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Profile characteristics of listeners of agricultural programmes broadcast by radio Bundelkhand

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Abstract

The study was conducted in Orchha block of Niwari district of Madhya Pradesh because Radio Bundelkhand is operational in selected block. The block consists of 34 villages, out of which six villages were selected randomly. From each village, 20 respondents were selected. Thus the data was collected from 120 respondents. The main aim of this study to know the Profile characteristics of listeners of agricultural programmes broadcast by Radio Bundelkhand. Data were collected personally with the help of structured interview schedule. Both qualitative and quantitative data were collected. The qualitative data were converted into quantitative form by giving suitable scores. most of the listeners *i.e.* 51.67 per cent belonged to middle age group *i.e.* 36 to 56 years of age, formally educated up to high school (33.33%), were male (87.50%), small farmers having 1.01 to 2.00 hectare land holding (54.17%), medium size of family (42.50%), medium annual income (58.33%), medium level of extension participation (52.50%), medium level of social participation (50.83%), medium level of mass media participation (56.67%), medium cosmopolitaness (61.67%), medium level of extent of participation (82.50%).

Keywords: agricultural, broadcast

1. Introduction

Extension service programs do not satisfy the agricultural information needs of peasant farmers because: there are not enough extension workers; they do not have the means of transport to reach all households; they lack the communication skills to interact effectively with the peasant farmers; and they lack the motivation to carry out their work. A community radio service was the most preferred medium of communication for rural peasant farmers. The farming radio programs are relevant to their agricultural activities, their language and accents are used, and they can contribute to the program content. (Nyareza and Dick, 2012)

Radio is the preferred source of agricultural information for the large majority of smallholder farmers. It can also be utilized in local languages. Most importantly, radio, particularly when coupled with other ICT, such as internet, mobile telephony etc. can give voice to end users through participatory radio programmes. A community radio service is the most preferred medium of communication for rural peasant farmers. The farming radio programs are relevant to their agricultural activities, their language and accents are used, and they can contribute to the program content.

Experience with rural radio has shown the potential for agricultural extension to benefit from both the reach and the relevance that local broadcasting can achieve through participatory communication approaches. Extension workers use radio for communicating information on new methods & techniques, giving timely information about the control of crop pests & diseases, weather, market news, etc. For this purpose, talks, group discussions, folksongs, dialogues & dramas are usually organised.

A Community Radio station is one that is operated in the community, for the community, about the community and by the community. It can be managed and controlled by one group, by combined groups, or of people such as women, children, farmers, fisher folk, ethnic groups, or senior citizens. Community radio is confined to a small geographical area. It depends on low power transmission covering not more than 20-30 km. radius. Community radio is distinguished by three essential principles, *ie.* non profit making, community ownership and management and community participation.

Radio Bundelkhand is a unique initiative of Development Alternatives, a non-profit society, in partnership with the local Bundelkhand communities. Radio Bundelkhand is the first community radio in the region launched on 23rd Oct 2008 and it is one of the most effective communication tool in Bundelkhand, helping rural people of the region to develop their own

local programmes and organize discussions on matters affecting their community, covering more than 140 villages of Madhya Pradesh & Uttar Pradesh.

2. Material and methods

The present investigation was carried out in Orchha block of Niwari district (M.P.). Descriptive research design was used in the investigation. Six villages were taken on random basis and twenty farmers from each village were selected on random basis. Thus, a total of 120 respondents were considered for the study. The dependent variable studied was listening behaviour of farmers and the variables like age, education, gender, land holding, size of family, occupation, annual income, extension participation, social participation, mass media participation, cosmopolitaness, extent of participation were the independent variables. Data were collected personally with the help of structured interview schedule. Both qualitative and quantitative data were collected. The qualitative data were converted into quantitative form by giving suitable scores. The collected data were quantified, classified, tabulated and presented on the basis of frequencies and percentages. In order to ascertain relation between independent and dependent variables, the correlation coefficient was worked out.

