CHAPTER-1

INTRODUCTION
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Agriculture in India is an age old occupation. It has been there since the formation of this country. Still, majority of Indian population resides in rural areas and is engaged in agriculture and its other allied activities. Agriculture in India is the means of livelihood of almost two thirds of the work force in the country. It has always been India’s most important economic sector. The 1970’s saw a huge increase in India's wheat production that heralded the Green Revolution in the country. The increase in post -independence agricultural production has been brought about by bringing additional area under cultivation, extension of irrigation facilities, use of better seeds, better techniques, water management, and plant protection.

Agriculture not only includes growing and harvesting of crops, there are so many other activities like Horticulture, Bee keeping, Fisheries, Dairy farming, Animal Husbandry etc. which are related to agriculture. In some states of India, these allied activities have already been taken up by the farmers and some states will soon adopt them. Indian agriculture has been the source of supply of raw materials to our leading industries. Cotton and Jute Textile, Sugar mills, Flour mills, Vanaspati and Plantations all depend on agriculture directly. There are many other industries which depend on agriculture in an indirect manner. Like handloom weaving, oil crushing, rice husking etc. But in recent years, the significance of agriculture to industries is going down as many new industries like the Iron and Steel, Chemical, Machine Tools, Automobiles, IT etc. have come up which are not dependent on agriculture at all. Agricultural products like Tea, Sugar, Tobacco and Spices etc. constitute the main items of exports in India.

1.1 WORKING DEFINITIONS AND HISTORICAL BACKGROUND

The word agriculture is the English adaptation of Latin agricultūra, from ager, "a field" and cultūra, "cultivation" in the strict sense of "tillage of the soil". Thus, a literal reading of the word denotes "tillage of a field / of fields". Agriculture refers to the production of goods through the growing of plants and fungi, and the raising
of domesticated animals. It also includes forestry and fishing. The study of agriculture is known as agricultural science. The related practice of gardening is studied in horticulture. Agriculture has been variously defined depending upon the stage of development and perception of people and society.

- According to Watsons Longman Modern Dictionary (1976), “Agriculture means the science or art or the practice of large-scale soil cultivation but also includes horticulture, pastoral activity, apiculture, silviculture, sericulture, etc."

- According to Oxford Dictionary (1987), “Agriculture is a science or practice of cultivating the land and rearing of animals. In it are included animal husbandry, ploughing, farming etc.”

- Chambers Dictionary (2000) defines that agriculture is that science in which animal husbandry and growing of crops are included.

- According to Zimmermann, E.W, “Agriculture consists of those productive efforts which man living in fields makes in using the land in addition to his reforms in genetic or growing practices of vegetation and animal life so that he is able to meet his requirements of vegetational and animal products.”

- NewWebster Dictionary (2004) says, “Agriculture is the art or science of production of crops and livestock on a farm.

The beginning of 'agro' or 'agriculture' marks the beginning of 'civilized' or 'sedentary' society. Climate change and increase in population during the Holocene Era (10,000 BC onwards) led to the evolution of agriculture. During the Bronze Age (9000 BC onwards), domestication of plants and animals transformed the profession of the early homo sapiens from hunting and gathering to selective hunting, herding and finally to settled agriculture. Eventually, the agricultural practices enabled people to establish permanent settlements and expand urban based societies. Cultivation marks the transition from nomadic pre-historic societies to the settled neolithic lifestyle sometime around 7000 BC. As per the modern definition of agriculture which would be" an aggregate of large scale intensive cultivation of land, mono-cropping, organized irrigation, and use of a specialized labor force", the title "inventors of
agriculture" would go to the Sumerians, starting way back in 5,500 BC.

The journey of agriculture has ever since remained a journey of technological evolution. From planting by hand in the fields, ploughing of land, invention of extensive irrigation based on hydraulic and hydrostatic systems, innovation of three field system of crop rotation, usage of moldboard plough, new agricultural practices like enclosure, mechanization, four field crop rotation and selective breeding to mechanical innovations i.e, the use of tractors, the agriculture has come a long way.

Agriculture in India has a significant history and is a major industry today. Being an important sector of Indian economy and mainstay of Indian population, agriculture has always got attention from the policy makers and the agriculture scientists. This sector has witnessed key developments since Independence.

Total geographical area of India is 328.7 million hectares, of which 141.6 million hectares is the net sown area (land use statistics 2010-11). IBEF puts it at 179.9 million hectares, ranking the country second in the world in farm output. Majority of Indian population relies on agriculture for employment and livelihood so much so that the country has emerged as a major player in the global agricultural market. According to 2011 Population Census, nearly 68.84 percent of India's population lives in rural areas and depends on agriculture and allied activities as their main occupation. Earlier it was 72.2 percent according to Census 2001; this shows a decline of 3.36 percent in the rural population in a period of ten years.

