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## Effectiveness of DD kisan in terms of knowledge and adoption by the farmers

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### Abstract

The present study was conducted in Panagar Block of Jabalpur district, Madhya Pradesh. The total sample consisted of 125 DD Kisan viewing farmers as respondents for the study. Most of the Viewers (52.00%) perceived knowledge from DD Kisan in seeking of agricultural information on medium in effectiveness. DD Kisan found effective between independent variables and dependent variable. age, caste, education, family type, family size, occupation, size of land holding, farm power, annual income, farm experience, social participation, content, duration, vocabulary, mode of presentation, appropriateness, communicability, opinion toward DD Kisan, timeliness, towards farm broadcast were found effective toward DD Kisan. Majority of the respondents 78.40 per cent reported that Technical language used in agricultural programme/lack of simple language used in agricultural programme and found first rank among the other constraints.

**Keywords:** effectiveness, DD kisan, agricultural information, viewing and farmers, knowledge and adoption

### Introduction

Doordarshan has played a significant role in bringing the new technology in agriculture to the door of farmers. Television is an electronic audio video medium for telecasting programme to the viewers, this medium is cosmopolite in approach and is suitable for communication to millions of people widely dispersed and situated in remote areas. Availability of low cost portable color / black & white televisions set have helped to penetrate deep into the rural life. Among the mass media available in India, Television has an edge over other in a sense that even the illiterate people can listen and watch to the programme without bothering about unfriendly conditions at their home. Television is a good source of communication of ideas to the rural people. It carries news bulletins and specials programme for rural people, house wives and children. This is a good source of dissemination of agricultural information to the farmers. Television has a great promise to satisfy the information needs of the farmers. Very few attempts have been made in the past to know how far these media are effective as perceived by their users and the determinants of perceived effectiveness of different components of various mass media and ways to improve them. Considering an importance the present study was carried out with the following specific objectives to determine the perceived effectiveness of farm telecast in seeking of agricultural information by viewers, to explore the relationship between perceived effectiveness of farm telecast in seeking of agricultural information by viewers & their profile and to study the constraints faced by the farm television viewers.

### Materials and Methods

The study was conducted purposively in Panagar Block of Jabalpur district Madhya Pradesh due maximum number of Doordarshan viewing farmers and it is a biggest block of the district during 2010-11. The selected block comprises of 200 villages. Out of which 5 villages were selected randomly. A village wise list of DD Kisan viewing farmers who viewing the farm telecast for seeking the agricultural information, were prepared and from each village. DD Kisan viewing farmers were selected by using simple random sampling method. Thus, the total sample consisted of 125 respondents for the study. Independent variables i.e. age, caste, education, Family type, Family size, Occupation, Land holding, Farm power, annual income, Farm experience, social participation, Content, Duration, Vocabulary, Mode of presentation, appropriateness, Communicability, Opinion toward DD Kisan, Timeliness effectiveness of farm broadcast were considered for the study.

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## Results and Discussion

### Effectiveness of DD Kisan in terms of knowledge and adoption:

The program was judged on various factors in terms of farmers' perceptions and detailed description is provided in this section. The study revealed that the majority of the viewers were found DD Kisan effective in terms of content, Duration, Vocabulary, Mode of presentation, Appropriateness, Communicability, Opinion toward telecast, Timeliness. Majority of viewers belonged to middle age group. The respondents were preponderantly young and belonged to OBC Caste. Most of the viewers had completed middle school levels of education. Most of the viewers belonged to nuclear family and they were totally depends on cultivation. Most of the viewer's having low farm power, low annual income and social participation. Expenditure of the viewers was found to be the lowest in the group.

The study reveals that in case of content of DD Kisan viewer's perceived content of telecast as useful. Majority of viewers are satisfied with the present duration of DD Kisan. The opinion of viewers regarding the vocabulary of DD Kisan is convenient. Highest percentage of viewers liked "straight talk" mode of presentation. The opinion of viewers regarding to appropriateness is convenient. Highest proportion of the viewer's likes the communicability and found DD Kisan communicable. The viewer's regarding the timeliness of DD Kisan is always relevant. Thus, it may be concluded that most of the viewers had high knowledge level and less adoption level of DD Kisan. Technical language was the main reason identified during investigation. The measures suggested were execution speed should be slow; repetition of any fertilizer/insecticides and local language should be used.

**Table 1:** Overall mean of Effectiveness of farm telecast in terms of knowledge and adoption.

S. No	Variables	Mean
Independent variables		
1.	Age	44.728
2.	Caste	2.072
3.	Education	5.264
4.	Family type	1.264
5.	Family size	1.432
6.	Occupation	1.544
7.	Land holding	2.963
8.	Farm power	1.944
9.	Annual income	15.228
10.	Farm experience	24.88
11.	Social participation	0.992
12.	Content	2.128
13.	Duration	1.744
14.	Vocabulary	2.155
15.	Mode of presentation	2.464
16.	Appropriateness	0.76
17.	Communicability	0.896
18.	Opinion of viewers toward DD Kisan	10.272
19.	Timeliness	1.848
Dependent variable		
1.	Knowledge	12.504
2.	Adoption	7.448

Table 1. Shows that, overall mean of effectiveness of DD Kisan in terms of knowledge and adoption. Age having highest mean of 44.728 followed by farm experience (24.88), annual income (15.228), knowledge level (12.504), opinion of viewers toward DD Kisan (10.272), Adoption level (7.448), Education (5.264), Land holding (2.96), Mode of presentation (2.464), Vocabulary (2.155), Content (2.128), Caste (2.072),

Farm power (1.944), Timeliness (1.848), Duration (1.744), Occupation (1.544), Family size (1.432), Family type (1.264), Social participation (0.992), Communicability (0.896), Appropriateness (0.76).

**Table 2:** Classification of viewers according to Knowledge level

Categories	Frequency	Percentages
Low (up to 5)	23	18.40
Medium (6 to 10)	37	29.60
High (above 10)	65	52.00

The table 2 shows that 52.00 per cent of viewers were in the high knowledge level group, while 29.60 and 18.40 per cent viewers were observed in the medium and low level groups respectively. Thus, it may be concluded that most of the viewers had high knowledge level of DD Kisan.

**Table 3:** Classification of viewers according to Adoption level

Categories	Frequency	Percentages
Low (up to 6)	52	41.60
Medium (7 to 12)	63	50.40
High (above 12)	10	08.00

The table 3 indicated that the 50.40 percent of viewers were found in the medium adoption category, while 41.60 and 08.00 per cent were found in low and high adoption category respectively. Thus, it may be concluded that most of the viewers had medium adoption level in DD Kisan.

## Conclusion

Most of the viewers perceived medium effectiveness of DD Kisan in seeking of agricultural information. In case of knowledge 52.00 per cent of viewers were in the high knowledge level group while in case of adoption 50.40 per cent of viewers were found in the medium adoption category. Thus, it may be concluded that most of the viewers had high knowledge level and had medium adoption level of technology. DD Kisan was found effective in terms of knowledge and adoption level of technology. Majority of viewers 78.40 per cent were reported technical language found first rank among the other constraints.

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