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Farmer's perception towards different component of farm broadcast programme

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Abstract

The study aims to know the farmer's perception towards different component of farm broadcast programmes under the penetration range of Patna Akashvani Kendra of Bihar state. A sample of 60 radio listening farmers was randomly drawn from two blocks and data were collected through the pre-tested interview schedule. The findings suggest that majority of the radio listening respondents were satisfied with the present timing of the farm broadcast. Maximum percentage of the respondents preferred the frequency of farm broadcast daily and duration of 45 minute respectively. The findings revealed that Agricultural programme, News and Pitara were the most preferred radio programmes in order of their preference. The study further shown that the crop production and farm machinery were the most and least preferred areas respectively towards various subject matter concerning in the field of agriculture. The interview with progressive farmers was the most preferred mode of presentation whereas straight talk was the least one as revealed by the selected respondents.

Keywords: Preferences, radio, listeners, farm programmes

Introduction

In developing country like India, mass media of communication are of vital importance. Mass media create impact by playing their role as change agent, reflector and reinforce of dominant values, opinions, knowledge, belief and attitude in society which can have a significant impact on the decision of development planners, policy makers and legislators that effect development programmes.

Among different mass media, Radio is the cheapest, fastest and farthest reaching mass medium successfully cutting the barriers of literacy and distance. Radio caters to a large rural population which has no access to television and where there is no power supply. It can play a crucial role in improving the socio-economic status of farmers who are still unaware of various agricultural and rural development schemes launched by the government for their upliftment. Radio plays a very important role in the dissemination of farm information to the farmers. Farmers tend to expose themselves to the farm radio programmes which are in accordance with their existing attitude, values, needs and interests.

Akasvani Kendra, Patna is the first Akasvani Kendra of Bihar state and its listening jurisdiction is whole of the state. A number of agricultural and rural development programmes have been broadcast since inception for farming community in order to boost their farm production and raise their socio-economic status. With this view, the study concerned with following specific objectives.

1. To know the preference of listeners towards frequency (Day) and duration of farm broadcast programmes
2. To find out the relative preference of listeners with regards to different broadcast programmes
3. To analyze the relative preference of listeners towards various subject matter areas in agriculture
4. To ascertain the relative preference of listeners with regards to different mode of presentation

Methodology

The study was conducted in two blocks namely Pusa from Samastipur district and Muraul from Muzaffarpur district of Bihar which were situated in the North-East penetration range of Akashvani Kendra Patna. Out of these two blocks, two villages from each block were selected purposively based on the assumption that these villages were having largest number of radio sets in their possession. Fifteen radio listening farmers were taken from each of the selected villages on the basis of random sampling technique. Thus, a total number of 60 radio listening farmers were constituted as the sample for the present study. For collection of relevant data, the personal interview schedule was specially structured and prepared in order to get the desired response of farmers in face to face situation. The data were further subjected to put under suitable statistical analysis for meaningful results.

Finding and Discussion

The results of the present research enterprise are being

discussed here as:

Table 1: Preference of listeners towards frequency (Day) of farm broadcast (N=60)

Number of days	F	%
Two days	01	1.66
Three days	02	3.33
Four days	04	6.66
Five days	03	5.00
Six days	09	15.00
Daily	41	68.33

It could be observed from the above table that majority of the respondents i.e. 68.33 percent were preferred farm broadcast daily. It was also observed that 1.66 percent, 3.33 percent, 6.66 percent, 5.00 percent and 15.00 percent respondents preferred farm broadcast two days, three days, four days five days and six days respectively.

Table 2: Preference of listeners towards duration of farm broadcast (N=60)

Duration	F	%
15 minute	02	3.33
30 minute	19	31.66
45 minute	25	41.66
60 minute	14	23.33

The table 13 revealed that almost 41.66 percent and 31.66 percent of the selected respondents were reported to have listening for 45 minutes and 30 minutes respectively of

duration while 3.33 percent and 23.33 percent of the selected respondents were reported to have listening for 15 minute and 60 minute respectively of duration.

Table 3: Relative preference of listeners with regards to different broadcast Programmes (N=60)

Sl. No.	Programmes	Highly preferred	Preferred	Not preferred	Total scores	Rank
1.	Agricultural Programmes	45 (75.00)	12 (20.00)	03 (5.00)	162	I
2.	News	42 (70.00)	11 (18.33)	09 (15.00)	157	II
3.	Pitara	35 (58.33)	13 (21.66)	12 (20.00)	143	III
4.	Cultural programmes	30 (50.00)	13 (21.66)	17 (28.33)	133	IV
5.	Health and family planning	23 (38.33)	18 (30.00)	19 (31.66)	124	V
6.	Sports	17 (28.33)	20 (33.33)	23 (38.33)	114	VI

It is seen here from table that the total preference score value of six categories of the radio programme ranked for 162 to 114. It was also apparent that the six categories of the programme were ranked in the following order of most to least preference with total score of each categories appearing in their respective parentheses: Agricultural programme (162), News (157), Pitara (143), Cultural programme (133), Health and family planning (124) and Sports (114).

