ResearchGate

See discussions, stats, and author profiles for this publication at: https://www.researchgate.net/publication/324720111

TELEVISION FOR EFFECTIVE DISSEMINATION OF FARM INFORMATION TO BANANA GROWERS : A STUDY FROM TAMIL NADU

Article · May 2017

CITATIONS
0

READS
2

3 authors, including:

Periyasamy Ravichamy
ICAR-National Research Centre for Banana, Tiruchirapalli, Tamil Nadu
4 PUBLICATIONS **1** CITATION
SEE PROFILE

Subramaniam Nandakumar
Periyar University
40 PUBLICATIONS **0** CITATIONS
SEE PROFILE

Some of the authors of this publication are also working on these related projects:

12th Tamil Nadu Science Congress conference View project

mass media communication View project

All content following this page was uploaded by Subramaniam Nandakumar on 24 April 2018.

The user has requested enhancement of the downloaded file.

Progressive Research – An International Journal
Print ISSN : 0973-6417, Online ISSN : 2454-6003
Volume 12 (Special-I) : 1146-1149 (2017)

Society for Scientific Development in Agriculture and Technology
Meerut (U.P.) INDIA

TELEVISION FOR EFFECTIVE DISSEMINATION OF FARM INFORMATION TO BANANA GROWERS : A STUDY FROM TAMIL NADU

P. Ravichamy[1], S. Nandakumar[2] and K.C. Siva Balan[3]

[1]*ICAR-National Research Centre for Banana, Thogamalai Road, Tiruchirapalli-620 102, Tamil Nadu and Ph.D Scholar Dept. of Journalism and Mass Communication, Periyar University, Salem-636011, Tamil Nadu.*

[2]*Dept. of Journalism and Mass Communication, Periyar University, Salem-636 011, Tamil Nadu*

[3]*School of Agriculture Science, PRIST University, Thanjavur, Tamil Nadu.*

E-mail : *nandakumar.su@gmail.com*

ABSTRACT

In the information explosion era, mass media (newspaper, television and radio) and new media (computer, internet and website) plays prominent role in dissemination of scientific information to farming community. The information disseminated leads to knowledge enhancement and decision making among farming community. In this context, a study was carried out to know the farmer's preference over watching farm television programme on banana cultivation and timing for the programme.The present study was carried out in banana growers in Theni district, in Tamil Nadu, India. A random sample of 300 banana growers was administered with structured questionnaire. It was observed that the vast majority of the respondents (87.7%) have own television sets and 18 percent of the respondents prefer to watch the agricultural programs on television. It was also found that half of the respondents (52%) were not satisfied with television as a medium for disseminating agricultural information.

Key words : *Television, Agricultural development, Banana growers*

India is the largest producer of banana in the world, producing 30 million tonnes (25.58% global banana productions) from an area of 8.3 lakh hectares (15.5% global banana area) with a productivity of 37 tonnes / hectare. By the year 2020, India has to produce 50 million tons of bananas to cater to the needs of exploding population and for export purposes (ICAR–National Research Centre for Banana Newsletter, Vol.20 No.2/ 2016). The production demand could certainly met out only when the technologies are reaching the farmers in timely manner.

But the banana farmers could not get adequate information regarding latest development and technology in agricultural sector. The low literacy among farmers create set back in using information technology from cultivation to harvest their product. They could not have technical knowledge about the use of pesticide management, fertilizers management and advance technology of in farming. According to Butt (2002) it is expected that latest technology accessibility could be possible by dissemination of agricultural Information among the farmers. Farmers need to be informed and educated about enhanced agricultural practices to enable them grow their production and income. Several channels can be used such as extension agents, individuals' contacts, and farmer-to-farmer transfer the information regarding agriculture related problems to Supplement mass media. Electronic media such as radio, television, film, slides and film strips have been widely used to disseminate information to farmers in rural areas but due to non- availability of electricity farmers still are facing many problems to get the information about agriculture (van den Ban and Hawkins, 1992; Olowu and Oyedokun, 2000). Anandaraja *et al.,* (2015) had assessed the use of information and communication technology (ICT) to achieve information literacy in agriculture. With the ICT enabled price- forecasting mechanism, farm advisories were extended on the market behaviour as well as advising farmers when and where to sell their produce. ICT enabled advisory services have not only enabled the vast outreach of farmers but also facilitated in immediate slack in farm remuneration.

