APPENDICES
APPENDIX

Formulae

1. MEAN: \( X = \frac{\sum f_i - X}{N} + A \)

Where: \( A = \) Assumed mean, \( d = X_i - A, \)
\( N = \) Total Number

2. Standard Deviation (S.D.)

\[ \sqrt{\frac{\sum (X_i - \bar{X})^2}{N}} \]

Where: \( \sum (X_i - \bar{X})^2 = \) Summation of the squared deviation from distribution.
\( N = \) Summation of \( f_i \).

3. \( X^2 \) test:

\[ X^2 = \frac{(O_i - e_i)^2}{e_i} \]

Where: \( O_i = \) Observed frequencies
\( e_i = \) Expected frequencies

4. t-test:

\[ t = \frac{d}{S/\sqrt{n}} \]

Where: \( d = \sum d_i, S^2 = \frac{\sum d_i^2 - (d)^2}{n-1} \)

5. Z-test:

\[ Z = \frac{\bar{X} - \bar{Y}}{\sqrt{\frac{1}{n_1} + \frac{2}{n_2}}} \]

Where: \( \bar{X} = \) The mean score of the first sample
\( \bar{Y} = \) The mean score of the Second Sample
\( \frac{1}{n_1} = \) Square of S.D. of first sample
\( \frac{2}{n_2} = \) Square of S.D. of Second Sample
\( n_1 = \) Number of first sample
\( n_2 = \) Number of second sample
INTERVIEW SCHEDULE

Part I:

General information about respondents

1. Name
2. Village
3. Post Office
4. Block
5. Age
6. Caste
7. Education
   - Illiterate/Primary/High School/Intermediate/Above graduate/other
8. Occupation
9. Annual Income
10. Size of family
11. Size of the land holding
12. Standard of living
   - Well-to-do/Average/Poor/Very Poor
13. Types of family
14. Membership
   - Panchayat/Cooperative/Religious/Formal/Informal group
15. Media of communication
   1. Language for speaking
   2. Source of information
   (ii)
Radio/Newspaper/Television/Others

3. Do you know the following officials?
   A. VDO Yes/No
   B. ADO Yes/No
   C. BDO Yes/No

4. Contact with CD
   Block officials:
   More frequently/Frequently/Often/Seldom/Not at all.

Part II: Information about Television and Transmission

1. Do you have TV set? Yes/No
   If No why

2. Difficulty in watching TV:
   Language Problem/
   Seating Problem/Power Problem/Other

3. Do you see Television? Yes/No
   If yes, Regularly/Occasionally
   If No why

4. What other Programme do you see besides Chaupal Programmes?
   Chitrahaar/Feature Film
   News/Sports/Educational
   Programme/Documentary

Part III: Information about role of Chaupal of Lucknow Doordarshan Programmes in disseminating Agricultural News

1. How often do you see Chaupal Programmes. Regularly/Occasionally/ Never?

2. How many years you are watching Chaupal Programmes?

3. Do you face any language problem in viewing Chaupal Programmes? Yes/No .................
   If yes then what? (1) ........(ii) ........(iii).

4. Choice of Language for Chaupal Programmes?
   (iii)
5. Days the Chaupal of Lucknow Doordarshan Programmes is telecast in a week? Once/Twice/Thrice

6. Is Chaupal Programmes transmission time is convenient to you? Yes/No

7. Do you think Chaupal Programmes is helpful in the matter of Agricultural Development? Yes/No

If yes how?

8. If No why?
   i) People just pass the time to see the programmes?
   ii) Programmes does not create interest among people?
   iii) The programmes is not effectively displayed?

9. If you like Chaupal Programmes then why?
   i) Innovation
   ii) Agricultural Information
   iii) Knowing skill of cultivation
   iv) Giving new ideas etc.

10. Is the Chaupal Programmes based on the needs of people?
    Yes/No

If yes why?
   i) Seed
   ii) Fertilizers
   iii) Technology of farm operation
   iv) Information about new research
   v) Information about weather report

11. Are you viewing any other programme (Agricultural) in addition to Chaupal Programmes?
    Ankur/Jan Hai Jahan Hai/Krishi Samachar/Krishi Darshan Karyakram
    (iv)
12. Do you think, Chaupal Programmes should be viewed by every farmer?
   Yes/No ......................
   If Yes why? ..........................
   If No why? ..........................

13. What is usually viewed in Chaupal Programmes
   (i) ................ (ii) ............ (iii) ................

14. What matter of Chaupal Programmes do you like more? ..........................

15. Have you seen Chaupal Programmes last week?
   Yes/No ......................

16. What is your opinion about Chaupal Programmes?
   Good/Very  Good/Satisfactory/Not  Good/Can't say

Part IV. Attitude of Respondents towards Chaupal of Lucknow Doordarshan Programmes

Please listen each statement carefully and give Your reaction as:

   A: Agree
   UN: Undecided
   DA: Disagree

1. A man is better informed with Chaupal Programmes
   A  UD  DA

2. Chaupal Programmes occupies a place in the development of Agriculture
   A  UD  DA

3. Chaupal of Lucknow Doordarshan Programmes is an effective media among all Audio-visual aids
   A  UD  DA

4. Chaupal Programmes Transmission Time is convenient for all farmers
   A  UD  DA

5. The informations relayed through Chaupal Programmes are mostly current issues of Agriculture
   A  UD  DA
6. The practices shown in Chaupal Programmes are easily adoptable

7. Chaupal Programmes is effective only for big and resourceful farmers

8. Chaupal Programmes is based on the resources available to the farmers

9. Every farmer should view Chaupal of Lucknow Doordarshan Programmes

10. The practices shown through Chaupal Programmes must be adopted by every farmer

11. The language used in Chaupal Programmes is easily understandable.

12. If one can afford one must view Chaupal Programmes regularly.

13. The viewing of Chaupal Programmes is better than reading Agricultural Magazines or literatures

14. The programmes under Chaupal Programmes are effectively displayed

15. The frequency of Chaupal of Lucknow Doordarshan Programmes in a week is appropriate for present situation

16. Chaupal of Lucknow Doordarshan Programmes cover the entire area of Agriculture including AH, Forestry Poultry, Bee Keeping etc.

