



Research Note

## Effectiveness of different communication channels used by grape growers

■ V.N. SIDAM, V.R. BANSODE, S.V. SAWALE AND A.S. LAD

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Effective communication is the basis of any extension programme. Various things are responsible for the success or failure of the effective communication *i.e.* respondents, farming experience, education, type of family, cosmopolitaness, sources of information etc. while considering all these things it was decided to work with the use of following communication channel to transfer raisin making technology to the farmer lecture, video show, audio CD, flash cards. It is a proved fact that media-mix communication is more effective than its single use. Hence, it is decided to work with two and three media-mix combination. The effectiveness of different media mix communication channels varies with one another. All media-mix communication channels cannot prove its betterness for every situation.

Raisins are made by dehydrating grapes in a process using the heat of sun or mechanical process of oven drying. For transferring scientific and effective raisin making technology we use the different media-mix communication channels. Which helps in imparting scientific knowledge with special reference to raisin making technology to the farmers through different communication channel. Hence, the present study was undertaken with the objective to study the effectiveness of different communication channel in terms of gain in knowledge of raisin making technology.

The study was conducted in Latur district of Maharashtra state since it is one of the predominant district where grape were cultivated. lecture + video show, lecture + audio CD, lecture +

flash cards, lecture + video show + audio CD, lecture + video show + flash cards and lecture + audio CD + flash cards were the six treatments used in the study. Lecture script and flash cards were prepared manually, audio CD was prepared by recording in own voice on a digital recorder. The video compact disc was procured from Water and Land Management Institute, Aurangabad on the topic of raisin making technology multistage sampling method was used to select two tahsils on the basis of purposive and six villages from each tahsil and ten grape growers from each selected village were selected randomly to comprise a sample of 120 respondents.

The data regarding effectiveness of different communication channels in terms of knowledge gained by the grape growers are presented in Table 1. The gain in knowledge level was tested immediately after exposing the respondents to the selected media-mix communication channels and difference in the mean knowledge gain score before and after exposure were compare by using mean difference gain.

It was revealed from Table 1, that the method lecture + video show + flash cards was the most effective method in terms of gain in knowledge about raisin making technology followed by lecture + video show + audio CD, lecture + video show, lecture + audio CD + flash cards, lecture + flash cards and lecture + audio CD was found as the least effective method in knowledge gain about raisin making technology.

The video show containing various steps of

Author for correspondence :

V.N. SIDAM

Department of  
Extension Education,  
Marathwada Krishi  
Vidyapeeth, PARBHANI  
(M.S.) INDIA

See end of the article for  
authors' affiliations

**Table 1 : Effectiveness of different communication channels used by the grape growers**

Treatments	Combination of communication channels treatments	Mean knowledge gain score		Difference (IAT- BT)	Rank
		BT	IAT		
1.	Lecture + Video show	2.95	10.45	7.5	III
2.	Lecture + Audio CD	3.5	8.85	5.35	VI
3.	Lecture + Flash cards	3.1	9.7	6.6	V
	Three media mix				
4.	Lecture + Video show + Flash cards	2.95	11.1	8.15	I
5.	Lecture + Video show + Audio CD	2.95	10.8	7.85	II
6.	Lecture + Audio CD + Flash cards	3.1	9.95	6.85	IV

BT = before treatment    IMT = immediately after treatment    S.D.= Standard deviation    CD = Compact disc

raisin making technology was procured from Water and Land Management Institute Aurangabad, and used for investigation for communicating the message. Hence, the grape growers attention and interest was concentrated on the television screen. This was followed by lecture.

The message through lecture + audio CD might not have commanded more attention of the grape growers and their by it might have led to lower gain in knowledge among them. The findings were observed to be inline with those of Salam (1988).

### Conclusion:

With regard to gain in knowledge about raisin making technology the study revealed that in case of two and three media-mix treatments lecture + video show + flash cards ( $T_4$ ) was the most effective media combination in terms of knowledge gained, about raisin making technology by the grape grower followed by lecture + video show + audio CD

( $T_5$ ), lecture + video show ( $T_1$ ), lecture + audio CD + flash cards ( $T_6$ ), lecture + flash cards ( $T_3$ ), in descending order. The lecture + audio CD ( $T_2$ ) were found least effective media combination treatment at knowledge gain.

It leads to conclude that, ( $T_4$ ) lecture + video show + flash card treatment was found most effective over all the treatments in terms of knowledge gain about raisin making technology by the grape growers.

Authors' affiliations :

**V.R. BANSODE, S.V. SAWALE AND A.S. LAD**, Department of Extension Education, Marathwada Krishi Vidyapeeth, PARBHANI (M.S.) INDIA