Chapter 1

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In India, even before Independence, the National Planning Committee (appointed by the Indian National Congress in 1938 with Jawahar Lal Nehru as its Chairman) had realised the importance of broadcasting. Its sub-committee on communications observed "Broadcasting, though it is of recent origin has developed so fast that from a luxury it has now become a powerful tool in the hands of any government which knows how to use it. One cannot exaggerate its enormous influence in shaping the character and political views of a nation.

The N.P.C. enumerated the principal functions of broadcasting as follows:

(a) Dissemination of new and useful information,
(b) Adult education for fighting rural ignorance,
(c) Propaganda by the State,
(d) Entertainment.

The N.P.C. emphasised, "It should not be forgotten that in view of the fact that the vast majority of the population is still illiterate and large sections of the women population do not go out in public, radio broadcasting is perhaps the most effective link between such sections and the progressive part of Indian Radio also
provides an easy channel for bringing to the masses useful information on agriculture, animal husbandry, current political thought, etc."

Efforts are once again under way to accord radio broadcasting due importance, which is evident from the fact that the Government has made an allotment of Rs. 700 crores during the Seventh Plan Period (1985-90) for strengthening radio broadcast service in the country. At present AKASHBANI is the second largest radio network in the world. This covers 95% of population and 86% of the area of the country. With the completion of the Seventh Five Year Plan the broadcasting stations in number were 205 with 130 MW, 54 SW and 104 FM transmitters (Rabbi). Farm information is one of the most essential non-material farm's input that play an indispensable role in the process of Agricultural Development. The development of agriculture depends on the speed with which day by day introduced reliable and practicable recommended agricultural practices are communicated to our client system as a whole. It has been commonly seen around developed countries that dissemination of agricultural information is lagging far behind, the research and consequently information is not being properly utilised.

To overcome country-wide food crisis and improve quality diet there are much applicable technologies available, which,
if applied, could rapidly increase the agricultural production. But these technologies must reach to rural audience in an understandable, acceptable and applicable form at the local farming community's level, so that communicated technologies might be consumed without any delay. Thus communication of farm technologies must be considered the prime mover in the process of agricultural development. Leagans emphasized as early in 1961 that "Certainly, in rural development, nothing is more important than the transfer of useful ideas from one person to another".

Australia started using radio to teach children in the remote "outback" territories in 1932. In India, there has been the Radio Pilot Project in the centre for Educational Technology (NCERT). When Radio lessons were used to teach Hindi in the Primary Schools of Rajasthan, it has given satisfactory results as revealed through the evaluation reports. The students gained in vocabulary and comprehension. The packaged lessons are now being distributed through audio cassettes by the Central Institute of Educational Technology. In distance education radio has been used as an important


component of the multi-media approach. The advantage of the radio is that all over the world it is within the reach of the common man and can be easily carried from place to place. Open Universities in the West and in Asia have relied quite heavily on radio (Srivastava*).

Farm Radio Broadcast has also to stimulate the farmers' curiosity, arouse and build their interest, create a desire in them to learn something new, and encourage them to go ahead and work. Like the unfailing friend, the farm radio is there at the appointed time with a format that appeals to farmers i.e. news, topical hints directly bearing on the day to day farm and field operations, clearing of doubts, answer to questions, timely warning of pests and diseases, weather reports and fore-caste, market reports and trends, availability and sources of input and credit, new things ready for being taken upon the farm and many things connected with the farm business. Farm Radio does all these things in a manner which can be understood easily, for the quick and easy translation in the field.

Linking farm and home units with radio rural Forums will not be sufficient to have a significant impact on rural audience until the broadcasted informations are through assigned programme, mode, time, duration and programme contents consequently credibilty of the source (Radio Broadcast).

is an important ingredient in making Farm Radio Broadcast more effective.

However, the usefulness of a medium, particularly for the rural development cannot be taken for granted because of its potentiality and availability of any form. To make it much more effective and to utilise its potentiality in true sense, a number of considerations are needed.

