



Relationship Between Socio-demographic and Communication Characteristics of the Farmers about All India Radio programme

A Manoj, A Lalitha, M Venkataramulu and K S Purnima

Agricultural Information and Communication Centre, ANGRAU, Guntur, (Andhra Pradesh)

ABSTRACT

The present study was conducted in the state of Andhra Pradesh with an objective to find out the relationship between socio-demographic and communication characteristics of the farmers about All India Radio Vyavasaya Patasala programme. All 13 districts in the state of Andhra Pradesh were selected for the study. A purposive sampling procedure was employed to select the sample who had an exposure to the Vyvasaya patasala programme. A sample of 150 farmers who were the members of Scientific Advisory Committee of KVKs and District Level Coordinating Committee of DAATTCs selected for the study. Results of the study revealed that half of them (49.33 %) had listened Vyvasaya patasala programme frequently and rest of them listened the programme at occasionally (32.00 %) and rarely (18.67 %). The study showed that majority of the farmers had medium to high levels of socio-demographic and communication characteristics. It was inferred that communication characteristics such as frequency of listening of Vyvasaya patasala programme and extension contact had a positive and highly significant relationship at 0.01% level of significance. Whereas socio-demographic characteristics viz., age, education, land holding farming experience had a positive and significant relationship with their perception about Vyvasaya patasala programme at 0.05% level of significance. This indicated that as the extent of these characteristics increased, the perception of farmers towards Vyvasaya patasala programme also increased.

Key Words: Broadcast, Information, Perception, Radio, Technology.

INTRODUCTION

One of the important strategies to enhance the agriculture productivity is technology and alone it cannot bring changes but should be disseminated through effective channels. The success of any technology largely depends on the application of efficient and effective extension service delivery mechanism (Hailu, 2017). All India Radio (AIR) is one which has been widely accepting by Indian farmers from age old as viable information and communication tool to create awareness and increases knowledge on various cultivation aspects among farmers in rural areas to enhance the farm productivity (Nazari and Husbullah, 2010). Radio programmes has been used for dissemination of agricultural information for better farmers'

performance. In order to assist the farmers in this changing scenario, All India Radio Station has incepted a programme named 'Vyavasaya Patasala' (farm school on air) in the state of Andhra Pradesh to give a right time and reliable information by reputed experts on different technologies in agriculture and allied sectors. Information given in this programme is highly relevance to the context of the farmers and their farming situation.

In order to increase the access among farmers, the AIR Station has designed 'News on AIR' app recently. As this programme is serving the farmers of the state of Andhra Pradesh from years together, the perception of the programme among the listening farmers is of prime concern to understand

Relationship Between Socio-demographic and Communication

Table 1. Selection plan of the sample.

Sr. No	Name of the District	Name of the Institution	No. of SAC & DLCC Members (farmers) Selected	Total sample size
Institutions under SAU				130
1	Srikakulam	KVK, Amadalavalasa	5	
		DAATTC, Srikakulam	5	
2	Vizianagaram	KVK, Rastakuntubai	5	
		DAATTC Vizianagaram	5	
3	Visakhapatnam	KVK, Kondempudi	5	
		DAATTC, Visakhapatnam	5	
4	East Godavari	DAATTC, East Godavari	5	
5	West Godavari	KVK, Undi	5	
		DAATTC, West Godavari	5	
6	Krishna	KVK, Ghantasala	5	
		KVK, Garikapadu	5	
		DAATTC, Krishna	5	
7	Guntur	DAATTC, Guntur	5	
8	Prakasam	KVK, Darsi	5	
		DAATTC, Prakasam	5	
9	Nellore	KVK, Nellore	5	
		DAATTC, Nellore	5	
10	Chittoor	KVK, Kalikiri	5	
		DAATTC, Chittoor	5	
11	kadapa	KVK, Utukur	5	
		DAATTC, kadapa	5	
12	Anantapur	KVK, Kalyandurg	5	
		KVK, Reddipalli	5	
		DAATTC, Anantapur	5	
13	Kurnool	KVK, Banavasi	5	
		DAATTC, Kurnool	5	
Institutions under NGO				15
1	Visakhapatnam	KVK, BCT	5	
2	Chittoor	KVK, RASS	5	
3	Kurnool	KVK, Yagantapalli	5	
Institutions under SVU				5
	Guntur	KVK, Lam	5	
Total sample (n)				150

Relationship Between Socio-demographic and Communication

Table 2. Thematic area wise distribution of farm information broadcasted through AIR Vyvasaya Patasala Programme.

