

# Periodic Research

## Effectiveness of radio programme Kisanvani



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### Abstract

The study entitled, "Effectiveness of radio programme Kisanvani" was purposively conducted in Akola tahsil of Akola district in Vidarbha region of Maharashtra. For present study, 90 listener farmers were selected from 9 villages. Data were collected with the help of structured interview schedule. The majority of the respondents 57.78 per cent in effectiveness of radio programme Kisanvani. The characteristics of radio listener's i.e. age, family type, family size, annual income, innovativeness, extension contact and attitude towards Kisanvani programme were positively and significantly related with effectiveness of radio programme Kisanvani. In this study, preferences of the radio listeners about different aspect of effectiveness of radio programme Kisanvani were also studied with following headings understandability, usefulness, gain in knowledge, new information, mode of presentation, coverage of information, language, entertainment, seasonality, adequacy of time, accuracy of information, speed of presentation, quality of sound after listening the Kisanvani programme.

**Keyword:** Effectiveness; Radio programme Kisanvani

### Introduction

Effective communication of scientific findings and allied field to millions of farmers is a necessity and key to economic progress of the nation. This is more so in developing country like India, where the gap between intellectuals and common man is very wide. This gap can be reduced through effective use of different communication media. Among the mass media made available in India, radio has an edge over other in a sense that even the illiterate people can listen the radio programme without bothering about unfriendly condition at their home at distant places and in sparsely populated area.

Radio is a good source of communication of ideas to the rural people. It carries news bulletins and special programme for rural people, housewives and children. It is a good source of dissemination of agricultural information to farmers. Radio has the power to bring the knowledge of science and technology to the society for its improvement. It is one of the important, reliable and cheapest mass media through which message can be conveyed to a large number of farmers in the quickest possible time (Nataraju 1997). Despite rapid technological changes

in telecommunication in the last few decades, radio broadcasting remains the cheapest mode of information dissemination, catering equally to the needs of the rich and poor, rural and urban masses and reaching the remotest parts of the country. Needless to say, it plays a vital role in the country's socio-economic and cultural development (Krishnamurthy 1999).

All India Radio provides extensive information on diverse subjects such as land and water conservation, sustainable agriculture, biotechnology, integrated pest management in crops, crop insurance schemes, environment protection, disaster management, role of Panchayat in rural development. These programmes are produced with the help of subject matter specialists. All India Radio maintains a very close liaison with the Ministry and Departments of Agriculture & Rural Development of central and state Governments. The programmes are mounted in regional and local dialects from different stations. Local Radio stations also broadcast regular programmes on rural development. Keeping in view the importance of the subject, all the AIR Stations are broadcasting a daily programme on Environment for 5 to 7 minutes duration and a weekly programme of longer duration for more than a decade.

Akashvani, Akola was established in May 1, 1991, in Akola. The main objective of Akashvani is to dissemination of the information, education and entertainment. Akashvani Akola set up by frequency 102.4 MHz's it cover area 80 km. in Akola, Washim, Buldhana and Amravati

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district. Akashvani Akola broadcasted in one day twenty programmes and two programmes are related to agriculture that is "Kisanvani," and "Krishivarta." Kisanvani programme broadcasted every day at a time 7.30 pm to 8.00 pm. In Kisanvani programme agriculture related information that is weather forecast, market status, scientist interaction etc. are provided to the farmers.

Akashvani Akola broadcasts a programme at 7.30 pm known as "Kisanvani" for disseminating the agricultural information for rural people. These programme are composite programme, consists of talk, discussion, interview, dialogue intermixed with few folk songs. It is educative, informative as well as entertaining programme. These programme covers information related to recent technological development in agriculture. The present investigation was carried out with the following specific objectives.

### Aim of Study

Akashvani Akola has become the main source of agricultural information for the farmers from Vidarbha region in general and the farmer from Akola district in particular. The present study was conducted in one block of Akola district to measure the effectiveness of radio programme Kisanvani.

Akashvani Akola broadcasts a programme at 7.30 pm known as "Kisanvani" for disseminating the agricultural information for rural people. This programme are composite programme, consists of talk, discussion, interview, dialogue intermixed with few folk songs. It is educative, informative as well as entertaining programme. These programme covers information related to recent technological development in agriculture.

Effectiveness of radio programme Kisanvani as perceived by the listeners is important. It is common observation that the radio programmes which serve their purpose effectively are listened by the listeners more frequently, regularly and consciously. In other words, the effective programme lead to improving the listening behaviour of the listeners and that is exactly the objective of the Akashvani Akola.

### Objective

1. To study the profile of the farmers.
2. To study the effectiveness of radio programme Kisanvani on listener farmers.
3. To study the relationship between profile of farmers and effectiveness of radio programme Kisanvani.

### Variables

Sr. No.	Variables	Empirical measures
1	Independent variables	Age, Education, Family type, Family size, Land holding, Cropping pattern, Annual income, Innovativeness, Social participation, Extension contact, Attitude towards Kisanvani programme.
2	Dependent variable	Effectiveness

### Tools

An exploratory research design of social research was used for the present investigation. The aim of present study was to effectiveness of radio programme Kisanvani.

### Sample

This study was conducted in Akola tahsil of Akola district in Vidarbha Region of Maharashtra state. Nine villages of the selected tahsil were randomly selected for the study. After the selection of villeges, a village wise list of radio listeners was prepared and total 90 respondents were selected randomly. The data were collected through a well structured and pre-tested interview schedule. The characteristics of the farmers viz. age, education, family type, family size, land holding, cropping pattern, annual income, innovativeness, social participation, extension contact, attitude towards Kisanvani programme were considered as independent variable and effectiveness as dependent variable. The statistical tests and procedures were used for analyzing the data, included percentage, mean, Karl Pearson's coefficient of correlation.

