



P-ISSN: 2349-8528  
 E-ISSN: 2321-4902  
 IJCS 2019; 7(6): 2622-2624  
 © 2019 IJCS  
 Received: 17-09-2019  
 Accepted: 20-10-2019

**Sonam Upadhyay**  
 Department of Extension  
 Education, Jawaharlal Nehru  
 Krishi Vishwavidyalaya,  
 Jabalpur, Madhya Pradesh,  
 India

**NK Khare**  
 Department of Extension  
 Education, Jawaharlal Nehru  
 Krishi Vishwavidyalaya,  
 Jabalpur, Madhya Pradesh,  
 India

**Varsha Upadhyay**  
 Department of Extension  
 Education, Jawaharlal Nehru  
 Krishi Vishwavidyalaya,  
 Jabalpur, Madhya Pradesh,  
 India

**Corresponding Author:**  
**Sonam Upadhyay**  
 Department of Extension  
 Education, Jawaharlal Nehru  
 Krishi Vishwavidyalaya,  
 Jabalpur, Madhya Pradesh,  
 India

## Impact of DD Kisan television channel among farmers of Jabalpur district, Madhya Pradesh

Sonam Upadhyay, NK Khare and Varsha Upadhyay

### Abstract

Doordarshan has a modest beginning with an experimental telecast starting in Delhi on 15<sup>th</sup> September 1959. Doordarshan began a 5 minute news bulletins in the year 1965. DD Kisan plays an important role to narrow the gap between research result and their application by farmers. DD Kisan is an Indian agricultural 24 hours television channel which is owned by Doordarshan. The present study was carried out to know the effectiveness of DD Kisan among farmers of Jabalpur district Madhya Pradesh with 125 viewers from Panagar block. Majority of viewers having knowledge (52.00%) about DD Kisan channel, but there is poor adoption (50.00%) of information given by DD Kisan and various constraints faced by farmers during telecast of channel. The study suggests that there is better scope for improving the knowledge and adoption of farmers by mean of addressing these constraints.

**Keywords:** farmers, Impact, Profile, effectiveness of DD Kisan

### Introduction

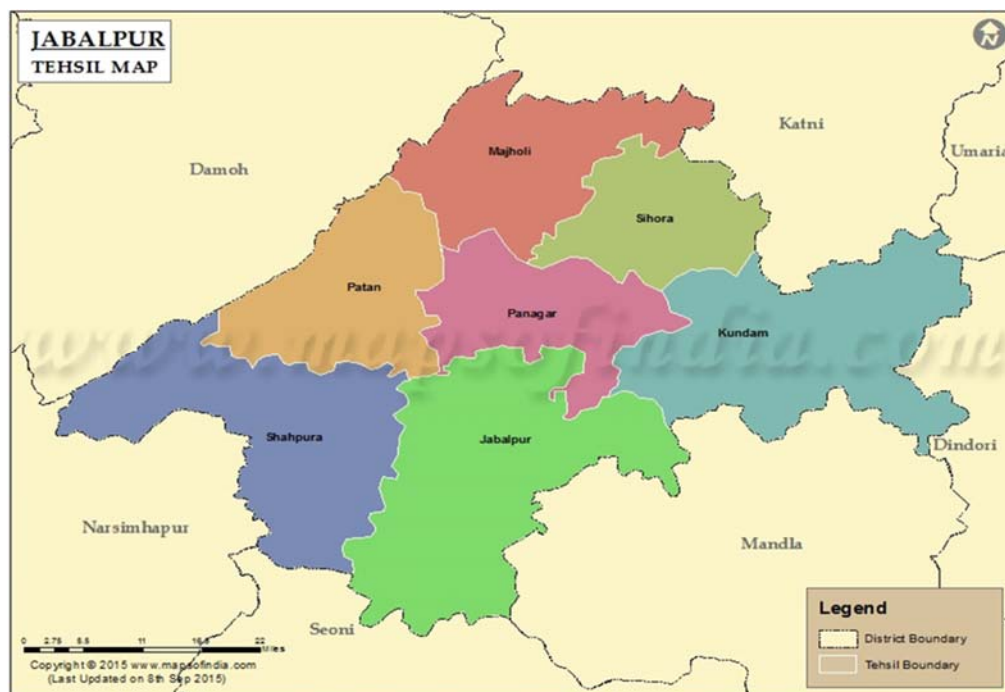
Agriculture is the basic of village life in India. More than 70% of population depends on it for livelihood. It is necessary that farmers must use the improved techniques in agriculture. Doordarshan has a modest beginning with an experimental telecast starting in Delhi on 15<sup>th</sup> September 1959. Doordarshan began a 5 minute news bulletins in the year 1965. Only 7 Indian cities had a television services and Doordarshan remained the sole providers of television in India. Finally in 1982, Doordarshan as a national broadcaster come into existence.

