

Adoption of broadcast agricultural technologies by the farmers on radio

■ Namita Shukla and S. Mohapatra

Received: 14.12.2017; Revised: 17.04.2018; Accepted: 05.05.2018

■ **ABSTRACT** : Mass media plays an important role in creating awareness about new agricultural technologies among farmers. Radio is a powerful tool which can easily reach to a large number of people without the restriction of literacy, distance and cost effectiveness. The objective was to assess the adoption level of farmers towards agriculture information on radio. Descriptive research design was adopted. The study was carried out in Allahabad district of Uttar Pradesh during the year 2013-14. Chaka block as well as four villages was selected purposively. Fifteen farmers from each village were selected purposively. An interview schedule was prepared to collect the data. The data were tabulated and analyzed with the help of statistical techniques. It is concluded from the study that most of the respondents had fully adopted the agricultural information on radio. Adoption has no significant association with educational level and age of the respondents.

■ **KEY WORDS**: Mass media, Radio, Agriculture programmes, Adoption, Farmers

■ **HOW TO CITE THIS PAPER** : Shukla, Namita and Mohapatra, S. (2018). Adoption of broadcast agricultural technologies by the farmers on radio. *Asian J. Home Sci.*, 13 (1) : 308-311, DOI: 10.15740/HAS/AJHS/13.1/308-311. Copyright@ 2018: Hind Agri-Horticultural Society.

See end of the paper for authors' affiliations →

Namita Shukla
Department of Extension
Education and Communication
Management, Sam Higginbottom
Institute of Agriculture,
Technology and Sciences,
Allahabad (U.P.) India
Email : namitapau54@gmail.com

India is a developing country that has a large number of rural mass. Radio is an electronic mass media which can reach to a large number of proportions within a short time. Radio has flexibility, immediacy, immense potential and capacity to broadcast the programmes keeping view of the needs of national, local and rural. Radio can reach in every society whether these are isolated or full of masses. This was also reviewed by Mancha (2012). Radio broadcast programmes for literate as well as illiterate both so that it can provide practical alternatives to the people. This was also supported by Mohammad *et al.* (2010). Radio broadcast programmes not only related to agriculture but also related to information, education, culture and

entertainment. All India Radio (AIR) is the most important medium for communicating the information to rural population. All India Radio has clear objectives of informing, educating and entertaining the mass audience (All India Radio, 2016).

The first rural broadcast was done in 1935 in Allahabad while first systematic attempt was made in 1956 for using radio for disseminating latest agricultural technologies (Bisht *et al.*, 2014). Radio can be useful medium to educate farmers if it appeals them with new programs having modern agricultural technologies (Mohammad *et al.*, 2010).

In India farm and home broadcast with agricultural thrust were introduced in 1966, to enlighten farmers on

the use of various technologies to boost agricultural development. At present, there are about 50 such radio units all over the country. The tribal farmers can easily understand the operations, technology and instruction through television (Mancha, 2012). Adoption and utilization of appropriate technology is largely dependent on the effectiveness and relevance of information dissemination and the ability of agents to persuade the farmers. This was indicated by most of the respondents that agricultural programmes on radio impact on farm families (Oladosu, 2004).

Creation of awareness is the first step towards the adoption process. Mass media are playing very important role in creating awareness about new agricultural technologies among farmers. Mass media are spreading agricultural technologies to the farmers at a faster rate than personal contacts Mahmood and Sheikh (2005). Malagar (2007) reported that rural women are adopting the technologies and more information broadcast on radio because of simple language. Gathigi (2009) found that listeners use radio to know the locally available information. Listeners use radio so that they can create more social interactions, civic engagement and as a platform to seek the solutions of their problems.

Justification :

India is a developing country where people are based on agriculture for their livelihood. So it becomes necessary to provide them proper technologies that can be adopted by the people to increase their livelihood. In the rural areas there are not much more technologies for dissemination of agriculture technologies but radio is a powerful tool which can easily reach to a large number of people without the restriction of literacy, distance and cost effectiveness. Now-a-days radio broadcasts agriculture programmes for improvement of agricultural needs and production.

