

# Effectiveness Of Farm Broadcast Among The Farming Community

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*Abstract: The success of agricultural development programmes in developing countries largely depends on the nature and extent of use of mass media in mobilization of people for development. In this regard the radio are significant, as they transfer modern agricultural technology to literate and illiterate farmers alike even in interior areas, within short time. The view is to serve the farming community by motivating them through sustained broadcasts, to adopt and practice scientific methods of cultivation, for increasing food production and rural economic development. The present study was undertaken purposively in Veerakeralam village with a random sample of 30 farmers to find out the profile characteristics and impact of farm broadcast among farmers. From this study, it could be inferred that more than one-third (43.33%) of the farmers were found to have medium educational status and it is understood that more than half (53.33%) of the respondents primary occupation was agriculture. The impact of farm broadcast among the farmers was at medium level and it is understood that 70.00 percent of the respondents opined farm messages broadcast were useful to all farmers, followed by 90.00 percent farmers said regular hearing of few broadcast leads to better farming, 40.00 percent told that farmers can get more profit if he follows the farm broadcast recommendations, 53.33 percent said that messages conveyed covered general problems and not specified problems.*

**Keywords: Broadcast, radio, impact, effectiveness, farm**

## I. INTRODUCTION

Information flow is a basic necessity of development. It is to be communicated properly. The large scale economic development in agriculture depends on communication. The communication of agricultural information to farmers is a prerequisite of modernization of agriculture. Agricultural technologies are changing day by day. It is important to keep farmers in tune with recent technology and to educate them continuously about the implications of new agricultural technology (Murugan., 1994).

Radio is no longer a novelty. In spite of several newly introduced ICT tools, radio is the cheap and easiest way for the farming community to update their knowledge related to farming. Now-a-days, with the advent of improved gadgets, radio listening behavior is reducing day by day, though AIR is broadcasting regular farm programmes for the benefit of farming community. So, in order to improve the effectiveness

of farm broadcast, periodical evaluation on its impact is necessary. This probe would help to improve the existing programmes. The systematic probe of this medium would help to improve this medium of communication (Olademeji., 2006). Realising this gap, a study was undertaken to know the effectiveness and impact of effective delivery of radio on the farming community.

## II. METHODOLOGY

The study was conducted purposively in Veerakeralam village of Thondamuthur block of Coimbatore district in Tamilnadu to analyse the effectiveness of farm radio programmes broadcast among the farmers. The population of the study consisted of farmers of Veerakeralam village. A random sample of 30 farmers who listened to farm radio programmes were selected through random sampling method.

A well structured and pre-tested interview schedule was used to study the objectives and data were collected through personal interview. Percentage analysis was done to analyse the collected data.

### III. RESULTS AND DISCUSSION

The data collected on the profile of respondent farmers were analysed and presented in the following Table 1.

n=30

Sl.No	Category	Frequency	Percentage
1.	Age (in years)		
	Young (<35)	0	0
	Middle (35-45)	7	23.33
	Old (>45)	23	76.66
2.	Educational status		
	Low	5	16.66
	Medium	13	43.33
	High	12	40.00
3.	Occupation		
	Agriculture as primary	16	53.33
	Agriculture as secondary	14	46.66
4.	Family type		
	Joint	9	30.00
	Nuclear	21	70.00
5.	Electrification		
	Electrified	30	100.00
	Not-electrified	0	0
6.	Farm status		
	Marginal	12	40.00
	Small	18	60.00
	Medium	0	0
	High	0	0
7.	Social participation		
	Not a member	22	73.33
	Member	8	26.66
	Office bearer	0	0
8.	Communication status		
	No subscription	20	66.66
	Subscribed to newspaper	7	23.33
	Subscribed to weekly/monthly magazine	3	10.00
	Subscribed to agricultural magazine	0	0
9.	Information seeking behavior		
	Low	2	6.66
	Medium	24	80.00
	High	4	13.33

Table 1: Distribution of respondents based on their profile characteristics

It could be observed from the Table 1 that, a majority (76.66%) of the respondents were old aged. While looking at the educational status, 43.33 percent of the farmers were found to have medium educational status followed by high (40%) and low (16.66%). This reveals that, though the respondents were having medium level of education, their radio listening behavior was not appreciable. As it could be seen from the above table that more than half of the respondents (53.33%) had their primary occupation as agriculture followed by 46.66% with agriculture as the secondary source of occupation. Further, it could be observed that more than half of the respondents (70.00%) had nuclear family. The results on electrification revealed that all the respondents (100.00%) of the study had electrification facilities. The results also show that, 60.00 percent of the respondents were small farmers.

### IMPACT OF FARM BROADCAST

The main focus of farm broadcast is to improve the farmers behavior towards promoting effective farming practices through better listening behavior of farm programmes broadcast through AIR.

(n = 30)

Sl.No	Statements	Frequency	Percentage
1.	Farm messages broadcasted are useful to all farmers	21	70.00
2.	Regular hearing of few broadcast leads to better farming	27	90.00
3.	Hearing broadcast is a waste of time	0	0
4.	Farm broadcast recommendations are suited only to certain farmers	0	0
5.	One can get more profit if he follows the farm broadcast recommendations	12	40.00
6.	Radio is not a credible source of information	0	0
7.	Messages passed are enriched with subject matter knowledge	30	100
8.	Messages conveyed covers general problems and not the specified problems	16	53.33

Table 2: Impact of farm broadcast

From the Table 2, it is understood that more than three-fourth of the respondents (70.00%) opined farm messages broadcasted are useful to all farmers, majority of the respondents (90.00%) said regular hearing of few broadcast leads to better farming, one-third of the respondents (40.00%) told that farmers can get more profit if he follows the farm broadcast recommendations, more than half of the respondents (53.33%) said that messages conveyed covers general problems and not the specified problems and almost all the respondents revealed that messages passed are enriched with subject matter knowledge and none of the farmers as farm broadcast are suited only to certain farmers. It could be inferred from the above table that, none of the respondents said that hearing to farm broadcast is a waste of time, and radio is not a credible source of information. This finding is in line with that of Murugan (1994), Impact of farm broadcast on listeners. Unpublished M.Sc.(Ag), thesis, Department of AE & RS, TNAU.

### IV. CONCLUSION

Since majority of the farmers were educated upto middle and secondary level and had agriculture as their primary occupation, higher standard programmes can be prepared and presented. Though some farmers are illiterate, programmes

can also be presented in local languages. Further, in the previous day program itself, the next day agricultural programs and agricultural activities going on in that area can be broadcasted. It is my suggestion that, farmers are to be encouraged and motivated to have feedback behaviour by announcing some rewards. Several studies implicated that Interview mode, announcement and question and answer were most preferred modes by the listeners and these modes can be frequently used to improve the farm broadcast effectiveness among the farmers. Majority of the farmers expressed that radio is a credible source of information and effectiveness of farm broadcast among farmers were found to be at medium level. To add more value to their belief, several useful

informations like Dynamic market informations can be given at daily basis.

#### REFERENCES

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