CHAPTER V

SUMMARY
AND
CONCLUSION
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SUMMARY, CONCLUSION AND RECOMMENDATIONS

The sole purpose of this chapter is to present the entire study in brief including the objectives, hypothesis, method of data collection and summarise the findings to arrive at conclusion. In addition to that, recommendations have also to be made on the basis of conclusion.

SUMMARY

The proposition undertaken to study reads "Role of Chaupal of Lucknow Doordarshan Programmes on the Adoption of Modern Agricultural Technology in CD Block Chaka of Allahabad District, (U.P.)".

There was a need to suggest the measures for further improvement of Chaupal of Lucknow Doordarshan Programmes by minimising the number of non-viewers and thus to motivate them to adopt modern agricultural practices.

The objectives of the study were set up as:

1. To study the personal characteristics and socio-economic status of the respondents.
2. To know the role of "Chaupal Programmes" in disseminating Agricultural News.
3. To analyse the attitudes of the viewers and non-viewers towards "Chaupal Programmes".
5. To invite suggestions from respondents to make "Chaupal Programmes" more effective.
Keeping in view about the objectives of the study, the following hypothesis were set up as:

1. Viewers have higher socio-economic status than non-viewers.
2. Viewers have more favourable attitudes towards Chaupal Programmes than non-viewers.
3. Adoption of Modern Agricultural practices is more on viewers farm as compared to non-viewers.
4. Viewers are younger in age than non-viewers.
5. Most of the viewers belong to higher caste than non-viewers.
6. Viewers have higher educational attainment than non-viewers.
7. Viewers have small size of family than non-viewers.
8. Viewers have large size of land holding than non-viewers.

The methodology adopted for the study was based on the past research work done in the respective area. CD Block Chaka in Jamuna Par area was selected as research area through purposive sample. After that a list of villages was prepared on the basis of TV sets found than villages were arranged in ascending orders according to the number of TV sets available. Thereafter villages were selected from the list.
through random sampling. Only 10 villages of CD Block Chaka were selected for the present study. A list of viewers found in the selected villages prepared and viewers were selected from each village in accordance with the total number of viewers found in each village. The basis of selection of viewers was purely random. The total number of viewers was 100 and non-viewers was the same. Ten non-viewers were selected from each village. Thus the size of sample was of 200 respondents.

Mainly inferential and descriptive statistics were applied to draw inference. The data were analysed; interpreted and written with proper care.

The findings of the study are being summarised below:

The mean age of viewers and non-viewers was found to be the same i.e. 48 years. There was no significant difference between the age of viewers and non-viewers.

Majority of viewers (46 percent) and non-viewers (44 percent) belong to higher caste. The study revealed that there was no significant difference between viewers and non-viewers in relation to their castes.
Literacy among the viewers and non-viewers is (72 percent) and (42 percent) respectively. Viewers differed with non-viewers significantly in respect to their educational attainment. It was concluded that viewers have higher educational attainment than non-viewers.

The primary occupation of (68 percent) of viewers and (60 percent) of non-viewers was farming. (14 percent) of viewers and (18 percent) of non-viewers are Government Servant.

It was studied that most of the viewers (30 percent) get 24,000-30,000 rupees annually whereas non-viewers (38 percent) get rupees 18,000-24,000 per annum.

As the study makes it clear that most of the viewers (36 percent) have 5-8 members in their family whereas non-viewers (26 percent) have 11-14 members in their family. The average size of family for viewers and non-viewers was found of 8.94 and of 9.89 members respectively. It was found that viewers and non-viewers have the same size of family.

Study revealed that majority of viewers (48 percent) had size of land holding of above 2 hectares whereas non-viewers had holding size of below
1 hectare. The average size of land holding of viewers and non-viewers was found 2.5 hectares and 1.41 hectares respectively. Thus it was concluded that viewers have large size of land holding than non-viewers.

The majority of viewers (52 percent) are leading average standard of living whereas majority of non-viewers (42 percent) lead the poor standard of living.

It was found that approximately the same number of viewers and non-viewers have joint type of family system.

Most of the viewers (32 percent) and non-viewers (34 percent) have the membership in two organisation like Panchayat, Yuvak Dal, Religious groups etc.

(88 percent) of viewers and (90 percent) of non-viewers are Hindi speaking. Remaining respondents of both section speak English and Urdu. Majority of viewers (62 percent) and non-viewers (56 percent) have more than one source of information like Newspaper, Radio, TV etc.

Viewers have more knowledge about CD Block officials than non-viewers. Majority of both viewers
and non-viewers have seldom contact with CD Block officials. Viewers and non-viewers having frequent contact are very few.

Majority of viewers (70 percent) and non-viewers (74 percent) have medium social status. It was found that there was no significant difference between viewers and non-viewers with respect to their social status.

As far as the Role of Chaupal of Lucknow Doordarshan Programmes in disseminating Agricultural News is concerned, it was found over all good.

The reason for not having own TV set was mainly the lack of money.

There were only (24 percent) of viewers who watch Chaupal Programmes regularly. Rest of them (76 percent) view Chaupal Programmes occasionally.

