

**RESEARCH ARTICLE :**

# Association between the characteristics with perception of the member farmers of Gram Panchayat about farm television

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**SUMMARY :** The study was conducted to determine the socio-personal, economical, communicational and psychological characteristics of member farmers of Gram Panchayat and to explore the relationships between selected characteristics of the member farmers and perception of the member farmers of Gram Panchayat about farm television. Data were collected through interviewing during the year 2012 from randomly selected eight taluka of Anand districts of Gujarat with the sample size of 96 respondents they were member of Gram Panchayat. Results indicated that slightly less than one third of the respondents were in secondary education group. Medium level of age group, extension contact, scientific orientation, risk orientation, economic motivation whereas farming experience, innovativeness were high and land holding were low level group. Majority of the member farmers had membership in one organization. The independent variables like, extension contact and scientific orientation had positive and highly significant correlation, whereas education, social participation, economic motivation, risk orientation and innovativeness had positive and significant correlation with perception of member farmers of Gram Panchayat about farm television whereas farming experience had negatively significant correlation with perception of member farmers of Gram Panchayat about farm television.

**KEY WORDS :**

Farm television, Gram panchayat, Perception

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## **BACKGROUND AND OBJECTIVES**

Farm communication and extension programmes are vital part of the farm development attempts. Electronic media plays a major role in farm extension activities. Information and communication networking is widely used to promote exchange of information, knowledge and experience for development at the grass root level in

developing countries like India having agriculture as the main source of livelihood. The most important role of information sources in development is fostering a knowledge intensive sustainable livelihood security system in rural areas, since information network can enable us to reach the unreached. Progress can only take place when people know the new technology, understand it and act upon it. The extensive network of telecasting is

found to have a profound influence on agriculture. Television as an important media of communication has greater role to play in the forth coming years in order to disseminate agricultural education to the farming community. Television is considered to be effective in communicating the agricultural technology to needy and farmers of remote area in no time and help to bridge the gap between the scientist and farmers and also increasing the knowledge level of farmers. The television set up was delinked from All India Radio (AIR) and under the name 'Doordarshan' was given the status of a fully fledged directorate with effect from April 1, 1976. Based on the recommendation of Chanda Committee the 'Krishi Darshan' programme was started by the Delhi Doordarshan on 26<sup>th</sup> January 1967. The programme was aimed for motivating and educating the farmers on various disciplines of agriculture. The study was under taken with following specific objectives.

- To study profile of member farmers of Gram Panchayat.
- To study the relationship between selected characteristics and perception of the member farmers of Gram Panchayat about farm television.

## RESOURCES AND METHODS

A list of 96 farmers of Anand district was prepared who were member of Gram Panchayat. The information, such as name of member farmers of Gram Panchayat, his telephone number and address were collected from the taluka Panchayat of eight talukas of Anand district, 96 member farmers were selected by simple random method for the study. The data were collected with the help of well-structured, pre-tested, interview scheduled through personal contact and data were compiled, tabulated and analyzed to get proper answers for objectives of the study.

## OBSERVATIONS AND ANALYSIS

The observations of the present study as well as relevant analysis have been summarized under the following heads:

### Characteristic of member farmers of Gram Panchayat :

The numerical figures in Table 1 show that majority of the member farmers of Gram Panchayat (89.58 %)

were found in the middle age group, followed by 6.25 per cent in old age group and rest 4.17 per cent of farmers in young age group. Whereas, slightly less than one third (30.21 %) of the member farmers were primary education level upto secondary level of education, followed by 26.04 per cent, 21.87 per cent and 15.63 per cent of them were secondary, higher secondary and illiterate, respectively. Only 6.25 per cent farmers were graduation and above.

The Table 1 also reveals that majority of the farmers (58.33 %) were high level of farming experience *i.e.* above 10 years, while 36.46 and 5.21 per cent of them had medium (6 to 10 years) and low (below 5 years) level of farming experience, respectively. Whereas, majority (60.42 %) of the member farmers had membership in one organization, while 26.04 per cent of the respondent had membership in more than one organization and only 13.54 per cent were holding position in organization.

The data depict from the Table 1 that slightly less than two fifth (39.58 %) of the member farmers had small land holding, followed by 27.09 per cent member farmers had medium land holding. While 19.79 and 13.54 per cent had marginal and big land holding, respectively. It is observed from the Table 1 that majority (60.42 %) of the member farmers had medium level of extension contact with different extension agencies, followed by 20.83 per cent and 18.75 per cent had low and high extension contact, respectively.

The result in Table 1 indicated that majority (68.75 %) of the member farmers had medium level of scientific orientation. About 16.67 per cent of member farmers had high scientific orientation and rest 14.58 per cent had low scientific orientation. It is also apparent from the Table 1 that majority (70.83 %) of the member farmers had medium level of risk orientation. About, 15.63 per cent and 13.54 per cent of the respondents had high and low level of risk orientation, respectively.

