

A Case Study

# Impact of 'Krushijivan' farm magazine pertaining to cognitive domain on subscribers

■ J.R. PATEL AND N.V. SONI

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**SUMMARY :** The farm magazine is one of the important media to disseminate agricultural information to the farming community. Among various farm magazine published in Gujarat, 'Krushijivan' farm magazine (KFM) is the oldest farm magazine. It is publishing regularly since May 1969 with the main aim to 'disseminate and to popularize the scientific methods of agriculture in farming community'. There was hardly any research work carried out in past to measure the impact of farm magazine in terms of gain in knowledge of agriculture technology on subscriber farmers. The independent variables like, education, social participation, market intelligence, scientific orientation, innovativeness, economic motivation, reading behaviour, mass media had positive and highly significant correlation with gain in knowledge of KFM subscriber farmers towards selected agriculture technology. KFM subscribers had significant impact of 'Krushijivan' farm magazine was observed in improving knowledge gain of selected agriculture technology.

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Impact, Knowledge, krushijivan farm magazine, Subscribers, Non-subscribers

A breakthrough in any field of agriculture is not possible without an effective communication support to disseminate the research findings. Speedy dissemination of agricultural information and technological knowhow to the farmers is essential for bridging the gap between the agricultural scientists and the farmers. The existing extension services are too small to perform this task so, the mass media with their tremendous speedy range and force of impact offer the greatest possibility for effective communication of agricultural technology. Farm people as human beings are anxious and become more anxious with the advancement in science and technology to know what is happening in the field of research in the science of agriculture. They desire to obtain knowledge, particularly in the field of agriculture to improve their socio-economic conditions and their community through the improvement in farming. Moreover, farm magazine is playing an

important role in increasing the knowledge regarding agriculture technology. By reading the articles, naturally it is expected that farmers may be motivated to adopt the agriculture technology on their farm. The aim of this magazine is to disseminate and popularize scientific methods of agriculture. In this farm magazine, the information of agriculture technology is published as per the time and need of the farmers. So, looking to its popularity, it is necessary to ascertain the impact of 'Krushijivan' farm magazine (KFM) on gain in knowledge regarding selected agriculture technology of KFM subscriber farmers. It was necessary as a very few scientific and systematic efforts have been made in the past by researchers in this direction. Therefore, the investigator felt necessary to measure the impact of krushijivan farm magazine pertaining to cognitive domain on subscribers. Keeping this in view of the importance of farm magazine, the present study was undertaken with

Author for correspondence :

**J.R. PATEL**

B.A. Collage of Agriculture, Anand Agricultural University, ANAND (GUJARAT) INDIA

See end of the article for authors' affiliations

the following objectives:

- To know the impact of 'Krushijivan' farm magazine in terms of gain in knowledge of the respondents.
- To know relationship between gain in knowledge regarding selected agriculture technology and their profile.

## RESOURCES AND METHODS

The Vadodara districts of the Gujarat state having more number of life members of KFM were selected for the study. Among Vadodara district, Dabhoi and Sankheda taluka and from each talukas, seven villages were purposively selected. Total 30 KFM subscriber farmers were selected proportionately and 30 non-subscriber farmers were selected randomly from the list of Panchayat office from each village of each talukas for the study. Thus, total 60 KFM subscriber farmers and 60 non-subscriber farmers were included for the study. An interview schedule was prepared in vernacular language and data were collected by personal interviews.

Knowledge is the degree to which an individual is exposed to existence of innovation and gain some understanding necessary to use an innovation properly. To measure the knowledge of respondents, seven agriculture technology were selected from the articles published in 36 issues of 'Krushijivan' farm magazine during the year 2005, 2006, 2007, 2008 and 2009. A schedule was developed with the help of crop scientists, agronomists, horticulturists and extension personnel. Regarding seven selected agriculture technology total fifty questions (4, 10, 12, 6, 6, 4, and 8, respectively) were framed. The one score was assigned for correct response. Zero score was given to no response or incorrect response. The summated theoretical score range from 0 to 50.

The correct answers were tick-marked. The total number of tick-marked items was taken as the knowledge score obtained by an individual respondent. The knowledge score was calculated as sum of the scores of correct responses.

To find out knowledge gain, first to calculate the knowledge mean score of the KFM subscribers and non-subscribers and then work out difference and percentage.