Objective :

– To assess the adoption level of farmers towards agriculture information broadcast by radio.

■ RESEARCH METHODS

Research design :

Descriptive research design was adopted for the study. Descriptive studies are those in which the researcher interacts with the participant to collect the

necessary information like surveys or interviews.

Locale of the study :

The present study was carried out in Allahabad district of Uttar Pradesh during the year 2013-14. This was selected purposively due to its close proximity to the researcher.

Selection of block:

There are twenty Blocks in Allahabad district in which Chaka block was selected purposively due to higher use of mass media.

Selection of the villages:

There are 49 villages in Chaka Block in which *Hathigan, Purawa Khas, Teduaon, Tilakhwar* were selected purposively because no such study has been conducted in these villages.

Selection of respondents:

Fifteen farmers from each village were selected purposively who had radio. Thus, total study sample comprised of sixty.

Tools for data collection:

An interview schedule was specially prepared to collect the data. The interview schedule consisted of three point rating scale for the adoption of agriculture information broadcast by radio.

Selection of variables:

The various independent variables were selected as age, sex, educational level, family composition etc. and dependent variables was adoption.

Statistical analysis :

The data were tabulated and analyzed with the help of statistical techniques. The statistical techniques are frequency, percentage, mean, chi square test.

■ RESEARCH FINDINGS AND DISCUSSION

The Table 1 and Fig. 1 shows that half of the respondents *i.e.* 56.67 per cent adopted the agriculture information fully on radio followed by 33.33 per cent partially adopted respondents and only 10 per cent respondents was not adopting the agricultural information. Similar findings were also reported by Kakade (2013)

that a higher percentage of farmers considered the information broadcast through agriculture programmes as “fully reliable”

The Table 2 and Fig. 2 shows that there is a non significant association between educational level and adoption of the agriculture information on radio. Hence, it can be concluded adoption is not dependent on the educational level of the respondents. It is not compulsory that educated people adopt agriculture information fully on radio but they like to use another media to get the information.

The Table 3 and Fig. 3 shows that there is a non significant association between age and adoption of the information related to agriculture on radio. Hence, it can be concluded that adoption is not dependent on the age

of the respondents.

Conclusion :

It is concluded from the study that most of the respondents had fully adopted the agricultural information

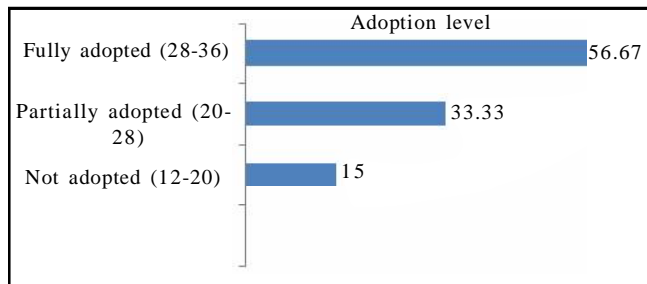


Fig. 1 : Adoption level of respondents

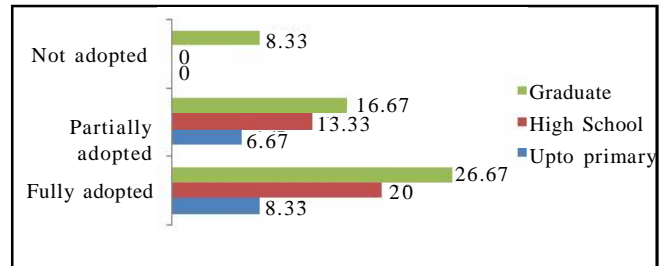


Fig. 2 : Association between adoption and educational level

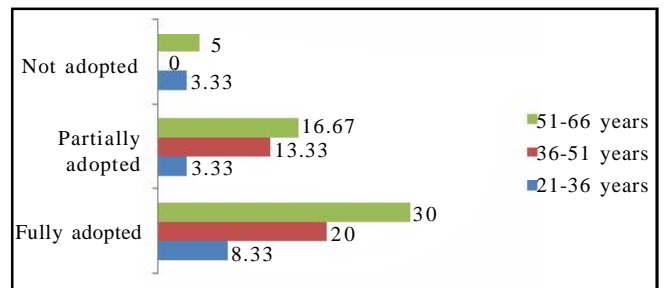


Fig. 3 : Association between adoption and age

Sr. No.	Adoption process	Frequency	Percentage
1.	Not adopted (12-20)	9	15
2.	Partially adopted (20-28)	20	33.33
3.	Fully adopted (28-36)	31	56.67
	Total	60	100

