

## STUDY OF USEFULNESS AND UTILIZATION OF THE INFORMATION APPEARED IN SHETKARI FARM MAGAZINE BY THE READER SUBSCRIBERS

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### ABSTRACT

'Shetkari' is one of the leading farm magazine published by the Govt. of Maharashtra which communicates farm technologies among the farmers. The main purpose of this study is to know how the information was read and up to which extent the information was utilized by the readers of 'Shetkari' farm magazine. Therefore, 120 subscribers were randomly selected from Rahata and Rahuri Tahsils of Ahmednagar district for the present study. While selecting the representative sample, the issue of the month of June 2012 was selected for the study, because when focusing on the issues of the year 2012; only the issue of June 2012 was published as a general issue, which covered all the aspects of agriculture. The study revealed that, about half of subscribers read editorial completely or partially. About three fourth of subscribers read the articles on cultivation of agronomical crops completely and more than half of subscribers read the articles on cultivation of horticultural crops. Similarly the articles on soil health, articles farm implements and machinery, articles on processing and value addition, articles on medicinal plant, articles on animal feed / forage, articles on government schemes/policies, articles on agri. Innovation/ new idea, agri. message / news were read by majority of reader subscribers. The study also revealed that, the majority of information appeared in *Shetkari* farm magazine is perceived useful for reader subscribers.

### INTRODUCTION

Farm literature includes different forms like, books, booklets, farm magazine, newspaper, bulletins, folders, leaflets and pamphlets. Among these different farm literature, farm magazines play greater role in communicating farm information to the doorsteps of farming community and are the most credible source of farm information. (Patil *et al.*, 2011). Farm magazines and bulletins are important than interpersonal channels and are one of the top most sources of farm information. (Beal and Rogers, 1960).

'Shetkari' is one of the leading farm magazine published in *Marathi* since 1965 by the Department of Agriculture, Govt. of Maharashtra. 'Shetkari' has the highest circulation of more than one Lakh fourteen thousand (Anonymous, 2012). It covers useful information on agriculture, horticulture, poultry, dairy, agricultural engineering, forestry and other allied sectors. Besides this, information on schemes and government policies, experience of the progressive farmers and extension workers, important event in

agriculture and answers to farmer queries are covered. 'Shetkari' farm magazine is communicating farm technologies among the farmers. 'Shetkari' farm magazine editor and writer tries to publish best useful information in every issue. However, the reader has given preference as per the crops grown and his personal needs. Therefore the main purpose of this study is to know how the information was read and up to which extent the information was utilized by the readers of 'Shetkari' farm magazine. Therefore, the present study was planned and conducted with the following objectives.

1. To study the extent to which various topics were read by the reader subscribers.
2. To study the extent to which farm information was utilized by the reader subscribers.

### RESEARCH METHODOLOGY

Ahmednagar district had highest number of subscribers in the state. Therefore, 120 subscribers were randomly selected from Rahata and Rahuri

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Tahsils of Ahmednagar district for the present study. While selecting the representative issue, the issue of the month of June 2012 was selected for the study, because when focusing on the issues of the year 2012; only the issue of June 2012 was published as a general issue, which covered all the aspects of agriculture. While others were published as a special issues and it focused only particular or limited subjects and aspects. The data were collected with the help of specially designed interview schedule to get accurate response from the respondents.