In a series of seminar reports on "National Farm Broadcasting" invariably the first recommendation was that Farm broadcasting should be recognised as an important tool for the development of agriculture and improvement of the standard of living of rural people in developing countries.

Though several research scholars on farm broadcast argue that by establishing local Radio Stations with low power transmitters in agriculturally relevant programmes, but the localisation of the radio stations in itself is not a guarantee that it will provide functionally relevant information, unless the factors that facilitate the production of functionally relevant informations are utilized by the local radio stations.

Being a programme useful, timely and functionally relevant, it will be not listened and followed up until
its presentation is simple, appealing and in local dialects; similarly the format of farm broadcast is also a determinant for the sustained listening. In fact, there is no fool proof way of presentation and format for every type of information and also for all types of listeners.

The electronic media largely Government controlled have essentially followed a one way information flow from Government agencies to the rural population with little or no concern for the voices of the villagers. Besides, there has been obvious urban bias in content, language and treatment by the mass media. The city monopoly on media facilities is a threat to their utility for the rural audience. The extension service links between researchers and farmers are usually under-trained and under-staffed.

The need for appropriate communication technology is thus critical in speeding the process of rural development in a participative manner. Any communicated technology for the third world must, in fact, adopt itself to the vision of new possibilities for enriching the lives of people both economically and socially with the aid of science and technology.

Keeping in view the importance of the problem, the present study entitled "A Study of Agricultural Communication Through Broadcast of All India Radio, Gorakhpur", was conducted in sixteen villages of four community development
blocks of two districts of its broadcasting range with the following specific objectives:

1.1. OBJECTIVES

(1) To study programmes of Farm broadcast, their mode, time, duration and contents.

(2) To study the listening behaviour of selected respondents with regard to selected items of farm broadcast.

(3) To measure the knowledge and attitude of two categories respondents, viz., listeners and non-listeners in relation to selected farm practices.

(4) To study the relative utilisation of information obtained through farm broadcast by Charcha Mandal Unit and farmers of villages having no Charcha Mandal Unit.

(5) To assess the relative preferences of both types of listeners with respect to selected items of farm broadcast.

(6) To explore measures for improvement in farm broadcast.

1.2. HYPOTHESES

The general hypotheses are formulated as follows:
1.2.1. It is hypothesised that selected items of Farm Radio Broadcast are suitable to its target audience.

1.2.2. It is hypothesised that charcha mandal organisation has significant impact on increased and intensified listening behaviour of Farm Radio Broadcast.

1.2.3. It is hypothesised that Farm Radio listening has significant impact on cultivation of desired increased knowledge in relation to selected Farm practices.

1.2.4. It is hypothesised that Farm Radio listening plays an intensified and significant role in constructing desired favourable attitude of farmers towards recommended package of practices.

1.2.5. It is hypothesised that there is significant impact on the adoption of selected improved practices among those Farmers who listen Farm Radio Broadcast with particular reference to organised listening.

1.2.6. It is hypothesised that there is significant correlation between preferential choice orders of organised and non-organised listeners towards selected items of preferential listening behaviour.

In view of general hypotheses the following specific
hypotheses are formulated.

1.2.1.1. It is hypothesised that existing Farm programmes are originated purely for farmers, their felt needed areas and suited frequencies.

1.2.1.2. It is hypothesised that existing programme times are most suited to the leisure of farmer audience.

1.2.1.3. It is confidently presumed that the existing programme duration provide full satisfaction to Farm Radio listeners.

1.2.1.4. It is hypothesised that existing Farm programme contents are being made timely and according to the needs of the locale.

1.2.1.5. It is hypothesised that existing modes (styles) of Farm Radio programme presentation are the best suited and successful.

1.2.2.1. It is hypothesised that organised listeners have significantly dominating listening behaviour over non-organised listeners

1.2.2.2. It is hypothesised that organised listeners have monitoring listening regularity over non-organised listeners.
1.2.2.3. It is hypothesised that organised listeners have succeedingly more time devotion over non-organised listeners.

