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Attitude of farmers towards Krishi Darshan: An agriculture programme

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Abstract

Most of people in India live in rural areas and dependent on agriculture. Television is a popular medium of communication. Krishi Darshan provides the basic information and solves the queries of remote agrarians. The aim of the program is to disseminate agricultural information to the rural, farming audience etc. The study was designed to measure the attitude of farmers about Krishi Darshan that will help to know the level of response from the people so that the information gap can be fulfilled by program. Descriptive research design was used for the study. The study was conducted in Allahabad district of Uttar Pradesh during the year 2013-14. Chaka block was selected purposively from which four villages were selected purposively. Fifteen farmers from each village were selected purposively. Thus a total study sample comprised of 60. A three point rating interview schedule was specially prepared to measure the attitude of respondents by using personal interview technique to collect the data. The data was tabulated and analyzed with the help of statistical techniques like frequency, percentage and chi-square test. It is concluded that maximum number of respondents have favorable attitude towards Krishi Darshan. A significant association between educational level and attitude is found. Maximum graduate respondents are having favorable attitude towards Krishi Darshan as compared to other educational level. A significant association is found between age and attitude. The old age respondents are having favorable attitude towards Krishi Darshan as compared to middle age group.

Keywords: Television, Krishi Darshan, agriculture information, attitude

1. Introduction

In India, most of the people live in rural areas and dependent on agriculture. Agriculture is the backbone of Indian economy (Kapoor, 2011) ^[4]. Mass media are channels of communication which disseminate the information to the large number of people at the same time. Television is very popular medium of communication in India. Television is also influencing the agriculture by its large network. Agricultural information is disseminated to the farmers through Krishi Darshan programme. (Badodiya *et al*, 2010) ^[2]

Television has a great appeal to common person. For such reason, television is used in a planned manner so that it can motivate the people to participate in developmental programs. Feature, documentaries or development campaigns should be telecast in such a way that it creates interest and influence the people of all ages (Choudhury, 2011) ^[3]. Television telecast lots of agriculture programs for the rural communities in their local languages. Television producers invite agriculture experts for more suggestions on new techniques, methods of sowing, ploughing, harvesting and seeds for crop. (Sher, 2001) ^[5]

“Krishi Darshan” increases the upliftment of agriculture society up to the 75 per cent. Krishi Darshan provides the basic information and solves the queries of remote agrarians regarding the agriculture, horticulture, animal husbandry etc. The aim of the program is to disseminate agricultural information to the rural, farming audience etc. It is the longest running program in the Indian television history with the cooperation of Ministry of Agriculture, Govt. of India (Singh *et al*, 2014) ^[6].

1.2 Knowledge gap

Past studies shows that maximum number of population is illiterate in India. So most of the people are not comfortable with print media and prefer television due to audio and video. In this context, the study was designed to measure the attitude of farmers about

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Krishi Darshan that will help to know the level of response from the people so that the information gap can be fulfilled by Krishi Darshan.

1.3 Objective

- To assess the attitude of the farmers about Krishi Darshan program on television.

2. Methodology

Descriptive research design was used for the study. The study was conducted in Allahabad district of Uttar Pradesh during the year 2013-14. Chaka block was selected purposively due to higher use of mass media from which four villages i.e. Hathigan, Purawa Khas, Teduaon, Tilakhwar were selected purposively because such study has not been conducted in

these villages before. Fifteen farmers from each village were selected purposively who had television. Thus a total study sample comprised of 60. A three point rating interview schedule was specially prepared to measure the attitude of respondents. The interview schedule was prepared in English and translated into Hindi to the respondent. Personal interview technique was used to collect the data. The data was tabulated and analyzed with the help of statistical techniques like frequency, percentage, mean and chi-square test.

