



Awareness of Farmers on Farm based Mass Media in Nellore district of Andhra Pradesh

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ABSTRACT

Mass media plays a pivotal role in disseminating farm technologies. Farm based mass media acts as bridge between farmers and agricultural scientists. Realizing its prominence, the present study was conducted in Nellore district of Andhra Pradesh, to study the awareness of farmers on farm based mass media. Out of 46 mandals in the district, three mandals were selected randomly by using simple random sampling. From the selected three mandals, two villages from each mandal were selected randomly by using simple random sampling. From each selected village, 10 respondents were selected randomly. Therefore, making a sample size of 60. Data were collected using a structured schedule, employing personal interview technique. From the investigation, it was revealed that, majority (95.00 per cent) of farmers were aware about the name of 'Kissanvani' programme broadcasted by AIR (All India Radio), Nellore. 96.67 percent of the respondents were aware about the name of 'E-T.V' farm T.V programme, followed by 95 percent, about the name of the farm programme of Sakshi television programme. From the findings of the study it was recommended that the agricultural information disseminating agencies should disseminate the farm based information through relevant media and with appropriate timings to boost farmers interest and confidence towards farming.

Key words: Awareness, unawareness, farm radio, television programmes and magazine.

Received 30.07.2017

Revised 07.08.2017

Accepted 27.08.2017

INTRODUCTION

The role of appropriate farm information package, its dissemination and access to farming community are of paramount importance for agricultural development. It can be achieved through effective utilization of various media and channels. Radio is not only a powerful media of mass communication, which speedily disseminates agricultural information but also help to bridge the gap between scientists and farmers. Television is considered as a credible source of information and is taken as authentic, trustworthy and prestigious form of communication. Rural radio and television can be used to improve the sharing of agricultural information by remote rural farming communities (Parvizian *et al.* 2011). Keeping the significance of mass media in disseminating agricultural technologies, present investigation was carried out in Nellore district of Andhra Pradesh, to study the awareness of farmers on farm based mass media.

MATERIAL AND METHODS

The present study was conducted in Nellore district of Andhra Pradesh. Out of 46 mandals, in the district, three mandals were selected randomly by using simple random sampling. From each mandal, two villages were selected randomly by using simple random technique. From each selected village, 10 respondents were randomly selected by simple random sampling technique for making a sample size of 60. Data were collected using a structured schedule, employing personal interview technique. Thereafter, the data were classified, tabulated, statistically analyzed and interpreted in light of the objective of the study, which led to following findings.

RESULTS AND DISCUSSION

It was considered important to study the awareness of name, time and duration of different farm radio programmes of AIR, Andhra Pradesh, with the motive to know the popularity of these programmes among the farmers. Results were tabulated in Table 1.

Table 1. Farmer's awareness of name, time and duration of radio programme n=60

Programme name	Name				Time				Duration			
	A	%	UA	%	A	%	UA	%	A	%	UA	%
Kisanvani	57	95.00	3	5.00	55	91.67	5	8.33	55	91.67	5	8.33
	A: Aware; UA: Unaware; %: Percentage											

Awareness of Name of farm radio programmes

The information presented in the table 1 revealed that, 95.00 per cent farmers were aware about the radio programme "Kisanvani" and only small percent of the farmers were unaware (5.00 per cent) of it. Since the programme gets broadcasted at the evening time, farmers get free time to pay attention to this programme. Saravanan *et al.* (2009) reported similar findings.

Time of broadcast of the radio programmes

The figures in table 1 show that, more than 91.67 per cent respondents were aware about the timings of broadcast of the 'Kisanvani' programme and remaining respondents (8.33 per cent) unaware about the time of the broadcast programme.

Duration of broadcasts of farm radio programmes

The data presented in Table 1 revealed that, majority (91.67 per cent) of the respondents were aware about the duration of broadcast of 'Kisanvani' programme and remaining respondents (8.33 per cent) were unaware about the duration of the programme. Hence, it can be concluded that the farmers under study, differ in their awareness of name, time and duration of radio programmes. These findings are in line with the reports of Praveena and Ramiah (2007).

Awareness of name, time of telecast and duration of farm television programmes

Like farm radio programmes, it was important to study the awareness of name, time and duration of telecast of T.V programmes *viz.*, MAA-T.V, Sakshi T.V, E-T.V and Doordarshan channels, which were popular in the dissemination of the agriculture farm programmes in the state.

Table2. Farmer's awareness about name, time of telecast and duration of television programmes n=60

Channel	Name				Time				Duration			
	A	%	UA	%	A	%	UA	%	A	%	UA	%
E-T.V	58	96.67	2	3.33	56	93.33	4	6.67	56	93.33	4	6.67
E-T.V2	45	75.00	15	25.00	39	65.00	21	35.00	39	65.00	21	35.00
Doordarshan	52	86.67	8	13.33	52	86.67	8	13.33	50	83.33	10	16.67
MAA T.V	56	93.33	4	6.67	49	81.67	11	18.33	49	81.67	11	18.33
Sakshi	57	95.00	3	5.00	55	91.67	5	8.33	55	91.67	5	8.33
Studio N news	5	8.33	55	91.67	3	5.00	57	95.00	3	5.00	57	95.00
A: Aware; UA: Unaware; %: Percentage												

Awareness of name of the television programmes

The data presented in Table 2 revealed that, 96.67 per cent respondents were aware about the name of 'E-T.V', farm television programme, followed by 95.00 per cent, about the name of the farm programme of Sakshi television programme. MAA-T.V (93.33 per cent), Dooradharsan (86.67 per cent), E-T.V2 (75.00 per cent) recorded a decreasing order of their magnitude in the awareness among the respondents. At the extreme, only 8.33 per cent of farmers were aware about farm programme of studio N news. These findings pointed out that, large number of farmers were aware about the early morning and evening programmes, which falls in the time periods, where farmers are free from farm works. Programmes, which are telecasted between their initiation of farm work and completion of work, obviously received a negligible awareness. Singh (2014) reported similar results.

