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Impact of electronic and print media on rural people regarding organic farming

Sushmita and Dr. Rita Goel

Abstract
Organic farming is a production system in which crops are grown without using any chemical inputs. All naturally made items like vermicompost, FYM, crop waste etc. are uses for this farming. Information and Communication Technologies (ICTs) are playing important role in providing information about organic farming. Farmers can gain new knowledge about new technologies and practices which can be helpful in more organic production. The present study was conducted in Haryana state. From two districts viz. Sirsa and Hisar, 120 respondents (15 males and 15 females from four villages) with low knowledge, attitude ad symbolic adoption on organic farming were selected. Compact disc (CD) and booklet on organic farming made by author self were used as a media. At pre-exposure stage, gain in knowledge, change in attitude and symbolic adoption on organic farming were found at very low level. In post-exposure stage, the impact of booklet and CD was found to be highly significant for gain in knowledge, change in attitude and symbolic adoption. In Gain in knowledge a total difference of 140.15 (mean score (MS)) and in change in attitude (74.10 MS) were assessed. After exposure of media, 89.2 percent of respondents were ready to adopt the organic farming symbolically. Therefore it can be concluded that respondents had knowledge acquisition and favorable attitude towards organic farming after media exposure.

Keywords: organic farming, compact disc (CD), booklet, knowledge, attitude and symbolic adoption

Introduction
Organic farming is a closed system, and depends upon local resources, maintain the long-term fertility of soils and to avoid all forms of pollution that may result from agricultural techniques. Through organic farming foodstuffs of high nutritional quality and sufficient quantity can be produced. Organic crops are resistant to diseases and insects. Major organic products in India are plantation crops for example tea, coffee, cardamom, spices, cereal, pulses, oilseeds, fruits, vegetables and other crops/ products such as honey, cotton and sugarcane specially for jaggery. There are some problems in progress of organic farming like the inability of the government policy to promote organic agriculture, lack of awareness, shortage of biomass, marketing problems of organic inputs, and lack of financial support etc. (Gaur, 2016) [2]. In India, for every 2879 farmers, one extension worker is available (Mukherjee and Maity, 2015) [5]. According to statistical analysis, the majority of the farmers still remain unreached. Information and Communication Technologies (ICTs) are playing an important role in the extension with the ability to reach a large number of population. Studies have indicated that different information sources have varied influence on the adoption of agricultural technologies and practices. So, in this study we assess the impact of media in terms of gain in knowledge, change in attitude and symbolic adoption of organic farming.

Review of Literature
Gupta and Zafar (2013) [3] found that All India Radio programme 'Kisan Vani' was the most successful programme that provided information about agriculture market rates, new methods and agriculture techniques etc. Through the facebook, farmers also share the success stories and took the advantages of social media.
Lathiya *et al.* (2015) [4] pointed that facebook, twitter, YouTube, WhatsApp, Linkedin and Agropedia were commonly used by the farmers. The main advantages of social media was that it connect the farmers and agribusiness people around the world, share the new farming techniques, knowledge and articles etc. knowledge can be used and re-used again and again

by a large number of farmers at the same time, transformed with new ideas added to it.

Sinoriya (2016) [6] conducted study on effectiveness of communication channels on adoption of sesame production and reported that 20.8 percent respondents shared information with neighbor, 18.3 percent with RAEO, 16.7 percent with progressive farmers, whereas mass media communication channels were T.V. (23.3%), newspapers (11.7%) and radio (9.16%).

Balkrishna and Deshmukh (2017) [1] noted that social media was very helpful in agriculture marketing. Farmers were using mobile phones with social media apps like Facebook, Youtube Twitter, WhatsApp and LinkedIn for innovative practices, sharing information etc.

Methodology

The present study was conducted in Haryana state. Two districts viz. Sirsa and Hisar and one block from each district was selected randomly. Sixty respondents (30 males and 30 females) from each village were selected randomly, to make 240 respondents in total for study at pre-exposure stage. Out of 240 respondents 120 respondents with low knowledge, attitude and symbolic adoption on organic farming were selected for the post exposure stage. CD as electronic media and and booklet as print media were prepared for exposure on organic farming. The difference in gain in knowledge, change in attitude and symbolic adoption of 120 respondents were assessed at pre and post-exposure stage.

Statistical tools

1. Mean Score

$$\text{Mean Score} = \frac{\text{Total score obtained by respondents}}{\text{Total number of respondents}}$$

2. Paired 't' test

Paired 't' test is a test of significance. It was used to measure significance of gain in knowledge and change in attitude of respondents at pre and post exposure stage. Following formula was used:

$$t = \frac{\overline{d}}{sd\sqrt{n}}$$

Where ,

$$sd = \frac{\Sigma(d_i - \overline{d})^2}{n - 1}$$

where,

d = Mean of differences
n = Sample size
sd = Standard deviation
d_i = the i^{th} difference

Results

1. Gain in knowledge of respondents about organic farming at post-exposure stage

The pre-exposure and post-exposure mean scores and paired 't' test were computed for all the messages on organic farming in the selected districts viz. *Sirsa and Hisar* and presented in table 1. It was evident from table 1 that all respondents successed in acquiring knowledge at post-exposure stage. Sufficient gain in knowledge was recorded in all the messages viz. basic knowledge of organic farming, principles, methods, crop grown organically, soil management, insect-pest management, weed management, crop diseases management, bio-fertilizers, green manure, vermiculture, compost, harvesting, benefits of organic food and farming etc. Gain in knowledge was highly significant for all the messages.