The agricultural sector has always been an important contributor to the country’s GDP. This is due to the fact that the country is mainly based on the agriculture sector and employs around 65 to 70 percent of the total workforce in India. The contribution of agriculture and allied activities has been 13.9 percent in India’s GDP according to Economic Survey 2013-14.

Agriculture in India is basically rain-fed. The rainfed agro-ecologies cover about 55 per cent of the net cultivated area of India and widely distributed in the country. Of the total food production in the country, 44% is from rainfed/ dryland farming which also supports about 40% of the population. Approximately 85% of the coarse cereals,
80% pulses, 70% oilseeds, 65% cotton and 45% rice are grown in the rainfed areas. Rainfed areas also support 78% of cattle, 64% of sheep and 75% of goats. It remains a stark reality that even with the full development of irrigation, between 45 to 50% of net sown area will continue to be rainfed. (Annual Report 2013-14)

K.N Prasad (1994) Diversity is the hall-mark of Indian agriculture. Firstly, agriculture is inextricably related to land. Secondly, farm products are generally joint products. Thirdly, with economic development, the demand for agricultural products increases less rapidly than that for industrial products. Fourthly, changes in the growth rate of aggregate demand have little effect on the growth of agricultural output, provided outlays of rural programs remain unleashed in real terms. Fifthly, the adverse weather conditions due to natural calamities and uncertain rainfall. Sixthly, agriculture is a perennial business irrespective of prosperity and depression. Seventhly, agricultural wages are lower than industrial wages and finally agriculture thrives on a set of values and motives different from that on which industry thrives.

Dependence of India on agricultural imports convinced the planners that India's growing population, as well as concerns about national integration, security and political stability, required self-sufficiency in food production. This perception led to a program of agricultural improvement called the Green Revolution in the late 1960’s. The term Green Revolution refers to the renovation of agricultural practices beginning in Mexico in the 1940s. Because of its success in producing more agricultural products there, Green Revolution technologies spread worldwide in the 1950s and 1960s, significantly increasing the amount of calories produced per acre of agriculture.

Randhawa et al (1974) mentioned that a sound policy of land reforms was one of the important components of the strategy of Green Revolution. It had two aims: to increase agricultural production and social justice. Close collaboration between the Punjab Agricultural University and State Department of Agriculture had played a major role in increasing agricultural production in Punjab. Before the inception of agricultural universities and the launching of the national extension service and community development programs, the entire work of teaching, research and
extension in agriculture was handled by the state department of Agriculture. However, considering the size of the problem and inadequacy of staff, their efforts did not make a sizable impact.

The growth in food-grain production was the result of concerted efforts to increase all the Green Revolution inputs needed for higher yields. India at that time was at the brink of mass famine in the early 1960s because of its rapidly growing population. The green revolution actually made its beginning in Mexico in 1940’s. Due to the success of the Green Revolution in Mexico, its technologies spread worldwide in the 1950s and 1960s. Countries all over the world in turn benefited from the Green Revolution work conducted by Borlaug and this research institution. Borlaug and the Ford Foundation developed a new variety of rice, IR8, which produced more grain per plant when grown with irrigation and fertilizers. Today, India is one of the world's leading rice producers and IR8 rice usage spread throughout Asia in the decades following the rice's development in India. (Amanda Briney in his article)

Indian agriculture is not even today adequately protected from the vagaries of monsoon. It is still, to a large extent, a gamble in the monsoons. Crop failure occurs at an interval of three to five years with monotonic regularity. In certain parts of the country, agriculture is almost vulnerable to natural havoc like floods, droughts which results in the crop damage and further leads to instability in agricultural output.

India's food-grains production has hovered around a fifth of a billion tonnes mark in recent years. More than self-sufficient, India frequently exports its surpluses. India in the last 55 years has emerged from famine ridden colonial times, as a famine free Republic. Its population has nearly tripled in that period. More significantly, India in 1947 lost some of its most fertile lands. But the country has managed to stand up and falsify many prophesies of doom. During the pre-green revolution period, from independence to 1964-1965, the agricultural sector grew at annual average of 2.7 per cent. This period saw a major policy thrust towards land reform and the development of irrigation. With the green revolution period from the mid-1960s to 1991, the agricultural sector grew at 3.2 per cent during 1965-1966 to 1975-1976, and at 3.1 per cent during 1976-1977 to 1991-1992.
India is the greatest success story of the Green Revolution. Although today, agriculture is at cross-roads again, the Green Revolution of the sixties gained some crucial decades for India to rethink her way forward. After years of international research and experimentation, the new high-yielding short duration, short stem, fertilizer responsive varieties of seeds of wheat (Mexico) and rice (Philippines) had proved their potential and became available for commercial cultivation. India took full advantage of this discovery and put all its administrative and technical resources to adoption and spread of the HYV seeds.

As a result of this, spectacular results were achieved and this phenomenon is commonly known as ‘Green Revolution’. But this was confined to few states like Punjab, Haryana, Uttar Pradesh and coastal areas of Andhra Pradesh because the success depended on the irrigation potential of the region.

