

## Awareness of Agricultural Practices Through Farm Broadcast of All India Radio in Madurai District

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### ABSTRACT

A study was conducted to find out the awareness created by farm broadcast of All India Radio about improved agricultural practices on the farmers of Madurai district. The study indicates that there was no difference in the percentage of respondents who become aware of improved agricultural practices through farm broadcast in relation to age, farm size possession of radio, and farm broadcast listening habit. More respondent with high school education had become aware of improved agricultural practices through farm broadcasts. Similarly more respondents who were members in two organisations had become aware of the improved agricultural practices through farm broadcasts.

### INTRODUCTION

Undoubted is the radio, as the medium for quick dissemination of information across the length and breadth of the country. Information flow regarding innovation in agriculture is essential for the increased food production. Radio as a medium of communication in agriculture has been an accepted fact. Schramm (1967) has commented that Radio Rural Forum in India has no equal in the world. Researches indicate that radio serves as a best medium at the awareness stage in the process of adoption of innovations. With a specific objective to find out the awareness created by farm broadcasts on improved agricultural practices in relation to socio-economic characteristics this study was undertaken in Madurai district of Tamil Nadu.

### MATERIALS AND METHODS

The study was conducted in three purposively selected blocks viz., Madurai East, Madurai West and Melur of Madurai district. Eighteen villages, six from Madurai east, four from Madurai west and ten from Melur Block were selected based on the existence of farmers, discussion groups. One hundred and eighty respondents were selected at random at the rate of ten respondents per village. Data were collected by means of an interview schedule. Four agricultural practices viz., improved seeds, improved implements, application of fertilisers and plant protection measures were taken for the study. Age, education, farm size, social participation, possession of radio and farm broadcast listening habit were taken for comparison.

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Data were tabulated and statistically analysed.

## RESULTS AND DISCUSSION

The respondents were classified into three groups according to their age (Table 1).

In general, farm broadcast has influenced middle aged respondents (32.91) than young and old aged farmers. The finding is in conformity with the findings of Bureau of Agricultural Economics, U. S. D. A (1946).

The respondents were classified into six categories according to their educational status (Table 2).

Among the different educational categories a large number of respondents who have studied up to high school have become aware of improved agricultural practices (62.95 per cent) followed by respondents who can read only (42.85 per cent). The percentage of respondents who have become aware of agricultural practices remained almost same in all other categories. Farm broadcast has created almost equal degree of awareness regarding all the selected improved agricultural practices within different educational groups. This is in conformity with the findings of Crile *et al.* (1945).

The size of farm holding has not influenced in creating awareness through

Table 1. Age Vs awareness through farm broadcasts

Age	Improved practices								Mean percen tage (Aware)
	Improved seed		Improved implements		Fertiliser application		Plant protection measures		
	Aware (per cent)	Not aware (per cent)	Aware (per cent)	Not aware (per cent)	Aware (per cet)	Not aware (per cent)	Aware (per cent)	Not aware (per cent)	
Young (Below 25 years)	30.43	69.57	30.43	69.57	26.08	73.92	21.74	78.26	27.10
Middle (26 years to 45 years)	33.85	66.15	32.37	67.63	32.37	67.63	33.07	66.93	32.91
old 46 years and above	33.33	66.67	25.55	74.45	18.51	81.49	33.33	66.67	27.68



Table 2. Education Vs awareness through farm broadcast

Educational level	Improved Practices								Mean percent- age Aware
	Improved seed		Improved implement		Fertiliser application		Plant protection measure		
	Aware (%)	Not aware (%)	Aware (%)	Not aware (%)	Aware (%)	Not aware (%)	Aware (%)	Not aware (%)	
Illiterate	27.78	72.22	22.22	77.78	27.78	72.22	27.78	72.22	26.38
Can read only	42.85	57.15	42.85	57.15	42.85	57.15	42.85	57.15	42.85
Can read and write	27.27	72.73	29.54	70.46	27.27	72.73	27.27	72.73	27.82
Primary School	28.98	71.02	28.98	71.02	28.98	71.02	27.63	72.37	28.61
High School	55.56	44.44	62.96	37.04	66.66	33.34	66.66	33.34	62.95
College	25.00	75.00	37.50	62.50	25.00	75.00	25.00	75.00	28.10

