

AGRICULTURAL TECHNOLOGY DISSEMINATION THROUGH MASS MEDIA & ITS ADOPTION BY FARMERS

K.C. Sharma* and A.K. Sharma**

ABSTRACT

In the era of globalization of market, investment and economic integration, information technology advance can be spread over around the country with the potential to enhance the agricultural productivity, incomes and the quality of life of Indian farmers. Mass media plays an important role in disseminating modern agricultural technology to farmers. Present study was conducted in Sawai Madhopur District of Rajasthan State by randomly selecting 140 farmers from seven different Tehsils. The data were collected with the help of pretested structured interview schedule.

Findings indicated that Television (80.71 Per cent farmers) was the most preferred mass media for getting information about modern agricultural technologies followed by Radio (67.85 Per cent farmers) and News Paper (55.00 Per cent farmers). Similarly, regarding adoption of various agricultural technologies Television was the most preferred medium (mean percentage 45.47), followed by Radio (mean percentage 26.16) and then News paper (mean percentage 12.73). So it is inferred from the study that Television ranked first followed by Radio and News paper both in terms of information dissemination and its adoption by the farmers of Sawai Madhopur district of Rajasthan.

INTRODUCTION

Agriculture is the back bone of Indian economy & production need to be sustained keeping in view the needs for providing food security to each individual but at the same time there is a need to create an awareness on the problems arising due to faulty agricultural practices, related consequences & to suggest means to reduce the stress on environment. Mass media plays an important role in transferring modern agricultural technologies. They are effective in creating awareness among farmers & also improve their learning efficiency. The development of more & more crop production technologies creates a sense of urgency & dynamism towards disseminating these exploded technologies from the research system to the user system i.e. farmers through mass media.

Availability of the information sources & the extent of utilization of these different sources by the farmers are the areas that need proper study & analysis. Hence, the present study was undertaken

with the following specific objectives:-

1. To know the different mass media sources used by farmers as a source of information regarding modern agricultural technologies.
2. To measure the adoption of modern agricultural technologies by farmers disseminated through mass media.

RESEARCH METHODOLOGY

The present study was conducted in Sawai Madhopur district of Rajasthan, by randomly selecting 140 farmers from seven different Tehsils of the district. An exploratory research design was used & the data were collected with the help of pretested structured interview schedule specially designed for the study by personal interview method. The schedule was also checked by experts & their comments were included.

In present study three sources of mass media were selected News Paper, Radio & Television. They

* Programme Coordinator, KVK, Sawai Madhopur (Raj.) 32001, P.B.-16

** Senior Scientist (Agrl. Ext.), Directorate of Rapeseed Mustard Research, Sewar, Bharatpur (Rajasthan) 321303

were used by the selected farmers as sources of information about modern agricultural technology. It includes Improved variety, Seed treatment, Fertilizer application, Irrigation & Weed control, Plant protection and marketing. The information regarding technologies were recorded in terms of numbers, percentages & mean of percentage of media used as source of information by each respondent farmer to know information about modern agricultural technologies.

RESULTS AND DISCUSSION

The information sources of mass media used by farmers about agricultural technologies is presented in Table-1. It indicates the number & percentage of farmers using mass media as a source of information about various agricultural technologies.

1. Different sources of mass media used by farmers as source of information regarding modern agricultural technologies:

Table 1 depicts that majority (80.71 %) of farmers were using Television as source of information regarding modern agricultural technologies followed by Radio listening (67.85 %)

& reading News Papers (55 %).

Table 1. Distribution of farmers according to source of mass media used

(n=140)			
S. No.	Source	Number	Percentage
1	News Paper	77	55.00
2	Radio	95	67.85
3	Television	113	80.71

It is clear from the Table-1 that majority of farmers used Television as source of information about modern Agricultural technologies. Because, in mass media Television is most suitable now a days & it gives full idea about technologies. It is based on learning by listening and seeing.

(2) Adoption of modern agricultural technologies (transferred through mass media) by the farmers:

Table 2 shows mass media used by the farmers as sources of information about modern agricultural technologies & its adoption by them. 140 respondents were interviewed to ascertain their sources of information regarding selected package of practices. It was found that in case of Improved variety 34.28.

Table 2. Mass media used by the farmers as sources of information and its adoption

S. No.	Sources of mass media used	Information adoption of modern agricultural technologies						Mean of percentage
		Improved variety	Seed treatment	Fertilizers application	Irrigation & weed control	Plant Protection	Marketing	
1	News Paper	16 (11.42)	13 (9.28)	18 (12.85)	15 (10.71)	24 (17.14)	21 (15.0)	12.73
2	Radio	35 (25.0)	24 (17.14)	37 (26.42)	44 (31.42)	29 (20.71)	34 (24.28)	24.16
3	Television	48 (34.28)	55 (39.28)	71 (50.71)	68 (48.57)	67 (47.85)	73 (52.14)	45.47

per cent farmers obtained information from Television, followed by 25 per cent from Radio & 11.42 per cent from News Paper. Regarding Seed treatment 39.28 per cent farmers obtained information from Television followed by 17.14 per cent from Radio & 9.28 per cent from News Paper. In case of Fertilizer application 50.71 per cent farmers obtained information from Television, 26.42 per cent from Radio & 12.85 per cent from News Paper.

Regarding Irrigation & Weed control 48.57 per cent farmers obtained information from Television, 31.42 per cent from Radio & 10.71 per cent from News Paper. In case of Plant protection 47.85 per cent farmers obtained information from Television followed by 20.71 per cent from Radio & 17.14 per cent from News Paper. Regarding Marketing of the produce 52.14 per cent farmers obtained information

from Television followed by 24.28 per cent from Radio & only 15 per cent used News Papers.

CONCLUSION

From the present study it is concluded that Television (80.71 % farmers) was the most preferred mass medium for getting information about modern agricultural technologies followed by Radio (67.85 % farmers) & News Paper (55 % farmers). Similarly, regarding adoption of various agricultural technologies, Television was most preferred medium (mean percentage 45.47), followed by Radio (mean percentage 26.16) & then News Paper (mean percentage 12.73).

REFERENCES

- Gowda, N., Jayramjah, K.M. and Gangadharppa, M.R. 1993. Impact of T & V System, *Indian J. Ext. Edu.*, vol. XXIV 1&2 : 128-132.
- Kubde, V.R. and Wagheve, K.W. 1996. Perception of Ext. Personnel & contact farmers about functioning of T & V System. *Maharashtra J. Ext.Edu.* Vol. XV : 151-155.
- Manhas, J.S., Meena, B.S., Charak, A.S. and Sharma, V.P. 2004. Potential IT tools for transfer of technology. *Agricultural Extension Review*, March-April : 3-6.
- Pandey, R.K., Sharma, S.K. and Daipuria, O.P. 2004. Dissemination of modern agricultural technology through mass media & its adoption by farmers. *Indian Research J. Ext. Edu.* Vol.4 (1&2) : 102-103.
- Reddy, V.M., Desai, B.R. and Girase, K.A. 1991. Role perception of contact farmers in T & V System. *Maharashtra J. Ext. Edu.*, Vol 22 : 154-157.
- Sarvanan, R. (2008). Tribal farmers information needs & ICT preference assessment. *Agricultural Extension Review*, July- Dec : 27-29
- Wattamware, V.T. and Deshmukh, K.A. 1997. Role perception of contact farmers in T & V System. *Maharashtra J. Ext. Edu.*, Vol. XVI : 354-358.

