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# Profile characteristics of audience farmers towards Kisanvani programme of all India radio correlates with listening behaviour

**Sumit Kumar Palvi, Dr. Seema Naberia and Dr. NK Khare**

**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 of Shahdol district. The aim of this study to know the profile of audience farmers of 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. Majority of respondents belonged to middle age group, had formal education, belonged to nuclear families, had up to five members in their families, were small farmers and possessed 1-2 bullocks. Majority of the respondents were in the medium categories of annual income, social participation, extension participation and information seeking behaviour. Majority of the respondents had high attitude & opinion towards adoption of improved production technology.

**Keywords:** Audience farmers, improved production technology, Kisanvani, listening behaviour, radio

**1. 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. Theoretical exploration of Kisanvani programme/messages broadcasted in Kisanvani programme culminates into several questions/issues such as: What is the age group of farmers? What is their educational status? What is their family type and size? And several other questions related to their profile characteristics. Is there any relationship between profile characteristics of farmers and listening behaviour, if then what it is? These questions need empirical answers in the context of present area and Kisanvani programme for effective transfer of farm technology to the farmers.

**2. 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.

The data collection was done by the use of interview schedule through personal interview. Data were analyzed with help of suitable statistical tools.

The independent variable selected for the study were age, education, family type, family size, land holding, farm power, annual income, social participation, extension participation, economic motivation, attitude towards adoption of improved production technology, information seeking behaviour and opinion towards adoption of improved production technology. The dependent variable selected was listening behaviour.

### 3. Results and Discussion

#### 3.1 Socio-economic profile of audience farmers

The data presented in Table 1 shows the distribution of respondents according to socio-economic characteristics. It is observed that majority (51.67 %) of respondents belong to middle age group followed by young age group (38.33 %) and old age group (10.00 %) respectively. This may be due to the reason that they are more enthusiastic in nature to listen to new programmes. They are more interested to learn new activities and gain more knowledge broadcasted through the media.

In case of education majority of the respondents (31.66 %) had studied up to higher secondary level, followed by middle school (25.00 %), primary school (14.17 %), can read and write (12.50 %), can read only (7.50 %), college level and above (5.00 %) & illiterates (4.17 %). Such a finding might be on account of the availability of education facilities at the age of their education in their locality.

In case of family type majority of the respondents (65.00 %) belonged to nuclear families followed by joint families (35.00

%). This trend may be due to the fact that a desire to lead an independent life with proper accommodation, basic amenities and to give better future to their kids, most of the respondents opted to live in the nuclear families. Another advantage is that respondents gets enough time for recreational activities like radio listening and tele viewing. Through this respondents gained knowledge and helped to maintain and develop good personality in the society.

In case of family size majority of the respondents (58.33 %) had small families i.e. up to five members in their families while 41.67 per cent of respondents had large families i.e. above five members in their families. They might have found that it is beneficial to have small family to lead a better and comfortable life. When the family is small, less work, less expenditure, faster is the economic development.

In case of size of land holding majority of the respondents (50.00 %) are small farmers, followed by medium (34.16 %), large (9.17 %) & marginal (6.67 %) farmers respectively. The probable reason for this may be due to the fact that the division of joint families kept on occurring from time to time resulting in the fragmentation of land.

In case of farm power majority of the respondents (43.33 %) possessed 1-2 bullocks followed by 30.83 % possessed a tractor, 19.17 % possessed 3-4 bullocks while 6.67 % of respondents have no bullocks.

In case of annual income majority of the respondents (63.34 %) had medium annual income followed by low (20.00 %) & high (16.66 %) annual income respectively. This is because maximum number of them belonged to small farmer category.

**Table 1:** Socio-economic profile of audience farmers

Independent Variables	Categories	f	%
Age	Young	46	38.33
	Middle	62	51.67
	Old	12	10.00
Education	Illiterate	05	4.17
	Can read only	09	7.50
	Can read and write	15	12.50
	Primary school	17	14.17
	Middle school	30	25.00
	Higher secondary	38	31.66
	College level and above	06	5.00
Family type	Nuclear	78	65.00
	Joint	42	35.00
Family size	Small (Up to 5 members)	70	58.33
	Large (Above 5 members)	50	41.67
Land holding	Marginal	08	6.67
	Small	60	50.00
	Medium	41	34.16
	Large	11	9.17
Farm power	No bullocks	08	6.67
	1-2 bullocks	52	43.33
	3-4 bullocks	23	19.17
	Tractor	37	30.83
Annual income	Low	24	20.00
	Medium	76	63.34
	High	20	16.66

### 3.2 Communicational and psychological profile of audience farmers

**Table 2:** Communicational and Psychological profile of audience farmers

Independent Variables	Categories	f	%
Social participation	Low	56	46.67
	Medium	59	49.17
	High	05	4.16
Extension participation	Low	44	36.67
	Medium	70	58.33
	High	06	5.00
Economic motivation	Low	07	5.83
	Medium	66	55.00
	High	47	39.17
Attitude towards adoption of improved production technology	Low	06	5.00
	Medium	12	10.00
	High	102	85.00
Information seeking behaviour	Low	48	40.00
	Medium	70	58.33
	High	02	1.67
Opinion towards adoption of improved production technology	Low	02	1.67
	Medium	48	40.00
	High	70	58.33