Table 3. Farm size Vs awareness through farm broadcast

Farm size	Improved practices								Mean percentage (Aware)
	Improved seed		Improved Implements		Fertiliser application		Plant Protection measures		
	Aware (%)	Not aware (%)	Aware (%)	Not aware (%)	Aware (%)	Not aware (%)	Aware (%)	Not aware (%)	
Small (less than 5 acres)	30.33	69.67	33.72	66.28	35.23	64.77	33.72	66.28	32.23
Medium (5.1 acres to 10 acres)	33.30	66.70	36.36	63.64	18.18	81.82	27.27	72.73	28.78
Large (10.1 acres and above)	32.00	68.00	32.00	68.00	40.00	60.00	40.00	60.00	36.00



farm broadcast. Farm broadcast has created awareness regarding all the selected agricultural practices on an average of 19 to 40 per cent.

Influence of social participation on awareness of improved agricultural practices through farm broadcast is given in Table 4. As all the farmers were members in farmers discussion group their membership in this was not taken for the study.

Farmers who were members in two organisations were aware of improved agricultural practices through farm broadcast to the extent of 43.33 per cent followed by respondents who were members in more than two organisations (37 per cent). Among the practices there is no vast difference in the number of farmers who become aware of improved practices through farm broadcast.

TABLE 4. Social participation Vs awareness through farm broadcast

Levels of social participation	Improved agricultural practices								Mean Percentage (Aware)
	Improved seed		Improved implements		Fertiliser application		Plant protection measures		
	Aware	Not aware	Aware	Not aware	Aware	Not aware	Aware	Not aware	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Member in one organisation	27.40	72.60	26.55	73.45	23.77	76.23	25.17	74.83	25.72
Member in two organisation	43.33	56.67	43.33	56.67	43.33	56.67	43.33	56.67	43.33
Member in more than two organisation	33.00	67.00	40.00	60.00	33.00	67.00	40.00	60.00	38.00

There is not much difference between those who owned radio and those who did not own radio regarding awareness of improved agricultural practices through farm broadcast (Table 5). Farm

broadcast has created awareness on 32 and 34 per cent of owners and non owners respectively. This is in conformity with the findings of Baker (1938).



Table 5. Ownership of radio Vs awareness through farm broadcast

Ownership	Improved practices								Mean Per-centage aware
	Improved seed		Improved implements		Fertiliser application		Plant protection measures		
	Aware	Not aware	Aware	Not aware	Aware	Not aware	Aware	Not aware	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Owner	31.42	68.58	32.38	67.62	32.38	67.72	32.38	67.62	32.14
Non Owner	34.66	65.34	34.66	65.34	34.66	65.34	33.33	66.67	34.32

Table 6. Farm broadcast listening habit Vs awareness of improved agricultural practices

Listening habit	Improved agricultural practices								Mean percent age (aware)
	Improved seed		Improved implement		Fertiliser application		Plant Protection measures		
	Aware (%)	Not aware (%)	Aware (%)	Not aware (%)	Aware (%)	Not aware (%)	Aware (%)	Not aware (%)	
Regularly every day	36.84	63.16	38.15	61.85	38.15	61.85	36.84	63.16	37.49
Once or twice a week	12.50	87.50	12.50	87.50	12.50	87.50	12.50	87.50	12.50
Once or twice a month	22.22	77.78	22.22	77.78	22.22	77.78	22.22	77.78	22.22
Casually	30.70	69.30	28.20	71.80	26.90	73.10	21.70	78.30	26.70

More percentage of respondents (37.49 per cent) who listened to farm broadcast daily have become aware of improved agricultural practices and

within the different practices there is not much difference among the different categories of respondents (Table 6).



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