A cursory look of the table 16 would suggest that the

percentage of the highly preferred respondents of three categories of programmes, viz., agricultural programme, News and Pitara were more than 50.00 percent indicating that they were highly popular and favored programme. On the other hand the percentage score of not preferred respondents programme related with three categories namely, cultural programme, Health and family planning and Sports was found 28.33 percent, 31.66 percent, and 38.33 percent respectively.

Table 4: Relative preference of listeners towards various subject matter area in agriculture (N=60)

Sl. No	Areas in agriculture	Highly preferred	Preferred	Not preferred	Total scores	Rank
1.	Crop production	52 (86.66)	08 (13.33)	-	172	I
2.	Plant protection	50 (83.33)	10 (16.66)	-	170	II
3.	Horticultural crops	49 (81.66)	04 (6.66)	07 (11.66)	162	III
4.	Agriculture News	45 (75.00)	08 (13.33)	07 (11.66)	159	IV
5.	Animal Husbandry	43 (71.66)	13 (21.66)	04 (6.66)	158	V
6.	Agri. Marketing	39 (65.00)	10 (16.66)	11 (18.33)	148	VI
7.	Meteorology	30 (50.00)	19 (31.66)	11 (18.33)	139	VII
8.	Fisheries	24 (40.00)	16 (26.66)	20 (33.33)	124	VIII
9.	Farm machinery	14 (23.33)	15 (25.00)	31 (51.66)	103	IX

It could be observed from the table that subject of crop production was preferred by the majority of the respondents.

The total preference score related with crop production was found 172 indicating the fact that this was highly preferred

area for radio farm programme. It was followed by Plant protection (170), Horticultural crops (162) and Agriculture News (159), Animal husbandry (158), Agricultural marketing (148), Meteorology (139), Fisheries (124), and Farm machinery (103). The least preferred subject area was found

as farm machinery during the study. The reason for preferring programme on field crops and to some extent plant protection measures and horticultural crops was obvious because the entire selected respondent was primarily engaged in farming as their main occupation.

Table 5: Relative preference of listeners with regards to different mode of presentation (N=60)

Sl. No.	Modes of presentation	Highly preferred	Preferred	Not preferred	Total scores	Rank
1.	Interview with progressive farmers	48 (80.00)	06 (10.00)	06 (10.00)	162	I
2.	Discussion	42 (70.00)	10 (16.66)	08 (13.33)	154	II
3.	Interview with specialist	38 (63.33)	15 (25.00)	07 (11.66)	151	III
4.	Success story	30 (50.00)	18 (30.00)	12 (20.00)	138	IV
5.	Question answer	24 (40.00)	25 (41.66)	11 (18.33)	133	V
6.	Straight talk	19 (31.66)	28 (46.66)	13 (21.66)	126	VI

From the table it is evident that the total preference scores related with all along six mode of presentation, viz., interview with progressive farmer, discussion, interview with specialist, success story, question answer and stalk talk was found the total scores of relative preference 162, 154, 151, 138, 133 and 126, respectively. It inferred that interview with progressive farmer was the most preferred mode of presentation which was followed by discussion, interview with specialist, and success story, question answer and straight talk modes in order of their successive descending rank.

The reason for preferring interview with progressive farmer, mode was not very difficult to establish. When farmers hear local people on the radio set it involves excitement among them and discussion interspersing broadcast matter of local area condition hearing the effect of the practices being advocated by farmers themselves was able to convince them about the efficacy of the recommended practices. Success story would develop conviction which leads to confidence building among the respondents. An interview with specialist also appears to the popular mode of the presentation. On the other hand question answer and straight talk method were liked relatively least because, as informal interview indicated they cover the many topics or cover too much area in order to enabled them to comprehend or remember the things being listen or told about.

Conclusion

The study concluded that majority of the respondent preferred the frequency of the farm programme broadcast daily and duration of 45 minutes. Therefore, the existing duration should be increased at the desired level in order to have the better participation in listening of farm community. For making the farm broadcast more effective, a relatively more programme must be devoted in the areas of crop production, plant protection and horticultural cultivation and the programme should be given in interview with progressive farmers and discussion forms of presentation, which might be lead the better perception for acceptance and adoption of improved agricultural innovation.

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