The only channel for farmers on 26<sup>th</sup> may 2015 honorable Prime Minister Shri Narendra Modi launched a television channel DD Kisan dedicated to farmers, which would provide information about best agricultural practices related content, farming techniques, water conservation and organic farming etc. DD Kisan is an Indian agricultural 24 hours television channel which is owned by Doordarshan. In the modern era of information and communication technology, television has been recognized as the one of the best medium among the other mass media for transmitting messages to many audiences in the shortest possible time with low cost. Advanced technologies in various areas large number of public and private channels, attractive presentation, and availability of trained professionals in the communication especially in the field of agriculture have increased interest of rural peoples in television viewing.

The impact made by television in villages has not been limited in disseminating in farm technology but also to awareness of the development programme initiated by government. The present investigation was designed to determine the “effectiveness of DD Kisan among farmers” according to Badodiya and Chaudhary (2011). The study highlighted the influence of personal attributes in the television viewing behavior of the respondents.

### Methodology

The study was undertaken in Jabalpur District Madhya Pradesh. Jabalpur district comprises of 7 blocks namely Jabalpur, Sihora, Majholi, Patan, Shahpura, Panagar and Kundam. Out of which Panagar block has been selected purposely because of having maximum villages. The Panagar block comprises 200 villages out of which 5 villages were selected randomly on the basis of maximum beneficiaries. Thus, total 125 viewers were selected as the sample of the study on the basis of proportionate random sampling method from all selected villages (Pareek and Trivedi). The data were collected through pre-tested interview schedule.



## Result and Discussion

**Table 1:** Profile of DD Kisan viewers

Independent variable	Categories	N=125 Frequency	Percentages
Age	Young (Up to 35 years)	34	27.20
	Middle (36-55 years)	78	62.40
	Old (above 55 years)	13	10.40
Caste	Schedule caste/s. Tribe	15	12.00
	OBC	86	68.80
	Unreserved	24	19.20
Education	Illiterate	03	2.40
	Can read and write	08	6.40
	Up to primary school	21	16.80
	Up to middle school education	38	30.40
	Up to higher secondary education	30	24.00
	College level education	17	13.60
Family type	Post graduate	08	6.40
	Nuclear family	92	73.60
	Joint family	33	26.40
Family size	Small family(3-4 members)	40	32.00
	Medium family (5-7 members)	61	48.80
	Large family(above 7)	24	19.20
Occupation	Farming	90	72.00
	Farming+ other	35	28.00
Land holding	Marginal (up to1ha)	08	6.40
	Small ( 1.01-2 ha)	53	42.40
	Medium (2.01-5 ha)	47	37.60
	Large (above 5 ha)	17	13.60
Farm power	No bullocks	65	52.00
	1-2 bullocks	03	2.40
	2-4 bullocks	00	00.00
	5-6 bullocks	00	00.00
	Tractor	57	45.60
Annual income	Low (up to Rs. 2lakh)	109	87.20
	Medium (Rs.2lakh-5lakh)	11	8.80
	High(Rs. 6lakh- 8lakh)	05	4.00
Farm experience	Low ( up to 05years)	33	27.20
	Medium (06 – 10 years)	41	32.80
	High (above 10 years)	51	40.00
Social participation	Low ( up to 6)	105	84.00
	Medium (7-12)	15	12.00
	High(13-18)	05	4.00

