

PROGRAMME PREFERENCE OF THE FARM BROADCAST LISTENERS OF TRIVANDRUM DISTRICT*

In Kerala State the main farm programmes are *Karshika Mekhala Varthakal*, *Vayalum Veedum*, *Karshika Rangam* and *Radio Gramma Rangam*. In *Karshika Mekhala Varthakal* the farmers are given information regarding farm information and services offered by the Governmental agencies. *Vayalum Veedum* programme is oriented at giving information chiefly regarding the new paddy varieties, their cultivation practices and performance. *Karshika Rangam* provides information connected with various items of agriculture adopted in the State, *Radio Gramma Rangam* informs and educates the rural folks on the social and cultural developments taking place around them.

So a study was conducted to find out the farmers preference towards farm broadcasts. Manson (1946) found that the timely farm advice, weather and market report and the experience of the local people were the preferred subjects. Knight (1965) found that the topic for the day broadcast during Radio Rural Forum days had been preferred by the majority of respondents. Tampi (1979) found that farm news, interviews and talks by specialists were ranked high amongst the types and methods of broadcast by *Charcha Samithy* conveners.

The study was conducted in Trivandrum district in Nedumancadu, Vellanad and Varkala N. E. S. blocks. Based on the probability proportional to the size (total number of *Charcha Samithies*) the above mentioned blocks were selected. Five *Charcha Samithies* from each block were selected by simple random sampling technique. From each *Samithy*ten respondents were selected randomly.

To measure the programme preference the method of paired comparison technique developed by Thurstone (Edwards, 1969) was used in this study. The four programmes were presented to the respondents in all the possible pairs. F, P and Z matrices were constructed which were further expressed into Z values. From mean Z values, the rank scale values (R) for each of the four sources were determined. Preference scale was then prepared on the basis of the 'R' values which depicted positions of individual programme among themselves.

The 'Z' matrix of the various programmes are presented in Table 1. From which the rank scale values for each programme was worked out. It is inferred from this ranking that *Karshika Mekhala Varthakal* was the most preferred programme followed by *Karshika Rangam*, *Radio Grama Rangam* and *Vayalum Veedum*.

Discussion with the members of *Charcha Samithies* also revealed that *Karshika Mekhala Varthakal* programme presents mostly information pertaining to their regional condition and it offered information regarding farm services provided

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Table 1
'Z' matrix of the programme preference

Farm programmes	Vayalum Veedum	Radio Grama Rangam	Karshika Rangam	Karshika Mekhala Varthakal
Vayalum Veedum	—	0.176	0.844	0.954
Radio Grama Rangam	-0.176	—	0.840	0.643
Karshika Rangam	-0.842	-0.842	—	0.253
Karshika Mekhalka Varthakal	-0.954	-0.643	-0.253	—
Sum	-1.972	-1.309	1.431	1.350
Means	-0.493	-0.328	0.357	0.462
Mean + 0.493 (R)	0	0.165	0.850	0.955

by different input agencies. *Karshika Rangam* was ranked second which may be of the fact that, it provides detailed information and experience of farmers involved in different farming enterprises. More than 70 per cent of the farmers suggested an increase in duration of *Karshika Mekhala Varthakal* programme from five to ten minutes. This confirms that the farmer listeners are interested in this type of farm programmes.

സംഗ്രഹം

ഓരം ഇൻഡ്യാ റേഡിയോ നിലയത്തിൽനിന്നും കർഷകർക്കുവേണ്ടി പ്രകാശപണം ചെയ്യുന്ന വിവിധ പരിപാടികൾ എത്രത്തോളം കർഷകർക്ക് അനുയോജ്യമായിരിക്കുന്നു എന്ന് അറിയുന്നതിനുവേണ്ടി നടത്തിയ പഠനത്തിൽനിന്നും ഏറ്റവും കൂടുതൽ കർഷകരെ ആകർഷിക്കുന്നത് കാർഷിക മേഖലാ വാർത്തകൾ എന്ന പരിപാടിയായെന്നും കർഷകരിൽ 70% വും കാർഷിക മേഖലാ വാർത്തകൾ പത്തു മിനിറ്റുനേരം വേണമെന്ന അഭിപ്രായക്കാരാണെന്നും മനസ്സിലായി.

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