Sr. No	Thematic area	No. of broadcasted Programmes	
		Frequency	Percentage
1	Varietal information	7	3.27
2	Improved methods of cultivation	31	14.49
3	Crop management	55	25.70
4	Nutrient management	16	7.48
5	Weed management	8	3.74
6	Pest and disease management	37	17.29
7	Post-harvest technology	5	2.34
8	Agriculture engineering	7	3.27
9	Value edition	4	1.87
10	Nutritional security	10	4.67
11	Weather based information	6	2.80
12	Information Communication Technology	6	2.80
13	Animal husbandry	17	7.94
14	Agricultural Marketing	5	2.34
	Total	214	

the success or failure of programme. Thus, keeping in view of the above facts, the present study was undertaken to assess the relationship between socio-demographic and communication characteristics of the farmers with their perception about All India Radio vyavasaya patasala programme in Andhra Pradesh.

MATERIALS AND METHODS

The investigation was conducted in all 13 districts of Andhra Pradesh during the year 2021-22. Farmers who were the members of District level Coordination Committee (DLCC) of District Agricultural Advisory Transfer of Technology Centres (DAATTCs) and farmers who were the members Scientific Advisory Committee (SAC) of Krishi Vigyan Kendras (KVKs) were purposively selected for this study. In the state of Andhra Pradesh, there are 13 DAATTCs, 13 KVKs under State Agricultural University (SAU), 3 KVKs under Non-Governmental organizations (NGOs) and 1 KVK under State Veterinary University

(SVU) were taken into the study. A total of 30 institutions, 5 farmers from each institution were selected purposively (Table 1). Thus, a total of 150 farmers were selected for the study. Selection of farmers from SAC & DLCC Members is because of they are generally progressive and innovative in nature and having medium to high exposure to the most of the ongoing government programmes. Expost-facto research design was used for the study. Farmers were interviewed with semi structured interview schedule through virtual mode to assess the perception of All India Radio Vyavasaya Patasala programme. Data were analyzed by using the Statistical Package for Social Sciences (SPSS). Statistics such as frequency, percentage, correlation were used to analyse the data collected. _

RESULTS AND DISCUSSION

The data (Table 2), it was found that majority (25.70 %) of the farm information was broadcasted in AIR Vyvasaya Patasala Programme on crop management aspects followed by pest and disease

Relationship Between Socio-demographic and Communication

Table 3. Socio-demographic characteristics of the farmers.

Sr. No.		Characteristic	Category Frequency	Respondents (n=150)	
				Percentage	
1		Age Middle Age (36 to 58 yr) Old age (> 58 yr)	Young age (< 35 yr)	26	17.33
			78	52.00	
			46	30.67	
2		Education High school Intermediate Education Graduation Post-graduation	Primary school	36	24.00
			74	49.33	
			26	17.33	
			10	6.67	
			4	2.67	
3		Occupation Agriculture	Non-agriculture	4	2.67
			146	97.33	
4		Land Holding Small (1.1 to 2.0 ha) Semi-Medium (2.1 to 4.0 ha) Medium (4.1 to 10.0 ha) Large (>10.0 ha)	Marginal (0.1 to 1.0 ha)	16	10.67
			34	22.67	
			72	48.00	
			20	13.33	
			8	5.33	
5.	Farming experience	<10 yr	18	12.00	
		10-20 yr	22	14.67	
		21-30 yr	60	40.00	
		31-40 yr	32	21.33	
		>40 yr	18	12.00	
6.	Annual Income	Low (<1Lakh)	36	24.00	
		Medium (1Lakh – 2 Lakh)	84	56.00	
		High (>2)	30	20.00	