Majority of farmers (62.40%) belonged to middle age group (36-55 year) by, in caste most of the respondents (68.80%) belonged to OBC category. In case of education most of the respondents (30.40%) educated up to middle school level. In family type most of the viewers (73.60%) belonged to the nuclear family type and in family size most of the viewers (48.80%) belonged to the medium family size.

In terms of occupation majority of famers doing only cultivation, operational land holding (42.40%) small farmer. In case of farm power (52.00%) had low farm power, annual income (87.20%) having low income, farming experience (40.00%) had medium farming experience, social participation (84.00%) had low social participation.

**Table 4:** Over all mean of viewers of DD Kisan channel

Variables	Mean
Independent variables	
Age	44.728
Caste	2.072
Education	5.264
Family type	1.264
Family size	1.432
Occupation	1.544
Land holding	2.963
Farm power	1.944
Annual income	15228
Farm experience	24.88
Social participation	0.992

The mean scores by viewers were ranged from 44.72 to 0.76. This indicates that age were more important than other variables for viewers. Age having higher means score than all variables (44.72) as they received first rank, followed by farm experience (24.88) as they received second rank, knowledge (12.50) as they received third rank, adoption (7.44) they received fourth rank, education (5.26) received fifth rank, land holding (2.96) received sixth rank. Thus it is concluded that most of the viewers of DD Kisan comes under age, farm experience, knowledge, adoption, education, land holding.

### Conclusion

The study showed that as regards the profile of viewers, majority of viewers (62.40%) belonged to middle age group (36-55 year), in caste most of the respondents (68.80%) belonged to OBC category. In case of education most of the respondents (30.40%) educated up to middle school level. In family type most of the viewers (73.60%) belonged to the nuclear family type and in family size most of the viewers (48.80%) belonged to the medium family size. Occupation, majority of famers doing only cultivation, operational land holding (42.40%) small farmer. In case of farm power (52.00%) had low farm power, annual income(87.20%) having low income, farming experience (40.00%) had medium farming experience, social participation (84.00%) had low social participation.

### Reference

1. Wankhede AK, Khare NK. Perception of farmers viewing Krishi Darshan programme of Doordarshan. Madhya J Extn. Edu. 2005; 8:26-28.
2. Sen V. A study on Radio listening Behavior of farmers towards agriculture information programme broadcasted through A.I.R. Rewa in Raipur Karchuliyan block of Rewa district, 2007.

3. Sen V. A study on Radio listening Behavior of farmers in relation to agriculture information technology programme broadcasted through All India Radio, Rewa in Raipur Karchuliyan block of Rewa district, M.P." A Unpublished M.Sc. (Ag.) thesis, College of Agriculture, Rewa, JNKVV, Jabalpur, 2008.
4. Badodiya SK, Chaudhary PC. Effectiveness of farm telecast in seeking agricultural information by farmers'. Comm. Mob. And sust. Dev. 2011; 6 (2):125-127.
5. Deva Raj, Ravi Chandran P. A study on the role of information and mass media communication technology among farming community of Mandya district, Karnataka state. J Of advances in library and info. Sci. 2014; 3(1):43-46
6. Jhajharia AK, Khan IM, Bangarva GS, Jhajharia S. Awareness of farmers about farm based radio and television programmes. Raj. J Ext. Edu. 2012; 20:209-14.
7. Jogender Singh, VP Chahal and Vidyulata (2014). Farm telecast viewing Behavior of farmer in Haryana. Indian res. J Ext. Edu, 2012, 14(3).