The experimental findings obtained from the present study have been discussed in following heads:

### Impact of 'Krushijivan' farm magazine:

The knowledge plays an important role in covert as well as overt behaviour of an individual. Once the knowledge is acquired, it produces changes in the thinking process of an individual which would lead to further changes in attitude and helps the farmers in making rational decisions. It is prerequisite for adoption of any agricultural innovation. A higher knowledge of technical nature of improved agricultural

technology would lead to a higher adoption possibly because knowledge is inert. Knowledge of farmers plays an important role in adoption of improved agricultural technology. With this view, attempt has been made to determine the level of knowledge of respondents.

Perusal of the Table 1 indicated that KFM subscriber farmers had 35.93 knowledge mean score while non-subscriber farmers had 25.48 knowledge mean score. Their knowledge mean score difference had 10.45, it means that subscriber farmers who read the farm magazine they had increased 41.01 per cent knowledge as compared to non-subscriber farmers. Then, t-value had positive and significant relationship with gain in knowledge.

**Table 1 : Impact of Krushijivan farm magazine in terms of gain in knowledge of the respondents (n=120)**

Sr. No.	Knowledge mean score				
	Subscribers (n=60)	Non-subscribers (n=60)	Difference	Per cent increase	t-value
1.	35.93	25.48	10.45	(41.01%)	9.724**

\*\* indicate significance of value at P=0.01

The calculated 't' value (9.724) shown in Table 1 indicated highly significant impact on gain in knowledge of selected agriculture technology of the KFM subscriber farmers.

It means that significant impact of 'Krushijivan' farm magazine was observed in improving knowledge of selected agriculture technology of the KFM subscriber farmers. The probable reason for above finding might be the membership of 'Krushijivan' farm magazine could have expanded their knowledge regarding improved agricultural practices and more extension as well as social participation. Similar findings were reported by Singh (2000) and Gupta *et al.* (2003).

It is clear from the Table 2 that the age had negative and significant relationship with the gain in knowledge indicates that as age increased, the knowledge gain decreased and the age is the factor which determines the zeal, aptitude and hard work required for determining effectiveness in any activity. The old age farmers, generally less risk taking capacity, innovativeness and enthusiastic than the young farmers. Youngster are always seek to have new things and work for excellence in the life. This could be a reason for negative relationship between age of the KFM subscriber farmers and their gain in knowledge of selected agriculture technology.

Thus, it can be inferred that education, social participation, market intelligence, scientific orientation, innovativeness, economic motivation, reading behaviour, extension participation exhibited a positive and significant relationship and risk preference and mass media exposure exhibited positive and significant relationship with gain in

**Table 2 : Relationship between independent variables and gain in knowledge of selected agriculture technology (n=60)**

Independent variables	Gain in knowledge of selected agriculture technology	
	Correlation co-efficient of KFM subscriber farmers	
<b>Personal characteristics</b>		
1. Age		-0.4919**
2. Education		0.7268**
<b>Social characteristics</b>		
1. Social participation		0.6862**
<b>Economic characteristics</b>		
1. Market intelligence		0.3880**
<b>Psychological characteristics</b>		
1. Scientific orientation		0.5982**
2. Innovativeness		0.5223**
3. Risk-preference		0.3223*
4. Economic motivation		0.6829**
5. Reading behaviour		0.7123**
<b>Communicational characteristics</b>		
1. Mass media exposure		0.2213**
2. Extension participation		0.7318**

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

knowledge of selected agriculture technology at 0.01 probability and 0.05 probability respectively. Similar results were observed by Soni (2005) and Parmar (2006).

### Conclusion:

From the above study it can be concluded that KFM subscriber farmers had significant impact of 'Krushiji Jivan' farm magazine towards selected agriculture technology.

The independent variables like, education, social participation, market intelligence, scientific orientation, innovativeness, economic motivation, reading behaviour, mass media had positive and highly significant correlation with gain in knowledge of KFM subscriber farmers towards selected agriculture technology. The variable like age had shown negative and highly significant relationship with gain in knowledge and risk preference had significant relationship with gain in knowledge of the KFM subscriber farmers towards selected agriculture technology.

### Authors' affiliations :

**N.V. SONI**, Directorate of Extension Education, Anand Agricultural University, ANAND (GUJARAT) INDIA

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