

“A STUDY ON VIEWING BEHAVIOUR OF FARMERS TOWARDS KRISHI DARSHAN PROGRAMME OF TELEVISION IN DISTRICT DEORIA, (U.P.)”

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INTRODUCTION

According to Wilbur schramm- “Communication occurs when two corresponding system coupled together through one or more on-corresponding system, assume identical status as a result of single transfer along the chain, we are trying to establish commonness”.

The communication is a process of social interaction i.e., in a communication situation two or more individual interact. They try to tangibly, influence the ideas, attitudes, knowledge and behaviour of each other. Today new channel technology such as Radio, Television, Printing Press, Tele - text, Videotext, Fax, Cell phone, Computer & Video tele-conference, these are a hand of communication, in between the different channels, and television is the most powerful medium of communication, because the television has been rapidly changing all this without people realizing that TV has forever attested the complexion of their relationships.

As a mass - media, T.V. leads to awareness, contributes to information, and helps to form opinion. Before the farmers are motivating to action, by tele-viewing information may create awareness and interest. However, local demonstration and interpersonal communication are required to agricultural programme for 6 days a week was proposed to telecast on DD National Channel in the morning and 5 days in evening a week.

The content of KrishiDarshanProgramme is creating in collaboration with the Ministry of Agriculture, the Government of India; under the Mass - media Support to Agriculture Extension Scheme.

The KrishiDarshanProgramme includes features, documentaries, and success stories of farmers, research inputs, quizzers, crop seminars, and a live phone in programme. It covers various aspects of agriculture and related activities like horticulture, animal husbandry, dairy and rural life. Its well-defined objectives are in the field of education, family planning, health, and agriculture.

The KrishiDarshan is available in suitable languages through Doordarshan relay stations located in different States like Gorakhpur Doordarshan Kendra, telecast regional languages cultural programme time to time and provide narrow casting service especially for agriculture- sector.² The huge reach and popularity of television has made it a vital tool in the dissemination of agricultural knowledge.

1.2. STATEMENTS OF THE PROBLEM

Television technology has been changing the complexion and manner of growth is based on the farmers. hence, there was a need to examine further study. Keeping in view the above facts into consideration this topic "**A study on viewing behaviour of farmers towards KrishiDarshanProgramme of television in District Deoria (UP),**" was designed with the following objectives:

1.3. OBJECTIVES:

1. To study the socio-economic profiles, of the KrishiDarshanProgramme viewers.
2. To measure the knowledge of KrishiDarshanProgramme viewers about agricultural technologies.
3. To ascertain the attitude of the farmers towards KrishiDarshanProgramme.
4. To study the viewing behaviour of farmers towards KrishiDarshanProgramme.
5. To study the relationship of independent variables with those of dependent variables i.e. knowledge, attitude and viewing behaviour.
6. To study the constraints faced by theKrishiDarshanProgramme viewers.