Sr. No.	Category Educational level	Adoption level						Total of %	Cal. value	Tab. value
		Fully adopted		Partially adopted		Not adopted				
		f	%	f	%	f	%			
1.	Upto primary	5	8.33	4	6.67	0	0	15	1.824	5.991
2.	High School	12	20	8	13.33	0	0	33.33		
3.	Graduate	16	26.67	10	16.67	5	8.33	51.67		

The table value at 2 degree of freedom at 5 % probability level = 5.991

Sr. No.	Category Age in years	Adoption						Total of %	Cal value	Tab value
		Fully adopted		Partially adopted		Not adopted				
		f	%	f	%	f	%			
1.	21-36	5	8.33	2	3.33	2	3.33	14.99		
2.	36-51	12	20	8	13.33	0	0	33.33	4.012	5.991
3.	51-66	18	30	10	16.67	3	5	51.67		

The table value at 2 degree of freedom at 5 % level of significance = 5.991

on radio. There is a non significant association between educational level and adoption of the agriculture information on radio so adoption is not dependent on the educational level of the respondents. There is a non significant association between age and adoption of the information related to agriculture on radio so adoption is not dependent on the age of the respondents.

Recommendations :

- The timing of the programmes should be increased because this will help to maintain a good communication.
- There should be more quizzes regarding the latest technologies.
- Extension workers should increase their visits in the local areas to know the problems.

Authors' affiliations:

S. Mohapatra, Department of Extension Education and Communication Management, Sam Higginbottom Institute of Agriculture, Technology and Sciences, Allahabad (U.P.) India
(Email : sanghmitramohapatra@shiats.edu.in)

■ REFERENCES

- Bisht, K., Sah, P. and Raut, A.A. (2014).** Radio: An effective tool in the present context to serve the rural farming community. Article. *Agricultural Rural Development*, **1** : 8-11.
- Gathigi, G.W. (2009).** Radio listening habits among rural

audiences: An ethnographic study of Kieng West division in Central Kenya. The Scripps College of Communication of Ohio University, Kenya. *Indian J. Res.*, **2**(4) : 239.

Kakade, O. (2013). Credibility of radio programmes in the dissemination of agricultural information: A case study of Air Dharwad, Karnataka. *J. Humanities & Soc. Sci.*, **12** (3): 18-22.

Mahmood, M.A. and Sheikh, A.D. (2005). *Crop yields from new technologies*. P: III. "Daily Dawn" March 28: April 3, 2005

Malagar, G. (2007). Radio listening and televiewing behaviour of rural woman. Department of extension and communication management. *Internat. J. Humanities & Soc. Sci. Invention*, **2** (2): 5-10.

Mancha, Srihari (2012). Role of media in tribal agriculture development- A study of Khammam district agency Tribes. *Internat. J. Soc. Sci. & Interdisciplinary Res.*, **1**(10): 245-246.

Mohammad, R.N., Salleh, M.D. and Hasbullah, A.H. (2010). Radio as an educational media: Impact on agricultural development. *J. South East Asia Res. Centre Communication & Humanities*, **2** : 13-20.

Oladosu, I.O. (2004). Review of basic concepts in communication for introducing programme on food security, New Age Publications, Ogbomoso. *Global J. Human Soc. Sci.*, **10** (4): 39.

■ WEBLIOGRAPHY

All India Radio (2016). All India Radio. Retrieved from <http://allindiaradio.gov.in/> on 25/07/2017.

★ ★ ★ ★ ★ 13th Year of Excellence ★ ★ ★ ★ ★