17. Chaupal Programmes is the real mean inform new innovation of agriculture


19. Chaupal Programmes is useful for all farmers

Part V: Information about the Modern Agricultural Practices adopted by Respondents
1. **Agriculture**

i) **What are the crops that you grow?**

<table>
<thead>
<tr>
<th>Crops</th>
<th>Varieties</th>
<th>Area in Hectare</th>
<th>Average Yield</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Irrigated</td>
<td>Unirrigated</td>
</tr>
</tbody>
</table>

ii) **Use of fertilizers and manures:**

a) No. of compost pits ........................

b) Do you produce FYM? .........................
   Yes/No ........................................

c) Do you grow green manuring crops? ...........
   Yes/No ........................................

d) Do you use fertilizers? ......................
   Yes/No ........................................
   If yes then how? ..............................

<table>
<thead>
<tr>
<th>Name of Fertilizers</th>
<th>Quantity (Qty/Ha)</th>
<th>Name of Crops</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Percentage of cowdung used 100/50/25 don't use</th>
</tr>
</thead>
</table>

e) ........................

iii) **Improved cultural practices:**

a) Crop rotation 1. .. 2. .. 3. .. 4. ..

b) Are you using HYV? ..........................
   Yes/No ......................................
   If yes then; ................................

<table>
<thead>
<tr>
<th>Crops</th>
<th>Varieties</th>
<th>Crop</th>
<th>Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
c) Plant protection measures

Yes/No

If yes then:

<table>
<thead>
<tr>
<th>Crops</th>
<th>Diseases</th>
<th>Pest</th>
<th>Control</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Physical Chemical Indigenous</td>
</tr>
</tbody>
</table>


d) Equipments used to control: Sprayer/Duster/Dust by hand

2. Horticulture

i) Do you have orchard? Yes/No

If yes,

<table>
<thead>
<tr>
<th>Name of Plant</th>
<th>No.</th>
<th>Area Covered</th>
<th>Age of the Plant</th>
</tr>
</thead>
</table>

ii) Do you grow vegetable? Yes/No

If yes then;

a) For sale purpose

b) For home consumption

<table>
<thead>
<tr>
<th>Vegetable</th>
<th>Area</th>
<th>Varieties</th>
<th>Production (Q/ha)</th>
</tr>
</thead>
</table>

3. Irrigation

i) Area in hectare under irrigation

ii) Sources: State Tubewells/Home Pumpset/Rahat/Dhenkuli/Well/Canal/Others

(viii)
4. **Farm Equipment**

- Tractor/MB Plough/Cultivator/Country Plough/Chaff Cutter/Thresher

5. **Labour Input**

Do you involve labourers in farming? **Yes/No**

If yes then;

No. of labourers involve for various farm operations:
- Farming/Sowing/Interculture/Irrigation/Harvesting

6. **Animal Husbandry Practices**

i) Do you have cattle/animals? **Yes/No**

   If yes then:
   - No. of cow ...............Buffalow ............... 
   - Horse ...............Goat ............... 
   - Poultry ...............Oxen ............... 
   - Pig ...............Sheep ............... 
   - Cow calf ...............Buffalow calf ............... 

ii) Did you get the vaccinated? **Yes/No**

iii) Opinion about AI: Good/Bad/Don't know .............

iv) Do you have veterinary for your cattle? **Yes/No**

v) Do you bring your animal to veterinary hospital **Yes/No**

7. **Soil Conservation**

Do you have soil erosion problem? **Yes/No**

If yes then control by: Bunding/Grass growing/ others

8. **Supply and Services**

From where do you get the farm input?
Part VI: Problems

i) Faced by viewers in adoption of Modern Agricultural Technology: Credit Problem/Lack of sources/Lack of input/Unavailability of input supply/Most expensive practices/Costly irrigation

ii) Reasons for not adopting Modern Agricultural Technology (for viewers): (1) ................
    (2) ...................... (3) ......................

Part VII: Suggestion of Respondents about Chaupal of Lucknow Doordarshan Programmes

Do you have any suggestion to make the Chaupal Programmes more effective? Yes/No

If yes then:

i) Suggestion regarding the time of telecast ...............................................

ii) Suggestion regarding the language ...............................................

iii) Suggestion regarding the participants of Chaupal Programmes ..................
a) Scientists should be involve ...............................

b) Farmers should be called ...............................

c) VDOs should be called
iv) Suggestion regarding the contents of the Programmes:

a) What contents should be include in Chaupal Programmes?

1. Agricultural Practices information
2. Agricultural Research news
3. Agricultural Product prices
4. Weather and climate report
5. Horticultural news about rising the trees and ornamental plants
6. Animal keeping practices
7. Soil conservation practices
8. Farm Management Practices