

Farm Broadcast Listening Behavior of Farmers in Haryana

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ABSTRACT

Modernization of agriculture is possible when farm innovations are disseminated effectively to millions of farmers through various communication media and channels. Radio as a medium has great potential for creating awareness about new agricultural technology among farming community, changing attitudes and motivating farmers to adopt new innovations. From late thirties, India realized the power of farm radio broadcasting for the benefit of farming community. The use of radio as a potent source of information depends on the listening behavior of farmers. Therefore, present study was conducted using survey method in the state of Haryana with a sample of 200 farmers to know the various dimensions of listening behavior in response to eight Farm Radio Programmes (FRPs) broadcast daily from Delhi and Rohtak radio stations. These programmes are aired three times in a day i.e. morning (Krishi Charcha and Krishi ki Batein); afternoon (Khet Khalihan and Unnat Krishi) and evening (Grameen Sansar and Gram Sansar). Besides, Krishi Jagat is aired in evening from both stations. The study revealed that majority of the farmers had low to medium level of listening behavior status with regard to farm broadcasts. As far as awareness of name, time and duration of broadcast and frequency of listening are concerned, evening chunk FRPs were found more popular among the large majority of farmers. The majority of farmers did not preserve farm information, however, they simply memorized and discussed it with fellow farmers and family members. All the personal and socio-psychological attributes were found to have positive correlation with the listening behavior of the farmers.

Every country which has modernized its agriculture and achieved sustainability in agricultural production has done so with the effective utilization of various media to disseminate farm technology to farmers. Recognizing this fact, India has not lagged behind as it had started broadcasting rural radio programmes in the thirties. The Indian radio network has come of age with universal coverage in terms of area and population. Radio has potential to reach the diverse audience scattered in the countryside and even those living in isolated communities. Over the years radio has become most popular among rural masses. It is the cheapest and flexible medium available to disseminate the farm technologies quickly and simultaneously to millions of farmers. Therefore, the link between radio, the farming community, agriculture and overall development process cannot be over emphasized. The radio has not only allowed farming community to gain cheap access to farm information but also enabled them to take informed decisions after listening to farm broadcasts and offer their feedback for improvement in generation of appropriate technologies. Agricultural programmes command a universal audience in terms of age as many farmers regularly listen to Radio Programmes and rate it as a reliable and credible source of farm information (Kakade, 2013). In recent years, there have been growing calls for policy makers to establish Community Radio Stations to meet the overall information needs of rural communities including farmers. Therefore, a research study was conducted with an objective to know the various dimensions of listening behavior of farmers in Haryana state and attributes of farmers associated with their listening to Farm Radio Programmes (FRPs).

METODOLOGY

The study was conducted in two randomly selected districts of Haryana by selecting two blocks from each district and two villages from each block by

adopting the random sampling techniques. Thus, in all eight villages were selected. From each of the selected village 25 respondents were selected randomly. Therefore, the total sample comprised 200 farmers as respondents. The study included 10 variables namely age, education (measured by adopting scoring pattern of Trivedi, 1963), family education (measured by the procedure adopted by Chahal, 1992), socio-economic status (Trivedi, 1963), land holding (SES scale of Trivedi, 1963), cosmopolitaness (Singh, 1964), extension contact (schedule developed by Bhati, 1986), extension participation (scale developed by Siddaramaiah and Jalihal, 1983), achievement motivation (Singh, 1969) and listening behavior (schedule developed by Chahal, 1992).

The listening behavior of the farmers was studied and operationalized as constituents of motives of the farmers behind the purchase of radio set, their frequency, place, company of person with whom they listened to; awareness of name, time and duration of the farm radio programmes, and method of frequency of preservation of farm information; and why, with whom and how frequently they discussed the content of farm broadcast messages. The minimum and maximum scores were 16 and 47, respectively. The listening behavior scores obtained by respondents were divided into three categories namely low, medium and high.