The electronic media both radio and television are playing pivotal role in disseminating the technical and scientific information to people. Today the audio visual television medium has emerged as the best medium of mass communication to disseminate farm and home information to millions of farmers. Earlier studies (Lwoga, 2010, Hassan *et al,* 2009) revealed that in rural areas mostly farmers still depend on television, newspaper and radio regarding the information about agriculture in rural areas. Print and electronic media still is the main source of getting agriculture information among the farmers in the rural areas.

Krishi Darshan programme in India : FAO (2001) reported that television is the most important medium for communicating information among rural people of developing countries. India had started in the late sixties (January 26, 1967) telecasting a farm TV programme popularly known as *Krishi Darshan* Programme (KDP) in

Table-1 : Distribution of respondents based on age.

Age Group	Frequency	Percentage
20-29	49	16.3
30-39	94	31.3
40-49	138	46.0
50-59	19	6
Total	300	100.00

Table-2 : Distribution of respondents based on education.

Years of Schooling	Frequency	Percentage
Illiterate (0)	110	36.7
1-5 (Primary school)	56	18.7
6-10 (Matriculation)	78	26.0
11-12 Higher secondary)	41	13.6
13-15 (Under graduate)	10	3.3
16 and above (PG & above)	5	1.7
Total	300	100.0

Table-3 : Distribution of respondents based on ownership of television.

Television Ownership	Frequency	Percentage
Yes	263	87.7
No	37	12.3
Total	300	100.0

Table-4 : Distribution of respondents based on television viewing habits

Daily watching hours	Frequency	Percentage
1- 2 hours	184	61.3
3-4 hours	72	24.0
5- 6 hours	44	14.7
Total	300	100.0

Table-5 : Distribution of respondents based on programs satisfaction

Satisfied with Television telecast	Frequency	Percentage
Satisfied	91	30.3
Not satisfied	157	52.3
Partially satisfied	52	17.3
Total	300	100.0

Doordarshan primary channel. In recent (May 26, 2015) a separate channel called Kisan channel started by the government to communicate farm and home information to farmers to develop the agricultural sector in India (www.indiantelevision.com). Broadcast media have the ability to disseminate information to large audiences efficiently; and television can be a particularly most famous channel among farmers (Nazari & Hassan, 2011).

It was observed that communication technology tools such as radio, television and video were the main source of dissemination information and knowledge for the farmers of a country (Arokoyo 2003). The choice of mass media is vital significance for mass communication to spread the modern technical information to bringing changes in farmers' life and agricultural sector (Nazari and Hasbullah, 2008). Sher (2001) described that significance of television in Pakistan for rural communities and development of agriculture cannot be denied in their local languages. According to Khan (2002) there is a need to create awareness among farmers to access ICT to adopt sufficient information exposure about the latest technologies in the field of agriculture. Mass media communication is one of the most important methods in transferring of agricultural technology (Hussain, 2005). In recent years, the use of mass media especially television is increasing the knowledge on information on agriculture among farming community which provides good output. The televisions disseminate information in a simple way to understand easy through its health, education and agriculture (Buren, 2000) programmes. The agricultural programmes enhance the capacity building of farmers.

Singh, J., & VP Chahal, V. (2014) stated that majority of the farmers had low to medium level of viewing behavior status with regard to 'Krishi Darshan' Programme *(*KDP). More than fifty per cent of the farmers were aware about the exact name of the KDP and its time and duration of telecast. However, only 21.5 per cent respondents viewed KDP regularly. Majority of the farmers did not preserve farm information by means of taking down notes, maintaining diary or video recording for further reference. Whereas, Meenakrisundram (2013*)* reported that majority of farmers had medium level of TV viewing behaviour.