As evident from the data in Table 1 that 64.58 per cent of the farmers had medium level of economic motivation, followed by 22.92 per cent and 12.50 per cent had high and low economic motivation, respectively. However, 39.58 per cent of the member farmers had high innovativeness. Equal number of the member farmers (30.21 %) had medium and low innovativeness.

### Relationship between dependent and independent

**Table 1 : Profile of member farmers of Gram Panchayat in respect to their attributes**

Sr. No.	Characteristics	No.	%
1.	<b>Age</b>		
	Young age group (Upto 30 years)	04	04.17
	Middle age group (between 31 to 55 years)	86	89.58
	Old age group (above 55 years)	06	06.25
2.	<b>Level of education</b>		
	Illiterate	15	15.63
	Primary education (1 <sup>st</sup> to 7 <sup>th</sup> std)	29	30.21
	Secondary education (8 <sup>th</sup> to 10 <sup>th</sup> std)	25	26.04
	Higher secondary education (11 <sup>th</sup> and 12 <sup>th</sup> std)	21	21.87
	Graduation and above	06	06.25
3.	<b>Farming experience</b>		
	Low farming experience	05	05.21
	Medium farming experience	35	36.46
	High farming experience	56	58.33
4.	<b>Social participation</b>		
	No membership	00	00.00
	Membership in one organization	58	60.42
	Membership in more than one organization	25	26.04
	Holding position in organization	13	13.54
5.	<b>Land holding</b>		
	Marginal land holding (Upto 1.0 ha)	19	19.79
	Small land holding (1.01 to 2.0 ha)	38	39.58
	Medium land holding (2.01 to 4.0 ha)	26	27.09
	Big land holding (Above 4.0 ha.)	13	13.54
6.	<b>Extension contact</b>		
	Low extension contact (less than 1.21 score)	20	20.83
	Medium extension contact (between 1.21 to 4.95 score)	58	60.42
	High extension contact (more than 4.95 score)	18	18.75
7.	<b>Scientific orientation</b>		
	Low scientific orientation (less than 47.17 score)	14	14.58
	Medium scientific orientation (between 47.17 to 56.81 score)	66	68.75
	High scientific orientation (more than 56.81 score)	16	16.67
8.	<b>Risk orientation</b>		
	Low risk orientation (less than 28.54 score)	13	13.54
	Medium risk orientation (between 28.54 to 35.72 score)	68	70.83
	High risk orientation (more than 35.72 score)	15	15.63
9.	<b>Economic motivation</b>		
	Low economic motivation (less than 20.58 score)	12	12.50
	Medium economic motivation (between 20.58 to 24.60 score)	62	64.58
	High economic motivation (more than 24.60 score)	22	22.92
10.	<b>Innovativeness</b>		
	Low innovativeness (1 score)	29	30.21
	Medium innovativeness (2 score)	29	30.21
	High innovativeness (3 score)	38	39.58

**Table 2 : Correlationship between characteristics of member farmers and their perception**

Sr. No.	Independent variables	Correlation co-efficient ('r' value)
1.	Age	-0.1961(NS)
2.	Education	0.2586*
3.	Farming experience	-0.2501*
4.	Social participation	0.2084*
5.	Land holding	0.0489(NS)
6.	Extension contact	0.2727**
7.	Scientific orientation	0.2635**
8.	Risk orientation	0.2066*
9.	Economic motivation	0.2097*
10.	Innovativeness	0.2367*

NS = Non-significant at 0.05 level

\* and \*\* indicate significance of values at P=0.05 and 0.01, respectively

**variables:**

The data depicted in Table 2 shows that independent variables like, extension contact and scientific orientation had positive and highly significant correlation at 0.01 level of significance, whereas education, social participation, economic motivation, risk orientation and innovativeness had positive and significant correlation with perception of member farmers of Gram Panchayat about farm television at 0.05 level of significant. The variables like age and land holding had negatively non significant correlation, further, it was noticed that farming experience had negatively significant correlation with perception of member farmers of Gram Panchayat about farm television (Yadav, 2012).

**Conclusion :**

It can be concluded that majority of the farmers were found in the middle age group, secondary level education and had high level of farming experience. Majority of the member farmers had membership in one organization, small land holding and medium level of extension contact with different extension agencies. Member farmers had medium level of scientific orientation, risk orientation and economic motivation. Majority of the member farmers had high innovativeness.

Majority of the member farmers had medium level of perception about farm television. The results of correlation co-efficient clearly indicated that out of ten independent variables like, extension contact and scientific orientation had positive and highly significant correlation, whereas education, social participation, economic motivation, risk orientation and innovativeness of the member farmers of Gram Panchayat had positive and significant correlation with their perception about farm television. The variables like age and land holding had negatively non-significant correlation, whereas farming experience of the member farmers of Gram Panchayat had negatively significant correlation with their perception about farm television.

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