The data were collected personally by researcher with the help of structured interview schedule which was pre-tested before final administration. The data so obtained were tabulated and analyzed by using the simple statistical techniques of frequency, average, percentage and coefficient of correlation.

FINDINGS AND DISCUSSION

The findings emanated from the study have been presented below under the following heads

- Personal and socio-psychological profile of respondents
- Listening behaviour status of farmers

- Constituents of listening behavior
- Correlates of listening and feedback behavior

Personal and socio-psychological profile of farmers

The study reveals that majority of the respondents belonged to young and middle age groups (76.5 %); had middle to above high school education (69.5%); possessed medium to large land holdings (79.0 %); medium level of family education (56.5 %); low to medium level of extension contact (80.0%) and extension participation (74.5%); medium to high cosmopolitanism (98.0%) and medium level of achievement motivation (68.0%). Kakade (2013) found in his study that 81.54 per cent of radio listening farmers were below 30 years of age and 98.85 per cent of them were literate.

Listening behaviour status of farmers

The findings of the study revealed that 45.5 per cent of the farmers had low level status of listening behaviour followed by medium (31%) and high (23%). So, it is clear from findings that nearly half of the respondents had low level of listening behaviour status. It could be due to the fact that such respondents had used radio mainly for entertainment only as they might have not realized the role and potential of this medium for getting farm information.

Constituents of listening behaviour

The constituents of listening behavior for this study are awareness of name, time and duration of farm radio programmes; frequency of listening to farm radio programme ; method and frequency of preservation of farm information; and persons with whom and how frequently respondents discussed the contents of farm broadcast messages with others.

Awareness of name, time and duration of farm radio programmes

The radio stations of Delhi and Rohtak are

broadcasting farm radio programmes three times in a day i.e. morning (Krishi Charcha and Krishi ki Batein); afternoon (Khet Khalihan and Unnat Krishi) and evening (Garameen Sansar, Gram Sansar. Krishi Jagat (for Delhi and Rohtak) is also broadcast in evening chunk from both the radio stations.

The data presented in Table 1 revealed that 96.5, 96.0, 38.0 and 21.0 percent were aware of the name of 'Gram Sansar', 'Krishi Jagat', 'Unnat Krishi' and 'Krishi Charcha' programmes of radio station Delhi and respectively. Similarly, 99 per cent of respondents were aware of name of 'Garameen Sansar' followed by 'Krishi Jagat' (94.5 %), 'Khet Khalihan' (82.5 %) and 'Krishi ki Bate in' (28 %) programmes of radio station, Rohtak. Data presented in Table 1 also showed that nearly all respondents were aware about timings of evening farm radio programme of Delhi and Rohtak radio stations. However, 77.0 and 56.5 per cent of farmers were unaware about the time of broadcast of 'Krishi Charcha' and 'Unnat Krishi' programmes of Delhi radio station, while, 65.5 and 14.0 per cent of them were also found to be unaware of the timings of Krishi ki Batein, and Khet Khalihan programmes of Rohtak radio station. Therefore, the evening chunk farm programmes were more popular in terms of awareness among the respondents. It might be due to the fact that the evening chunk rural programmes on radio are the oldest and farmers get free time to listen these programmes during evening hours. The another reason given by some of the farmers was that they have a choice to switch over to another rural programme during evening hours as these programmes are broadcast one after the other from Delhi as well as Rohtak, radio stations. Bali (1987), Chahal (1992) and Shareef-Ud-Din (1994) also reported similar results in their studies. Similarly, Badodiya et al. (2009) reported that 64.62 per cent of respondents were satisfied with present timing of the farm broadcast.

