Himachal Journal of Agricultural Research 33 (2):298-299, 2007

Short Note

Krishi Darshan' viewing behaviour of the farmers in Himachal Pradesh

Archna Katoch, Anup Katoch and Vir Bala Aggarwal
Department of Journalism and Mass Communication
Himachal Pradesh University, Shimla -171 005, India.

The present age has been rightly termed as an "information age" where the people want adequate and authentic information at the earliest. With the advancement in science and technology our farmers are also eager to know what is happening in the field of agriculture. In the beginning of 21st century the proliferation of mass media around the world has created unique situation for quick dissemination of information to one and all. In developing countries like India among other information media, television plays an important role to disseminate new agricultural technologies to the farmers. In the technology transfer process, television plays an important role especially at the awareness and interest stages (Kashem,1992). Because of its potential to communicate through two sense organs (eyes & ears) simultaneously, television occupies a special status to affect a large section of population living in secluded communities. Television is constantly providing the farmers with the information of new agricultural practices, motivating them to adopt new techniques of farming, integrate them into their on going practices and attempting to raise their consciousness (Meena & Bhagat, 2004).

Singh (1977) defined viewing behaviour as propensity of an individual (rural audience) to watch television or the farm television programmes with greater curiosity so as to possess the capacity of inducing influence in him. '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. In line to that Doordarshan Kendra, Shimla is also telecasting a 'Krishi Darshan' progrmme from Monday to Friday from 6.00 to 6.30 P.M. on weekly basis with the objectives, dissemination of information about dry land farming etc, advice on animal husbandry, recommendation of practices for crop husbandry and their management, major sources of supply of agricultural inputs, and for service in marketing and credit etc., telecast of weather forecasts and market trends and to aware the farmers about these circumstances.Keeping in view the importance of this programme the present study has been conducted with the objectives to delineate the extent of 'Krishi Darshan' programme viewing behaviour of the respondents and to know the preference of the respondents about 'Krishi Darshan' programme as a source of farm information.

The study was undertaken in the Kangra district of Himachal Pradesh. A list of all the community development blocks of the Kangra district was obtained from the relevant formal sources and one block (Bhawarna) was selected randomly for this study. A list of the total villages of this selected community development block was procured from the concerned 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 at least one acre of land and having television set since at least last five years was prepared with the help of local persons/sources. Then a sample of sixty farmers (male/female) from these households was taken through population proportionate random sampling technique. The data were collected with the help of an interview schedule and was interpreted by using simple frequency and percentage methods.

The success or failure of any telecast depends on viewing it regularly by its beneficiaries. As far as the viewing of this programme is concerned it is evident from table 1 that out of total 60 respondents only 43 were observed to view the 'Krishi Darshan' programme to update their agricultural knowledge. Further out of these 43 viewers there were 28 male and 15 female respondents with their corresponding percentage of 73.70 and 68.18 respectively. There were about 28 per cent of the respondents who never viewed 'Krishi Darshan'. Perhaps the timings of this programme could not suit them or had negative / poor attitude towards 'Krishi Darshan' programme.

Table 1. Distribution of the farmers on the basis of viewing of telecast (Krishi Darshan) N=60

Programme	Male	Female	Total
Viewers	28 (73.70)	15 (68.18)	43 (71.67)
Non Viewers	10 (26.30)	7 (31.82)	17 (28.33)
Total	38 100.00)	22 (100.00)	60(100.00)

Figures in parentheses represent percentages.

'Krishi Darshan' viewing behaviour: The extent of viewing behaviour of the respondents was ascertained under three categories viz. regularly, occasionally and rarely. A close look at the data given in table 2 indicates that 60.50 per cent of the respondents were the regular viewers of 'Krishi Darshan' and 25.60 per cent viewed it occasionally where as only 13.90 per cent watched this programme rarely. Ansari and Singh (2004) reported that 'Krishi Darshan' programme was viewed by one fourth of the selected respondents on regular basis. The sex wise distribution showed that a considerable majority of 71.43 per cent was of the male and 40.00 per cent of the female respondents who viewed this programme regularly.

Table 2. Distribution of the farmers on the basis of extent of viewing behaviour N=43

Extent	Male	Female	Total
Regularly	20 (71.43)	6 (40.00)	26 (60.50)
Occasionally	6 (21.43)	5 (33.30)	11(25.60)
Rarely	2 (7.14)	4 (26.70)	6 (13.90)
Total	28 (100.00)	15 (100.00)	43 (100.00)

Figures in parentheses represent percentages.

The majority of both male and female viewers in this category indicated that perhaps the contents of this programme might have a sufficient level of coverage of their work interest. It may further be interpreted that the timings of this telecast might have suited more to the male viewers than the females. Perhaps the male respondents could view the 'Krishi Darshan' programme regularly being as main decision makers of various farm oriented activities. On the other hand the female respondents might have been busy in other indoor activities during the actual timings of the 'Krishi Darshan' telecast.

Preference of farm telecast: The data presented in table 3 clearly indicate that 55.81 per cent of the respondents found this programme as their secondary source of information whereas 32.56 percent reported this programme as primary source of information. Only 11.63 percent found the programme as tertiary source of information.

Table 3. Distribution of the farmers on the basis of preference of farm telecast as source of information N=43

Source	Male	Female	Total
Primary	9 (32.14)	5 (33.33)	14 (32.56)
Secondary	16 (57.14)	8 (53.33)	24 (55.81)
Tertiary	3 (10.72)	2(13.34)	5 (11.63)
Total	28 (100.00)	15 (100.00)	43 (100.00)

Figures in parentheses represent percentages.

The sex wise distribution showed that 57.14 percent male and 53.33 percent female respondents reported it as their secondary source of information. The programme as primary source of information was reported by 32.14 percent males and 33.33 percent females. Only 10.72 per cent male and 13.34 percent female respondents informed the programme as their tertiary source of information and perhaps they might have Agricultural University and other departments/agencies etc. as other accessible sources of farm information.

It is concluded that a majority of the study respondents viewed 'Krishi Darshan' programme and considered it as their major source of farm information. However the behaviour of the non-viewers need to be studied and efforts be made to motivate them to view 'Krishi Darshan' programme. Further, among these nearly two-third viewed this programme regularly where a large majority was of the male viewers and among the viewers a majority opined the 'Krishi Darshan' programme as their secondary source of farm information. It is also suggested that the female 'Krishi Darshan' programme viewers also need to be motivated towards this important source of farm information.

References

Ansari MN and K Ashok 2004. Viewing behaviour of farmers towards farm programmes. Indian J. Ext. Edu. **40** (1&2):46-48.

Kashem MA 1992. Samprasanan Biggam. Dhaka: Bangladesh Packing Press.s

Meena KC and Bhagat Rekha 2004. Influence of Farm Telecast on the Viewers' Life Style. Indian J. Ext. Edu. **40** (1&2):32-36.

Singh NP 1977. A study of factors influencing farm televiewing behaviour among Delhi farmers. Indian J. Ext. Edu. **13** (1&2):15-21.