management (17.29 %), improved methods of cultivation (14.49 %). Whereas, very less coverage was in the areas such as post-harvest technology, value addition, weather-based information, Agricultural Marketing, Information Communication Technologies. The findings were in tune with the findings of Biswajit (2012). He narrated that a considerable amount of farm information was broadcasted in Radio about technology transfer,

rural development, agricultural marketing and social forestry among farmers. Hardevinder *et al* (2012) reported that maximum amount of information sent to farmers through kisan mobile advisory services related to agronomy followed by plant protection, soil science, animal science, horticulture, weather related information and information pertaining to training programmes.

Relationship Between Socio-demographic and Communication

Table 4. Communication Characteristics of the farmers.

Sr. No.		Characteristic	Category Frequency	Respondents (n=150)	
				Percentage	
1.	Information source on AIR programme	Neighbour	8	5.33	
		Friends	15	10.00	
		AEO/AO	10	6.67	
		Scientist	79	52.67	
		Radio	38	25.33	
2		Extension contact	Rarely	0	0.00
		Occasionally	98	65.33	
		Frequently	52	34.67	
3		Frequency of listening of AIR programme	Seldom	28	18.67
			48	32.00	
		Some times Regularly	74	49.33	
4		Social participation	No membership	0	0.00
		Membership in one organization	94	62.67	
		Membership in more than one organization	56	37.33	

It was inferred that half of (52.00 %) the respondents belonged to middle age, one-third (30.67 %) of the respondents belonged to middle age followed by young age (17.33). Njoku (2016) said that majority of the respondents belong to the age group of 40 to 49 years. This revealed that farmers were in the active stage of life and had the advantage of increased investment for utilization of technology and create innovations in the technology for better farming. The present study stated that half of (49.33 %) them having high school education followed by primary school education (24.00%) and intermediate education (17.33%). In addition to these, there 6.67 per cent of the respondents were graduates and post graduates (2.67 %) found among them. All most all (97.33 %) the farmers were doing agriculture as compared to non-agriculture (2.67 %). The results were in line with the results of Hailu *et al* (2017).

The study revealed that near to half of (48.0%) the respondents belonged to semi medium land holding

category with 2.1 to 4 ha of the land and more than one-fifth (22.67%) of them were small farmers with 1 to 2 ha of the land followed by farmers with 4.1 to 10 ha (13.33%). Whereas, less and a smaller number of them were marginal (10.67%) and big farmers (5.33%). Majority (40.00 %) of the respondents having 21 to 36 yr of farming experience followed by 31-40 yr (21.33 %) and 10-20 yr (14.67%) of experience. Whereas, equal number (12.00%) of the respondents were having less than 10 and more than 40 yr of farming experience. In case of the income levels of the respondents, more than half of them were getting 1 to 2 lakhs of annual income followed by less than 1 lakh (24.00%) and more than 2 lakhs (20.00%) of annual income. The findings were also in conformity with Tomar *et,al* (2016). They reported that majority of farmers who were using ICT belonged to middle age group, having agriculture as main occupation, small farmers and having medium family income.

