

IMPROVING LIVELIHOOD SECURITY OF FARMERS THROUGH FARM PUBLICATION

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ABSTRACT

Review of information and communication (ICT) experiments in rural areas of the most countries reveals that the ICTs can make a significant contribution for promoting livelihood security of farmers, farm publication promoting rural livelihood security by providing improved agricultural and technological information. The study was conducted in six district of purposively selected Rajasthan state on the basis of having one KVK in each and highest number of subscribers of 'Apna Patra' with 256 respondents. Findings shows that majority of the respondents reported less use of illustrations, appropriate use of technical words, appropriate size of letter, fair quality of printing, attractive cover page, information is less useful, somewhat interesting level of presentation of information, less number of print pages and up to date information. Main constraints faced by the respondents were non-availability of material, lack of leisure time, technical words in the literature, lack of reading environment, non coverage of appropriate and latest information and lack of trust worthy information in the farm publication.

INTRODUCTION

Communication is a basic need of all human beings. Mass media of communication assume very important responsibilities. Among the various mass media printed words have a more lasting impact compared to the spoken words or visual images. Information and communication (ICT) experiments in rural areas of the most countries reveals that the ICTs can make a significant contribution for promoting livelihood security of farmers. Farm publication promotes rural livelihood security by providing improved agricultural and technological information. Print media provide information on farm practices and developmental issues. In case of farm periodicals, the content areas covered in them do not adequately satisfy the need of rural readers. The mode of presentation and readability of the articles have not been trained to the level of the readers. Thus, there is an imperative need to conduct the present research study with the following specific objectives.

1. To study the reactions of the readers about farm publication.
2. To identify constraints in utilization of farm publications by the readers.

RESEARCH METHODOLOGY

The study was conducted in six districts of purposively selected Rajasthan state on the basis of having one KVK in each and highest number of subscribers of 'Apna Patra'. The exploratory research design was used for the study purpose. The subscribers of 'Apna Patra' during 1998 were over 3500 in the state. Therefore, 20 per cent sample of the respondents from each sample district was selected through simple random technique. Thus, total 256 respondents constituted the sample. The other extension publications (folder and booklets) published during the year were also taken for the study. The data were collected through structured interview schedule, personal contact, discussion and observation. The data were analysed using the simple statistical techniques.

RESULTS AND DISCUSSION

Table 1 reveals that majority of the respondents reported that the use of language was simple (89.45%), less use of illustrations (75.39%), appropriate number of technical words (66.80%), appropriate size of printing (85.15%), fair quality of printing (76.56%), attractive cover page (53.12%),

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Table1. Readers reactions towards farm publication (n= 256)

S. No	Statements	Frequency	Percentage
1.	Language		
	1. Simple	229	89.45
	2. Somewhat different	12	4.69
	3. Different	15	5.86
2.	Illustrations		
	1. Less	193	75.39
	2. Sufficient	56	21.88
	3. More	7	2.73
3.	Technical words		
	1. Appropriate	171	66.80
	2. Less	30	11.72
	3. More	55	21.48
4.	Letter size		
	1. Small	38	14.85
	2. Appropriate	218	85.15
5.	Print quality		
	1. Good	46	17.97
	2. Fair	196	76.56
	3. Poor	14	5.47
6.	Attractive		
	1. Attractive	136	53.12
	2. Somewhat	79	30.86
	3. No attractive	41	16.02
7.	Usefulness	98	
	1. Useful	141	38.28
	2. Less useful	17	55.08
	3. Not useful		6.64
8.	Level of interest		
	1. Interesting	85	33.20
	2. Somewhat interesting	113	44.14
	3. Not interesting	58	22.66
9.	Pages		
	1. Less	177	69.14
	2. Sufficient	69	26.95
	3. More	10	3.91
10.	Timeliness		
	1. Up to date	92	35.94
	2. Somewhat up to date	74	28.91
	3. Outdated	90	35.15

usefulness of information (55.08%), somewhat interesting level of interest (44.14%), less number of pages (69.14%), timeliness of information as up

to date in the farm publication (53.94%).

Table 2 shows that non-availability of reading material was reported by majority of the respondents

Table 2. Constraints faced by the respondents in utilization of farm publications.

S. No	Constraints	Frequency	Percentage
1.	Technical words in literature	67	26.17
2.	Non availability of reading material	98	38.28
3.	Lack of leisure time	85	33.20
4.	Non coverage of appropriate latest information	25	9.77
5.	Lack of reading environment	53	20.70
6.	Lack of trustworthy information	5	1.95

(38.28%), as major constraint, followed by the lack of leisure time (33.20%), technical words in the literature (26.17%), lack of reading environment (20.70%), non coverage of appropriate and latest information (9.77%). Only 1.95 per cent respondents reported lack of trust worthy information in the farm publications.

CONCLUSION

On the basis of results obtained, it may be concluded that majority of respondents reported less use of illustrations, appropriate use of technical words, appropriate size of letters, fair quality of printing, attractive cover page, information is less useful, somewhat interesting level presentation of information, less number of print pages and up to date information. The main constraint in utilization

pattern was non-availability of reading materials.

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