

## Characteristics of Radio Listening Farmers in Madurai District

By

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### ABSTRACT

A study conducted in Madurai district to know the characteristics of radio listening farmers revealed that majority (72.73 per cent) of the listeners were middle aged and educated up to primary schools. Most of the listeners belonged to backward caste, owned below 5 acres and have participated in only one organisation.

### INTRODUCTION

Radio, is now not only a source of entertainment but also a medium of communicating agricultural information for the benefit of farmers. But the limitation of radio is that it has no selective listener. Hence, it is very important to know how the farmer reacts to farm programmes broadcast through radio. To achieve this a knowledge of the farmers, listening to radio is deemed essential. Singh and Sandhu (1971) reported that majority of radio owning farmers were within the age group of 31-50 years, primarily educated and had larger farms. The specific objective of the study was to determine the personal, social and situational characteristics of radio listening farmers in Madurai district.

### MATERIALS AND METHODS

The study was conducted in Madurai East, Madurai West and Melur

Panchayat Unions of Madurai district. Eighteen villages were selected from these Panchayat Union based on the existence of Farmers' discussion group. One hundred and eight respondents were selected at random at the rate of ten respondents per village. Data were gathered from the selected respondents by means of an interview schedule.

### RESULTS AND DISCUSSION

The characteristics such as age, education, caste, possession of land and level of social participation of radio listening farmers were studied and discussed below.

The age of the respondents ranged from the lowest of 20 years to the maximum of 60 years with a mean of 39.97 and a standard deviation of 8.47 and a majority (72.23 per cent) of the respondents belonged to middle age group (Table 1).

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TABLE 1. Distribution of listeners into age category

Age	Percentage n=180	
Young aged (Below 25 years)	12.77	
Middle aged (26 years to 45 years)	72.23	Mean: 35.97
Old aged (46 years and above)	15.00	S. D.: 8.47
Total	100.00	

The distribution of farmers into various educational categories as given in Table 2 shows that 38.34 per cent had primary education and 24.45 per

TABLE 2. Distribution of listeners into education category

Education categories	Percentage n=180
Illiterate	10.00
Can read only	7.77
Can read and write	24.45
Primary School	38.34
Secondary School	15.00
College	4.44
Total	100.00

cent were only able to read and write. Nearly 5 per cent of the farmers had college education while 10 per cent were illiterate. Nearly 8 per cent of the listeners were able to read only.

A majority of the listeners belonged to backward caste. Only 3.33 per cent of the radio listening farmers belonged

TABLE 3. Distribution of listeners on caste basis

Caste	Percentage n=180
Forward	3.33
Backward	92.23
Schedule	4.44
Total	100.00

to forward caste. Radio listening schedule caste farmers were only 4.44 per cent (Table 3).

The minimum and maximum land owned by the sample listeners were 1 and 62 acres respectively, the mean and standard deviation being 6.44 and 9.06 respectively. A majority (67.78 per cent) of the listeners were only small.

TABLE 4. Distribution of listeners into land holding category

Land holding category	Percentage n=180	
Small (below 5 acres)	67.78	
Medium (5.1 to 10.0 acres)	18.33	Mean 6.64
Large (10.1 acres and above)	13.89	S. D. 9.06
Total	100.00	



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land holders. Only 19.33 per cent of respondents had 5 to 10 acres. More than 10 acres of land were possessed by nearly 14 per cent of the farmers studied (Table 4).

The figures in Table 5 show that the respondents (75 per cent) had membership in only one organisation

TABLE 5. Distribution of listeners according to social participation

Social participation	Percentage n=180
Member in one organisation	75.00
Member in two organisations	16.66
Member in more than two organisations	8.34
Total	100.00

whereas 16.66 per cent of respondents were members of two organisations. The majority of the farmers were members in co-operative societies.

#### REFERENCE

- SINGH, K. N. and A. S. SANDHU. 1971. Characteristics and listening behaviour of the radio owning farmers in Punjab. *Indian J. Extn. Edu.* 7:81-5.