Relationship Between Socio-demographic and Communication

The data (Table 4) showed that half of (52.67 %) of the farmers expressed that scientist were the major sources of information about the vyavasaya patasala programme followed by one-fourth (25.33%) of the farmers expressed that Radio was the major source about the programme. As selected farmers were the members of the SAC and DLCC, they visit the KVK & DAATTCs and interact with scientists habitually. Regular contact with scientist made the farmers aware about the programme. Study further indicated that two-third (65.33%) of the farmers expressed that they could contact extension personals like scientists, AEOs, AOs occasionally and rest of them (34.67%) had frequent contact with the extension officials to get farm information. With respect to social participation of the respondent, all the farmers having membership in one (62.67%) and more than one (37.33%) organizations. Since the farmers were innovative and progressive in nature had high level of extension contact and social participation. Moderate to high level of extension contact and social participation helped the farmers to attend the vyavasaya patasala programme constantly. Study stated that Half of (49.33 %) them listening Vyavasaya Patalasala programme regularly followed by some times (32.00%). The farmers who were attending programme at some time expressed that they were busy with farm and home works during the time of broadcasting of the programme. The findings of this study were in line with Mtega (2018), Longkumer and Muni (2020), Kakade (2013) and Mwantimwa (2018). Sadaqath and Mariswamy (2007) conducted a study on analysis of usefulness and credibility of radio as perceived by literate farmers revealed that majority of the farmers (72.00%) were observed in medium category of exposure towards radio followed by 14.5 per cent and 13.5 per cent in high and low category of exposure respectively. Sharma *et.al* (2012) stated that with respect small, marginal and large farmers, half of the them having radio sets but out of them only 37.7 per cent of small farmers were using radio for getting information related to agriculture followed by marginal (33.33 %) and

large (16.20 %) farmers who were using radio sets for agricultural information.

Table 5. Perception levels of farmers about AIR vyavasaya patasala programme .

Sr. No	Level of Perception of farmers	Respondents (n=150)	
		Frequency	percentage
1	Low	11	7.33
2	Medium	38	25.33
3	High	101	67.33

Findings (Table 5) stated that two-third (67.33 %) of the farmers perceived that high effectiveness of all India Radio vyavasaya patasala programme followed by medium (25.33 %) and low effectiveness (7.33 %) of the programme in giving information on agriculture and allied sector. Garg (2014) found that majority of the respondents were perceived medium effectiveness of farm broadcast in transfer of agricultural technology followed by high effectiveness of farm broadcast and low effectiveness of farm broadcast in transfer of agricultural technology.

Table 6. Association between socio-demographic and communication characteristics of the farmers with their perception about vyavasaya patasala programme.

Sr. No	Socio-demographic and communication characteristics	'r' values
1	Age	0.1224*
2	Education	0.4481*
3	Occupation	-0.0300NS
4	Land holding	0.2607*
5	Farming experience	0.2945*
6	Annual income	0.0750 NS
7	Information source	0.3205*
8	Extension contact	0.5119**
9	Frequency of listening	0.5271**
10	Social participation	0.1825*

** 0.01% level of Significant;

* 0.05% level of Significant; NS- Non-Significant

Correlation Analysis

Correlation analysis was employed to test the relation between socio demographic and communication characteristics of the farmers with their Perception towards vyvasaya patasala programme. It was inferred (Table 6) that the age, education, land holding, farming experience, information source and social participation were found to be positive and significant relation with the perception of the farmers. This indicated that as these characteristics increased, the perception of farmers towards vyvasaya patasala programme also increased. Results of the study were supporting the above findings that majority of the sample farmers having the age of above 36 yr with high school education to post graduation having more than 2 ha of land with more than 20 yr of farming experience having membership in minimum one to more than one organization has widened their perception towards vyvasaya patasala programmes. Furthermore, extension contact and frequency of listening of vyvasaya patasala programme were found to be highly significant relation with the perception of the farmers showing similar type of impact on the perception towards the programme. These results were in agreement with results of Mwantimwa (2018). He said that between radio ownership and the frequency of listening to the radio, the pearson correlations results reveal a strong and significant relationship within them. Badodia *et al* (2010) reported the relationship between selected characteristics of farmers and perceived effectiveness of farm telecast in transfer of agricultural technology that educational status, social participation, land holding, annual income, attitude towards farm telecast and extension participation of farmers were found to have a significant relationship with perceived effectiveness of farm telecast. Sadaqath and Mariswamy (2007) said that social participation, extension participation, annual income, education and land holding were found to have positive and significant relationship with exposure to radio at 5% level of probability.

