

THE IMPACT OF FARM BROADCAST AMONG FARMERS IN KERALA

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Radio is a potential medium for transferring agricultural technology to farmers. Various types of farming programmes have been broadcasted through various methods of broadcasting by the All India Radio in the State. Daliwal and Sohal (1967) found, among farm families and non-farm families of Ludhiana Block, a positive relation between their educational level and possessing radio set. Radio programmes like geet sangeet and news bulletins attracted non-farming families, whereas dhihati programmes and narisansar were more popular among farm families. Sandhu and Singh (1972) studying radio listening habits of 260 radio owning farmers in Punjab revealed that 40.77% farmers listened Unnatkheti, Khelkhalwar and Radio Dehati Sabha whereas 16.15% seldom or never listened the programmes. Amongst them 38.09% were listening it most regularly and 25.77% took down notes, 47.48% discussed to clear doubts and 30.41% shared information after listening the farm broadcasts. Sandhu and Darbarilal (1976) correlating communication behaviour of Punjab farmers in Jullender Block in respect to agriculture technology revealed that farm broadcast, namely, Kheti Bari and Unnat Kheti has been quite frequently listened whose extent of use score as an information source was 90.09. Farm broadcasts and its response amongst the farmers of Kerala, the listening habits and programme preference of farmers towards programmes offered by the farm broadcasts and the influence of the radio listening on their adoption of farm actices were studied and the results are presented in this paper.

Materials and Methods

The farmers discussion groups, vtz, the Charcha Samithis organised by the Farmers, Training Centre, Trivandrum was taken as the population for the study. These Charcha Samithis have been provided with radio sets to listen and discuss on the farm broadcast in groups under the supervision and guidance of the subject matter specialists of the Training Centre. The farmer convenors of these groups were chosen as the listener sample for the study. Questionnaire was mailed to the convenors of 339 Samithis in Trivandrum District of whom 165 responded. The responses were tabulated, statistically analysed and results interpreted.

Results and Discussion

Table 1 indicates that 63.63% of the farmer convenors of the Charcha Samithis regularly listened to the farm broadcast "Karshika Rangam". Though

almost all of them (97.58%) listened the programme meaningfully, only one-third of them had full comprehension of the programmes (65.45%) and almost an equal number followed the programme schedule (63.85%) of the broadcast. About half of the convenors of the Charcha Samithis used to hear only selected programmes (41.22%). The study also revealed only partial recall amongst 49.00% of the farmer listeners on the subject matter content of programmes broadcasted.

The findings have distinctly evidenced meaningful and comprehensive listening to the 'Karshika Rangam' programme by the farmers which has to be taken advantage of by the broadcasting media with a more responsive programme content, quality and presentation of more popular topics through the methods of broadcasts preferred by the farmers of Kerala,

Table 1 Listening habits of farmers towards farm broadcasts

Listening habits	Response	Nature of response and percentage (N = 165)				
		%	Response	%	Response	%
Frequency of listening	Regularly	63.63	Frequently	34.15	Leisurely	2.22
Nature of listening	Eagerly	11.32	Alert	44.42	Active	44.26
Pattern of listening	Single	20.61	Family	26.88	Group	52.51
Meaningful listening	Meaningful	97.58	Not meaningful	2.42	...	—
Listening comprehension	Full	65.45	Partial	33.54	Incomplete	1.01
Nature of recall	Full	47.88	Partial	49.00	Incomplete	3.12
Scheduled listening	Scheduled	63.85	Non-Scheduled	36.15	—	—
Selective listening	Selective	41.22	Non-Selective	58.78	—	—

It is seen from Table 2 that almost all the farmer convenors of the Charcha Samithis (94.55%) listened to 'Karshika Rangam', judged the utility of the farm practices mentioned in the programme and out of them 61.20% expressed that the content of the farm programmes was not always applicable and adaptable. The coverage of the topics within the programme was found to be sufficient to 55.95% of the farmers amongst whom only one-third developed better judgement (29.09) and made further contacts to have more knowledge on the subject broadcasted. Similarly though a sizable majority of the listeners (75.15%) opined that the programmes broadcasted through 'Karshika Rangam' have practical utility it has led only 40.00% of the farmers to make discussions and adopt while 26.67% of them never gave any weightage to the farm broadcasts. It is evident from the findings that efforts need to

Table 2 Influence of radio listening on the adoption of farm practices

Influence of Agri-cultural programmes' Response (Karshika Rangam) on adoption	Response	Nature of Response and percentage (N =165)							
		%	Response	%	Response	%	Response	%	
Recall	Always	51.52	Sometimes	48.48	Never	Nil	—	—	
Retention	Full	33.33	partial	66.67	Incomplete	Nil	—	—	
Rating the content	Rating	94.55	No rating	5.45	..	—	—	—	
•Coverage	Sufficient	55.95	Insufficient	44.05	..	—	—	—	
Efficiency	Efficient	43.54	Sometimes	56.46	Not efficient	Nil	—	—	
Applicability	Appli-cable	38.80	Less appli-cable	61.20	Not appli-cable	Nil	—	—	
Adaptability	Adap-table	33.34	Sometimes	66.66	Not adap-table	Nil	—	—	
Level of under-standing	High	36.97	Medium	58.00	Low	5.03	—	—	
Level of knowledge	High	Nil	Medium	51.52	Low	48.48	—	—	
Level of conviction	High	Nil	Medium	49.80	Low	50.20	—	—	
Comprehension of topic/subject	Makes further contact	30.36	Develop better relation	13.34	Develop better judgement	27.21	Gets more information	29.09	
Decision making habit	Always	40.00	Sometimes	33.33	Never	26.67	—	—	
Putting decision to action	Wel-comed	13.94	Approved	4.24	Forced action	6.67	Practical	75.15	

be taken to develop more understanding, knowledge and conviction amongst the farmers pertaining to the farm practices broadcasted through radio.