1.4. SCOPE AND IMPORTANCE OF THE STUDY

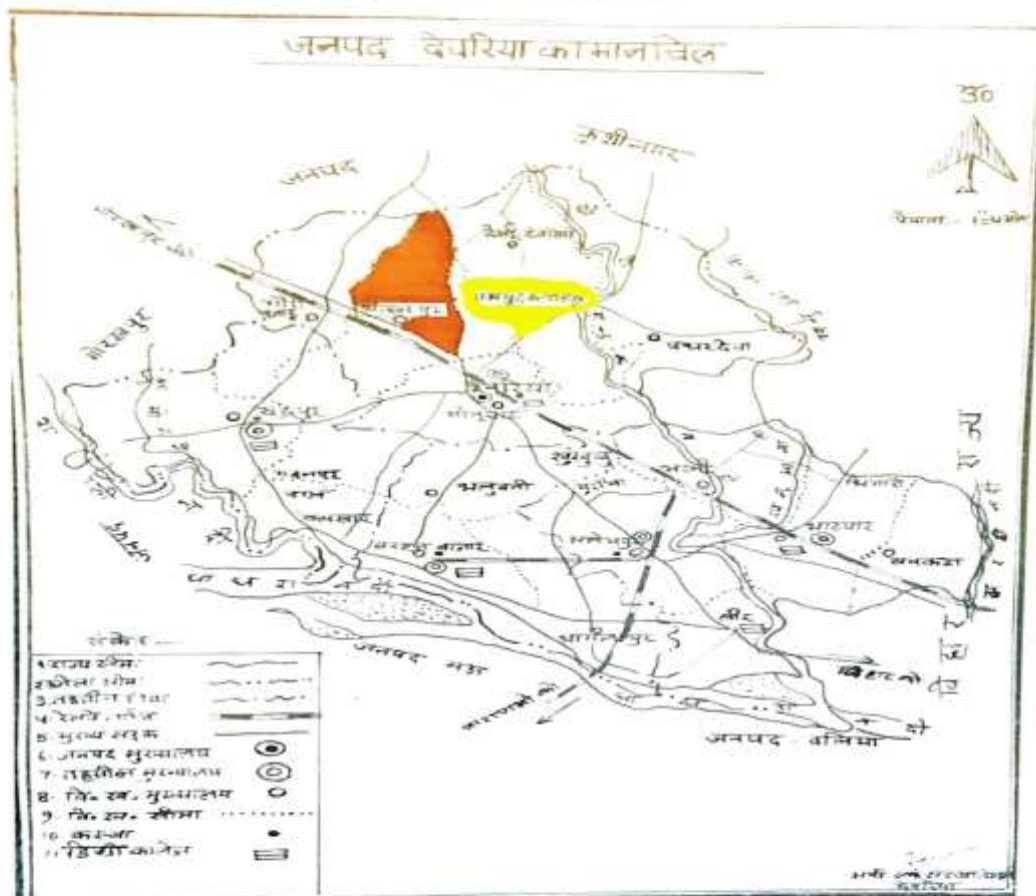
The present study, which is an attempt to probe deeper into the question as to what extent, TV has been accepted and utilized by the farmers of district Deoria. As a source of agricultural information, researchers serve as a guideline for developing further course of action in the coming years. The utility of the study lies in as much as it seeks to view the situation from various angles, dimensions, and come out with a comprehensive analysis of the same.

Researchers present study, to viewer socio-economic status, their knowledge, their attitude, find out farmer viewing behaviour, and their relationship to-each-other. Further, study constraints of KrishiDarshanProgramme with suggestions for improvement and make a good farm - telecast programme.

1.5. LIMITATION OF THE STUDY

An effort was made to make this study as objective systematic as possible. Nevertheless, the findings of the study were based on the expressed opinions of the respondent. Hence; objectively it would be limited only to the extended of information received from the respondents. The data were collected from 200 respondents of district Deoria. The projection of finding of the present study should not be generalized beyond the purview of the area of research.

Fig. 2. Map of District Deoria



C. D. Block-Rampur -karkhana

C. D. Block-Baitalpur

2.2.6. Area Irrigated by various Sources of Irrigation in Deoria (2000-2001)

Sources	Area (ha.)
(i) Canal	27564
(ii) Tube-well	127777
(iii) Well	26
(iv) Pond	199
(v) Others	807

2.2.7. Distribution of Size of holding (1990-91)

Size of holding	Area (ha.)	No. of cultivators
(i) Up to 1.0 ha	536148	1512399
(ii) 1-2 ha	266497	185551
(iii) 2-3 ha	184432	69212
(iv) 3-5 ha	100904	19939
(v) Above 5 ha	45206	4207
Total	1133187	1791307

2.2.8. Government Recognized School (Education 1990-91)

Government Recognized School	No. of School
(i) Junior Basic schools	2106
(ii) Senior Basis schools	410
(iii) Higher Secondary schools	214
(iv) Degree colleges	14
(v) Polytechnic Institute	01

2.3.4. Some Vital Statistics of C.D. Baitalpur

(i) Number of villages in block	129
(ii) Number of Gram Sabha	106
(iii) Number of Nyaya-Panchayat	11

