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Constraints experienced by the audience farmers of Shahdol district of Madhya Pradesh in listening Kisanvani programme of all India radio

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Abstract

The present study was carried out during 2017-18 in the Shahdol district of Madhya Pradesh state. This study was conducted in randomly selected 6 villages of two purposively selected blocks i.e. Burhar and Sohagpur located in Shahdol district. The aim of this study to know the Constraints experienced by the farmers in listening Kisanvani programme. A total of 120 farmers were selected randomly as respondents. The data collection was done by the use of interview schedule through personal interview. Data were analyzed with help of suitable statistical tools. Highest percentage of respondents were of the opinion that duration of broadcast of programme is not sufficient. The most important suggestions given by the respondents were of opinion that duration of the programme should be increased to 1 hour and simpler terms should be used.

Keywords: audience farmers, constraints, kisanvani, listening, radio, suggestions

Introduction

Among all mass communication media directed towards the farm population, radio perhaps is the most competent and has tremendous capacity to communicate the ideas with immediacy and continuous flow. Radio is considered as a credible source of information and is taken as authentic, trustworthy and prestigious medium of communication.

All India Radio has expanded the scope of agriculture broadcasts with the launch of an exclusive project on Mass Media support to Agriculture Extension entitled 'Kisanvani' from 15th February 2004. This is in collaboration with the Department of Agriculture & Cooperation, Ministry of Agriculture. The purpose is to keep local farmers informed about the agricultural information, practices, daily market rates, weather reports and day to day information in their respective areas at the micro level. Ninety six FM stations of All India Radio are broadcasting thirty minutes programme six days a week from 6.30-7.00 PM. Each of the currently covered 96 FM stations are broadcasting separate programme in respective dialects / languages.

The listeners of Kisanvani programme are heterogeneous in respect to their personal, socio-economical, communicational and psychological characteristics. The effectiveness of Kisanvani programme needs to be ascertained for exploiting technology transfer. Therefore a question- What are the constraints faced by farmers in listening Kisanvani programme? needs empirical answer in the context of present area for effective transfer of farm technology to the farmers.

Materials and Methods

The present study was carried out during 2017-18 in the Shahdol district of Madhya Pradesh. Out of five blocks in the district, 2 blocks were selected purposively for the study due to the vicinity of the AIR Shahdol station the network coverage and strength are good in the villages of these selected blocks. From each block three villages were selected randomly, hence total 6 villages were selected for the study. From each village, 20 farmers were selected randomly thus 120 respondents were considered for the study. Respondents were interviewed through personal interview. Prior to interview, respondents were taken in to confidence by revealing the actual purpose of the study and full care was taken in to consideration to develop good rapport with them. For the data collection well designed and pre-tested interview scheduled were used. Collected data were analysed by the help of various statistical tools i.e. frequency, percentage and mean etc.

Results and Discussion

Multiple responses were taken to ascertain the problems faced by the respondents in listening Kisanvani programme are shown in Table 1. Among several constraints, the highest percentage of respondents (75.00 %) opined that duration of programme is not sufficient and ranked Ist, followed by use of difficult/technical words in the programme (65.83 %) ranked IInd, farmers remain engaged in domestic and other routine work and do not get time to listen the programme (59.16 %)

ranked IIIrd, usually the technology broadcasted in the programme is beyond the means of common farmers (56.66 %) ranked IVth. The other constraints were (53.33 %) of respondents felt that farmers feel tired after day's hard work ranked Vth, followed by irregular electricity supply & high rate of battery consumption (43.33 %) ranked VIth, improper working of radio sets when receiving the weak signal (37.50 %) ranked VIIth & having old radio sets so unable to carry anywhere (30.00 %) was ranked VIIIth.

Table 1: Constraints experienced by the farmers in listening Kisanvani programme

S. No	Constraint	f	%	Rank
1.	Farmers remain engaged in domestic and other routine work and do not get time to listen the programme	71	59.16	III
2.	Farmers feel tired after day's hard work	64	53.33	V
3.	Improper working of radio sets when receiving the weak signal	45	37.50	VII
4.	Use of difficult / technical words in the programme	79	65.83	II
5.	Duration of broadcast of programme is not sufficient	90	75.00	I
6.	Usually the technology broadcasted in the programme is beyond the means of common farmers	68	56.66	IV
7.	Irregular electricity supply & high rate of battery consumption	52	43.33	VI
8.	Having old radio sets so unable to carry anywhere	36	30.00	VIII

As regards to suggestions offered by the listeners for effective radio programme to overcome the constraints in listening Kisanvani programme, the findings are presented in the Table 2. Majority of the respondents (69.16 %) opined that the duration of broadcast should be increased to one hour was ranked Ist. The other suggestions offered were (55.00 %) respondents opined that simpler terms should be used was ranked IInd, followed by (49.16 %) respondents opined that programme should be broadcasted two times a day so if someone missed can listen anytime ranked IIIrd, (43.33 %) respondents opined that affordable and easily available

techniques should be recommended in the programme ranked IVth, (40.83 %) respondents opined that information on important points should be repeated at the end of the programme ranked Vth, (37.50 %) respondents opined that at a time only one or maximum two information / topic / technique should be discussed/explained to audience ranked VIth, (31.66 %) respondents opined more emphasis should be given on preferred areas like crop production, plant protection & horticulture in the programme ranked VIIth and (20.83 %) respondents opined that announcement of weekly programme should be done on first day of week was ranked VIIIth.

Table 2: Suggestions offered by the listeners for effective Kisanvani programme

S. No.	Suggestion	f	%	Rank
1.	Duration of the programme should be increased up to 1 hour	83	69.16	I
2.	Simpler terms should be used	66	55.00	II
3.	Programme should broadcast two times a day so if someone missed can also listen	59	49.16	III
4.	Affordable and easily available techniques should be recommended in the programme	52	43.33	IV
5.	Information on important points should be repeated at the end of the programme	49	40.83	V
6.	At a time only one or maximum two information / topic / technique should be discussed / explained to audience	45	37.50	VI
7.	More emphasis should be given on preferred areas like crop production, plant protection & horticulture	38	31.66	VII
8.	Announcement of weekly programme should be done on first day of week	25	20.83	VIII

Conclusion

From the above research works it can be concluded that the highest percentage of respondents were of the opinion that duration of broadcast of programme is not sufficient, use of difficult/technical words in the programme, farmers remain engaged in domestic and other routine work and do not get time to listen the programme, usually the technology broadcasted in the programme is beyond the means of common farmers were the major constraints.

Regarding suggestions given by the respondents duration of the programme should be increased up to one hour, simpler terms should be used, programme should broadcast two times a day so if someone missed can also listen, affordable and easily available techniques should be recommended in the programme, information on important points should be repeated at the end of the programme were the major suggestions.

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