1.2.2.4. It is pre-dominantly assumed that organised listeners than non-organised listeners have more regular listening towards selected contents of Farm Radio broadcast.

1.2.2.5. It is hypothesised that charcha mandal respondents than non-charcha mandal respondents towards selected modes of broadcasts have succeeding regular listening behaviour.

1.2.2.6. It is hypothesised that both category respondents as organised and non-organised listeners differ in their behaviour of geographical listening.

1.2.2.7. It is hypothesised that organised listeners than non-organised listeners are more particular towards listening Farm broadcasts during programme commencement.

1.2.2.8. It is hypothesised that charcha mandal listeners than non-charcha mandal respondents have more intensified post-listening behaviour in term of participation in group discussion after Farm Radio programme listening.
1.2.2.9. It is hypothesised that charcha mandal forum listening respondents than non-charcha mandal respondents have more significant and intensified post-listening behaviour in term of utilisation of selected information sources after listening Farm programmes on the air.

1.2.3.1. It is hypothesised that Farm Radio listening has significant impact in respect to increase the knowledge of improved varieties.

1.2.3.2. It is hypothesised that Farm Radio listening has an impact in relation to cultivate increased knowledge of recommended measures of seed-treatment up to the level of statistical significance.

1.2.3.3. It is hypothesised that Farm Radio listening has significant impact towards cultivation of desired increased knowledge of scientific method of selected crops sowing among Farm cultivators.

1.2.3.4. It is hypothesised that in relation to cultivate desired increased knowledge of recommended time and number of irrigation in selected crops, listening has significant impact.
1.2.3.5. It is hypothesised that Farm Radio listening has significant impact towards cultivation of increased knowledge of recommended balanced fertilization among its ultimate listeners.

1.2.3.6. It is hypothesised that agricultural communication through Farm Radio has an impact up to the level of statistical significance in relation to cultivate desired increased knowledge of scientific plant protection measures among listening farmers.

1.2.3.7. It is hypothesised that agricultural communication through Farm Radio broadcast has significant impact in relation to cultivate increased knowledge of chemical measures of weed-control of selected crops.

1.2.3.8. It is hypothesised that Farm Radio listening and increased knowledge of selected package of practices are highly significantly associated.

1.2.4.1. It is hypothesised that Farm Radio listeners than non-listeners in their majority percentage have significant favourable attitude towards the adoption of recommended improved varieties.
1.2.4.2. It is hypothesised that Farm Radio listening has significant impact in relation to cultivate favourable attitude among larger majority of Farmers towards the adoption of recommended scientific measures of seed-treatment.

1.2.4.3. It is hypothesised that Farm Radio broadcast among its listeners has significant impact in building favourable attitude towards the adoption of recommended methods of selected crop sowing.

1.2.4.4. It is hypothesised that Farm Radio listening farmers in significant majority percentage have favourable attitude towards the recommended number of irrigations at recommended time.

1.2.4.5. It is predominantly hypothesised that Farm Radio listeners than non listeners in their majority percentage have favourable attitude towards application of recommended doses of balanced fertilizers.

1.2.4.6. It is hypothesised that there is significant impact of Farm Radio programme listening in cultivating favourable attitude of majority farmers towards scientific measures of plant protection.
1.2.4.7. It is hypothesised that there is highly significant impact of Farm Radio programme listening in relation to construct favourable attitude of wide ranged majority farmers towards scientific measures of weed control.

1.2.4.8. It is hypothesised that there is highly significant association between Farm Radio listening and maximum level of favourableness towards recommended package of practices of selected crops.

1.2.5.1. It is hypothesised that Farm Radio listeners than non-listeners in majority percentage have adoption of recommended improved varieties.

1.2.5.2. It is hypothesised that Farm Radio listening has significant impact on the adoption of recommended measures of seed-treatment.