2.3.5. List of selected villages of C.D. Baitalpur

S.N.	Name of block	Name of Selected Villages
1	Baitalpur	Chatrbhujpur
		Bodih
		Barari
		Belhitiwari
		Soparibujrug

2.3.6. Population

No. of male	No. of female	Total
73425	71532	1,44,957

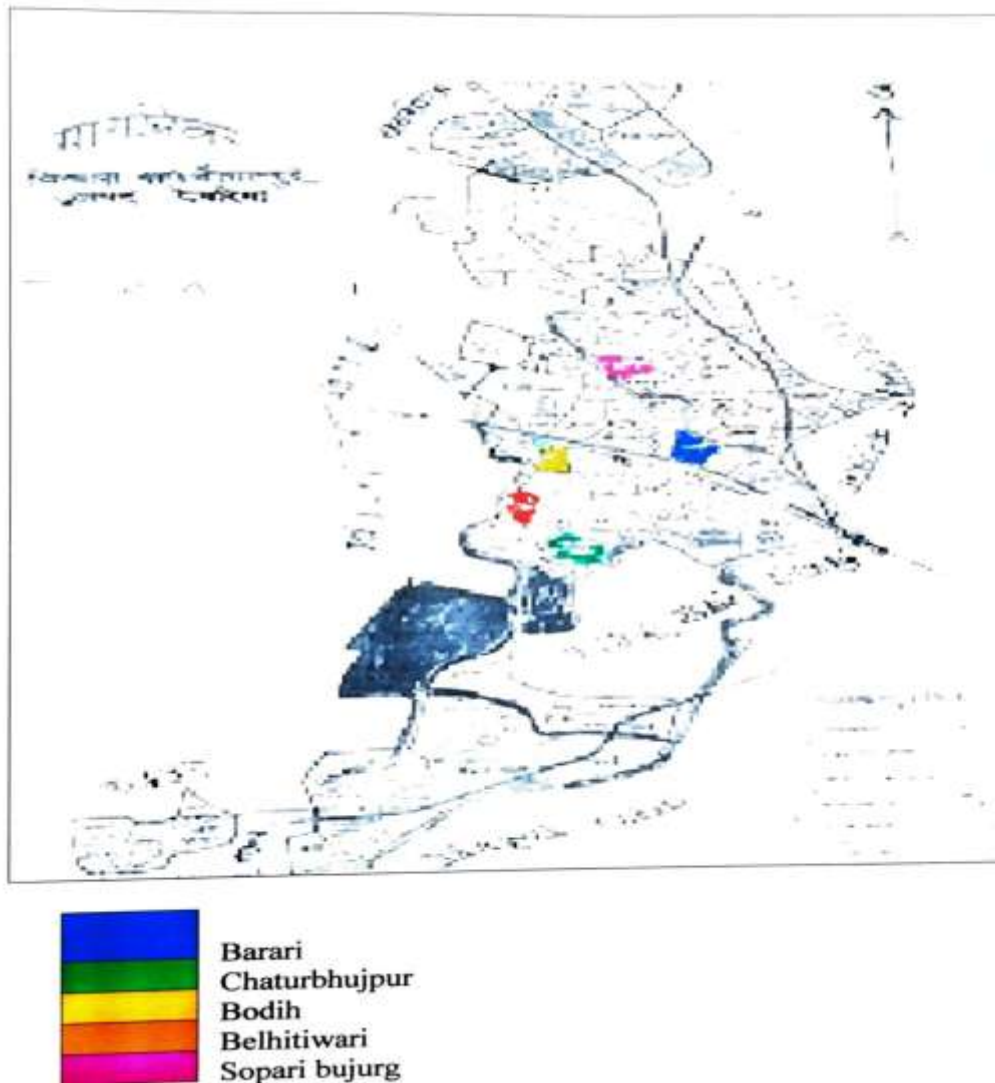
2.3.7. Literacy Percentage

No. of males %	No. of females %	Total literacy %
32164	9507	99.06
82.56	17.04	

2.3.8. Soil

Mostly whole block is covered by loamy soil 8144 hectare and sandy loam 3135 hectare.

