

FARM WOMEN PERCEPTION REGARDING TELECASTED PROGRAMME CHAUPAL

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ABSTRACT

Rural women play a major role inside the home and outside as a partner in the man's profession. She is the central figure in the family influencing and serving the social, economic, cultural and standards of the family. Today in the era of science and technology, the Indian rural women are required to make many decisions regarding the acceptance of new technology in the area of farm and home, but because of lack of knowledge and illiteracy, she is not able to take wise decision to use new technology. The present study was conducted to know the perception of rural women regarding telecast 'Chaupal' in Sikar district of Rajasthan. Three villages Viz. Lalasi, Kantewa and Dantujala were selected randomly and a sample of 90 rural women 30 from each village was selected randomly for the study purpose. Regarding perception of programme 'Chaupal' nearly half of the respondents (43.30 %) were in the category of average perception followed by good perception (28.80 %). A few respondents (5.50 %) had very good level of perception whereas, one fifth of the respondents (20.00 %) was in the category of poor perception. Only 2.20 per cent respondents were very poor in perception of the programme. The study reveals that the reasons for poor perception / not recalling the names of implement might be that the women have not heard or seen the implements and also the names of implements were mentioned verbally not by visuals in the programme by experts. Therefore, familiar implements could be recalled by majority of them. Similarly, regarding perception of selected key messages, good perception was found only for those messages which were related with activities done by women e.g. for storage of grains drums, storage bins and godowns should be cleaned and poor perception was found for the activities not done by women e.g. Insecticides should be sprayed for preventing vegetables from insect-pests (Carbaryl /Malathion).

INTRODUCTION

Rural women play a major role inside the home and outside as a partner in the man's profession. She is the central figure in the family influencing and serving the social, economic and cultural needs and standards of the family. Today in the era of science and technology, the Indian rural women are required to make many decisions regarding the acceptance of new technology in the area of farm and home, but because of lack of knowledge and illiteracy, she is not able to take wise decision to use new technology.

Among various mass medias T.V. has been considered as the most powerful medium to impart knowledge and information to rural women. "The Farm & Home" unit of Jaipur Doordarshan extended to Sikar district of Rajasthan from 2nd October, 1993 with the objective to impart latest & useful

agricultural and home making information to rural masses. Chaupal is the main programme of this unit for rural communities. The use of programme depends on how far it is being understood and use by the people for whom the programme is planned. Till now very few efforts have been made to study the perception of telecast programme by rural women. Hence, the present investigation was undertaken with following specific objectives :-

1. To know the perception of programme 'Chaupal' by rural women.

RESEARCH METHODOLOGY

The present study was conducted in three randomly selected villages namely; Lalasi, Kantewa and Dantujala of Laxmangarh Panchayat Samiti of Sikar district of Rajasthan. A sample of 90 rural women (T.V. viewers), 30 from each villages was

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selected randomly. The programme 'Chaupal' was recorded on a video cassette. For knowing perception of rural women, they were exposed to recorded programme and data were collected after their exposure to recorded programme with the help of an open ended questionnaire. The data were then tabulated and analysed in terms of frequency and percentage.

RESULTS AND DISCUSSION

(A) Perception of programme 'Chaupal' - care and maintenance of agriculture implements (Part- A)

It is clear from table-1 that out of total 9 implements mentioned in the programme all the respondents (100 %) could recall only two implements viz. Plough and Sickle, while 58 to 61

per cent respondents could also recall two more implements i.e. Harrow and Cultivator. One third (33.30 %) could remember about Seed Drill. Majority of the respondents could not tell the names of remaining implements like Bakhar, Reaper, Seed Expeller and Winnower Fans. Possible reasons for such finding could be that implements like Plough, Sickle, Harrow and Cultivator were commonly used by all or majority of the respondents. The reasons for not recalling remaining implements may be that they might not have heard or seen these implements and also the names of these implements were mentioned verbally not by visuals in the programme by experts. Therefore, familiar implements could be recalled by majority of them. The next aspect was related to the consequences of lack of care and maintenance of implements.

Table 1. Perception of programme 'Chaupal' - care and maintenance of agriculture implements (Part- A)
(n=90)

S. No.	Selected key messages	Perception	
		Frequency	Percentage
1.	Different implements used in Agriculture :		
(a)	Plough	90	100.00
(b)	Harrow	55	61.10
(c)	Cultivator	52	57.70
(d)	Bakhar	30	33.30
(e)	Seed drill	14	15.50
(f)	Sickle	90	100.00
(g)	Reaper	17	18.80
(h)	Seed expeller	18	20.00
(i)	Winnower fans	07	07.70
2.	Consequence of lack of care & maintenance of implements :		
(a)	Get out of order	90	100.00
(b)	Required frequent repairs	46	51.10
(c)	Get rusted	59	65.50
(d)	May not work with full capacity	14	15.50
(e)	Can't use when needed	30	30.30
(f)	Air, dust, water & sunlight leads to rust & termite	50	55.50
3.	Proper care & maintenance of implements :		
(a)	Agricultural implements should be cleaned completely	83	92.20
(b)	They should be kept above the ground level and at a dry place so that do not get rust & dust	54	60.00
(c)	Parts made of steel should be greased & oiled & those are prone to rust should be painted	22	24.40
(d)	Parts made of wood should be painted with bitumen, kerosene oil & lime	35	38.80
(e)	Parts which are worn out & broken should be repaired /replaced	41	45.50