Majority of viewers (32 percent) are watching Chaupal Programmes for the last two years.

The main problem in watching Chaupal Programmes was use of English terms during the transmission of the programmes.

Majority of viewers (80 percent) supported that the present of transmission for Chaupal Programmes is convenient.
It was studied that most of the viewer (70 percent) prefer Regional language (Local Bhojpuri) as the medium of instruction for programme.

(20 percent) of viewers are of the opinion that Chaupal Programmes is helpful in the matter of agricultural development because it gives information about recent varieties followed by it gives information about the proper time and method of sowing as supported by (14 percent) of viewers.

Most of the viewers (70 percent) agree that Chaupal Programmes is based on the resources of people.

Maximum number of viewers (68 percent) do not watch other programmes besides Chaupal Programmes. Only (22 percent) of the viewers view "Ankur" programme apart from Chaupal Programmes.

(82 percent) of viewers supported that Chaupal Programmes should be viewed by every farmer to know how to supply fertilizer and to know how to control plant diseases and pests.

The informations given by Chaupal Programmes are mainly about HYV as it was supported by (38 percent) of viewers and (26 percent) of them supported about the plant protection measures.
Most of the viewers (26 percent) like the matter of Chaupal Programmes on "Measures of plant disease and pest control".

It was studied that (62 percent) of the viewers had "Very Good Opinion", (30 percent) had Good Opinion" (8 percent) had 'Satisfactory Opinion' and (4 percent) of viewers had 'No Opinion' about Chaupal Programmes.

The attitude of the respondents towards Chaupal Programmes was measured with a 3 point scale and it was found that viewers have more favourable attitude towards Chaupal Programmes than non-viewers.

Respondents were asked about the Modern Agricultural Practices adopted by them.

Viewers and non-viewers grow mainly paddy, wheat, maize and potato. Viewers growing these crops are more in number than non-viewers.

Average cropped are (in hectare) under each crop grown by viewers is larger than the area grown by non-viewers.

The average yield of paddy, wheat, maize and potato (in Qt/Ha) is more than those of non-viewers.

The number of viewers (70 percent) producing FYM is more than that of non-viewers (38 percent).
It was found that only a few number of respondents of both category grown green manuring crop.

It was studied that viewers are using nearly the same dosage of fertilizers for each crop as recommended. But non-viewers are not supplying the adequate dosage of fertilizers to their crops.

Study revealed that the number of viewers growing HYV for each crop in more than that of non-viewers.

The data showed that (54 percent) of viewers and merely (20 percent) of non-viewers take chemical measures to control plant disease and pest.

Viewers (50 percent) having orchard are more in number than non-viewers (24 percent).

The study made it clear that nearly the same number of viewers and non-viewers grow vegetables for home consumption. But viewers (22 percent) growing vegetables for sale purpose are more in number than that of non-viewers (10 percent).

The average yield of pea and radish (Qt/Ha) is the same for both viewers and non-viewers. Viewers get more yield of cauliflower and brinjal (in Qt/Ha) than the yield obtained by non-viewers.

It was found that only a few number of viewers and non-viewers grow high yielding varieties for
vegetables.

As far as the irrigation facilities are concerned, (22 percent) of viewers and (18 percent) of non-viewers are availing state tubewell whereas the number of viewers (28 percent) having own pumping sets are more in number than non-viewers. Majority of viewers (30 percent) and non-viewers (30 percent) have no permanent source of irrigation.

Viewers having improved farm equipments like Tractor, MB Plough, Country plough and Thresher are in more number than that of non-viewers.

The average number of labour input involved for various farm operations is more than that involved by non-viewers.

Respondents of both category have cattle and animals like Cow, Buffalo, Horse, Oxen, Poultry and Pigs.

Study revealed that (50 percent) of viewers and (28 percent) of non-viewers have got their animal vaccinated.

Majority of both viewers and non-viewers have good opinion about "Artificial Insemination".

Only a few number of viewers and non-viewers have veterinary arrangement for cattle.
Most of the viewers (46 percent) and non-viewers (58 percent) had no soil erosion problem. Among those who control the soil erosion problem by making "Bund". Viewers and non-viewers are (42 percent and (24 percent) respectively.

It was stated that most of viewers (54 percent) and non-viewers (64 percent) get their farm input from market. Those viewers and non-viewers who get their farm input from "CD Block and Market" are (28 percent) and (6 percent) respectively.

Majority of viewers and non-viewers have the problems "non-availability of Credit" and "Lack of resources" on the adoption of Modern Agricultural Technology.

It was found that for most of the viewers (72 out of 100) the present time of transmission is convenient (58 out of 100) viewers suggested that the medium of instruction for "Chaupal Programmes" should be in "Local language (Bhojpuri)".

Majority of viewers (58 out of 100) viewers suggested that "Farmers should be called" in Chaupal Programmes followed by (52 out of 100) viewers who suggested that "scientist should be called".

It has been studied that (38 out of 100) viewers are of the view that "content on animal raising practices" should be included in the pro-
grammes. (34 out of 100) viewers are of the opinion that the content on "Agricultural Research News" should be informed through the programmes.