Awareness of time of telecast of the television programme

The information presented in Table 2, revealed that, majority of the respondents (93.33 per cent) were aware about the telecast time of 'E-T.V' farm T.V programme and followed by 91.67 percent, about the telecast time of the Sakshi farm television programme. Then Doordarshan (86.67 per cent), MAA-T.V (81.67 per cent), E-T.V-2 (65.00 per cent) and whereas only 5.00 per cent farmers on studio N news.

Awareness of the duration of telecast of television programmes

The information presented in Table 2, indicated that, the respondents were aware about the duration of telecast of E.T.V. (93.33 per cent), followed by 91.67 per cent, about the telecast duration of Sakshi farm T.V Programme. Then, 83.33 per cent farmers were aware about the duration of telecast of doordarshan

farm programme and MAA T.V (81.67 per cent), E-TV2 (65.00 per cent). Only, 5.00 percent of the respondent aware duration of the Studio N news farm programme. Hence, it can be concluded that the farmers under the study differ in their awareness of name, time and duration of television programme. These results are similar to the findings of Singh (2014).

Awareness about name of the farm magazines

Table 3. Farmer's awareness about the name of farm magazines n=60

S. No	Name of the magazine	Aware	%	Unaware	%
1.	Annadatha	56	93.33	4	6.67
2.	Vyavasayam	54	90.00	6	10.00
3.	Paadipantalu	51	85.00	9	15.00
4.	Tholakari	20	33.33	40	66.67
5.	Rayathanna	12	20.00	48	80.00
6.	Sedyaphalam	6	10.00	54	90.00
7.	Rythunestham	38	63.33	22	36.66
8.	Rythuvani	4	6.67	56	93.33
9.	Simhapuri	2	3.33	58	96.67
10.	Rythubandhu	6	10.00	54	90.00

The information presented in the table 3 revealed that, 93.33 per cent farmers were aware about the name of the Annadatha magazine, followed by 'Vyavasayam' magazine (90.00 per cent), Paadipantalu (85.00 per cent), Rythunestham (63.33 per cent), Tholakari (33.33 per cent) Rayathanna (20.00 per cent), Tholakari (16.66 per cent), Sedyaphalam (10.00 per cent), Rythubandhu (10.00 per cent), Rythuvani (6.67 per cent) and whereas only 3.33 per cent respondents aware on the Simhapuri magazine. Thus, it can be concluded that, more number of respondents were aware about the Annadatha, followed by Vyavasayam magazine. Regarding the source of publications, Annadatha is published by a private agency and whereas Vyavasayam magazine is published by Acharya N.G. Ranga agricultural university of Andhra Pradesh, while Paadipantalu farm magazine is published by Andhra Pradesh state government.

CONCLUSION

Majority of the farmers were aware about the name, time and duration of the 'Kisanvani' programme, broadcasted by All India Radio station. While, in the case of the T.V programmes, majority of farmers were aware about the name of 'Annadatha' programme delivered from private channel, E-T.V. followed by Rythurajyam (Sakshi), Bhumiputhra (MAA-T.V) and Krishidarshan (Doordarshan) respectively. The majority of the respondents were aware about the telecast time of 'Annadatha' telecasting by E-T.V channel and followed by Rythurajyam, telecasting by Sakshi television channel. Majority of the respondents were aware about the duration of telecast 'Annadatha' programme (by E-T.V channel), followed by Rythurajyam programme (by Sakshi television channel). Majority of respondents were aware about the name of farm magazines viz., 'Annadatha', 'Vyavasayam' and 'Paadipantalu' with their decreasing order of magnitude, respectively. From the findings of the study it was concluded that, though there exist considerable number of programmes for dissemination of agricultural technologies, there is a lacunae in the farming sector about awareness of existing programmes, due to their un-timely broadcasts, lack of popularity of the programme, lack of education to study farm magazines, coincidence of power cuts in the time of broadcast *etc.*, The government should follow multi-dimesional approach to fill the existiting lacunae to ensure full pledged awareness of farmers on farm based mass media, such as, monitoring programmes, popularizing the existing programmes, carrying a awarness campaing about all the existing programmes at frequent intervals, impovizing infra structural facilities at rural level, resorting to new, improved technologies, that can penetrate into farmers awareness like internet and social media groups (exclusively for farmers) *etc.*, At a glance, It was recommended that, the agricultural information disseminating agencies should be disseminate the farm based information through relevant media and with appropriate timings, to boost farmers interest and confidence towards farming.

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CITATION OF THIS ARTICLE

K. Hanumantha, T. Lakshmi, I. Krishnateja, M.S. Rahul and V. Sailaja. Awareness of Farmers on Farm based Mass Media in Nellore district of Andhra Pradesh. *Bull. Env. Pharmacol. Life Sci.*, Vol 6 Special issue [3] 2017: 417-420