India was the second country in which the Green Revolution was introduced. In India, Green Revolution was first introduced in the state of Punjab, Haryana then in Uttar Pradesh and West Bengal. The Rockefeller Foundation (United States of America) introduced a package of three products: High yielding variety seeds (wheat, rice etc.), fertilizers (NPK), and pesticides (chemical concentrates which needed to be diluted with water). Double-cropping was another feature of the Green Revolution. Instead of one crop season per year, the decision was made to have two crop seasons per year. The one-season-per-year practice was based on the fact that there is only natural monsoon per year. But for this to work there had to be two “monsoons” per year. One would be the natural monsoon and the other an artificial ‘monsoon.’

Technological change is one of the most crucial factors determining the pattern and pace of agricultural growth. It has two general properties. It refers to the shift in the way resources are used such that either a larger output is obtained with a given total input of resources or the same output is produced with a smaller amount of inputs. Assured water supply is a pre-requisite for intensive agriculture based on HYV’s of seeds and high levels of fertilization. As a result of efforts made in the development of water resources for irrigation since 1950-51, the gross area irrigated increased by two
and a half times to 56.2 million hectares in 1981-82 which accounted for 32 percent of the gross sown area.

The evolution and introduction of HYV seeds has opened new vistas for Indian agriculture. The most outstanding research contribution in this respect came from the International Centre for Wheat and Maize Improvement, Mexico for wheat and International Rice Research Institute, Philippines for rice. Fertilisers along with better seeds and irrigation hold the key to the expected achievement. New and improved methods of ploughing, sowing and harvesting have also played a vital role in this context.

**Bringing Green Revolution to Eastern India (BGREI):** This scheme was initiated in 2010-11 and intended to address the constraints limiting the productivity of “Rice based cropping systems” in Eastern India i.e., in the states of Assam, Bihar, Chhattisgarh, Jharkhand, Odisha, Eastern Uttar Pradesh and West Bengal. Rs.400 crores each was allocated for the programme during 2010-11 & 2011-12 and Rs 1000 crores each during 2012-13 and 2013-14.

Bhargava and Dave (2003) argue that in a democratic set up it is important that fruits of development are equitably distributed between regions and among the various echelons of the society. However, the industrial and agricultural transformations occurred during the 19th century helped the rich more than the poor people.

The industrial development not only widens the gap between the rich and poor but also it promotes urbanisation and flow of rural poor to urban areas and diversion of potential cultivable land to urban activities. As a result the food production is slowed down and availability of food per capita also undergoes decline. Earth friendly economic development must be our aim. (Rathakrishnan)

World Bank (2011) report on India mentions that with a population of just over 1.2 billion, India is the world’s largest democracy. In the past decade, the country has witnessed accelerated economic growth, emerged as a global player with the world’s fourth largest economy in purchasing power parity terms, and made progress towards achieving most of the Millennium Development Goals. Going forward it will be
essential for India to build a productive, competitive and diversified agricultural sector and facilitate rural, non-farm entrepreneurship and employment. Encouraging policies that promote competition in agricultural marketing will ensure that farmers receive better prices.

At this stage of economic growth and development in India, an overriding national objective should be the enhancement of agricultural production, mobilization of agricultural surpluses, encouragement of the inter sectoral capital flow from the agricultural to the non-agricultural sector in order to create more non-farm gainful employment opportunities.

The emerging trend towards urbanization in a more dispersed pattern in Indian context is not good. This involves reduction of labour force in agriculture and contributes less to national income and a corresponding increase in the non-farm employment in rural and urban areas. The five basic problems of global concern are rapid growth of population, abuse of natural resources, reduction in agriculture production, increased industrial production and heavy pollution. (Subramaniya, 2003)

Buggi et al (2001) are of the opinion that globalization resulted in the neglect of agriculture that adversely affected the vulnerable classes of rural society in their employment conditions, income, consumption pattern, education and health status. The small and marginal farmers are affected as there is a reduction in the fertilizer and chemical subsidies and in the budget for poverty alleviation programs as well as shift of area under food production to export oriented commercial crops. The disintegration of rural economy brought about by globalization lead to the disintegration of village communities, society, culture and religious aspects.

In India, the Green Revolution which was once said to revolutionize Indian agriculture and helped the country to achieve self-sufficiency in food production, is now criticized for the adverse impacts it brought with it which include the harmful impacts of fertilizers on humans, the loss of soil fertility and biodiversity. A recent report by the Ministry of Rural Development clearly shows that the Green Revolution was not as momentous as it is believed to be as the yield increase for wheat and rice during the
Green Revolution was lower than before or after it. One of the biggest failures was that the advantages of the Green Revolution did not percolate to the small and marginal farmers which constitute the bulk of the rural poor.

