

RESEARCH ARTICLE :

Constraint and suggestion faced by the member farmers of Gram Panchayat while viewing farm television

■ H.K. VERMA, PRADEEP YADAV AND KAILASH

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SUMMARY : Television started as a modest affair in India on September 15, 1969 within the All India Radio set up on experimented television service in Delhi. It was soon converted into a full-fledged telecasting station. Later on, television centers were commissioned at Mumbai, Calcutta and Chennai and a relay center was set up in Poona. The television set up was delinked from All India Radio (AIR) and under the name 'Doordarshan' was given the status of a full-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 26th January 1967. The programme was aimed for motivating and educating the farmers on various disciplines of agriculture. To find out various constraints faced by the member farmers of Gram Panchayat while viewing farm television, the study was conducted in Anand district have eight talukas, from each taluka three villages were selected randomly. Thus, in all 24 villages were covered with 96 member farmers of Gram Panchayat who were involved in Gram Panchayat. The data were collected through pre-tested structured interview schedule and appropriate statistical procedures were employed to analyze the data. Investigation was made relating to constraints faced by member farmers of Gram Panchayat in viewing of farm television. Frequency and percentage for each problem were calculated. An attempt was also made to ascertain suggestions from member farmers to overcome various constraints faced by them in viewing of farm television. The respondents were requested to offer their valuable suggestions against difficulties faced by them in viewing of farm television.

KEY WORDS :

Gram panchayat,
Constraints,
Suggestion

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Author for correspondence :

H.K. VERMA

Agricultural Technology
Application, Research
Institute, CAZRI
Campus, JODHPUR
(RAJASTHAN) INDIA
Email:hemantverma478@
gmail.com

See end of the article for
authors' affiliations

BACKGROUND AND OBJECTIVES

Television has been acclaimed as a very powerful medium for mass communication. It is more effective than other media of communication as it performs both the auditory

and visual functions, simultaneously. It also provides information on technological know-how to the farmers and helps to bridge the gap between the scientists and farmers. In August 1961, educational programme for Delhi schools was introduced with the prime

objective of imparting education. As the next step, television service for general public was introduced on 15th August, 1965 which marked the beginning of entertainment oriented programme in television. Two years later in January, 1967, 'Krishidarshan' programme was started. One landmark of satellite instructional television experiment (SITE), was installed of very high frequency transmitter at Pij, in Kheda district, for the first time in rural India. This was connected to satellite via earth station at Ahmedabad. For the first time it illustrated the use of TV for rural development, which is one of our national goal (Ramaiah, 1976).

In Gujarat, "Gram Jagat" programme has been telecasting by Ahmedabad Doordarshan Kendra from Monday to Friday to communicate and educate farm information to the adult farmers to create conducive behavioural changes among them. In Gujarat, Ahmedabad kendra telecasts *Gram Jagat* (Rural world) from Monday to Friday between 5.30 p.m. to 6.00 p.m.

This study was conducted to analyze two objectives

– To know constraint faced by the member farmers of Gram Panchayat while viewing farm television.

– To know suggestions of member farmers of Gram Panchayat to overcome the constraints faced by them in viewing 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. A simple ranking technique was applied to measure the constraints faced by member farmer and for suggestions also. The data were collected with the help of well-structured, pre-tested, Gujarati version interview schedule through personal contact and data were compiled, tabulated and analyzed to get proper answers for objectives of the study.

OBSERVATIONS AND ANALYSIS

Considering the constraints faced by the respondents and to overcome the same in viewing farm television by the member farmers of Gram Panchayat, they were asked to give their valuable suggestions. For each of these suggestions, total numbers of farmers in percentage were worked out and rank order was given from the highest percentage to the lowest percentage.

The member farmers were requested to express the problems faced by them in viewing of farm television. Frequency and percentage for each problem were calculated. Then they were ranked and presented in Table 1.

The responses of member farmers of Gram Panchayat with regard to the constraints and suggestion are presented in Table 1 and 2.

Table 1 : Constraint faced by the member farmers of Gram Panchayat while viewing farm television (n = 96)

Sr. No.	Constraints	Member farmers		
		Number	Per cent	Rank
1.	Short duration of time for telecasting	81	84.37	I
2.	Timing of telecast are not suitable	72	75.00	II
3.	Unable to recall the information as and when required	68	70.83	III
4.	Information not based on local need / resources	63	65.62	IV
5.	Programme once telecast are not repeated	54	56.25	V
6.	Unable to note down the information telecasted	52	54.17	VI

Table 2 : Suggestions of member farmers of Gram Panchayat to overcome the constraints faced by them in viewing farm television

Sr. No.	Suggestions	Member farmers		
		Number	Per cent	Rank
1.	Information should be based on local needs and resources	88	91.67	I
2.	Local progressive farmers should be involved while formulating programme	82	85.42	II
3.	Fields of local farmers should be flashed on screen	78	81.25	III
4.	Increase the duration of the farm television and should be repeated	76	79.17	IV
5.	Timing of the farm television should be around around at 8 PM	73	76.04	V
6.	More technical and statistical information should be avoided	62	64.58	VI

The data in Table 1 show that, major constraints faced by member farmer were short duration of time for telecasting (84.37 %), timing of telecast are not suitable (75.00 %), unable to recall the information as and when required (70.83 %), information not based on local need / resources (65.62 %), programme once telecast are not repeated (56.25) and unable to note down the information telecasted (54.17 %).

It can be concluded that major constraints faced by member farmers were; short duration of time for farm television, timing of telecast are not suitable, unable to recall the information as and when required, information not based on local need / resources, programme once telecast is not repeated and unable to note down the information telecast.

The data presented in Table 2 show that the member farmers suggested that information should be based on local needs and resources (91.67 %), local progressive farmers should be involved while formulating programme (85.42 %), fields of local farmers should be flashed on screen (81.25 %), increase the duration of the farm television and should be repeated (79.17 %), timing of the farm television should be around at 8 PM (76.04 %), more technical and statistical information should be avoided (64.58 %).

Conclusion :

It is evident from the study that the major constraints

faced by member farmers, short duration of time for farm television, timing of telecasting is not suitable, unable to recall the information as and when required, information not based on local need/resources, programme once telecast is not repeated, unable to note down the information telecast.

Majority of member farmers suggested that information should be based on local needs and resources, local progressive farmers should be involved while formulating programme, fields of local farmers should be flashed on screen, increase the duration of the farm television and should be repeated, timing of the farm television should be around at 8 PM, more technical and statistical information should be avoided.

Authors' affiliations :

PRADEEP YADAV AND KAILASH, Department of Extension Education, B.A. College of Agriculture, Anand Agricultural University, ANAND (GUJARAT) INDIA

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