Table 1
Farmers' awareness of name, time and duration of farm radio programmes (FRPs)

Sr. No.	Farm radio programmes	Awareness of name		Awareness of time		Awareness of duration	
		Aware	Unaware	Aware	Unaware	Aware	Unaware
1.	Krishi Charcha (D)	42(21.0)	158(79.0)	46(23.0)	154(77.0)	72(36.0)	128(64.0)
2.	Unnat Krishi (D)	76(38.0)	124(62.0)	87(43.5)	113(56.5)	79(39.5)	121(60.5)
3.	Krishi Jagat(D)	192(96.0)	08(4.0)	192(96.0)	8(4.0)	192(96.0)	8(4.0)
4.	Gram Sansar(D)	193(96.5)	07(3.5)	198(99.0)	2(1.0)	200(100.0)	00(0.0)
5.	Krishi ki Batein (R)	57 (28.5)	143(71.5)	69 (34.5)	131(65.5)	61(30.5)	139(69.5)
6.	Khet Khalihan (R)	165(82.5)	35 (17.5)	172 (86.0)	28(14.0)	167(83.5)	33(16.5)
7.	Krishi Jagat (R)	189(94.5)	11(6.5)	198(99.0)	2(1.0)	198(99.0)	2(1.0)
8.	Garameen Sansar (R)	198(99.0)	02(1.0)	198(99.0)	2(1.0)	198(99.0)	2(1.0)

D- Delhi radio station R- Rohtak radio station,
Figures in parentheses indicate percentage

Frequency of Listening to Farm Radio Programmes

It is revealed from the data presented in Table 2 that majority of the farmers listened either 'regularly' or 'frequently' the evening chunk programmes namely 'Krishi Jagat' and 'Gram Sansar' of Delhi radio station

and 'Krishi Jagat' and 'Garameen Sansar' programmes of Rohtak radio station, whereas about 40-60 per cent of the respondents who did not listen to the morning and noon chunk programmes 'Krishi Charcha' and 'Unnat Krishi' of Delhi radio station and 'Krishi ki Batein' and 'Khet Khalihan' programmes of Rohtak radio station. Further, the Table 2 also indicates that the number of farmers who listened regularly the farm radio

programmes of Rohtak radio station were slightly more than that of those who listened to farm radio programmes of Delhi radio station. Sanoria and Sathawane (1987), Shareef-Ud-Din (1994), Khan and Shabbir (2000) and Dhillon et al. (2007) had also reported similar trends of listening to farm radio

programmes. While, Opera (2008) reported that radio listening was the third most preferred source of farm information. Similarly, Kakade (2013) reported that radio was the second most usable source of farm information.

Table 2
Respondents according to their frequency of listening N=200

Sr. No.	Farm radio programme	Frequency			
		Regularly	Frequently	Casually	Never
1.	Krishi Charcha (D)	12(6.0)	32(16.0)	46(23.0)	110(55.0)
2.	Unnat Krishi (D)	17(8.5)	43(21.5)	52(26.0)	88(44.0)
3.	Krishi Jagat(D)	48(24.0)	57(28.5)	68(34.0)	27(13.5)
4.	Gram Sansar(D)	86(43.0)	47(23.5)	48(24.0)	19(9.5)
5.	Krishi ki Batein (R)	14(7.0)	34(17.0)	42(21.0)	120(60.0)
6.	Khet Khalihan (R)	18(9.0)	42(21.0)	62(31.0)	78(39.0)
7.	Krishi Jagat (R)	90(45.0)	49(24.5)	71(35.5)	00(0.0)
8.	Garameen Sansar (R)	96(45.0)	44(22.0)	60(30.0)	00(0.0)

Figures in parentheses indicate percentages

Preservation of information given through farm radio programmes

It is evident from the Table 3 that 6.5, 14.5 and 79.0 per cent of the respondents while listening to farm radio programme took notes on a paper 'regularly', 'sometimes' and 'never', respectively, for the purpose of preservation of farm information for future reference, while 9.5 per cent of them maintained a diary for this

purpose, majority of them persevered the information simply memorizing and none of them had preserved by means of audio tape recorder. The findings on preservation of farm information by way of taking down notes while listening also corroborate the findings of past research of Shareef-Ud-Din (1994). Similarly, Parab et al. (2010) reported that only 10 per cent listeners of agricultural community radio had shown notes taking behavior.