## RESULTS AND DISCUSSION

**Table 1: Reading behaviour of ‘Shetkari’ farm magazine reader subscribers**

Sr. No.	Nature of Topic	Reading Behaviour		
		Read Completely	Read Partially	Do Not Read
1	Editorial	25 (20.83)	37 (30.83)	58 (48.33)
2	Articles on cultivation of agronomical crops	87 (72.50)	21 (17.50)	12 (10.00)
3	Articles on cultivation of horticultural crops	68 (56.67)	23 (19.17)	29 (24.16)
4	Articles on crop planning	29 (24.16)	13 (10.84)	78 (65.00)
5	Articles on soil health management	62 (51.66)	21 (17.50)	37 (30.83)
6	Articles on farm implements and machinery	53 (44.16)	38 (31.67)	29 (24.17)
7	Articles on agri. processing /value addition	19 (15.84)	33 (27.50)	68 (56.66)
8	Articles on Cultivation of Medicinal Plants	11 (9.16)	13 (10.84)	96 (80.00)
9	Articles on animal feed / forage	51 (42.50)	22 (18.34)	73 (60.84)
10	Articles on crop insurance	68 (56.66)	23 (19.16)	29 (24.16)
11	Articles on animal insurance	49 (40.84)	12 (10.00)	59 (49.16)
12	Articles on different Govt. schemes & policies	79 (65.84)	33 (27.50)	8 (6.66)
14	Articles on Agri. Invention / New idea	78 (65.00)	11 (9.16)	31 (25.84)
15	Feature Articles & Poem	9 (7.50)	14 (11.67)	97 (80.83)
16	Agri. Programme Message/News	13 (10.84)	21 (15.50)	86 (71.66)

(Figures in parentheses indicate percentage)

From Table 1 it is observed that, among different types of articles and regular features presented in ‘Shetkari’ the editorial was read completely by only 20.83 per cent whereas 30.83 per cent read partially and 48.33 per cent did not read the editorial at all. About 72.50 per cent of subscribers read the articles on cultivation of agronomical crops completely and 17.50 per cent of subscribers read it partially whereas only 10.00 per cent of respondents did not read the articles on agronomical crops. It is seen that

### Topics read by the subscribers of *Shetkari* farm magazine

Every farm magazine editor and writer tries to present best useful information in every issue. However the reader has given preference as per crops grown and his need. An attempt was made to study which type of information was completely read, partially read and which information was not read at all by the reader subscriber. The data regarding the extent to which various topics were read by the subscribers is given in Table 1.

more than half (56.67 %) of subscribers read the articles on cultivation of horticultural crops completely and 19.17 per cent of respondents read it partially where as only 24.16 per cent of subscribers did not read the articles on horticulture crops.

It is observed that majority (65.00 %) of subscribers did not read the articles on crop planning and 10.84 per cent of respondents read it partially where as only 24.16 per cent of subscribers read completely the articles on crop planning. About 51.66

per cent of subscribers read completely the articles on soil health management and 17.50 per cent of subscribers read it partially whereas 30.83 per cent of respondents did not read the articles on soil health management.

From Table 1 it is observed that, amongst different types of articles and regular features presented in 'Shetkari' the articles on farm implements and machinery were read completely by 44.16 per cent whereas 31.67 per cent read partially and 24.17 per cent did not read the articles on farm implements and machinery at all. About 15.84 per cent of subscribers read completely the articles on agri. processing and

value addition and 27.50 per cent of subscribers read it partially whereas 56.66 per cent of respondents did not read the articles on agri. processing and value addition. It is seen that majority (80.00 %) of subscribers did not read the articles on medicinal plant where as 10.84 per cent of respondents read it partially and only 9.16 per cent of subscribers completely read the articles.

About 42.50 per cent of subscribers read completely the articles on animal feed / forage and 18.34 per cent of subscribers read it partially whereas 60.84 per cent of respondents did not read articles on animal feed / forage. More than half of the subscribers

**Table 2: Information perceived useful and its utilization by the subscribers given in articles of *Shetkari* magazine. n=120**

Sr. No.	Name of the Article/ Author	Information perceived useful		Utilization of Information	
		f	Per cent	f	Percent
1	Agronomy Section Crop planning for future benefit	97	80.84	23	19.16
2	Crop planning of Kharif crops	64	53.33	12	10.00
3	Important measures to increase crop production	19	15.83	0	0.00
4	Horticulture Section Importance of Horticultural Crops	21	17.50	0	0.00
5	Animal Science Preparation of animal feed from farm waste	13	10.83	5	4.16
6	Lucerne Grass A Way To Improve Farm Yield	34	28.33	20	16.66
7	Farm Mechanization Mechanization of Indian agriculture: Need and Benefits	11	9.16	0	0.00
8	To Enhance Farm Production New Tractor Based Sowing Method	82	68.33	77	64.16
9	Agri. Processing and Value Addition Movement From Co-operative Farming to Processing Industry	35	29.16	0	0.00
10	Soil Science Soil Health Management	98	81.66	55	45.84
11	Pre sowing measures for <i>insitu</i> moisture and soil conservation	61	50.83	32	26.66
12	Economics Section Animal Insurance The Way To Avoid Economic Loss	55	45.83	12	10.00
13	Govt. Scheme and Policy National Agricultural Insurance Schemes	88	73.33	19	15.84