Due to adoption of HYV technology the production of food grains increased considerably in the country. The production of wheat had increased from 8.8 million tonnes in 1965-66 to 184 million tonnes in 1991-92. The productivity of other food grains also increased considerably. It was 71% in case of cereals, 104% for wheat and 52% for paddy over the period 1965-66 and 1989-90. Though the food grain production had increased considerably but the green revolution had no impact on coarse cereals, pulses and few cash crops. In short the gains of green revolution have not been equally good for all the crops.

Due to wheat-rice rotation crop diversity was lost and water resources were depleted. In Punjab, due to double cropping (the Kharif crop being wheat, and the Rabi crop being rice) there was a dearth of nitrogen fixing leguminous crops (i.e. lentils, beans etc) and thus the underprivileged masses lost out on protein. Millet, which is also called the poor man’s cereal and which has higher protein content than rice and wheat was planted in smaller quantities due to the green revolution.

The new technology made the farmers market- oriented. Due to excess production the farmers had to go to the market for selling their surplus production. Due to new technology the demand for industrial products like fertilizers, pesticides and insecticides increased which gave rise to industrialization of the economy. Similarly, due to excessive production more employments were created in the tertiary sector like transportation, marketing and storage.

Tremendous increase was noticed in the production of commercial crops like sugarcane, cotton, jute, oil seeds etc. It brought about significant changes in the crop pattern as well. Punjab in India showcased an Indian agricultural success story with Green Revolution. During the Green Revolution, production was improved with the use of modified seeds that increased yield only when combined with expensive chemical fertilizers and irrigation. Unable to afford sufficient amounts of these
expensive inputs, small farmers started taking loans for the same and in course of time they were not able to pay the debt, resulting in steady increase in economic stress and thereafter ending their lives.

Due to Green Revolution the income of rich farmers increased considerably whereas the poor farmers couldn't reap any benefit. Hence in Punjab it led to concentration of wealth, income and assets with the rich farmers on the one hand and gradual pauperization of the rural poor. This led to a class conflict between the rich and the poor farmers. The small and marginal farmers were deprived of enjoying the gains of new technology.

The new technology was successfully implemented in the wheat-producing belt of the country whereas the rice producing zones were not at all affected by this Green Revolution. Hence, the disparity between the wheat producing and rice producing regions increased considerably. Further, the Green Revolution became successful in irrigated areas whereas in the rained belt the new technology couldn't be properly implemented.

Increased use of chemical fertilisers and pesticides led to environmental degradation like depletion of stratospheric ozone, nitrate toxicity etc. causing health hazards like cancer, methamoglobinemia respiratory illness, hypertension etc. Today, ground water polluted with heavy metals and pesticides is causing serious damage to food quality from the safety point of view. Ground water is going down with every passing day in the state of Punjab, reason being the excessive sowing of paddy in the state.

In the absence of any systematic policy to regulate the demand for water, the unconstrained mining of this resource has resulted in its over-exploitation. A look at the temporal dimension of categorization of blocks shows that in year 1984, 44.92% blocks were the ‘over-exploited’ and about 49% blocks were classified as semi-critical or safe. But by the year 1992, 52% of the blocks fell into the category of ‘over-exploitation’ and the share of semi-critical and safe blocks went down to 40%.

As per the 2013-14 statistics, out of total 137 blocks in Punjab, 110 blocks are listed as dark/over exploited blocks. 73% of the irrigation is done through tube wells, so in
order to reduce dependence on ground water and to utilise surface water for irrigation purposes, the Central Ground Water Board has banned installation of tubewells in 18 blocks. Punjab government also enforced a ban on early sowing of Paddy in 2009 in order to decrease pressure on ground water. A combination of over exploitation of groundwater and reduced share of canal water is drastically depleting the central resource of the Punjab economy.

On the whole, the area dependent on groundwater of unfit quality is around 7957 square kms, which accounts for nearly 16 percent of Punjab state. In addition, the state has moved from growing a previously health mix of crops such as wheat, maize, pulses and vegetables to now devoting nearly 80% of its crop area to rice and wheat, two of the most water-intensive crops.

To control the depleting ground water, an ambitious program of crop diversification was chalked out. Due emphasis was laid on doubling the cultivable area from five to ten lac hectares under less water intensive Basmati. The move behind the promotion of less water intensive basmati crop was to prevent the further depleting ground water table, which had alarmingly gone down due excessive sowing of paddy. The Punjab Government also announced 75% subsidy on the seed of to motivate the farmers’ for the cultivation of maize.

