



E-ISSN: 2278-4136  
P-ISSN: 2349-8234  
[www.phytojournal.com](http://www.phytojournal.com)  
JPP 2020; 9(2): 960-962  
Received: 22-01-2020  
Accepted: 24-02-2020

**VS Tekale**  
Head, Dept. of Extension  
Education, Dr. PDKV, Akola,  
Maharashtra, India

**Shailesh G Dawane**  
Ex PG Student, Extension  
Education Section, College of  
Agriculture, Nagpur,  
Maharashtra, India

**Pranali N Thakare**  
PhD. Scholars, Dept. of  
Extension Education,  
Dr. PDKV, Akola, Maharashtra,  
India

**Amit A Gandhale**  
PhD. Scholars, Dept. of  
Extension Education,  
Dr. PDKV, Akola, Maharashtra,  
India

**Corresponding Author:**  
**VS Tekale**  
Head, Dept. of Extension  
Education, Dr. PDKV, Akola,  
Maharashtra, India

## Utilization of mass media for agricultural information by the dryland farmers

**VS Tekale, Shailesh G Dawane, Pranali N Thakare and Amit A Gandhale**

### Abstract

The present study, Utilization of mass media for agricultural information by the dryland farmers was under taken in Umardhed and Mahagaon Panchayat Samiti of Yavatmal district in Vidarbha region of Maharashtra state. The results found that, the great majority of respondents (90.83%) were utilized television, followed by the majority of respondents (55.83%) were utilized newspaper as mass media for obtaining agricultural information. In case of extent of utilization of mass media, majority of the respondents (75.83%) were fully utilized television as a mass media. Overall (58.33%) of the respondents had medium level of mass media utilization for obtaining agricultural information. In case of suggestions regarding utilization of mass media, great majority (87.50%) of the dryland farmers suggested that, more agricultural TV channels should be available in regional language.

**Keywords:** Utilization, mass media, agricultural information, dryland farmers, suggestions

### Introduction

Indian agriculture is recognized as dryland agriculture. Out of 141 million hectares of total cultivated land in India 58.00 per cent is under dryland cultivation (CRIDA, 2011) [1]. Dryland agriculture is more vulnerable on an account for wide fluctuation in farm production. To face the future droughts, it is necessary to blend dryland agriculture with the new technologies. Local research, local innovation and original technology are indispensable for dryland agricultural development. The innovation must percolate to the farmers in rural area quickly and in a convincing manner so that they can adopt them. It is therefore, necessary to find out the efficient ways and means of conveying new ideas and knowledge to the farmers so that they may put this into practice. Mass media is one of the solutions on this problem.

Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Agriculture is the primary sector and main stay of our national economy. Near about 65.00 per cent people are engaged in agriculture and most of the people live in rural areas. In present back ground of the developing information technology, the mass media are serving to great extent for urban and rural people with regard to utility of mass media. There is no doubt that agricultural technology is developing unless and until it is put into actual use by the potential uses for increasing production through various mass media, television, radio and print media.

### Materials and Methods

The present research study was carried out in Yavatmal district of Vidharbha region of Maharashtra state. An exploratory research design of social research was used for the present study. Out of 16 Panchayat Samitis of Yavatmal district, two, Umardhed and Mahagaon Panchayat Samities were purposively selected as the maximum area under dryland. The list of villages and farmers were obtained from Taluka Agriculture Office of Umardhed and Mahagaon. The five villages having more dryland area were purposively selected from each selected Panchayat Samiti of Yavatmal district, total 10 villages were selected for this study. From the list of dryland farmers of these selected villages, 12 dryland farmers from each selected villages were selected by simple random sampling method. Thus, from 10 selected villages of two selected Panchayat Samities of Yavatmal district 120 dryland farmers were selected and considered as respondents in the present study. The interview schedule was used for data collection after suitable modification on the basis of pre-testing.

### Results and Discussion

#### Utilization of mass media by the dryland farmers

Utilization indicates extent of utilization of different mass media sources for obtaining agricultural information by the dryland farmers.

