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# Listeners' opinion regarding effectiveness of agricultural programmes broadcast by radio Bundelkhand

**Akanksha Sharma, Kamini Bisht and Seema Naberia**

### 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. Descriptive research design was used in the investigation. The findings of the study revealed that a vast majority of the respondents (82.50%) considered agricultural programmes broadcast by Radio Bundelkhand as effective. Thus in it can be concluded that the agricultural programmes broadcast by Radio Bundelkhand plays an important role in dissemination of agricultural information and technology to the farmers of the area.

**Keywords:** Radio Bundelkhand, community radio, agricultural programmes

### Introduction

Effective extension, education and communication services are probably some of the key strategies for sustaining agricultural growth, strengthening food security and combating hunger and malnutrition. However, diverse socio-cultural backgrounds, linguistic barriers, geographical remoteness and differential incentives make the task of information dissemination challenging. While many rural farmers have limited access to communication technologies, broadcast radio today reaches a staggering 99 per cent of the Indian population (<https://www.thehindu.com>). Among all mass communication media directed towards the farm population, the importance of radio for agricultural extension cannot be denied. Radio is the preferred source of agricultural information for the large majority of smallholder farmers. Not only it is affordable and accessible to those without formal education, 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 (Nyareza and Dick, 2012)<sup>[4]</sup>

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 23<sup>rd</sup> October 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.

A number of studies have been conducted on awareness, listening behaviour and opinion of listeners of community radio. However, there is little documented primary researches into the effectiveness of agricultural programmes broadcast by community radio stations. The need for documented primary research, and useful indicators to measure effectiveness was highlighted in the AMARC assessment of Community Radio in 2006 (AMARC, 2007). It is therefore felt necessary to find out what are listener's opinion about the programmes broadcast by community radio and its effectiveness? To answer this questions the present study on "Listeners' opinion regarding effectiveness of agricultural programmes broadcast by Radio Bundelkhand" was undertaken.

## Material and methods

The present investigation was carried out in Orchha block of Niwari district of Madhya Pradesh. Radio Bundelkhand is operational in Orchha block of Niwari district covering a span of 15 km radius around Orchha serving 34 number of villages. Out of 34 villages, eleven villages i.e. Azadpura, Ramnagar, Sitapur, Basova, Bagan, Bhagwantpur, Jamuniya, Gujerra, Kalan, Mathrapur and Ghatao were having community reporters who represent these villages. From these eleven villages, six villages were selected randomly. To assess the effectiveness of the programmes broadcast by Radio Bundelkhand, a device was developed and responses of the respondents were recorded on the three point continuum for each fifteen aspects. The scores obtain by the respondent for all the parameters was added that formed the total score of the respondent

## Result and Discussion

### Opinion of respondents about the effectiveness of agricultural programmes

The data regarding the opinion of Radio Bundelkhand listeners regarding the effectiveness of agricultural programmes is presented in table 1. The data shows that most of Radio Bundelkhand listener i.e. 69.17 per cent found the quality of content as very good followed by good (30.83%). In respect of adequacy of content, 65.83 per cent of

respondents stated that content was adequate followed by somewhat adequate (34.17%). Regarding usefulness of content, a majority of listeners i.e. 79.67 per cent of respondents stated that content was very useful followed by somewhat useful (20.83%). Further, result shows that 68.33 per cent of Radio Bundelkhand listeners found the agricultural programme as highly relevant followed by relevant (31.67%). Regarding audio quality, 88.33 per cent of the Radio Bundelkhand listeners found the audio quality as very good whereas 11.67 per cent of the respondents found the audio quality as good. Regarding timeliness, 58.33 per cent Radio Bundelkhand listeners stated that the timeliness of the programme was most convenient followed by convenient (41.67%). In respect of duration of broadcast, 62.50 per cent of respondents found that duration as most adequate followed by adequate (37.50%). A higher percentage of Radio Bundelkhand listeners i.e. 64.17 per cent reported that information provided in the programme were highly understandable followed by understandable (35.83%). The data shows that 75.00 per cent of Radio Bundelkhand listeners found the information/ message communicated to them as highly effective followed by effective (25.00%). Regarding regularity of programme, 53.33 per cent of Radio Bundelkhand listeners opined that the programme was mostly regular followed by 46.67 per cent respondents reported that the programme was regular.