**Crop Diversification in Original Green Revolution States under RKVY:** The scheme is being implemented in Original Green Revolution States viz: Punjab, Haryana and Western Uttar Pradesh as sub scheme of RKVY. During 2013-14 allocation under the scheme is Rs.500.00 Crore to divert area from water guzzling crops like paddy to alternate crops to arrest the depletion of ground water and restoration of soil fertility. The scheme is in operation in 20 districts of Punjab (Amritsar, Barnala, Bhathinda, Faridkot, Fatehgarh Sahib, Ferozepur, Gurdaspur, Hoshiapur, Jalandhar, Kapurthala, Ludhiana, Mansa, Muktsar, Moga, SBS Nagar, Patiala, Ropar, Sangrur, S.A.S. Nagar and Taran Taran); 10 districts of Haryana (Ambala, Yamuna Nagar, Karnal, Kaithal, Jind, Fatehabad, Sirsa, Panipat, Kurukshetra, Sonepat); and 15 districts of Western Uttar Pradesh (Saharanpur, Muzaffarnagar, Meerut, Baghpat, Bulandsahar, Ghaziabad, Aligarh, Bareilly, Badaun,
Sahajahanpur, Pilibhit, Bijnor, Moradabad, Amroha and Rampur). Cluster demonstration of alternate crops, farm mechanization & value addition, site specific activities and Awareness campaigns/ training programmes are the major interventions of the programme. (Annual Report 2013-14)

The Government of India places high priority on reducing poverty by raising agricultural productivity. However, bold action from policymakers will be required to shift away from the existing subsidy-based regime that is no longer sustainable, to build a solid foundation for a highly productive, internationally competitive, and diversified agricultural sector.

The success of agricultural development programs in developing countries largely depends on the nature and extent of use of mass media in mobilization of people for development. The planners in developing countries realize that the development of agriculture could be hastened with the effective use of mass media.

The power of the press arises from its ability of appearing to the minds of the people and being capable of moving their hearts. However, it has been noticed that the press has not met the requisite interest in developmental communication. In order to correct the imbalances noticed in the media coverage of Rural Development Programs and to ensure that these program are portrayed in proper perspective, several steps are taken to sensitize the media about issues relating to rural development. The Ministry on a regular basis interacts with the Press mainly through the Press Information Bureau (PIB). Review press conference, press tours and workshops are organised through PIB, with the financial assistance from the Ministry, so as to sensitize press persons about Rural Development Program.

For the purpose of creating awareness in respect of rural develop programs among the general public and opinion makers and for disseminating information about new initiatives, the Ministry issues advertisements at regular intervals in national and regional press through DAVP. To enable people in rural areas to access information on Rural Development Program a booklet -Gram Vikas Programs at a glance is
brought out in regional languages. The contribution of print media in providing information and transfer of knowledge is remarkable.

Now-a-days, print media is faster than all ever before due to amazing advances in technology in recent years. In India, farm and home broadcast with agricultural thrust were introduced in 1966, to enlighten farmers on the use of various technologies to boost agricultural development. At present, there are about 50 such radio units all over the country. The history of development communication in India can be traced to 1940’s when radio broadcast was done in different languages to promote development communication through various programmes, like Programs for Rural Audience, Educational Programs and Family Welfare Programs. National Television is a powerful medium for social education, weapon against ignorance and awareness among the people, through is different programs like Educational Television (ETV), Countrywide Classroom (CWC), Teleconferencing etc. Experiments in Satellite technology have been conducted in recent years.

Payal Sen Choudhury (2011) states that mass media and technology should be extensively and tactfully used for development purpose. It should be kept in mind that it is a weapon in the hands of the government for positive developmental purpose. When the media is used for developmental purpose, develop communicator has to keep in mind that the usage should be extensive. And for this purpose the mass media structure should be planned and efforts should be made to reach out to maximum number of people every time. Daniel Lerner in 1958, while discussing the relation of development with that of any mass media said that: the greater the communication facilities, the greater or even faster is modernization. With the main stream of Indian population engaged actively in agriculture, television could serve as a suitable medium of dissemination of farm information and latest technical know-how. The farmers can easily understand the operations, technology and instruction through television.

Introduction of Information and Communications technology (ICT) has emerged as a major source for development in India, and especially in agriculture sector. ICT enables smooth dissemination of required information at the right time which is
crucial to improve productivity, plan better, and therefore deliver better results. This revolution in information technology has made access to information easy and cost-effective. The extensive use of ICT and its infrastructure would therefore be a critical component of the strategy to revitalize the national extension system.

Though ICT has a huge potential, ICT models have certain barriers. There is a huge digital divide between the urban and rural population. Most of the ICT models are based on internet and computers, which are not accessible to the rural population due to low income levels and high levels of illiteracy. Besides, insufficient power availability in rural areas, poor ICT infrastructure, ICT illiteracy, non-availability of timely relevant content, non-integration of services, poor advisory services and lack of localization, and in particular non availability of agricultural information kiosks/knowledge centres at the grass root level add to the problems in agro sector.

Mobile phones penetration has been unprecedented. According to the Government of India census 2011, mobile penetration in rural India stands at an astounding 51 percent. Mobile phones therefore can be effectively utilized for myriad purposes including generating, processing, transmitting, disseminating, sorting, archiving and retrieving critical information and data.