**Table 1:** Distribution of the respondents according to types of mass media used

| Sr. No. | Mass media used                    | Frequency (%) (n=120) |
|---------|------------------------------------|-----------------------|
| 1       | Radio                              | 11 (09.16)            |
| 2       | Television                         | 109 (90.83)           |
| 3       | Newspaper                          | 67 (55.83)            |
| 4       | Farm magazine                      | 19 (15.83)            |
| 5       | Agricultural exhibition            | 42 (35.00)            |
| 6       | Internet with mobile/computer      | 18 (15.00)            |
| 7       | Leaflet/folder/books               | 29 (24.17)            |
| 8       | Krishipatrika                      | 10 (08.33)            |
| 9       | Krishisanvadini                    | 09 (07.50)            |
| 10      | Other printed material like poster | 16 (13.33)            |

Multiple choice responses %= Percentage

Out of 120 respondents, television was utilized by 90.83 per cent respondents. Television was the maximum utilized mass media as they are available at home of the farmers. Followed by newspaper, which was utilized by 55.83 per cent respondents, agriculture exhibition was utilized by 35.00 per cent of the respondents and leaflet/folder/books were utilized by 24.17 per cent respondents. Farm magazine, internet with mobile/computer and printed material like posters were utilized by 15.83 per cent, 15.00 per cent and 13.33 per cent

of respondents, respectively. Radio, Krishipatrika and Krishisanvadini were the medias utilized at very low extent having 09.16 per cent, 08.33 and 07.50 per cent utilization, respectively. Thus, majority of the respondents were utilized television (90.83%) and newspaper (55.83%) as major mass media source for obtaining agricultural information.

### The extent of utilization of different mass media by the dryland farmers

**Table 2:** Distribution of the respondents according to extent of utilization of mass media

| Sr. No. | Mass Media Source                  | Utilization (n=120) |             |             |
|---------|------------------------------------|---------------------|-------------|-------------|
|         |                                    | Full (%)            | Partial (%) | No (%)      |
| 1       | Radio                              | 04 (03.33)          | 07 (05.84)  | 109 (90.93) |
| 2       | Television                         | 91 (75.83)          | 18 (15.00)  | 11 (09.11)  |
| 3       | Newspaper                          | 34 (28.33)          | 33 (27.50)  | 53 (44.17)  |
| 4       | Farm magazine                      | 09 (07.50)          | 10 (08.33)  | 101 (84.16) |
| 5       | Agricultural exhibition            | 18 (15.00)          | 24 (20.00)  | 78 (65.00)  |
| 6       | Internet with mobile/computer      | 06 (05.00)          | 12 (10.00)  | 102 (85.00) |
| 7       | Leaflet/folder/books               | 09 (07.50)          | 20 (16.67)  | 91 (75.83)  |
| 8       | Krishipatrika                      | 04 (03.33)          | 06 (05.00)  | 110 (91.66) |
| 9       | Krishisanvadini                    | 06 (05.00)          | 03 (02.50)  | 111 (92.50) |
| 10      | Other printed material like poster | 10 (08.33)          | 06 (05.00)  | 104 (86.67) |

Multiple choice responses %= Percentage

In case of extent of mass media utilization it was observed from Table 2 that, majority of the respondents (75.83%) fully utilized television as mass media source for agricultural information, followed by newspaper (28.33%) and agricultural exhibition (15.00%). The meagre per cent of the respondents were fully utilized media were farm magazine (07.50%), leaflet/folders/books (07.50%), and internet with mobile/computer (05.00), Krishisanvadani (05.00%), radio (03.33%) and Krishipatrika (03.33%), respectively.

The respondents were partially utilized mass media like newspaper (27.50%), agricultural exhibition (20.00%), leaflet/folder/books (16.67%), television (15.00), internet with mobile (10.00%), farm magazine (08.33%), radio (05.84), Krishipatrika (05.00%), other printed material like poster (05.00) and Krishisanvadini (02.50%), respectively.

Great majority of the respondents (92.50%) and (91.66%) were not utilized mass media Krishisanvadini and Krishipatrika, respectively, followed by the radio (90.93%), other printed material like folder (86.87%), internet with mobile /computer (85.00), farm magazine (84.16%), leaflet/folder/books (75.83%), agricultural exhibition (65.00%), newspaper (44.17%) and television (09.11%), respectively.

Majority of respondents were fully utilized television as a source of agricultural information, newspaper had partial utilization and Krishisanvadini was not utilized by most of the

respondents. Similar finding was also observed by Kakade (2013) [3], that television is most popular media among the women of organic farming.

