricultural practices. It is revealed through research result that majority (46.00%) of the tribal viewers expressed less useful level of overall agricultural practices, telecasted through Krishi Darshan Programme of

Doordarshan followed by no usefulness (27.33%) respondents and most usefulness (26.67%) respondents expressed about selected agricultural practices, respectively.

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