The scientists from headquarters, Krishi Vigyan Kendra and Krishi Gyan Kendra also deliver radio and TV talks regularly for the benefit of the farming community. Integrated use of both the conventional as well as upcoming electronic media like Intra and Internet, information kiosks, cable TV, mobile telephones, vernacular press and other print media is the way forward by pooling and effective use of ICTs. The radio and Doordarshan (public television broadcaster of India) cover special activities carried out by the university such as kisan mela, agricultural officer workshops, training, field days, kisan goshti, etc.

In the epoch of new media technologies, agriculture is still looking for a small place in Indian media. Through this research, the researcher has tried to study the role of Print media in development. The assessment of agricultural content has been done on both qualitative and quantitative basis. The agricultural content has been studied under the
various categories falling under agricultural content. The categorization of agricultural content has been done like this: crop production, food and grain management, horticulture, floriculture, pest management, irrigation, agro economy, agro education and technology, food and public distribution, cooperative societies, farmer problems etc.

1.2 STATEMENT OF THE PROBLEM

Today, the country has attained self-sufficiency in food grains. Besides policy formulations and long-term plans, it is basically the development communication which ensures that thrust areas are identified, nurtured and propagated. The role of media is thus highly important for agriculture sector. This research project has been undertaken to focus on the role of Print media in agricultural development. While taking print media into consideration, it is thus appropriate that role of newspapers in agriculture development should be made the term of reference. The role of newspapers in northern region especially Punjab, can well be assessed by evaluating Punjabi, Hindi and English newspapers as these three languages are well read, spoken and written here. This study thus finds it appropriate that research is initiated with ‘Critical Analysis of Agricultural Content in The Tribune, Punjab Kesari and Ajit’.

Media plays an important role in development communication through circulation of knowledge, providing forum for discussion of issues, teach ideas, skills for a better life and create a base of consensus for stability of the state. From the early stages of the introduction of the media in India various attempts have been to exploit their potential for development purposes. Media is considered as a catalyst for bringing change in the society and agriculture is one sector which requires immediate attention.

1.3 SIGNIFICANCE OF THE STUDY

The socio-economic development of an agrarian country like India depends upon agriculture. Development in this sector is paramount for national development. The role of Print media in national development is undoubtedly very important. As far as growth and development of media is concerned in India and world over, it was the Print Media only which laid the foundation of mass media. Radio and Television came
very late to us. New media, of course, is younger to all the media and has led us to the world of convergence and globalization. The convergence of text, audio and video though has added new perspective to mass communication yet every media; be it radio, television or newspapers have their own standing and importance in our lives. The Newspapers, from its humble beginning in the past, have come a long way to become an integral part of modern day life. Their journey has been in fact a reflection of the journey of the country on the path of progress and development.

The role of newspapers in raising mass consciousness and spreading awareness is highly important. The study ‘Critical Analysis of Agricultural Content in The Tribune, Punjab Kesari and Ajit’ is thus significant as it may throw ample light on the role of print media and its contribution in agriculture development. The newspapers selected for the study are the leading papers of North India, the region which contributes a lot to the agro-economy of India. All the three newspapers have a long history and esteemed place in Print media.

1.4 OBJECTIVES

Broadly stated, the objective of this study has been to measure the agricultural content in the three leading regional newspapers in three different languages i.e, English, Hindi and Punjabi. These newspapers namely The Tribune, Punjab Kesari and Ajit have been subjected to systematic counting of their agriculture development content with following objectives:

1. To measure the column centimeters of advertising share in the three newspapers i.e, The Tribune, Punjab Kesari and Ajit selected for the study to determine what percentage of available space goes particularly to all the advertisements and especially to agriculture advertisements.

2. Write-up wise analysis of agricultural content in the three newspapers as this analysis is a significant projection of different kind of content on the basis of news and views.
3. Page-wise analysis of agricultural content in the three newspapers so as to understand the agriculture development agenda of Print media i.e, placing and ranking of an agricultural issue.

4. Analysis of agricultural content under various categories and sub-categories devised for studying various agricultural perspectives and sectors so as to understand various patterns in agriculture content.

5. Comparative analysis of agricultural content of English, Hindi and Punjabi newspapers.

6. Analysis of the coverage given to agriculture to study how the agriculture stories become the headlines.

7. To study when and how agriculture becomes an active agenda of the newspapers i.e, how many stories these newspapers do on agriculture with full zeal and vigour.

1.5 HYPOTHESES

Hypothesis is made of two Greek words, which means it is some sort of sub statement, for it is presumptive statement of preposition which the investigation seeks to prove. Hypothesis stimulates critical thought and offers insight into the confusions of phenomenon. The present study is based on the following hypotheses:

i) Daily newspapers especially English and Hindi are not a preferred media for advertising agriculture related products.

ii) Agricultural content appear on the pages of newspapers in the news format only. The newspapers, irrespective of their language, contribute very little as far as editorials and articles are concerned. In other words, opinion pieces are very less in number.

iii) The agricultural news seldom becomes a part of front pages. In other words agriculture is hardly a priority of a newspaper, be it English, Hindi or a Punjabi newspaper.

iv) As such there is no thrust area or a specified agenda regarding agriculture.
v) Punjabi Press leads the other newspapers as far as agricultural coverage is concerned.

vi) Agriculture headlines are mostly the political statements.

vii) Agriculture is an active agenda for the papers only when it is high on government agenda.