1.2.5.3. It is hypothesised that there is significant impact of Farm Radio listening with an emphasis to organised listening on the adoption of recommended methods of crops sowing.

1.2.5.4. It is hypothesised that Farm Radio listening has significant impact on the adoption of recommended
number of irrigation at recommended times in respective crops.

1.2.5.5. It is hypothesised that Farm Radio programme listening has significant impact on the adoption of recommended balanced fertilizer doses in respective crops.

1.2.5.6. It is hypothesised that Farm Radio listening has significant impact in term of increased majority percentage of adopters of crop wise recommended scientific measures of plant protection.

1.2.5.7. It is predominantly assumed that there is a significant impact of Farm Radio listening on the adoption of recommended weed control measures.

1.2.5.8. It is hypothesised that there is highly significant association between intensified Farm Radio listening and adoption of package of practices upto maximum level of adoption index.

1.2.6.1. It is hypothesised that organised and non-organised listeners differ significantly in their preferential choice orders towards selected Farm Radio programmes.
1.2.6.2. It is hypothesised that there is significant difference in preferential choice orders of organised and non-organised listeners towards selected sessions of Farm Radio broadcast.

1.2.6.3. It is hypothesised that there is a need of listening farmers to establish an additional programme session to strengthen and enrich the agricultural communication through Farm Radio broadcast.

1.2.6.4. It is hypothesised that both organised and non-organised listeners differ significantly on their preferential choice orders towards selected programme durations.

1.2.6.5. It is hypothesised that both organised and non-organised listeners of Farm Radio programmes need for an extension in existing programme duration.

1.2.6.6. It is hypothesised that there is a significant difference in preferential content choice orders of organised and non-organised listeners.

1.2.6.7. It is hypothesised that organised and non-organised listeners differ significantly in relation to their preferential choice orders of programme formats.
1.2.6.8. It is hypothesised that both organised and non-organised listening respondents commonly prefer to informal conversational modes (Formate) of Farm Radio programme presentation.

1.2.6.9. It is hypothesised that there is significant relationship between organised and non-organised listeners prefer entail choice orders towards further information sources and their utilization.

1.2.6.10. It is hypothesised that organised listeners and non-organised listeners have significant relationship in preferential choice orders towards work engagement during programme commencement.

1.2.6.11. It is hypothesised that organised and non-organised listeners have common preferential choice orders towards selected listening places.

1.2.6.12. It is hypothesised that both organised and non-organised listeners commonly like community places for Farm Radio programme listening.
1.3. SIGNIFICANCE OF THE STUDY

No doubt the professional staff of the farm and home units, farmers' training and education centre and also agriculture Universities and Development Authorities have been making all possible efforts to cater the technological need of farming community in bringing technological changes, but unfortunately there is no mechanism to assess the problem in planning, implementation and coordination of these activities and also to identify and explore the weaknesses of farm broadcast. In this unbalanced situation, the findings of present study is viewed to extremely useful to personnel of nation wide scheme of Charcha Mandal Forums, Radio Planner, Broad-caster, Research Scholars of Agriculture Universities and Colleges and functionaries of extension services.

Conclusively, it is predominantly assumed that the finding of this study will provide basis for planning about more convenient and relevant programme, programme time, length, frequency, content and mode. Convenient hours for the release of programmes is of greater significance that is assumed to be explore through the finding of this study.

The study will also provide solution for accelerating the development of agriculture and thereby raising the economic gains as well as standard of living of rural audience.
1.4. LIMITATIONS OF PRESENT INVESTIGATION

Keeping in view the time, money, labour and other resource constraints of the investigator, the study is conducted within the following limitations:

(a) The study is confined to a sample of 480 respondents only within the broadcasting range of All India Radio, Gorakhpur, with special emphasis to district, blocks and villages having Charcha Mandal Unit.

(b) The study is field-oriented and findings are based on farmers verbal response.