### Results and Discussion

**Table-1 Distribution of the respondents according to their variables (n=90)**

Sr. No.	Profile	Respondents (n=90)	
		Number	Percentage
	<b>Age</b>		
1	Young (Below 35)	28	31.11
2	Middle (36-50)	47	52.22
3	Old (Above 50)	15	16.67
	<b>Education</b>		
1	Illiterate (No School)	10	11.11
2	Primary school (Up to 4 Std)	18	20.00
3	Middle school (5 <sup>th</sup> to 7 <sup>th</sup> std)	17	18.89
4	High school (8 <sup>th</sup> to 10 <sup>th</sup> std)	23	25.56
5	College (11 <sup>th</sup> and above)	22	24.44
	<b>Family type</b>		
1	Nuclear	35	38.89
2	Joint	55	61.11
	<b>Family size</b>		
1	Small (1 to 3)	10	11.12
2	Medium (4 to 6)	47	52.22
3	Large (7 to 9)	20	22.22
4	Very large (10 and above)	13	14.44
	<b>Land holding</b>		
1	Marginal (below 1 ha)	21	23.33
2	Small (1.01 to 2 ha )	23	25.56
3	Semi-medium (2.01 to 4 ha)	32	35.56
4	Medium (4.01 to 10 ha)	11	12.22
5	Large (above 10 ha)	3	3.33

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<b>Cropping pattern</b>			
1	Seasonal cropping	57	63.33
2	Biseasonal cropping	13	14.44
3	Annual cropping	12	13.33
4	Biannual crop	5	5.57
5	Perennial crop	3	3.33
<b>Annual income</b>			
1	Up to 50,000	13	14.44
2	50001 to 1,00,000	32	35.56
3	1,00,001 to 1,50,000	26	28.89
4	1,50,001 to 2,00,000	11	12.22
5	Above 2,00,000	8	8.89
<b>Innovativeness</b>			
1	Low	10	11.12
2	Medium	58	64.44
3	High	22	24.44
<b>Social participation</b>			
1	No participation	11	12.22
2	Low participation	13	14.45
3	Medium participation	46	51.11
4	High participation	20	22.22
<b>Extension contact</b>			
1	Low	9	10
2	Medium	66	73.33
3	High	15	16.67
<b>Attitude towards Kisanvani programme</b>			
1	Less favorable	23	25.56
2	Favorable	56	64.44
3	Highly favorable	10	10
<b>Effectiveness</b>			
1	Low	17	18.89
2	Medium	52	57.78
3	High	21	23.23

### Profile of the respondents:

Most of the respondents i.e. 52.22 per cent were included in the middle age group of 36 to 50 years. Maximum numbers (25.56 per cent) of the respondents were educated up to high school. More than two-third of the respondents i.e. 61.11 per cent were had joint family. More than half of the respondents (52.22 per cent) had medium size family. Relatively higher proportion of the respondents 35.56 per cent belonged to category of small land holding ranging from 2.01 to 4.00 ha. Little less than two-third of the respondent 63.33 per cent had seasonal cropping pattern. More than one-third of the respondents i.e. 35.56 per cent were having annual income ranging from Rs.50, 001 to Rs.1 lakh. Little less than two-third of the respondents i.e. 64.44 per cent had medium innovativeness. More than half of the respondents i.e. 51.11 per cent had medium category of social participation. Less than three fourth of the respondents (73.33 per cent) had belonged to medium category of extension contact. Less than two-third of the respondents i.e. 64.44 per cent were having favorable attitude towards Kisanvani programme. Majority of the respondents (57.78 per cent) had medium level of overall effectiveness of radio programme Kisanvani.

The main objective the data was processed with the help of statistical technique using Mean, Standard Deviation, and 'Coefficient of correlation (r)' which are represented in tables.

**Table-2 Distribution of the variables according to their coefficient of correlation (n=90)**

Sr. No.	Variables	Coefficient of correlation (r)
1	Age	0.248 *
2	Education	-0.436**
3	Family type	0.226*
4	Family size	0.467**
5	Land holding	0.118 NS
6	Cropping pattern	0.169 NS
7	Annual income	0.414**
8	Innovativeness	0.509**
9	Social participation	-0.137 NS
10	Extension contact	0.246*
11	Attitude towards Kisanvani programme	0.462**

\*\* Significant at 1 per cent level of probability

\* Significant at 5 per cent level of probability

NS = Non Significant

It was evident from Table 2 that, the independent variable viz., age, family type, family size, annual income, innovativeness, extension contact and attitude towards Kisanvani programme were positively and significantly related with effectiveness of radio programme Kisanvani. This mean increase the level of age, family type, family size, annual income, innovativeness, extension contact and attitude towards Kisanvani programme there was corresponding increase in the effectiveness of programme. The independent variable education was negatively and significantly related with effectiveness of radio programme Kisanvani. This means that less the education more the effectiveness of radio programme i.e. education increase effectiveness decreases. However, land holding, cropping pattern and social participation could not show any relationship with effectiveness of radio programme Kisanvani.

### Conclusion:

The study has brought out to limelight the personal and socio-economic characteristics of the radio programme Kisanvani listener farmers. These listeners were middle aged, medium family size, medium land holding, seasonal cropping pattern, medium innovativeness, medium extension contact and medium attitude towards Kisanvani programme. This profile of the listener farmers should be kept in mind by the producers of radio programme and accordingly the programme should be prepared.

### Suggestions :

Effectiveness of radio programme Kisanvani so organizers of the programme must give more emphasis on these characteristics while preparing the programme for increasing effectiveness of the programme.

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