CONCLUSION

Based on the above findings following are the listed conclusions:

1. The average age of viewers and non-viewers was found to be the same i.e. 48 years.
2. Most of the viewers and non-viewers belong to the same caste.
3. 72 percent of viewers and 42 percent of non-viewers are literate and viewers have higher educational attainment than non-viewers.
4. The prime occupation of viewers and non-viewers was farming.
5. Viewers and non-viewers have the same size of family.
6. Viewers had larger size of land holding than non-viewers.
7. Majority of viewers (70 percent) and non-viewers (74 percent) had medium socio-economic status. And there is no significant difference in the socio-economic status between viewers and non-viewers.
8. Viewers had more favourable attitude towards 'Chaupal Programmes' than non-
viewers.

9. Majority of viewers (76 percent) watch Chaupal Programmes occasionally.

10. Majority of viewers are of the opinion that Chaupal Programmes is helpful in agricultural development because it informs about the recent varieties and proper time and method of sowing.

11. Majority of viewers like Chaupal Programmes because it spreads new agricultural innovations to farmers.

12. Majority of viewers suggested that every farmers should view Chaupal Programmes to know how to apply fertilizers and to control plant diseases and pests.

13. Majority of the viewers are of the opinion that Chaupal Programmes is usually shows the programmes on HYV and plant protection measures.

14. Majority of viewers like the matter of Chaupal Programmes on "Plant Protection Measures".

15. Viewers growing crops are more in number than non-viewers.

16. The average yield of crops for viewer is more than for non-viewers.
17. Most of the viewers are using recommended dosage of fertilizers but non-viewers are not.

18. Most of the viewers (54 percent) take chemical measures to control plant diseases and pests but non-viewers do not.

19. Viewers (22 percent) growing vegetables for sale purpose are more in number than that of non-viewers.

20. Majority of viewers and non-viewers are not growing high yielding varieties for vegetables.

21. The yield of Radish and Cauliflower obtained by viewers is more than that of non-viewers.

22. Majority of viewers (30 percent) and non-viewers (30 percent) had no permanent resources of irrigation.

23. Viewers having improved farm equipments are more than non-viewers.

24. Viewers involve more labour input for various farm operations than non-viewers.

25. (50 percent) of viewers and (28 percent) of non-viewers have got their animals vaccinated.

26. Majority of viewers (44 percent) and non-viewers (44 percent) had good opinion
about Artificial Insemination.

27. Majority of viewers and non-viewers have no veterinary arrangement for cattle.

28. (42 percent) of viewers and (24 percent) of non-viewers control soil erosion by making Bund.

29. Majority of viewers (54 percent) and non-viewers (64 percent) get their farm input from the nearby market.

30. Majority of viewers and non-viewers had problems of "Non-availability of credit" and "Lack of resources" on the adoption of Modern Agricultural Technology.

31. Majority of viewers suggested that present time of Chaupal Programmes transmission is convenient.

32. Majority of viewers are of the view that instruction of Chaupal Programmes should be made in Regional language (Bhojpuri).

33. Majority of the viewers are of the view that content on "Animal raising practices" and "New Agricultural Research News" should be included in Chaupal Programmes.

34. Most of the viewers suggested that "Scientists and Farmers should be called in Chaupal Programmes".
RECOMMENDATIONS

Visualising the salient features of the study and relevant findings, the investigator wishes to make the following working recommendations which would certainly help the Government, TV transmission Policy Makers and farmers.

1. The first and the farmost recommendation is that the study of the present problem should be continued in the respective direction and there is a need to amend the errors made during the study, although every possible care has been taken. The investigator is sure of the fact that the present manuscript will serve as a guide for the coming researchers to continue the study.

2. At least one "Community TV Viewing Centre" should be installed in each village of this CD Block Chaka by the Government to minimise the number of non-viewers. A person who is able to operate TV set and narrate the farmers schedule of the transmissions importance of the transmission regarding agricultural programmes should be deputed in each village. An adequate supply of electricity should be maintained at the time of Chaupal Programmes transmission.

3. The Chaupal Programmes should be presented in such a way that it should serve the purpose of both entertaining and educating the farmers.
about farming. In this regard investigator has to say that:

i) Medium of instruction in Chaupal Programmes should be in regional language.

ii) The content of the programmes should vary from place to place and time to time.

iii) The contents like "Animal raising practices" "Horticultural News", "Agricultural Research News" and "Agricultural Product Prices" should be given emphasis while editing the programmes.

iv) Discussion with farmers, scientists, lay leaders and CD Block officials in Chaupal Programmes will be proved more advantages to motivate farmers.

4. Farmers should be provided with the credit and other facilities like availability of farm inputs at subsidised rate.

5. Doordarshan should employ technically qualified staff to produce and present its farm programmes.

6. Doordarshan Programmes should be made more effective by realistic and lively presentations.

7. Broadcasting schedule of Doordarshan Programmes should be made available sufficiently
in advance to the field functionaries, so that they can canvass the farmers for the same.

8. Media interaction with Extension should be based on agro-climatic zone basis.