**Table 1:** Opinion of respondents about the effectiveness of agricultural programmes

SN	Aspects	Categories	Frequency	Percentage
1.	Quality of content	Very good	83	69.17
		Good	37	30.83
2.	Adequacy of Content	Most adequate	79	65.83
		Adequate	41	34.17
3.	Usefulness of Content	Very useful	95	79.67
		Useful	25	20.83
4.	Relevancy	Highly relevance	82	68.33
		Relevance	38	31.67
5.	Audio quality	Very good	106	88.33
		Good	14	11.67
6.	Timeliness of Programmes	Most convenient	70	58.33
		Convenient	50	41.67
7.	Duration of Broadcast	Most adequate	75	62.50
		Adequate	45	37.50
8.	Understanding of Information	Highly Understandable	77	64.17
		Understandable	43	35.83
9.	Communication Effectiveness	Highly Effective	90	75.00
		Effective	30	25.00
10.	Regularity of Programmes	Mostly Regular	64	53.33
		Regular	56	46.67
11.	Appropriate to farming activity	Highly Appropriate	80	66.67
		Appropriate	40	33.33
12.	Source of Agricultural information	Yes	97	80.83
		Sometimes	23	19.17
13.	Opportunities to Participate	Yes	88	73.33
		Sometimes	32	26.67
14.	Suitability of Programmes	Highly Suitable	65	54.17
		Suitable	55	45.83
15.	Satisfaction with the programme	Highly Satisfied	79	65.83
		Satisfied	41	34.17

The data on opinion of Radio Bundelkhand listeners in respect of appropriateness of information to the farming activities, 66.67 per cent of respondents stated that it was highly appropriate followed by 33.33 per cent found it appropriate. About 80 per cent Radio Bundelkhand listeners stated that the information provided in the programme had

good/ credible source of information on agricultural production followed by sometimes (19.17%). Regarding opportunities to participate, 73.33 per cent of the community radio listeners reported that most of the time they got the opportunity to participates in the programme whereas 26.67 per cent respondents sometimes got the opportunity to

participate. Near about half of the Radio Bundelkhand listeners *i.e.* 54.17 per cent found the programme as highly suitable followed by suitable *i.e.* 45.83 per cent. Regarding satisfaction with the programme, 65.83 per cent of Radio Bundelkhand listeners were highly satisfied to the programme broadcasted followed by satisfied (34.17%).

**Table 2:** Distribution of respondents according to the perceived effectiveness of agricultural programmes

SN	Categories	Frequency	Percentage
1.	Low ( 35 – 38 scores)	08	06.67
2.	Medium (39 to 42 scores)	99	82.50
3	High ( 43 - 45 scores)	13	10.83
	Total	120	100.00

The data of all the indicators of effectiveness of programme revealed that 93.33 percent of the respondents considered agricultural programmes broadcast by Radio Bundelkhand as effective. This result is in conformity with the research findings of Njoku (2016)<sup>[3]</sup>.

### Conclusion

The effectiveness of agricultural programmes broadcast by Radio Bundelkhand was measured on 15 aspects and it was found that a higher percentage of the listeners of Radio Bundelkhand were highly satisfied with the agricultural programmes broadcast by community radio station. The results revealed that a vast majority of listeners found the programmes as highly effective. It is therefore concluded that among various existing genres of local community media, Community Radio will prove most effective as it can easily cover a wider range of area as well as diversified audience. The medium may therefore, be utilised in effective and efficient way for dissemination of agricultural innovations to the farming community.

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