3. Result and discussion

Profile characteristics of listeners of Radio Bundelkhand

The data presented in Table 1 shows the distribution of respondents according to profile characteristics, It is observed that Maximum percentage of the Radio Bundelkhand listeners (51.67%) belonged to middle age category followed by young (38.33%) and old age (10.00%) category. This may be due to the reason that they are more interested to learn new activities and gain more knowledge from programmes broadcast through the media.

Regarding educational level maximum percentage of listeners (33.33%) were educated up to high school followed by middle school (27.51%), primary school (15.00%), can read and write (8.33%), graduation and more (7.50), illiterate (5.00%) and can read only (3.33%). Such a finding might be on account of the availability of education facilities in their locality.

Distribution of Radio Bundelkhand listeners according to their gender. It is observed from the data that majority of the respondents i.e. 87.50 per cent were male and 12.50 per cent were female respondents. This may be due to the reason that male are more active in farming area as compared to females.

In case of most of the Radio Bundelkhand listeners (54.17%) were small farmers followed by semi medium (24.17%), marginal (14.16%) and medium (7.50%). The fragmentation of ancestral land from generation to generation has led to smaller size of land holding. Moreover, agriculture may not be the only occupation for them.

According to their size of family table 1 indicates that most of Radio Bundelkhand listeners (42.50%) were having medium

size of family followed by small (36.67%), and large (20.83%) family size. They might have found it beneficial to have small families to lead a better and comfortable life. When the family is small, less work, less expenditure, faster is the economic development.

Regarding occupation, maximum percentage of Radio Bundelkhand listeners (37.50%) main occupation was agriculture. Further the finding shows that 28.33 per cent of the listeners were having dairy/poultry/livestock/aquaculture as their subsidiary occupation besides agriculture, 17.50 per cent listeners were in job, whereas 9.17 per cent were also doing business along with agriculture. Findings further reveals that 7.50 per cent listeners were also working as agricultural labour as the respondents were having small size of land holding.

According to annual income of respondents maximum percentage of Radio Bundelkhand listeners i.e. 58.33 per cent had medium annual income followed by high (29.17%) and low (12.50%) annual income respectively. This is because maximum numbers of respondents were having small size of land holding

In case of extension participation most of Radio Bundelkhand listeners i.e. 52.50 per cent had medium extension participation followed by low (40.83%) and high (06.67%) extension participation, respectively. The probable reason for this may be due to the fact that most of the respondents had participated in extension activities conducted at the Panchayat level as most of the farmers did not want to be away from their farms for more than one or two days.

Regarding social participation maximum percentage of Radio Bundelkhand listeners i.e. 50.83 per cent were having medium level of social participation followed by low (32.50%) and high (16.67%) level of social participation, respectively. This might be because of the fact that majority of the respondents were at least members of gram panchayat.

In case of mass media participation most of the respondents (56.67%) had medium level of mass media participation followed by high (39.17%) and low (04.16 %) mass media participation, respectively. This might be due to their regular listening habit of Bundelkhand Community Radio programmes.

Distribution of respondents according to their cosmopolitaness most of the respondents (61.67 %) had medium level of cosmopolitaness followed by low (23.33 %) and high (15.00%) cosmopolitaness. This might be because of the fact that majority of the respondents had medium level of social and extension participation.

Regarding extent of participation majority of Radio Bundelkhand listeners (82.50%) had medium extent of participation followed by high (15.00%) and low (02.50%) extent of participation, respectively. The probable reason for this may be that most of the respondents indicated their participation at programme listening stage followed by production stage.