Fig. 3. Map of C.D. Block Baitalpur



2.4.4. Some Vital Statistics of C.D. Rampur Karkhana

(i) Number of villages in block	107
(ii) Number of Gram Sabha	53
(iii) Number of Nyaya-Panchayat	08

2.3.5. List of selected villages of C.D. Rampur Karkhana

S.N.	Name of block	Name of Selected Villages
2	Rampur Karkhana	1. Pasrsia - mall
		2. Bakunthpur
		3. Badya
		4. Bhimpur
		5. Gaura

2.4.6. Population

No. of male	67598
No. of female	67139
Total	134735

2.4.7. Literacy Percentage

No. of males	No. of females %	Total literacy %
38812	20854	55.09
Males %	Females %	
71.99	38.33	

2.4.8. Soil

Mostly whole block is covered by loam and sandy loam soil.

2.4.9. Irrigation

Sources	Irrigated area in ha
(i) Tube-wells	5825
(ii) Canal	3618
(iii) Well	80
(iv) Others	69

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(Source: Information available at Block headquarter Rampur Karkhana)

RESEARSH METHODOLOGY

Systematic methodology is the key of success of any research project, as it has direct bearing on the relevancy of research findings. This chapter deals with the methods adopted for carrying deals with the methods adopted for carrying out the present study. The present study has been completed through survey, direct observation, collection of secondary data from block, district headquarter and other available sources.

4.1 UNDERSTANDING THE PROBLEM- After deciding the topic of research, available literature (viz. different books, journals, newspapers and other suitable periodicals and previous work done related to the topic) was consulted to have a sound theoretical background of the problem under study, finally, an outline of the research project was prepared.

4.2 AN OUTLINE PREPARATION- An outline of the present study was prepared stating the title of the study, statement of the problem, precise objectives an plan of study and design of research.

4.3 LOCALE OF STUDY- The main objectives of KrishiDarshanProgramme are to communicate the latest scientific packages and a practice for farmers and assess how the farmers the effectiveness of TV as a medium in bringing the changes in the field of agriculture. There is a

5. A.1.2RESPONDENTS EDUCATION:

As evident from the table 4, in the educational status category, at “Illiterate level” the percentage of the viewers group was (1 per cent) and the percentage of the non-viewers group was (13 per cent), respectively.