Table-1 clearly reveals that all the women (100 %) understood that, "implements will get out of order" if not properly care where as majority (65.50 %) also said that " these will get rusted ", half of

them 51.00 - 55.50 %) could percept that, "air, dust, water and sunlight leads to rust & termite in the implements" and if these are not cared properly, "they will require frequent repairs". It is possible

that the respondents might have experienced such consequences and therefore were able to understand by these message. Messages not understood by majority were, "implements will not work with full capacity" and "can not be used when needed" if proper care is not taken. These are abstract types of consequences which may not be very clear to them. Regarding care and maintenance of implements, majority of the respondents (92.20 %) understood the message that, "implements should be cleaned completely", more than half (60.00 %) could recall that "implements should be kept above the ground level and at a dry place". The reasons could be that they might be used to clean the implements thoroughly after completing the work and keeping them above the ground level. The other message like "broken part should be repaired or replaced", "parts made of steel should be greased & oiled and "parts made of wood should be painted with bitumen, kerosene oil & lime" were not percept by majority of the respondents (56.00 - 75.00 %). The problem reason could be that such products may not be followed in their homes or women may not be involved in such activities. Hence, women could not recall these messages.

(B) Perception of programme 'Chaupal' Tasks of this fortnight (Part-B)

Table-2 gives information regarding various tasks to be performed by the farm families during the month of April. Six key messages with their sub

parts were identified and perception of these messages by sample rural women was studied.

The first aspect included messages related to grain storage. table-2 reveals that majority of respondents (88.80 %) could percept the message 'at the time of storage of grains drums, storage bins and godowns should be cleaned". Nearly half (54.00 %) could get messages like, "insecticides should be sprayed" & "infested grain should be stored separately". Though these information was given verbally but the women could percept them better. The probable reason could be that grain storage is the task performed by women and they might be following these things. Messages like "holes in the bins should be repaired " and "storage bins should be kept at 4 inches above the ground level" were clear to 39 to 43 per cent only. The reason might be that bins generally have cracks not the holes but the experts use the term hole possibly which was not clear to women. Secondly it was advised that Kothi (storage bins) should be kept at 4 inches above the ground level. The concept of 4 inches was not made clear to them. How such big bin can be kept above the ground level. Thus, majority of women could not percept these messages. Table further reveals that nearly half (59.00 to 61.00 %) of the women could understand that "hoeing should be done timely in Zaid crops" and " irrigation system should be maintained properly". The reasons could be that women might doing or observing these tasks regularly every year.

Table 2. Perception of programme 'Chaupal' - Tasks of this fortnight (Part-B)

(n=90)

S. No.	Selected key messages	Perception	
		Frequency	Percentage
1.(a)	At the time of grain storage drums/storage bins /godowns should be cleaned	80	88.80
(b)	Holes in the bins should be repaired	39	43.30
(c)	Insecticides should be sprayed	49	54.40
(d)	Infested grain should be stored separately	49	54.40
(e)	Tank, drum or gunny bags should be kept 4 inches above the ground level	35	38.80
2.(a)	Hoeing should be done timely in Zaid crops"	53	58.80
(b)	Irrigation system should be maintained properly	55	61.00
3.	Forage crops should be irrigated after the application of manure	38	42.20
4.	Zinc phosphide should be used for controlling the rats	63	70.00
5.	After harvesting tilling of field should be done	59	65.50
6.	Insecticides should be sprayed for preventing vegetables from insect-pests (Carbaryl/Malathion)	03	03.30

Perusal of Table-2 also reveals that 65.00 to 70.00 per cent of the respondents understood the message i.e. "after harvesting, tilling fields should be done" and "zinc phosphide should be used for controlling the rats". The reason could be that women might be following or observing these tasks regularly every year. The message i.e. "forage crops should be irrigated after the application of the manure" was clear to only 42 per cent of the respondents. The probable reasons for such a finding could be that the method of applying manure was not explained at all by any method verbal or visual. The findings are in line with the findings as reported by Dey (1968) & Hijer (1985).

CONCLUSION

Study reveals that 65.00 to 70.00 per cent of the respondents understood the message i.e. "after harvesting, tilling fields should be done" and "zinc phosphide should be used for controlling the rats". The reason could be that women might be following or observing these tasks regularly every year. The message i.e. "forage crops should be irrigated after the application of the manure" was clear to only 42 per cent of the respondents. The probable reasons for such a finding could be that the method of

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