3. Results and Discussion

3.1 Attitude level of respondents about Krishi Darshan programme on television

S. No.	Statements	Favorable		Neutral		Unfavorable	
		f	%	f	%	f	%
1.	The experts discuss about such crops which is not useful for the farmers.	10	16.67	20	33.33	30	50
2.	The experts use local language.	50	83.33	10	16.67	-	-
3.	The objective of Krishi Darshan is to make popularization of modern methods in agriculture.	50	83.33	8	13.33	2	3.33
4.	Krishi Darshan provides possible solutions to present agriculture situation.	52	86.67	7	11.67	1	1.67
5.	Farmer's feedback is faster through Krishi Darshan than other traditional methods.	55	91.67	5	8.33	-	-
6.	Phone in live with experts gives first-hand information about queries.	35	58.33	20	33.33	5	8.33

The table shows that half of the respondents i.e. 50 per cent had unfavorable attitude towards the information about crops which is not useful for farmers followed by 33.33 per cent neutral attitude respondents but 16.67 per cent respondents had favorable attitude. The second statement shows that majority of the respondents i.e. 83.33 per cent had favorable attitude towards local language used by experts followed by 16.67 per cent neutral attitude respondents respectively.

The third statement shows that majority of the respondents i.e. 83.33 per cent had favorable attitude towards popularization of modern method in agriculture by Krishi Darshan followed by 13.33 per cent neutral attitude respondents and only 3.33 per cent respondents had unfavorable attitude respectively. The fourth statement explains that majority of respondents i.e. 86.67 per cent had favorable attitude for possible solutions to present agriculture situation through Krishi Darshan followed by 11.67 per cent neutral attitude respondents while only 1.67 per cent respondents had unfavorable attitude.

The fifth statement shows that majority of the respondents i.e. 91.67 per cent were having favorable attitude towards feedback of farmers towards Krishi Darshan than the other traditional method whereas 8.33 per cent respondents were having neutral attitude. The sixth statement explains that more

than half of the respondents i.e. 58.33 had favorable attitude towards experts' first-hand information about queries on phone in live followed by 33.33 percent neutral attitude respondents and 8.33 percent respondents was having unfavorable attitude respectively.

3.2 Distribution of respondents according to the attitude of respondents about Krishi Darshan {N=60}

S. No.	Attitude level	Frequency	Percentage
1.	Favorable (10-30)	43	71.66
2.	Neutral (30-60)	12	20
3.	Unfavorable (60-90)	5	8.33
Total		60	100.00

The table shows that maximum number of respondents i.e. 71.66 per cent belonged to favorable attitude category followed by 20 per cent of neutral attitude respondents and 8.33 per cent had unfavorable attitude towards Krishi Darshan.

3.3 Association between educational level and attitude of the respondents about Krishi Darshan {N= 60}

S. No.	Category	Attitude						Total of %	Cal.	Tab.
		Favorable		Neutral		Unfavorable				
		f	%	F	%	f	%			
1.	Up to primary	2	3.33	4	6.67	1	1.07	11.67	*16.212	5.991
2.	Junior high school	7	11.67	3	5	0	0			
3.	Graduate	30	50	10	16.67	3	5			

The association between attitude and educational level of respondents was found significant at 2 degree of freedom and 5% probability level. Hence, it is concluded that attitude of the respondents is dependent on the educational level of

respondents.

3.4 Association between age and attitude of the respondents about Krishi Darshan {N= 60}

S. No.	Category	Attitude						Total of %	Cal.	Tab.
		Favorable		Neutral		Unfavorable				
		f	%	F	%	f	%			
1.	21-36	4	6.67	1	1.67	0	0	8.34	*25..294	5.991
2.	36-51	7	11.67	5	8.33	0	0			
3.	51-66	30	50	10	16.67	3	5			

The association between attitude and age of respondents was found significant at 2 degree of freedom and 5% probability level. Hence, it can be concluded that attitude is dependent on the age of the respondents. The finding is also supported by Asghar (1990)^[1] that young farmers have positive perception about authenticity of information provided by agriculture publication as compared to old one.

4. Conclusion

It is concluded that maximum number of the respondents have favorable attitude towards Krishi Darshan programme. A significant association between educational level and attitude is found. Maximum graduate respondents are having favorable attitude towards Krishi Darshan as compared to other educational level. A significant association between age and attitude is found. The old age respondents are having favorable attitude towards Krishi Darshan as compared to middle age group.

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