### The overall utilization of mass media by the dryland farmers

**Table 3:** Distribution of the respondents according to overall utilization of mass media

| Sr. No. | Category         | Frequency (n=120) | Percentage |
|---------|------------------|-------------------|------------|
| 1       | Low (Up to 4)    | 27                | 22.50      |
| 2       | Medium (5 to 13) | 70                | 58.33      |
| 3       | High (Above 13)  | 23                | 19.17      |
|         | Total            | 120               | 100.00     |

From Table 3 it was observed that, most of the respondents i.e. 58.33 per cent had medium mass media utilization. While 22.50 and 19.17 per cent of the respondents had low and high mass media utilization, respectively. It is important to note that less no of respondents had high level of mass media utilization. Similar finding was also observed by Jambhale (2015) [2] that, 68.00 per cent of the respondents belonged to medium level of mass media utilization.

**The suggestion from dryland farmers about utilization of mass media for agricultural information****Table 4:** Distribution of the respondents according to their suggestions regarding utilization of mass media

| Sr. No. | Suggestion   | Frequency (%) (n=120) |
|---------|--|-----------------------|
| 1       | Make available more agricultural TV channel in regional language.  | 105 (87.50)           |
| 2       | In each newspaper at least one page should be devoted to agriculture information daily.  | 80 (66.67)            |
| 3       | On TV and Radio farmers needs based program should be organized.   | 72 (60.00)            |
| 4       | On TV channels regular program on government agricultural scheme/policies should be telecasted.                                  | 70 (58.33)            |
| 5       | On mobile/cell phone agricultural weather forecasting and market information messages should be given regularly.                 | 64 (53.33)            |
| 6       | In agricultural related news paper and magazine article should be available in local language and easy to understand to farmers. | 60 (50.00)            |
| 7       | More number of agricultural exhibitions should be organized in rural area.   | 55 (45.83)            |
| 8       | Farm related magazines should be available in subsidised rates.  | 36 (30.00)            |
| 9       | Krishisanvadini should be available in local market.   | 20 (16.66)            |
| 10      | Make available internet network in rural area.   | 15 (12.50)            |

Multiple choice responses %= Percentage

In case of suggestions regarding utilization of mass media, the content of the Table 4 revealed that, great majority (87.50%) of the dryland farmers suggested that, more agricultural TV channels should be available in regional language and it ranked I<sup>st</sup>, followed by in each newspaper at least one page should be devoted to agriculture information daily (66.67%), on TV and Radio farmers needs based program should be organized (60.00%), on TV channel regular program on government agricultural scheme/policies should be telecasted (58.33%) and they were ranked as II<sup>nd</sup>, III<sup>rd</sup>, IV<sup>th</sup>, respectively. The other suggestions given by the respondents were, on mobile /cell phone agricultural weather forecasting and market information messages should be given regularly (53.33%), in agricultural related newspaper and magazine article available in local language and easy to understand of farmers (50.00%), more number of agricultural exhibition should be organized in rural area (45.83%), respectively and they were ranked as V<sup>th</sup>, VI<sup>th</sup>, and VII<sup>th</sup>, respectively.

**Conclusion**

It is concluded that, the extension workers should make more use of television and newspaper media for dissemination of agriculture technology. Disseminate latest and up to date information through television and newspaper media so as to speed up the process of adoption of innovation, and they should make use of these mass media regularly, this will help in creating awareness among the farmers about the latest technological development in agriculture. As majority of respondents had medium utilization of mass media, extension functionaries and other agencies working for farmers should motivate farmers to utilize more mass media for obtaining agricultural information. More number of efforts should be made to start agricultural channels in regional language on TV and each newspaper should at least devote one page for transfer of agricultural technology to farmers.

**References**

1. CRIDA, Vision 2030 Central Research Institute For Dryland Agriculture Santoshnagar, Hyderabad, India 2011, 3.
2. Jambhale MG. Correlates of utility perception of Krushipatrika by the respondents. M. Sc. Agri Thesis (unpub.), Dr. PDKV, Akola, 2015.
3. Kakade O, Kolar T. Media habits among women organic farmers in Karnataka. International J. of humanities and social science invention. 2013; 2(8):05-10.