1.6 RESEARCH METHODOLOGY

This study aims at investigation of inclination of Print media towards development communication. Agriculture is one such field of development where communication is highly important. The key to success is that flow of information remains continuous and multidirectional. Agricultural development can never be seen in isolation as it embraces economic as well as social growth patterns of a country. It is thus pertinent that agriculture becomes an agenda for mainstream media. Media, by placing importance on agricultural issues, problems, innovations, information and education, can initiate the Governments and people place an equal importance on the same. The Agenda Setting theory says the media (mainly the news media) are not always successful in telling us what to think, but they are quite successful in telling us what to think about.

Every research methodology consists of a planned and cognitive application of meaningful and appropriate research methods to solve the research problem. Content Analysis is vital to this study in order to explore the agricultural content. This is a multipurpose research technique especially for carrying investigation in the field of communication research. Ekmann and Sjoberg (1965) in ‘Annual Review of Psychology’ stated that content analysis is the analysis of recorded information and personal documents such as letters, diaries and newspapers for the purpose of direct measurement of the frequency or duration of an event or of indirect measurement of subjective phenomena such as motives, attitudes or values.

The three leading newspapers chosen for the content analysis i.e *The Tribune, Ajit* and *Punjab Kesari*, are English, Punjabi and Hindi Dailies respectively. These newspapers have been tabulated and analysed write-up wise i.e News, Articles, News features,
and Editorials and page-wise i.e front page, editorial page, oped page, last page and any other page over the period of six months i.e., from April 1, 2009 – September 30, 2009 for analysing the agricultural content. The agricultural content has been further studied under various sub categories i.e, crop production, crop procurement, horticulture, floriculture, food grain management, dairy farming, agro economy, government schemes, relief measures, farmer problems, minimum support price, cooperative sector, agricultural engineering, agro machinery, kissan unions, kissan melas, crop damages, grievances, farmer demands, farmer suicides, food and public distribution etc.

Besides, the Content Analysis of agricultural coverage following a mega event has also been conducted to find out the specific coverage given to that event in the newspapers. This part of research has been carried out to study how a mega event on agriculture takes shape and project the agro-issues and how it gets reported the following day. This event was Progressive Punjab Agriculture Summit 2014 organised by Punjab Government at Fateh Burj, Baba Banda Singh Bahadur War Memorial, Chappar Chiri, Mohali from 16th to 19th February, 2014. This analysis has been done to observe agriculture agenda setting of the newspapers.

The content analysis may take the quantitative form if it is to study the trend in the coverage of the content, space devoted to a particular subject for a specific period etc. In short, content analysis will be quantitative if it deals with the frequency of occurrence, trend of coverage of the content, and the duration of an event and time. On the other hand, content analysis is qualitative if it deals with the qualitative characteristics of the content like the information level of the content, the direction of the content or motives, attitudes and values of the origination of content.

1.7 HISTORICAL OVERVIEW OF THE PAPERS UNDER STUDY

The papers under study i.e, The Tribune, Ajit and Punjab Kesari, are the prominent papers of this region. According to the report by Audit Bureau of Circulation (July-December 2013), The Tribune has the circulation of 3,26,568 copies, Punjab Kesari
The Tribune

The Tribune was started as a weekly from Lahore in 1881 by Sardar Dyal Singh Majithia, who was a highly educated nationalist and patriot. He had inherited a vast estate from his father which he wanted to utilise for awakening the people of Punjab and India. The first issue of The Tribune appeared on February 2, 1881. With the advent of the Indian National Congress in 1885, The Tribune aligned with popular cause. The Tribune condemned the partition of Bengal in 1905. Since the paper criticised the atrocities committed during the martial law regime in 1919, it was asked to furnish a security of Rs. 2000. The Editor, Kalinath Ray was tried for seditious writings.

During India’s long struggle for independence, The Tribune played a distinctive role as an exponent of public view. On the eve of independence, the offices of The Tribune were ransacked. It moved to Simla and later on to Ambala in May 1948. It found a permanent home in Chandigarh in 1957. The Tribune is a truly trust-managed paper. The policy of paper continues to be liberal in politics; secular in outlook, balanced and objective in reporting and temperate in language, official acts and measures may be boldly criticised, but in a fair and candid spirit. Subjects possessing provincial and local interest should receive prominent treatment, along with questions of national importance. Religious controversies shall be avoided in the columns of the paper and an attitude of strict neutrality shall be maintained in regard to all creeds and sects.

