

Media Exposure of the Farmers in Sagar District of Madhya Pradesh

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ABSTRACT

The extension contact and Mass Media play an important role in transmitting viable information to users through various sources and channels for the diffusion of the new technology in order to bring about awareness and changes in the attitudes of farmers. The study was conducted in Sagar district of Madhya Pradesh. Four development blocks were selected randomly in two villages from each selected block with the help of random sampling technique and from each village 30 cultivators were selected randomly. Hence, the total number of selected respondents were 240 spread over eight villages. The findings of the study clearly show that the RAEO's are the most effective and sought after interpersonal media of the farmers, the reason being that the RAEO's are easily within the approach of the farmers. Similarly, the popular mass media, like newspapers, radio and television are the most sought after channel by the farmers. Hence, extensive use of these channels should be made to reach the farmers.

Indian agriculture is set to face new challenges from the developed countries in the WTO regime. To meet this challenge agriculture sector in India needs tangible improvement in terms of cost quality and output. To fulfill these needs, Indian farmers must be well informed about the latest trends in agriculture industry; i.e. new farming techniques new methods of cultivation, new crops, seeds, insecticides, pesticides, water & nutrient management and marketing of the products. This could be possible only with the farmers interface with information technology (IT) in bringing about, which is playing an important role sweeping changes in socio-economic development in the era of globalization.

Media are the means that allow for active participation by the recipient, hence establish two way communications. In the process of communication lies the potential for millions of village people to overcome ignorance, poverty and disease to attain a status of economic and social well-being by reaping the benefits of the information media.

The extension contact and mass media plays an important role in transmitting viable information to users

through various sources and channels for the diffusion of the new technology in order to bring about awareness and changes in the attitudes of farmers for festering rapid acceptance of farm innovations. This is also supported by Wakle, P.K; et. al. (1998). Utilization of the improved agricultural technology by the farmers to a large extent depends upon the effective sources of information & channel to which they are generally exposed directly or indirectly

METHODOLOGY

The study was conducted in Sagar district of Madhya Pradesh. This district was purposely select for the present investigation. In Sagar district, there are 11 developmental blocks, out of which 4 blocks were selected randomly for investigation. Two villages from each developmental block were selected with the help of random sampling technique. Hence, the study was confined to eight villages of Sagar district. A list of all the cultivators of selected villages was prepared village-wise and from each village 30 cultivators were selected randomly. Hence, the total number of selected respondents were 240 spread over 8 villages. A pre structured interview schedule was prepared and the researcher collected the data personally.

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Table 1. Percentage use of interpersonal media

(N=240)

SN	Officials (Media)	Regular		Rarely		Occasionally		Never	
		Frequ- ency	Perce- ntage	Frequ- ency	Perce- ntage	Frequ- ency	Perce- ntage	Frequ- ency	Perce- ntage
A. Block level									
1	SADO	9	3.75	26	10.83	21	8.75	184	76.67
2	ADO	6	2.50	68	28.33	27	11.25	139	57.92
3	RAEO	18	7.50	126	52.50	63	26.25	33	13.75
B. Sub division level									
1	SDAO	6	2.50	38	15.83	11	4.58	185	77.08
2	SMS	14	5.83	59	24.58	19	7.92	148	61.67
3	RAEO	25	10.42	85	35.42	83	34.58	47	19.58
4	ASO	21	8.75	97	40.42	72	30.00	50	20.83
C.	District level	15	6.25	48	20.00	25	10.42	152	63.33
D.	Research Staff	10	4.17	54	22.50	48	20.00	128	53.33
E. Other staff									
1	Field officials of fertilizers,	5	2.08	95	39.58	33	13.75	107	44.58
2	Field officials of plant protection	12	5.00	40	16.67	7	2.92	181	75.42

RESULTS AND DISCUSSION

The Table-1 showed that the majority of the respondents are not in touch with the extension personnel i.e. ADAOs, SADOs, ADOs, SMS, ASOs and RAEOs. Among the officials most of the respondents have their contact with RAEOs at block & district levels, regularly while, 40.42 percent and 35.42 percent respondents have their contact with ASO and RAEOs rarely and respectively. The 7.00 percent or less number of the respondents developed their contact with district authorities and meet them regularly. Over all picture shows

that most of the respondents meet the officials either rarely or occasionally as performing need or at the time of problems in crop production. It is thus clear that the extension contact of the farmer are not up to the level of the satisfaction.

The fact behind the above findings, clearly shows that the respondent farmers are more prone to and keep regular contact with the localite channel of their village rather than move out of their village to distant places for making contact with the personnels to obtain informations.