Table 1: Profile characteristics of listeners of Radio Bundelkhand

Independent variable	Categories	F	%
Age	Young (up to 35 years)	46	38.33
	Middle (36 to 55 years)	62	51.67
	Old (above 55 years)	12	10.00
Education	Illiterate	04	05.00
	Can read only	06	03.33
	Can read and write only	10	08.33
	Primary school	18	15.00
	Middle school	33	27.51

	Higher school	40	33.33
Gender	Male	105	87.50
	Female	15	12.50
Land holding	Marginal farmer (up to 1 ha)	17	14.16
	Small farmer (1.01 to 2 ha)	65	54.17
	Semi Medium farmer (2.01 to 4 ha)	29	24.17
	Medium farmer (4.01 to 10 ha)	09	07.50
	Small (3 to 5 members)	44	36.67
Size of family	Medium (6 to 7 members)	51	42.50
	Large (8 to 9 members)	25	20.83
Occupation	Agriculture	45	37.50
	Agriculture+ labour	09	07.50
	Agriculture+Dairy/Poultry/Livestock / Aquaculture	34	28.33
	Agriculture + services	21	17.50
	Agriculture + business	11	09.17
Annual income	Low (Less than Rs 52553)	15	12.50
	Medium (Rs 52554 to 1,00,038)	70	58.33
	High (above Rs 1,00,038)	35	29.17
Extension participation	Low (1 - 6 scores)	49	40.83
	Medium (7 – 11 scores)	63	52.50
	High (12 – 16 scores)	08	06.67
Social participation	Low (1 – 3 scores)	39	32.50
	Medium (4 – 6 scores)	61	50.83
	High (7 – 8 scores)	20	16.67
Mass media participation	Low (1 – 4 scores)	05	04.16
	Medium (5 – 7 scores)	68	56.67
	High (8 – 10 scores)	47	39.17
Cosmopoliteness	Low (1 – 3 scores)	28	23.33
	Medium (4 – 6 scores)	74	61.67
	High (7 – 8 scores)	18	15.00
Extent of participation	Low (less than 4 scores)	03	02.50
	Medium (4 to 7 scores)	99	82.50
	High (above 7 scores)	18	15.00

Table 2: Correlation between profile characteristics of respondents and their listening behaviour

S. No.	Variables	Correlation coefficient (r)
1.	Age	- 0.131 ^{NS}
2.	Education	0.179*
3.	Gender	-0.182*
4.	Land holding	0.058 ^{NS}
5.	Size of family	-0.047 ^{NS}
6.	Occupation	0.022 ^{NS}
7.	Annual income	0.123 ^{NS}
8.	Extension participation	0.171*
9.	Social participation	0.257**
10.	Mass media participation	0.258**
11.	Cosmopoliteness	-0.034 ^{NS}
12.	Extent of participation	0.111 ^{NS}

* Significant at the 0.05 level of probability

** Significant at the 0.01 level of probability

NS – Non Significant

4. Relationship between profile characteristics of respondents and their listening behaviour

Listening behaviour of respondents was positively correlated with their education, extension participation at 0.05 level of significance. Similarly, the listening behaviour of respondents was positively and significantly associated at 0.01 level of significance with their social and mass media participation. However, the listening behaviour of respondents was negatively correlated but significantly associated at 0.05 level of significance with the gender.

Further, the land holding, occupation annual income, size of family, cosmopoliteness and extent of participation, were non-significantly related with the listening behaviour of respondents. It means that these variables did not have a significant role on the listening behaviour of the respondents.

5. Conclusion

The study revealed that near about half of the respondents (51.66 %) belonged to middle age group. Majority of the respondents had formal education. Majority of the respondents (87.50 %) were male. Most of the respondents (54.16 %) were small farmers. Maximum respondents (42.50 %) had small families i.e. five to six members in their families. Most of the respondents (37.50 %) had agriculture as their main occupation. About sixty percent of the respondents (58.333 %) had low annual income. Most of the respondents of the respondents (52.50%) had medium extension participation. Near about half of the respondents (50.83%) had medium social participation. Most of the respondents (56.67%) had medium mass media participation. Higher percentage of the respondents (61.67%) had medium cosmopoliteness. Majority of the respondents (82.50%) had

medium extent of participation. the correlation of profile characteristics with their listening behaviour shows that education, extension participation, social participation, mass media participation and effectiveness of agricultural programmes were found to be significantly related to listening behaviour, whereas age, gender, land holding, size of family, occupation, annual income, cosmopolitaness and extent of participation were non-significantly related with the listening behaviour.

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