The Tribune group launched two sister publications in Hindi and Punjabi- Dainik Tribune and the Punjabi Tribune in 1978. Both the newspapers have got a modest success. Presently, The Tribune has got four editions from four different cities- Jalandhar, Chandigarh, New Delhi and Bathinda covering local, regional, national and international news events. It has got regular weekly supplements like Education, Jobs and Careers, Health and Fitness, Science and Technology and Real Estate catering to
various strata of the society. In its 130\textsuperscript{th} year of publication, The Tribune is one of the leading dailies of North India, with a never ending popularity. Currently, Raj Chengappa is the Editor-in-Chief of the newspaper.

**Punjab Kesari**

Late Lala Jagat Narain was the founder of Punjab Kesari Group (erstwhile Hind Samachar Group). Lala Jagat Narain, a Congress Party leader, was born at Wazirabad, Gujranwala District (now in Pakistan) in 1889. He graduated from D.A.V. College, Lahore in 1919, and joined the Law College, Lahore. He left his studies in 1920 at the call of Mahatma Gandhi to join the non-cooperation movement. He was sentenced in two and a half years imprisonment, in jail he acted as Lala Lajpat Rai's Personal Secretary. In 1924 he became the editor of Bhai Parmanand's Weekly Hindi Paper Akashvani. He participated in all the Satyagraha movement and was in jail for about nine years on different occasions.

Lala Jagat Narain was President of the Lahore City Congress Committee for seven years, leader of the Congress Party in the Lahore Corporation, a member of the Punjab Provincial Congress Committee for more than thirty years and member of the All-India Congress Committee for about 30 years.

Lala Jagat Narain had come to Jalandhar as a refugee from Lahore and started an Urdu daily, Hind Samachar in 1948. Urdu then was the language of the salaried urban men of Punjab, the people who could afford the time and money for a newspaper. But Urdu in independent India lacked government support. In the schools of Punjab, Punjabi and Hindi became the languages and Gurmukhi and Devanagari the scripts of instruction. In 1965, Lala Jagat Narain founded Punjab Kesari, a Hindi daily.

This group is North India’s oldest newspaper group. Today three of the country’s leading newspapers i.e. Punjab kesari (Hindi), Jag Bani (Punjabi) and Hind Samachar (Urdu) are being published from Jalandhar, Ludhiana, Palampur, Ambala, Hisar, Panipat and Jammu & Kashmir and Mohali.
Punjab Kesari Group’s associate daily ‘Punjab Kesari’ was launched on June 13, 1965 with an initial print order of 3500 copies which was a record at that time. It is the first newspaper of the country which has introduced new concepts in printing technology. It incorporated special magazine supplement with its all daily editions which was a new innovation in the history of Indian language papers as well as among National English Dailies at that time. It is also the first fully colored newspaper published in North India. Trust, independence, impartiality and honesty are the core values which this newspaper follows. The paper believes in consistency and high ethical standards in its working.

**Ajit**

Daily Ajit is one of the leading Punjabi newspapers. This newspaper is widely acclaimed by the common people, as it publishes all the information related to their daily life. Ajit is one of the newspapers of the state of Punjab that are printed in the Punjabi language. This news resource of Jalandhar offers all the important information pertaining to the state of Punjab as well as the rest of the country. Ajit was started as an urdu paper from Sikh Missionary College, Amritsar in 1941. Initially it was a weekly paper but became daily in 1942. After the independence, it started publishing from Jalandhar. In 1955, it was changed into Punjabi Ajit Patrika and finally in 1957 it got its name- Ajit.

The entertainment news covered by this newspaper pertains to a variety of subjects like Punjabi films and fashion. People of the district often prefer the Ajit Jalandhar newspaper over any other newspaper of the region as it is a reliable source of information. This newspaper of Jalandhar provides the best of entertainment and knowledge at the same time.

Daily Ajit or simply "Ajit" is a Punjabi Newspaper published daily from Jalandhar (Punjab, INDIA). Ajit calls itself "Punjab Di Awaaz' or voice of Punjab. Its weekly supplements are Dharam Te Virsa (Monday), Film Ank (Tuesday) Chota Parda (Wednesday), Naari Sansar, Sadi Sehat, Khed Jagat, Sade Pind Sade Khet (Thursday), Baal Sansar (Saturday) and Ajit Magazine, Kahani Ank, Dilchaspian (Sunday).
Daily Ajit was started by Sadhu Singh Hamdard and today it’s run by Barjinder Singh Hamdard. Ajit now claims to be the number one Punjabi newspaper in the world. Ajit Jalandhar publishes Punjabi news, updates on business, politics, sports, fashion, Punjabi films, Hindi films, national and international news reports.

AjitJalandhar.com is the online home of Daily Ajit Punjabi newspaper. Most NRIs get the Punjab news from the website of Ajit Jalandhar. Ajit reaches the world including Canada, Australia, Italy, UK (England), United States Of America (USA), Dubai, UAE, Germany, and many other countries where the Punjabi people live.