CONCLUSION

It was concluded that majority of the respondents who were exposed to Vyvasaya patasala programme (Farm School on Air) having medium to high level of socio-demographic and communication characteristics. It can be said that Vyvasaya patasala programme was one among the important innovation launched by All India Radio for the benefit of farming community in dissemination of agricultural information. At the same time, the radio programme was not being widely popularised among farmers except a smaller sect of the farmers with the help of KVK and DAATTCS may be following the programme regularly and reaping the benefits due to limited in access and other factors. A higher level of publicity should be needed on Vyvasaya patasala programme and its new apps. Publicity through mass media channels like TV, Mobile phone, displaying posters during kisan mela, agricultural campaigns should be encouraged to create awareness about the programme as well as enhance the participation among farmers including the tile end farmers to yield maximum amount of farm benefits with optimum efforts.

REFERENCES

- Badodiya S K, Daipuria O P, Shakya S K, Garg S K and Nagayach U N (2010). Perceived effectiveness of farm telecast in transfer of agricultural technology. *Indian Res J Extn Edu* **10** (1): 109-111.
- Biswajit L and Siddharthe D M (2012). Content analysis of farm information communicated through selected radio programme. *Indian Res J Ext Edu* **12** (1):29-35.
- Garg S K, Rai D P, Badodiya S K and Shakya S K (2014). Perception of radio listeners about effectiveness of farm broadcast in transfer of agricultural technology. *Indian, Res J Ext Edu* **14** (2):78-81.
- Hailu G, Pittchar J, Khan Z and Ochatum N (2018). Perceived preference of radio as agricultural information source among smallholder farmers in Uganda. *Int J Agric Ext* **5**(3):119-130.
- Hardevinder S S, Gurdeep S and Jagdish G (2012). Analysis of kisan mobile advisory service in south western Punjab. *J Krishi Vi*

Relationship Between Socio-demographic and Communication

- Longkumer W and Muni A D (2020). Impact of programme for rural listeners on farmers in Phek district (Improving livelihood of farmers through broadcasting). *European J Molecular & Clinical Med* 7 (7): 6323-6329.
- Kakade O (2013). Credibility of radio programmes in the dissemination of agricultural information: A case study of Air Dharwad, Karnataka. *J Humanities and Soc Sci* 12. 18-22. 10.9790/0837-1231822.
- Mtega W P (2018). The usage of radio and television as agricultural knowledge sources: The case of farmers in Morogoro region of Tanzania. *Int J Edu and Dev using Inform and Comm Technol* 14(3): 252-266
- Nazam, M. 2000. A sociological study of the factors affecting the adoption rate of modern technologies in tehsil Chistian. M.Sc. Thesis, Dept. of Rural Soc., Univ. of Agri., Faisalabad.
- Mwantimwa K (2018). Demographic predictors of listening to radio and watching tv programmes among agro-pastoralists in Tanzania. *Athens J, Mass Media and Communi*, 4 (3): 205-217
- Zam, M. 2000. A sociological study of the factors affecting the adoption rate of modern technologies in tehsil Chistian. M.Sc. Thesis, Dept. of Rural Soc., Univ. of Agri., Faisalabad.
- Sharma M, Kaur G and Gill M S (2012). Use of information and communication technology in agriculture by farmers of district Kapurthala. *J Krishi Vigyan*. 1(1):83-89.
- Nazari M R and Hasbullah A H (2010). Radio as an educational media: impact on agricultural development. *The J South East Asia Res Centre* 2:13-20
- Njoku, J I K (2016). Effectiveness of radio-agricultural farmer programme in technology transfer among rural farmers in Imo State, Nigeria. *Net J Agri Sci* 4(2):22-28.
- Sadaqath S and Mariswamy H K (2007). Analysis of usefulness and credibility of radio as perceived by literate farmers. *Karnataka J Agric Sci* 20(4):784-787.
- Tomar A, Bharadwaj N, Verma A P and Sawanth M N (2016). Association between socio demographic profile and extent of use of ICT among the farmers. *Int J Agri Sci and Res* 6 (6): 161-166.

Received on 11/11/2022

Accepted on 13/4/2023