METHODOLOGY

The research was based on the data collected from the banana cultivators in Theni district of Tamil Nadu, India. The quantitative survey purposive sample method was used to collect data from the 300 respondents, administering with structured questionnaire. The data collected were analyzed by using the SPSS 17.0 software.

RESULTS AND DISCUSSION

Table-1 shows the age wise distribution of the respondents. Majority of the respondents' (138) age ranged between 40 to 49 (46%) years, while 94 (31.3%) respondents age was 30 to 39 years. Furthermore 49 (16.4%) respondents age was 20 to 29 years old. Only 19 (16.3%) respondents age was 51 to 59 years. It is clear from afore mentioned data that majority (71.3%) of the farmers belong to age of 30 to 49 years. This age group is considered to be mature minded having more capacity to work physically in the field as compare to other age group. Furthermore a few (16.3%) farmers fall in the age category of 20 to 29 years. These young farmers mostly prefer to join governmental and private jobs on regular and daily

Table-6 : Distribution of respondents based on preferences watching programs.

Preferred TV programs	Frequency	Percentage
News	85	28.3
Agricultural related program	54	18.0
Education	28	9.3
Drama	88	29.3
Entertainment	34	11.3
Sport	9	3.0
Total	300	100.0

basis. These farmers could probably be unemployed young men working on the field as farmers after getting no chance to work as government or private servant.

The table 2 shows the level of education among farmers in the research area. It was clear that one–third of the respondents were illiterate (36.7%). Half of the respondents (58.3 %) were completed their schooling. Only 3 percent of the respondents attained a bachelor degree. Very meager (1.7%) respondents was postgraduate and above. So it is assumed that any source of knowledge designed to boost up the knowledge level of illiterate people could be the only option for the diffusion of agriculture technology among the farmers in the research area.

Table-3 shows about ownership of television basis among the respondent's results of the study as indicate that a majority of the respondents (87.7%) revealed that they own the television set at home, however a small number of the respondents, comprising of 37 respondents (12.3%) had no television set at their homes.

Distribution of respondents based on television viewing habits : It is understood from the table 4 the respondents' daily television watching habits. Most of the respondents of the study (61.3%) spent watching television 1- 2 hours per day, where as one-fifth of respondents (24.0%) 3 – 4 hours daily. Meager percent of respondents (14.7%) said that they watch television daily 5 – 6 hours in the study district.

Distribution of respondents based on programs satisfaction : In the terms of satisfaction regarding television programs farmers' response expressed in table 5. It indicated that half of the respondents (52.3%) felt that television did not broadcast satisfactory information regarding agriculture related information. While one -third (30.3%) of the respondents understand that television provide satisfactory knowledge about agriculture development. However 17.3 percent of the respondents understand that some time television broadcast satisfactory information about agriculture fertilizer and use of pesticide in farming.

Distribution of respondents based on preferences watching programs : From the table 6, it was found that less than one third of the respondents (29.3%) preferred to watch drama on television for entertainment, while 28.3 percent of the respondents watch news on television for current affairs. About 18 percent of the respondents only prefer to watch agriculture related program. A meager 12.3 percent of respondents watched television for education and supports purpose. The result shows that most of the respondents preferred to watch information and entertainment programmes. Our study shows that (18%) respondents have their preference to watch agricultural related program. Majority of the respondents never watching television for agricultural information. The study results was supported by Irfan et al., 2006 and Khan et al., 2010. The farmers' low trend to watch agricultural related programs on television may be due to non-availability of television set, electricity problems and farmers' engagements in farm activities.

CONCLUSION

ICT play an important role in spreading information and enable the remote areas people to make decision regarding their farm activities. Such thing usually has been observed in developing countries. Agricultural related programs were watched by the respondents' as the next priority after news and drama. This low trend towards viewing agricultural related programs may be due to low access to television sets, electricity problems and non-compatibility of timing of agricultural related programs with farmers' busy schedule at their farms. Hence government and television program producers should capitalize on this point and focus more on introducing more site specific agricultural-related development programs with farmers convenient timings to watch the programme.