(56.66 %) read the articles on crop insurance completely and 19.16 per cent of respondents read it partially where as only 24.16 per cent of subscribers did not read articles on crop insurance. It is also observed that, 40.84 per cent of the subscribers read the articles on animal insurance completely and 10.00 per cent of respondents read it partially where as 49.16 per cent of subscribers did not read articles on animal insurance. About 65.84 per cent of subscribers read completely the articles on government schemes/policy and 27.50 per cent of subscribers read it partially whereas 6.66 per cent of respondents did not read the articles on government schemes/policy.

From Table 1 it is also observed that about 65.00 per cent of readers read completely the articles on agri. Innovation/ new idea and 9.16 per cent of subscribers read it partially whereas 25.84 per cent of respondents did not read the articles on agri. innovation/new Idea. It is seen that majority (80.83 %) of readers did not read the feature articles and poem whereas 11.67 per cent of respondents read it partially and only 7.50 per cent of subscribers read completely the feature articles and poem. It is observed that majority (71.66 %) of subscribers did not read the agri. message / news and 15.50 per cent of respondents read it partially where as only 10.84 per cent of subscribers read completely the agri. message / news.

#### **Information put in to practice after reading by the subscribers of *Shetkari***

An attempt was made in the present investigation to measure the utility of the farm magazine or effectiveness on the basis of farm practices followed after reading the contents from '*Shetkari*'. The data about, which practices and to what extent has been put in to practice after reading the topics appeared in '*Shetkari*' farm magazine were collected and presented in Table 2.

From Table 2 it is observed that majority (80.84 %) of the respondents expressed that the articles on crop planning and future benefit were perceived useful but only 19.16 per cent of the respondents only put it in to practice.

About 53.33 per cent of them reported that articles on crop planning for kharif crops were perceived useful but only 10 per cent of the respon-

dents only put it in to practice. Only 15.33 per cent of them reported that the articles on measures to increase farm production were perceived useful but none of them put it in to practice.

Few (17.50 %) of them also opined that the article on importance of horticultural crops was perceived useful but none of them put it in to practice. About 10.84 per cent of the respondents expressed that the articles on preparation of animal feed from farm waste was perceived useful and 4.16 per cent of them put it in to practice. Moreover 28.33 per cent of respondents expressed that the articles on Lucerne grass, a way to enhance farm production was perceived useful and 16.66 per cent of them put it in to practice. Only 9.16 per cent of the respondents expressed that the article on mechanization of Indian agriculture its need and benefits was perceived useful but none of them put it in to practice.

About 68.33 per cent of the respondents expressed that the article on to enhance farm production by tractor based sowing method was perceived useful and 64.16 per cent of them put it in to practice. Only 29.16 per cent of the respondents expressed that the article on agri. processing and value addition was perceived useful and not a single respondent put it in to practice.

Majority (81.66 %) of the respondents expressed that the article on soil health management was perceived useful and 45.84 per cent of them put it in to practice. About 50.84 per cent of the respondents expressed that the article on *insitu* moisture conservation was perceived but only few (26.66 %) of them put it in to practice. Also 45.84 per cent of subscribers opined that the article on animal insurance was perceived useful but only 10 per cent of them put it in to practice. Majority (73.33 %) of the respondents expressed that the article on Govt. Schemes and policy was perceived useful and some of them (15.84 %) put it in to practice.

#### **CONCLUSION**

'Satkari' is a farms magazine published by govt. of Maharashtra for the welfare of farming community. The magazine is useful only when farmers read it & put the technologies in actual practice. The present investigation indicated that about half of the respondent read the magazine partially or fully. They

expressed that the content of the magazine is useful but only few of the farmers had put these technologies into actual use.

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