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Opinions of farm telecast viewers of Himachal Pradesh

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Abstract

This study was undertaken in Kangra district of Himachal Pradesh. Five villages were selected randomly from Bhawarna block of district Kangra. A sample of 60 respondents was randomly selected from these villages through proportional allocation method. The data were collected personally through structured interview schedule. The findings of study revealed that majority of the respondents were highly satisfied with the programme and were of the view that this programme is very helpful in promoting agriculture.

Introduction

Today, in the beginning of 21st century television is an important media to disseminate information to its viewers. "Television occupies a special status because of its potential to communicate through the two sense organs (eyes & ears) simultaneously to reach a large section of population living in isolated communities". (Sodhi and Sangha, 1992) Television being a modern electronic mass media is also widely used to disseminate a variety of information to its viewers having unique feature of combining both audio and visual technology, and is more effective than any other alone audio or visual media. It covers and serves multiple purposes of entertainment, information and education to its intended viewers in their various socio-economic and other developmental areas. *'Krishi Darshan'* as an agricultural programme for rural viewers was inaugurated on January 26, 1967, by the then Prime Minister, Mrs. Indira Gandhi as a national telecast and in line to that Doordarshan Kendra Shimla is at present telecasting a progrmme entitled *"Krishi Darshan"*. This programme is telecasted from Monday to Friday from 6.00 P.M. to 6.30 P.M. on weekly basis with the following purposes.

Dissemination of information about dry land farming etc, advice on animal husbandry, recommendation of practices for crop husbandry and their management, major sources of agriculture inputs, marketing and credit etc, telecast of weather forecasts, market trends and to aware the farmers about these circumstances, narration of success stories of farmers, preferably within the region and their other relevant news. Keeping in view the importance of this programme to farmers this study was conducted with the objectives to study the opinions of the telecast viewers about the *'Krishi Darshan'* programme and to assess the satisfaction of *'Krishi Darshan'* viewers.

Material and Methods

The study was undertaken in the Kangra district of Himachal Pradesh. A list of all fourteen community developmental blocks of the Kangra district was obtained from the relevant formal sources and one block (Bhawarna) was chosen randomly from these blocks for this study. A list of the total villages of selected community development block was procured from the block development office and five villages were selected at random. From these five selected villages, a list of households having agriculture as their main occupation by cultivating atleast one acre of land and having television set was prepared with the help of local panchayat members. Then a sample of sixty farmers of these households was taken through proportionate random sampling technique.

Results and Discussion

Table 1 elucidates the response of the respondents regarding the issues of their interest covered under this programme. The data clearly shows that 61.70 per cent of the respondents reported that the programme cover the topics of their interest whereas 38.30 per cent reported that the topics covered were not of their interests. Among male and female respondents, 63.15 per

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cent males and 59.10 per cent female found the prgramme interesting as per their general agricultural requirements. Whereas 36.84 and 40.90 per cent male and female respondents, respectively, reported that the topics were not of their interest.

Table 1. Response of farmers on coverage of topics of their interest

Response	Male	Female	Total
Yes	24 (63.15)	13 (59.10)	37 (61.70)
No	14 (36.84)	9 (40.90)	23 (38.30)
Total	38 (100.00)	22 (100.00)	60 (100.00)

Figures in parentheses represent percentages

This might be due to the reason that the respondents falling in this category were either older in age, having vision problem, language barrier or had the lack of time and non-suitability of the timings of the *'Krishi Darshan'* programme.

Table 2. Feedback of the farmers about usefulness of the programme in promoting farming

Feedback	Male	Female	Total
Useful	22 (57.89)	8 (36.36)	30 (50.00)
Not-useful	10 (26.32)	6 (27.28)	16 (26.67)
Can't say	6 (15.76)	8 (36.36)	14 (23.33)
Total	38 (100.00)	22 (100.00)	60 (100.00)

Figures in parentheses represent percentages

The feedback of the respondents regarding the usefulness of the programme for promoting farming is presented in table 2. It can be perusalised from the table that 50.00 per cent of the respondents were getting the full benefits from the programme and only 26.67 per cent did not find the programme useful in promoting farming. Kashem & Hossain (2000) while studying farm communication through television in Bangladesh reported that almost half (46.00 %) of the T.V. viewing farmers opined T.V. as an agricultural information medium mostly useful. There were 23.33 per cent of the respondents who were unable to express their response that whether the programme is of any use or not. Majority of the males (57.89%) were of the opinion that this programme was really a boon for them in adopting new farming techniques. The decision making rests with the male folk as is evident from the data that only 36.36 per cent females responded positively as well as the same number of respondents

The table 3 flashed that the *'Krishi Darshan'* programme is playing its significant role in increasing the farm productivity as 70.00 per cent of the respondents expressed that this programme is proving beneficial whereas 30.00 per cent provided affirmative views. The sex wise distribution indicated that 68.42 per cent males and 72.73 per cent females observed an increase in their farm income. The negative response was reported by 31.58 per cent male and 27.27 per cent female respondents.expressed their response in "can't say" category, whereas 57.89 per cent males responded positively.

Table 3. Response of the farmers about the contribution of *'Krishi Darshan'* programme to increase the farm productivity

Response	Male	Female	Total
Yes	26 (68.42)	16(72.73)	42 (70.00)
No	12 (31.58)	6 (27.27)	18 (30.00)
Total	38 (100.00)	22 (100.00)	60 (100.00)

Figures in parentheses represent percentages

In this study an attempt was also made to ascertain the opinion of the respondents regarding this particular programme. Opinion was sought under three categories namely highly satisfied, satisfied and less satisfied.

Table 4. Distribution of the farmers on the basis of their satisfaction about the *'Krishi Darshan'* programme telecast

Opinion	Male	Female	Total
Highly satisfied	22 (57.89)	4 (18.18)	26 (43.33)
Satisfied	10 (26.32)	9 (40.91)	19 (31.67)
Less satisfied	6 (15.79)	9 (40.91)	15 (25.00)
Total	38 (100.00)	22 (100.0)	60 (100.00)

Figures in parentheses represent percentages

The data presented in table 4 showed that a majority of the respondents (43.33 %) were highly satisfied and only 25.00 per cent were less satisfied with the programme. As far as the male female distribution is concerned 57.89 per cent males were highly satisfied. The less satisfied category might be attributed to their poor level of understanding, un-suitable modes of programme presentations or they did not find the contents of the programme suitable to their needs.

From the findings it can be concluded that this farm telecast *'Krishi Darshan'* is an important medium to disseminate information to viewers as large majority of the farmers were satisfied with the telecast.

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