

Research Note

Attaining livelihood security of farmers through farm journalism in Eastern Rajasthan

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SUMMARY : Encouragement of information, communication and technologies (ICTs) experiments in rural areas of different countries reveals that ICTs can make a significant contribution for promoting livelihood security of farmers. Farm publications also promote rural livelihood security by providing improved agricultural and technological information. The study was conducted in five districts of eastern Rajasthan purposively selected on the basis of having one KVK in the district and highest number of subscribers of “Chokhi-Kheti” with 180 respondents. Findings reveal that majority of respondents reported less use of illustrations, appropriate use of technical words, appropriate size of letters, fair quality of printing, attractive cover page, less number of print pages, up-to-date information and so on. The main constraints perceived by the respondents were lack of leisure time followed by higher subscription price, technical words in literature, lack of technical illustrations and marketing advertisements.

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Communication is a basic tool as well as need of all human beings. Mass media of communication plays a very important role in this respect. Among the various mass media printed words have long lasting effect compared to spoken words or visual images. This method is followed where a large and widely dispersed audience is to be communicated within a short time. Information, communication and technology (ICT) experiments in rural areas of different countries reveal that ICTs can make a significant contribution for attaining livelihood security of farmers. Farm publication promotes rural livelihood security by providing improved agricultural and technological information. Print media provide information on farm practices, home and animal management and development issues.

In case of farm periodicals, the content areas covered in them do not adequately satisfy the need of rural readers. The mode of pretention and readability of articles have not been trained to the

level of the readers. Thus, there was a need to conduct the present research study with the following specific objectives :

- To study the perception of readers about farm publication (Chokhi-Kheti).
- To identify the constraints in utilization of farm publication by the readers.

The present study was conducted in five districts viz., Alwar, Sawaimadhopur, Bharatpur, Karauli and Dholpur districts of eastern Rajasthan purposively selected on the basis of having one KVK in the district and highest number and subscribers of “Choki-Kheti” (monthly farm publication of DEE, SKRAU, Bikaner). The exploratory research design was used for the study. The publication of “Choki-Kheti” was started in February 2002 and its subscribers during 2010 were over 2000. Therefore, 20 per cent sample of respondents from each sample district was selected through simple random technique. Thus, total 180 respondents constituted the sample. The

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other extension publication like folder, leaflet, booklets and bulletins published during the year were also taken for the study. The data were collected through structured interview schedule, personal contact, discussion and observation.

Table 1 : Readers reactions towards farm publication (n=180)

Sr.No.	Statements	Frequency	Percentage
1.	Language		
	Simple	156	86.67
	Somewhat different	15	8.33
	Different	9	5.00
2.	Illustration		
	Less	160	88.89
	Sufficient	13	7.22
	More	7	3.89
3.	Technical words		
	Appropriate	143	79.45
	Less	15	8.33
	More	22	12.22
4.	Letter size		
	Small	28	15.56
	Appropriate	152	84.44
5.	Print quality		
	Good	38	21.11
	Fair	123	68.33
	Poor	19	10.56
6.	Attractiveness		
	Attractive	97	53.89
	Somewhat attractive	59	32.78
	Not attractive	24	13.33
7.	Usefulness		
	Useful	103	57.22
	Less useful	65	36.11
	Not useful	12	6.67
8.	Level of interest		
	Interesting	96	53.33
	Somewhat interesting	70	38.89
	Not interesting	14	7.78
9.	Pages		
	Less	120	66.67
	Sufficient	46	25.55
	More	14	7.78
10.	Timeliness		
	Upto date	85	47.22
	Somewhat up to date	67	37.22
	Outdated	28	15.56

The data were analyzed using simple statistical techniques.

Table 1 reveals that majority of respondents reported that the use of language was simple (86.67%), less use of illustrations (88.89%), appropriate number of technical words (79.45%), appropriate size of printing (84.44%), fair quality of printing (68.33%), attractive cover page (53.89%), usefulness of information (57.22%), interesting level of interest (53.33%), less number of pages (66.67%) and timeliness of information as up-to-date in the farm publication (47.22%).

Table 2 shows that lack of leisure time (36.67%) was major constraint followed by higher subscription price (29.44%), technical words in literature (28.33%), lack of technical illustrations (25.56%), lack of marketing advertisements (16.11%) and non-coverage of appropriate latest information (10.56%). Only 2.22 per cent respondent reported lack of trustworthy information in the farm publication. The findings of the study are in line with the findings reported by Mishra and Tripathi (1991) and Rathore and Trikha (2010) and Jhajharia (2012).

Table 2 : Constraints faced by the respondents in utilization of farm publications

Sr. No.	Constraints	Frequency	Percentage	Rank
1.	Technical words in literature	51	28.33	III
2.	Non-availability of reading material	43	23.89	V
3.	Lack of leisure time	66	36.67	I
4.	Non-coverage of appropriate latest information	19	10.56	VIII
5.	Lack of reading environment	38	21.11	VI
6.	Lack of trustworthy information	4	2.22	IX
7.	Lack of technical illustrations	46	25.56	IV
8.	Lack of marketing advertisements	29	16.11	VII
9.	Subscription price is higher	53	29.44	II

Conclusion :

On the basis of research, it may be concluded that majority of respondents reported less use of illustrations, appropriate use of technical words, appropriate size of letters, fair quality of printing, attractive cover page, information is less useful, somewhat less interesting level of presenting information, less number of print pages and up-to-date information as readers reactions.

Similarly, lack of leisure time followed by higher subscription price, technical words in literature, lack of technical illustrations and marketing advertisements were the major constraints faced by the respondents in utilization of farm publications.

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