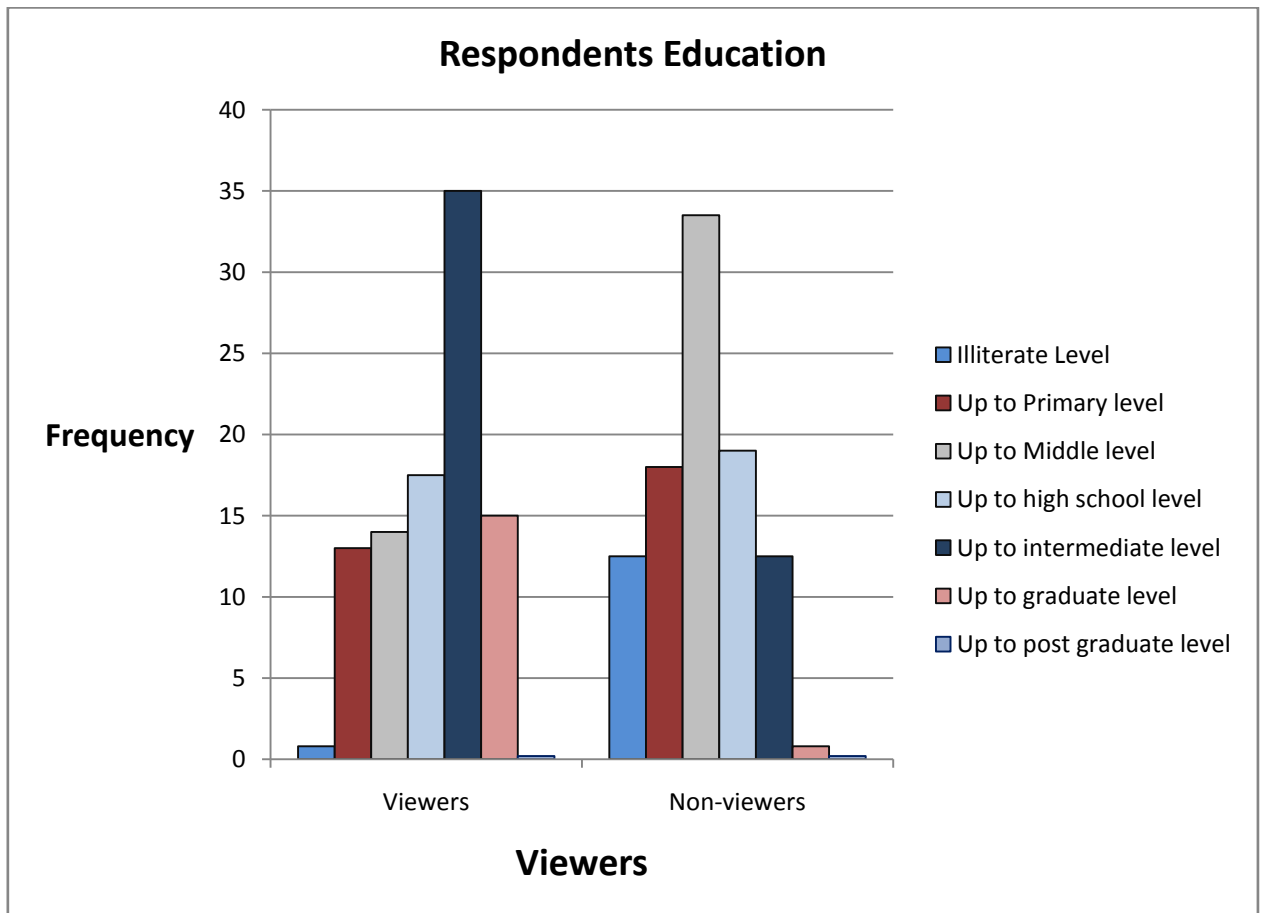
Table 4.Distribution of respondents according to their education:

S. N.	Educational status Categories	Respondent							
		Viewers				Non-viewers			
		Paddy		Wheat		Paddy		Wheat	
		Fr	(%)	Fr	(%)	Fr	(%)	Fr	(%)
1	Illiterate level	01	02	00	00	09	18	04	08
2	Up to primary level	02	04	12	24	10	20	09	18
3	Up to Middle level	09	18	06	12	18	36	16	32
4	Up to high school level	13	26	05	10	08	16	12	24
5	Up to intermediate level	17	34	19	38	05	10	08	16
6	Up to graduate level	08	16	08	16	00	00	01	02
7	Up to post graduate level	00	00	00	00	00	00	00	00
	Total	50	100	50	100	50	100	50	100
		M	3.22	S.D	1.32	M	2.04	S.D	1.12

“Z” Cal.value =6.65, Significant at 5% level of probability

In the educational status category, at “Up-to primary level” the respective percentage of the viewers group was (14 per cent) and the percentage of the non-viewers group was (19 per cent). In the educational status category, at “Up-to middle level,” the percentage of the viewers group was (15 per cent) and the percentage of the non-viewers group was (34 per cent), respectively. In the category of, at “UP to high school level”

Fig. 6. Respondents Education



SUMMARY, CONCLUSIONS AND SUGGESTIONS

This chapter dealt with the summarization of results, conclusions, and suggestions. Discussing the potential of the KrishiDarshanProgramme in the unit, researcher pointed out how it can help the much-desired concept of democratizations of agricultural telecast.

The KrishiDarshanProgramme, on television for the social, economical, and intellectual growth of the country and for an attempt towards the standardizations of non-formal education and agricultural knowledge for the farmers.

Objective:

1. To study the socio-economic profiles, of the KrishiDarshanProgramme viewers.
2. To measure the knowledge of KrishiDarshanProgramme viewers about agricultural technologies.
3. To ascertain the attitude of the farmers towards KrishiDarshanProgramme.
4. To study the viewing behaviour of farmers towards KrishiDarshanProgramme.
5. To study the relationship of independent variables with those of dependent variables i.e. knowledge, attitude and viewing Behaviour.