Table 2 : Percentage use of Mass media exposure

(N=240)

S.No	Particulars	Frequency	Percentage
1.	(a) News paper		
	Read	133	55.42
	Not read	107	44.58
(b)	Frequency		
	Daily	44	33.08
	Weekly	56	42.11
	Sometimes	33	24.81
	Never	107	44.58

2.	(a) Farm Magazine		
	Read	71	29.58
	Not read	169	70.42
	(b) Frequency		
	Daily	9	12.68
	Weekly	28	39.44
	Sometimes	34	47.88
	Never	169	70.42
3.	(a) Radio		
	Own	87	36.25
	Not own	153	63.75
	(b) Frequency		
	Listen	120	50.00
	Not listen	120	50.00
4.	(a) Television		
	Own	121	50.42
	Not own	119	49.58
	(b) Frequency		
	Seen	209	87.08
	Not seen	31	12.92
5.	View films	91	37.92
	Do not view films	149	62.08
6.	Demonstration conducted	56	23.33
	Participate in demonstration	184	76.67
7.	Visited Kisan Melas	94	39.17
	Did not Visit Kisan Melas	146	60.83

The Table 2 regarding the source of communication what respondents pertained, indicates in terms of the use of print media, electronic media and extension method i.e. demonstration and kisan mela from where farmers received latest information's about latest farm technologies. The majority (55.42 %) of respondents read news papers but only daily reported by the 33.08 per cent. The next higher percentage (24.81%) respondents read the news paper some time. Number of weekly readers of news paper is 42.11 per cent, while 44.58 per cent never read the news papers. This might be due to illiteracy or the non availability of news paper in their villages. The table further shows that 29.58 % respondents read the magazine and out of these only 12.68 per cent read daily 39.44 per cent weekly and 47.88 per cent some time. It is clear from the table that the magazines in general and farm magazines in particular are not in reach of the respondents.

Similarly, the owner of the radio are 36.25 per

cent, while 50.00 per cent are the regular listeners. The majority (63.75%) not owned the radio. Out of total respondents, 50.00 per cent do not listeners number equal to listeners (50.00%). Of course the radio play an effective role to give the proper exposure to the technical subject matter and also to the non technical too. The television is quite popular media among the respondents. Majority (87.08%) are viewers of television out of 50.42 per cent owners of the television sets. Again, table shows that 62.08 per cent of the respondents use to see the more films. Demonstrations conducted by 23.33 per cent respondents, while 76.67 per cent respondents visited the demonstration on other farmers field. Exhibition and kisan mela were obtained by 39.17 per cent respondents. This figure is not much encouraging at the time when exhibitions and farmers fairs organized by different Govt. and non-government organization are giving good exposure. It is thus clear that television is the very popular source of the information, while demonstration either on farm or off farm of respondents are giving very good exposure.

Table- 3 : Correlation coefficient between Extension contact and independent variables

S.No.	Independent variables	Correlation with Extension contact
X ₁	Age	-0.0816
X ₂	Education	0.3504**
X ₃	Caste	0.2825**
X ₄	Family type	0.0227
X ₅	Family size	0.0235
X ₆	House	0.0473
X ₇	Land holding	0.2075*
X ₈	Occupation	0.0315
X ₉	Income	0.2487**
X ₁₀	Material possession	0.3389**
X ₁₁	Social participation	0.1790

The result indicate that (Table 3) the variables like education, caste, income and material possession of the respondents are positive and significantly correlated with their Extension contact at P= 0.01 level (This finding gets support from, Gupta, (1980). Further, the association of land holding has positive and significant correlation with Extension contact at P= 0.05, others like age, family type and size and type of house of the farmers did not show any significant relationship with their Extension contact.

Table-4 : Correlation coefficient between Mass media exposure and independent variables

S. No.	Independent variables	Correlation with Mass media exposure
X ₁	Age	-0.0982
X ₂	Education	0.6585**
X ₃	Caste	0.4333**
X ₄	Family type	0.0438
X ₅	Family size	0.1236
X ₆	House	0.2567**
X ₇	Land holding	0.4326**
X ₈	Occupation	0.0863
X ₉	Income	0.4529**
X ₁₀	Material possession	0.5525**
X ₁₁	Social participation	0.3356**
X ₁₂	Extension contact	0.3793**

The result indicate that (Table 4) the variables like education, caste, house, landholding, income, material possession, social participation, and Extension contact of the respondents are positively and significantly correlated with their Mass media exposure at P= 0.01 level. Other variables like age, family type & size and occupation of the farmers did not show any significant relationship with their Mass media exposure.

CONCLUSION

Thus, we can concluded that the RAEOs are the most effective and sought after interpersonal media of the farmers the reason being that the RAEOs are easily within the reach of the farmers. The fact behind the above findings, clearly shows that the respondent farmers are more prone to and keep regular contact with the localite channel of their village rather than move out of their village to distant places for making contact with the personnels to obtain information's. Similarly the popular mass media, like Newspapers, Radio and Television are the most sought after channel by the farmers. Hence extensive use of these channels should be made to reach the farmers. The above findings clearly shows that the respondent farmers are very much in contact with popular mass media, like Newspapers, Radio and Television but are not so interested in film shows & Kisan melas. Which was supported by the study under taken of Singh, Bharat et. al. (2003). Their non-participation in Kisan Melas is due to their problem in mobility and no proper availability of transport.

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