Table 1: Gain in knowledge of respondents about organic farming at post-exposure stage

Sr. No.	Activity	Pre-Exposure mean score	Post-Exposure mean score	Gain in knowledge	't' value
1	Basic knowledge of organic farming	1.98	14.41	12.43	35.89**
2	Principles of organic farming	0.40	2.45	2.04	15.99**
3	Methods of organic farming	0.80	3.90	3.09	16.62**
4	Crop grown organically	5.03	51.21	46.18	29.35**
5	Soil management	0.98	4.91	3.93	17.26**
6	Insect pest management	0.96	5.06	4.10	18.12**
7	Weed management	0.80	4.22	3.42	16.85**
8	Crop diseases management	0.88	3.68	2.80	13.53**
9	Types of bio-fertilizers	0.79	3.85	3.06	14.65**
10	Method of applying bio-fertilizers	0.54	1.86	1.32	12.35**
11	Precautions for using bio-fertilizers	0.66	3.23	2.56	18.75**
12	Benefits of bio-fertilizers	1.39	7.49	6.10	18.71**
13	Green manure plants	0.54	2.05	1.51	14.51**
14	Nutrients provided by organic manure	0.14	2.35	2.20	21.56**
15	Benefits of organic manure	0.74	2.50	1.75	13.13**
16	Material which can be composted	0.66	1.88	1.21	10.17**
17	Steps for preparing good compost	0.89	3.90	3.00	15.81**
18	Super phosphate addition in compost	0.30	1.88	1.58	19.00**
19	Benefits of compost	0.51	2.43	1.91	17.40**
20	Benefits of vermiculture	0.64	3.00	2.35	18.68**
21	Harvesting of organic crops	0.66	3.30	2.64	22.01**
22	Certifying process of organic products	0.30	3.75	3.45	19.93**
23	Certified organic	0.22	1.78	1.55	17.62**

24	Transition period	0.20	3.17	2.97	25.08**
25	Benefits of organic food	0.96	3.72	2.75	15.01**
26	Benefits of organic farming	0.89	4.46	3.57	16.68**
27	Input used/ processing in organic farming	2.63	10.29	7.65	21.22**
28	Application of "*panchgavya"*	0.15	0.78	0.62	10.76**
29	Organic certification agency and standards	0.41	2.31	1.90	20.48**
30	Organic crop yield	0.06	0.73	0.66	14.38**
31	Opinion about organic food	1.28	6.79	5.50	27.71**
	Total	27.44	167.60	140.15	26.81**

**significant at 1% level of significance

2. Change in attitude of respondents on organic farming at post-exposure stage

The pre-exposure and post-exposure change in attitude mean score along with 't' values had been presented in Table-2. It is evident from the results that respondents had succeeded in changing their attitude at post-exposure level. Highly significant change in attitude was observed among the respondents.

Table 2: Change in attitude of respondents on organic farming at posr-exposure stage

Respondents	Pre-exposure attitude (mean score)	Post-exposure attitude (mean score)	Change in attitude (Mean score)	't' value
120 (60 males and 60 females)	114.45	188.55	74.10	21.39**

**significant at 1% level of significance

Change in symbolic adoption of respondents at post exposure stage

The pre-exposure and post-exposure change in symbolic adoption mean score along with frequency and percentage values have been presented in Table-3. It is evident from the results that change in symbolic adoption about organic farming has been observed at pre-exposure stage. About 86.0 percent respondents who were not ready to adopt organic farming were taken for exposure to media package. After post-exposure only 10.0 percent respondents were not ready to adopt and approximately 90.0 percent respondents showed their readiness for organic farming.

Table 3: Change in symbolic adoption of respondents at post-exposure stage

Sr. No.		Pre-exposure symbolic adoption F (%) (where n=120)	Post-exposure symbolic adoption F (%) (where n=120)
1	Ready to adopt	0	107 (89.2)
2	Not Ready to adopt	120 (100.0)	13 (10.8)

Conclusion

The media CD and booklet prepared to increase knowledge about organic farming proved to be very effective. The media was exposed to 120 farmers with low knowledge, attitude and no symbolic adoption. The total mean score difference of knowledge factor between pre-exposure and post-exposure stage was 140.15 and in attitude 74.10 and they found highly significant. After media exposure 89.2% respondents were ready to adopt the organic farming.

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