Table 3
Respondents according to method and frequency of preserving information given through farm radio programmes

Sr.No.	Method of preservation	Regularly	Sometimes	Never
1.	Taking down notes on a paper	13(6.5)	29(14.5)	158(79.0)
2.	Maintaining a diary	00 (0.0)	19 (9.5)	181(90.5)
3.	Audio recording	00 (0.0)	00 (0.0)	200 (100)
4.	Simply memorizing	49 (24.5)	137 (68.5)	14(7.0)

Figures in parentheses indicate percentages

Discussion of contents of farm radio programmes by respondents

The data presented in Table 4 indicated that 26.5 and 34 per cent of them discussed message given through farm radio programmes 'regularly' and 'sometimes', respectively, with their fellow farmers (including neighbours, friends and relatives). Discussion with family members was found to be done

by 46.5 and 45.5 'regularly' and 'sometimes', respectively. However 11 and 4 per cent of them found to have discussed with the extension workers 'regularly' and 'sometimes', respectively. A meager number (1) of radio listener 'sometimes' held discussion with the farm scientists. Parab et al. (2010) reported that only 30 per cent of agricultural community radio listeners shared farm information with others, whereas, only 10 per cent shared it with family members

Table 4
Number of respondents discussed farm radio programmes' content with others

Sr.No.	Person with whom discussed	Regularly	Sometimes	Never
1.	Fellow farmers	53(26.5)	68(34)	79(39.5)
2.	Family members	93(46.5)	91(45.5)	26(13.0)
3.	Extension workers	22(11.0)	8(4.0)	170(85.0)
4.	Farm Scientists	00 (0.0)	2(1.0)	198(99.0)

Figures in parentheses indicate percentages

Correlates between independent and dependent variables

The data presented in Table 5 shows that except

education all other personal and socio-psychological characteristics namely age, family education, SES, extension contact and participation, achievement motivation , cosmopolitaness and land holding had positive and significant relationship with respondents

listening behavior . Zagade et al. (2003) and Parab et al. (2010) also reported significantly positive correlation between personal and socio economic characteristics of the farmers namely education, land holding, cosmopolitaness, social participation and listening behavior.

Table 5
Correlates between independent and dependent variables

Sr. No.	Variables	Coefficient of correlation (r)
		Listening behavior
1.	Age	0.20*
2.	Education	0.07
3.	Family education	0.20*
4.	Socio-economic Status	0.40*
5.	Extension contact	0.48*
6.	Extension participation	0.45*
7.	Achievement motivation	0.28*
8.	Cosmopolitaness	0.17*
9.	Land holding	0.33*

*Significant at 0.05 level of significance

CONCLUSION

Based on the findings of the study it can be concluded that the majority of the farmers had low to medium status of listening behavior with regard to FRPs. The low to medium status of listening behavior is

due to the fact that they had mainly utilized radio as a medium of entertainment only. Most of the farmers were aware about name, time, duration of broadcast and listened to the evening chunk programmes because of the availability of free time. It shows that they are definitely inclined towards using this medium. However, they have yet to realize the full potential of farm radio programmes. Majority of those who listened to FRPs preserved messages through simply memorizing and had discussed the contents of farm broadcasts with fellow farmers and family members. Therefore, evening chunk programmes should be made more relevant as per the needs of the farmers.

The negligible discussion with scientists and extension workers reveal a lack of collaboration between researcher, extension staff and farmers. This may be due to poor articulation and communication skills of farmers. Special Interest Groups (SIGs) of farm radio listening farmers should be promoted for group listening to facilitate farmer to farmer communication for multiplier effect and providing feedback to the broadcasters for airing the farm broadcasts to meet farmers information needs.

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