The data presented in Table 2 shows the distribution of respondents according to communicational and psychological characteristics. In case of social participation majority of the respondents (49.17 %) had medium social participation followed by low (46.67 %) & high (4.16 %) 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 extension participation majority of the respondents (58.33 %) had medium extension participation followed by low (36.67 %) & high (5.00 %) extension participation respectively. The probable reason for this may be due to the fact that the extension activities conducted in the panchayat level was most participated since most of the farmers did not want to be away from their farms for more than one or two days.

In case of economic motivation majority of the respondents (55.00 %) had medium economic motivation followed by high (39.17 %) & low (5.83 %) economic motivation respectively. The probable reason for this may be their lesser involvement in agricultural schemes and programme which are profit oriented and directed towards increased production.

In case of attitude towards adoption of improved production technology majority of the respondents (85.00 %) had high attitude towards adoption of improved production technology followed by medium (10.00 %) & low (5.00 %) attitude respectively.

In case of information seeking behaviour majority of the respondents (58.33 %) had medium information seeking behaviour followed by low (40.00 %) & high (1.67 %) information seeking behaviour respectively.

In case of opinion towards adoption of improved production technology majority of the respondents (58.33 %) had high opinion towards adoption of improved production technology followed by medium (40.00 %) & low (1.67 %) opinion respectively.

### 3.3 Correlation between profile characteristics of

### respondents and their listening behaviour

The value of coefficient of correlation furnished in Table 3 clearly shows that listening behaviour of respondents was positively and significantly associated at 1 per cent level of significance with their land holding, farm power and attitude towards adoption of improved production technology. Similarly, the listening behaviour of respondents was positively and significantly associated at 5 per cent level of significance with their education, annual income, social participation, extension participation, economic motivation, information seeking behaviour & opinion towards adoption of improved production technology. It can, therefore, be generalized that higher the education, land holding, farm power, annual income, social participation, extension participation, economic motivation, attitude towards adoption of improved production technology, information seeking behaviour & opinion towards adoption of improved production technology of the respondents higher would be their listening behaviour. The variables land holding, farm power & attitude towards adoption of improved production technology are positively and significantly associated at 1 per cent level of significance. It means that farmers with more land holding have more farm power and therefore positive attitude towards adoption of improved production technology. Further, coefficient of correlation indicated that the variable family type had positive and non-significant relationship with the listening behaviour of farmers while variables age and family size had negative and non-significant relationship with the listening behaviour of farmers. It means that these variables did not have a significant role on the listening behaviour among the farmers.

**Table 3:** Correlation between profile characteristics of respondents and their listening behavior

Variables	Correlation coefficient (r)
Age	-0.08 <sup>NS</sup>
Education	0.206 <sup>*</sup>
Family type	0.039 <sup>NS</sup>
Family size	-0.021 <sup>NS</sup>
Land holding	0.258 <sup>**</sup>
Annual income	0.182 <sup>*</sup>
Farm power	0.239 <sup>**</sup>
Extension participation	0.201 <sup>*</sup>
Social participation	0.183 <sup>*</sup>
Economic motivation	0.192 <sup>*</sup>
Attitude towards adoption of improved production technology	0.322 <sup>**</sup>
Information seeking behaviour	0.189 <sup>*</sup>
Opinion towards adoption of improved production technology	0.204 <sup>*</sup>

\*\* Significance of 1 percent level of significance

\*Significance of 5 percent level of significance

NS- Non significance

### 4. Conclusion

The study revealed that Majority of respondents (51.67 %) belonged to middle age group. Majority of the respondents had formal education. Majority of the respondents (65.00 %) belonged to nuclear families. Majority of the respondents (58.33 %) had up to five members in their families. Majority of the respondents (50.00 %) were small farmers. Majority of the respondents (43.33 %) possessed 1-2 bullocks. Majority of the respondents (63.34 %) had medium annual income. Majority of the respondents (49.17 %) had medium social participation. Majority of the respondents (58.33 %) had

medium extension participation. Majority of the respondents (55.00 %) had medium economic motivation. Majority of the respondents (85.00 %) had high attitude towards adoption of improved production technology. Majority of the respondents (58.33 %) had medium information seeking behaviour. Majority of the respondents (58.33 %) had high opinion towards adoption of improved production technology. Coefficient of correlation indicates that Education, land holding, annual income, farm power, extension participation, social participation, economic motivation, attitude towards adoption of improved production technology, information seeking behaviour and opinion towards adoption of improved production technology had significant relationship with listening behaviour. Age, family type and family size had non-significant relationship with listening behaviour.

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