VARIABLES AND THEIR MEASUREMENT

The respondents were interviewed by interviewed-cum structured interviewed schedule main emphasis was given socio-economic profile, like; Age, Education, Caste, Occupation, Land holding size, Annual- income, Family size, Family type, Social-participation, and Extension personnel contact based Trivedi (1963), respectively.

The respondents' knowledge towards agricultural technology based Fulzele (1986); attitude towards KDP based Maulik and Rao (1972) with suitable modifications and the viewers-farmers viewing behaviour self developed scale.

With the help of tests of association and tests of significance were performed using statistical analysis and the relationship of independent variables with those of dependent variables i.e. knowledge, attitude, and viewing behaviour, besides constraints faced by KDP viewers and suggestions for improvement in KDP.

CONCLUSION

Based on findings of the study the following conclusions have been drawn:

1. The findings of present investigation the KDP viewers were more significant socio-economic profiles like- education, caste, family type, family size, occupation, and

annual-income, land holding size, social participation, and extension contact, than the non-viewers, but the age profile of the respondents was an exception.

2. The KDP viewers had more knowledge in agricultural technology, about package and practices of paddy and wheat crop than the non-viewers.
3. The viewers had more favorable attitude towards KDP than the non-viewers.
4. The KDP regular viewers had found more satisfaction in viewing behaviour towards KrishiDarshanProgramme than the irregular viewers.
5. The relationship between socio-economic profiles of the KDP viewers and their knowledge, about package and practices of paddy and wheat crop was found to be positive significance than the non-viewer farmers.

SUGGESTIONS

Based on present study, a few suggestions inevitably seem to be important to help the KDP's to achieve desirable success. The suggestions made are focused on the following dimensions:

1. The Doordarshan should be make competent programmes for the farmers, based on their need, local available resources, and on agro-climatic zone wise.
2. The govt. provide computer with TV tuner sets on community base for rural and poor KDP viewers that is good approach to diffuse agricultural knowledge and information.
3. The level of education of farmers has been not of very high level. This should kept be in mind while designing KDP presentations.
4. Mostly the non-viewers of KDP main occupation is Labor, the researchers' recommendations to Doordarshan should telecast some vocational training programme for them.
5. The extension personal contact like, BDO, VLW, Kisan-Mitra, Bankers, ADO, K.V.K. centre and local N.G.O., also recommended to farmers for timely and daily viewing of KDP.
6. The Doordarshan should telecast KDP, everyday.

IMPLICATIONS

The study will have a definite bearing on future development of agricultural as as whole with farm telecast programme. It attempts for different categories of viewers who are involved in KDP.

The study will help in identifying the factors, which make for differences in involvement level of different categories participating in the KDP.

This study is important from the point of view for the KrishiDarshanProgramme viewers, who gained more knowledge, favorable attitude, and satisfaction in viewing and its role in achieving greater productivity and for the agricultural scientists.

RECOMMENDATION FOR FUTURE RESEARCH

There is scope for much work to be done in the future to study the KDP viewers' viewing behaviour. The finding of the present study recommends the following measures for future research and planning the overall development:

1. Since, the study has been conducted to assess viewing behaviour of farmers towards KrishiDarshanProgramme of television in single district there will be need to study in a large number of randomly selected at regional level, and at national level.
2. Expectations of KDP viewers before viewing and their satisfaction after KDP viewing will be assessed in future by the researchers.
3. A, comparative study between the different mass media and KrishiDarshanProgramme can be done with the help of this study.
4. Beyond the study will be KDP viewing behaviour, the methodology use in this thesis, can be applied to analyze the aggressive behaviour, purchasing beaviour, overt behaviour, seeking beaviour, of the farmers.
5. Since the study will conduct to assess the relationship of independent variables with those of dependent variables i.e. knowledge, attitude and viewing behaviour but, there is need to

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