Table 3 shows that farm news secured the highest order of preference amongst the listeners of farm broadcasts through radio. Broadcasts through farm interviews and talks by specialists in farming as well as the question-answer hour in radio followed farm news in the order of popular farm programmes ranked by the listeners of farm broadcasts. Market bulletins and farm folk songs were considered least important by the farmers whereas weather forecasts and radio serials were evidenced to be of mediocre importance amongst them.

Table 3 Preference of farmers towards farm broadcasts (N = 165)

Type of programmes	Rank	Method of broadcasts	Rank
Farm news	1	Talks	3
Market bulletin	10	Discussions	1
Farm Interview	2	Interviews	2
Weather Forecasts	7	Dramas	4
Farm Folk Songs	11	Songs	7
Farm News Reels	8	Commentries	5
Farm Reports	6	Dialogues	6
Farm Radio serials	9		
Question-Answer hour in farming	4		
Talks of specialists in farming	3		
Experience stories in farming	5		

It could be inferred that market bulletins must be of service only to the wholesalers rather than the farmers; the latter need information about the prices of farm commodities in their local markets. High rating of radio news and talks by specialists in farming could only denote the progressiveness that has been achieved by the farmers who also considered the question-answer hour to be a better type of programme to help clarify and approach problems in farming in a practical manner.

As to the methods of farm broadcasts the table indicated that farm discussions and interviews were ranked very high by the farmers who listened the farm broadcasts through radio. Broadcasting ideas about farming through songs were preferred least by the farmers. Dramas and dialogues as methods of broadcasting farm information secured middle ranking in the order of preference expressed by the listeners.

As techniques discussion and interview were seen effective methods of exposing and exploring problems and subjects in farming.

Summary

A majority of farmers regularly listened to the farm broadcast "Karshika Rangam" with full comprehension and selection of the programme as per the schedule. The retention, recall and influence of the broadcast on adoption was found to be partial. The radio broadcasts developed only medium level of knowledge understanding and conviction on the farm practices amongst the farmer listeners. Farm news, interviews and talks by specialists were ranked high amongst the type and methods of broadcasts through radio.

സംഗ്രഹം

തിരുവനന്തപുരം ജില്ലയിലെ കാർഷിക പരിശീലന കേന്ദ്രത്തിന്റെ പ്രവർത്തനമേഖലയിൽപ്പെട്ട കാർഷിക പർച്ചാസമിതി കൺവീനർമാരുടെ ഇടയിൽ നിന്നും റേഡിയോയോടുകൂടി നടത്തുന്ന “കാർഷിക രംഗം” പരിപാടിയെക്കുറിച്ചുള്ള പ്രതികരണം ഒരു പഠനത്തിൽകൂടെ തേടുകയുണ്ടായി. അവരിൽ ഭൂരിഭാഗം കർഷകരും പട്ടികാസരണം പരിപാടികൾ താൽപര്യത്തോടെ തിരഞ്ഞെടുക്കുകയും, പരിപാടികൾ പൂർണ്ണമായും അർത്ഥവത്തായും ശ്രവിക്കാറുണ്ട്. പക്ഷെ ഈ കർഷകർ ചിലപ്പോൾ മാത്രമേ റേഡിയോ പ്രക്ഷേപണങ്ങളിൽ നിന്നു ശ്രദ്ധിക്കൂ. an കാർഷിക പരിപാടികളിൽ അടങ്ങിയിട്ടുള്ള വിവരങ്ങൾ ഓർമ്മിക്കുകയും വിലയിരുത്തുകയും ചെയ്യാറുള്ളു. കാർഷിക രംഗം പരിപാടി കർഷക ശ്രോതാക്കളിൽ കാർഷിക വിഷയങ്ങളെ സംബന്ധിച്ച് സാമാന്യമായ അറിവ് നൽകുകയും ബോധമുളവാക്കുകയും ചെയ്യുന്നതായി പഠനത്തിൽ നിന്നും തെളിഞ്ഞിട്ടുണ്ട്. കാർഷിക വാർത്ത, കർഷകരുമായിട്ടുള്ള അഭിമുഖസംഭാഷണം, കാർഷിക വിദഗ്ദ്ധന്മാരുടെ പ്രഭാഷണം എന്നിവയ്ക്കു കർഷകശ്രോതാക്കൾ ഏറ്റവും മുൻഗണന നൽകിയതായി കാണപ്പെട്ടു.

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