REFERENCES

1. Anandaraja Nallusamy, Swaminathan Balasubramaniam, Sivabalan K. Chellappan (2015). Use of information and communication technology (ICT) to achieve information literacy in agriculture. *International Journal of Agricultural Extension, 03 (02)* 2015. 111-122.
2. Arokoyo, T. (2003). ICT for agriculture extension transformation. *In Proceeding of ICT's - transforming agriculture extension? CTA 's observatory on ICTs. Sixth Consultative Expert Meeting.* Wageningen, 23 - 25 September.
3. Buren ED (2000). Cultural Aspects of communication for development. Translator: *Falsafi, S. Tehran. IRIB Press. Iran,* pp. 110-114.
4. Butt, S. (2002). *Role of television in the dissemination of agricultural technologies among the farmers of tehsil Faisalabad.* (Masters Dissertation University of Faisalabad, Punjab Pakistan).

5. FAO (2001). Knowledge and information for food security in Africa from traditional media to the Internet. *Communication for Development Group, Sustainable Development Department. Rome.*
6. Hassan, M. S., Shaffril, M., Azril, H., & D'Silva, J. L. (2009). Problems and obstacles in using information and communication technology (ICT) among Malaysian agro-based entrepreneurs. *European Journal of Scientific Research, 36 (1),* 93-101.
7. Hussain, M. 2005. Mass media. In: Memon, R.A. and E. Bashir (eds.). Extension Methods (3rd ed.). National Book Found, Islamabad, Pakistan. pp. 208-261.
8. ICAR – National Research Centre for Banana, Newsletter, Vol.20 No.2/ 2016.
9. Irfan, M., Muhammad, S., Khan, G. A., & Asif, M. (2006). Role of mass media in the dissemination of agricultural technologies among farmers. *International Journal of Agriculture and Biology, 8 (3),* 417-419.
10. Khan, G. A., Muhammad, S., Chaudhry, K. M., & Khan, M. A. (2010). Present status and future preferences of electronic media as agricultural information sources by the farmers. *Pak. J. Agri. Sci, 47 (2),* 166-172.
11. Khan, S. R. A. (2002). *Agriculture of Pakistan: Challenges and remedies*: Environ Publications.
12. Lwoga, E. T. (2010). Bridging the agricultural knowledge and information divide: The case of Selected Telecenters and rural radio in Tanzania. *The Electronic Journal of Information Systems in Developing Countries, 43(0),* 1-14.
13. Meenakshisundaram, K. S. (2013). A study of the attitude and television viewing behaviour of farm women towards farm telecast programmes of Chennai Door Darshan. *International Journal of Physical and Social Sciences*, *3*(10), 21.
14. Nazari, M. R., & Hassan, M. S. B. H. (2011). The role of television in the enhancement of farmers' agricultural knowledge. *African Journal of Agricultural Research*, *6 (4),* 931-936.
15. Nazari, M., & Hasbullah, A. (2008). Farmers' approach and access to information and communication technology in the efficient use of modern irrigation methods. Europ*. J. Sci. Res., (EJSR), 21 (1),* 38-44.
16. Olowu, T., & Oyedokun, O. (2000). Farmers' Accessibility of Agricultural Marketing Information: The Case of Oyinladun Radio Programme. *J. Econ. Rural Devpt, 14 (1),* 109-125.
17. Sher, M. (2001). Agricultural extension, strategies & skills. Faisalabad: *Uni-Tech Communication.*
18. Singh, J., & VP Chahal, V. (2014). Farm Telecast Viewing Behaviour of Farmers in Haryana. *Indian Research Journal of Extension Education, 14(3),* 66-69.
19. Van den Ban AW, Hawkins FA (1992). *Agricultural Extension.* Engl. *Longman Sci Technical* p. 128.

View publication stats