

FARMERS PERCEPTION FOR IMPROVING THE EFFECTIVENESS OF KRISHI JIVAN FARM MAGAZINE

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ABSTRACT

The Indian agriculture sector is in innovation from traditional to commercial agriculture. New technology covering numerous areas, such as plant defence methods including biological and organic methods, new crop varieties with the desired specific norm, are being established by state agricultural universities along with other research organisations. New technologies are being established at the organisation level, but due to the lack of diffusion, farmers do not benefit from these technologies. The Gujarat State Fertilizers and Chemicals Ltd (GSFC) has regularly published Krishi Jivan Farm magazine (KJFM) in Gujarati and Hindi language. The purpose of the magazine is to promote the scientific methods of agriculture and to make them popular. The information on agricultural technologies is published in this farm magazine according to the farmers' needs and their times. In this magazine, theoretical agriculture approaches are disseminated and popularised. Information on agricultural technology is published in this agricultural magazine according to farmers requirement and time.

Keywords: *Krishi Jivan, perception, constraints, suggestion*

INTRODUCTION

The Indian agriculture sector is in innovation from traditional to commercial agriculture. India is the country where the half (52 per cent) of the population depending on agriculture. Modern agricultural practises and the relationship with environmental depletion is creating a problem. The key downside of farm journalism in India is that knowledge about technology and operational practises is populated rather than about the farmers who implement the technology and use it. There is a growing realisation to improve the content and format of farm magazines looking into the current situation. It is important to define appropriate approaches for developing farm magazine material that could be used as an effective tool for the transition of farm technologies. The ultimate aim of every farm magazine is to communicate ideas and make the farmers in their field practises follow the suggestions. The success of each medium depends on its ability to adequately disseminate the message in order to be heard, readily adopted and thereby encouraged in the execution of the techniques. Through need-based material, correct writing and sufficient use of the cover page, illustrations and style material, farm magazines could be made more successful.

There is a growing realisation for improving the standard of farm literature in order to make them more popular, understandable and informative. Each person has a stored experience of beliefs and values as an individual

and also as a member of society. A message received by an individual is interpreted in terms of the frame of reference of the individual. The message which challenges these beliefs and values may be rejected or misinterpreted. The norm on the part of the recipient encourages communication; a shared frame of reference and interpretation is available in the case of the recipient and the sender. For every publication, the meanings of the readers are countable. This study tried to understand the perception of farmers about the *Krishi Jivan* farm magazine, constraints and suggestion offered by the KJFM subscriber farmers to make farm magazine more affective with the following objective:

OBJECTIVES

- (1) To know the Perception of farmers about the *Krishi Jivan* farm magazine
- (2) To find out the constraints and suggestions of farmers for improving the effectiveness of *Krishi Jivan* farm magazine

METHODOLOGY

The independent variables undertaken in this study were: age, education as personal variables; social participation, extension participation as social variables; annual income, occupation, size of landholding, livestock possession as economic variables; mass media exposure as communicational variables and scientific orientation, risk

orientation, economic motivation variable as psychological variables. An attempt was also made to know the perception of farmers, constraints and suggestions from 120 KJFM subscriber farmers to make the *Krishi Jivan* farm magazine more effective. The suggestions of the KJFM subscriber farmers to increase the efficacy of agricultural magazines were also attempted. An easy, open question raised the perception, constraints and suggestions of the respondents. Total of those who made the perception, same constraints and suggestions was calculated on a frequency basis and the same suggestion(s) were computed for the proportion of those respondents and rank was allocated based on percentage.

RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been presented under following heads:

Perception of farmers about the *Krishi Jivan* farm magazine

The respondents were classified into three categories based on the perception of farmers about *Krishi Jivan* farm magazine. In this regard, the farmers have been checked for their perception. The data is presented in Table 1.

Table 1: Distribution of farmers based on their perception about *Krishi Jivan* farm magazine (n=120)

Sr. No.	Perception	Frequency	Per cent
1	Low perception towards KJFM (≤ 46.00 score)	14	11.67
2	Medium perception towards KJFM (47.00 to 73.00 score)	88	73.33
3	High perception towards KJFM (≥ 74.00 score)	18	15.00

It could be indicated from the Table 1 that majority of the respondents had medium perception towards KJFM (73.33 per cent), followed by high perception towards KJFM (15.00 per cent) and low perception towards KJFM (11.67 per

cent), respectively. This finding is supported by the finding Ghandi & Antwal (2010), Shireesha (2010), Patel (2012) and Jani *et al.* (2014).

The respondents based on their understanding, utility and subscription about *Krishi Jivan* farm magazine

Table 2: Distribution of respondents based on their understanding, utility and subscription about *Krishi Jivan* farm magazine (n=120)

Sr. No.	Statements	SA 5	A 4	UD 3	D 2	SD 1
I	Understandability					
1	I can understand the language used in the KJFM	42 (35.00)	78 (65.00)	00	00	00
2	I feel that illustrations provided in the KJFM are difficult to understand	00	48 (40.00)	30 (25.00)	33 (27.50)	09 (7.50)
3	I can understand the information on all farming related aspects provided in the KJFM	24 (20.00)	30 (25.00)	24 (20.00)	42 (35.00)	00
4	I can't understand the technical words used in the KJFM	00	57 (47.50)	12 (10.00)	30 (25.00)	21 (17.50)
5	I feel that font size is comfortable for me to read the information in the KJFM	12 (10.00)	75 (62.50)	18 (15.00)	09 (07.50)	06 (05.00)
6	I feel that tables given in the KJFM are difficult to follow	00	51 (42.50)	21 (17.50)	48 (40.00)	00
II	Utility					
7	I feel that information provided in the KJFM not timely to follow	00	48 (40.00)	06 (05.00)	39 (32.50)	27 (22.50)
8	I feel that information given in the KJFM catered my needs	27 (22.50)	48 (40.00)	09 (07.50)	36 (30.00)	00

Sr. No.	Statements	SA 5	A 4	UD 3	D 2	SD 1
9	I feel that information provided in the KJFM is not complete	21 (17.50)	36 (30.00)	18 (15.00)	45 (37.50)	00
10	I feel that the information provided in the KJFM is not accurate	00	00	00	15 (12.50)	105 (87.50)
11	I feel that KJFM published information suitable to local conditions	42 (35.00)	78 (65.00)	00	00	00
12	I feel that the information provided in the KJFM is not practicable to me	00	45 (37.50)	09 (7.50)	39 (32.50)	27 (22.50)
13	I feel that agriculture operations as per Gujarati calendar are not useful to me	09 (7.50)	33 (27.50)	30 (25.00)	33 (27.50)	15 (12.50)
14	I feel that postal addresses of research stations and extension centres are beneficial to me	00	42 (35.00)	15 (12.50)	33 (27.50)	30 (25.00)
15	I feel that information provided on agriculture implements is not useful to me	00	33 (27.50)	03 (2.50)	54 (45.00)	30 (25.00)
16	I feel that periodicity of KJFM has to be changed from monthly to a fortnight	42 (35.00)	45 (37.50)	27 (22.50)	6 (05.00)	00
III	Subscription					
17	I feel that KJFM is available at competitive price	30 (25.00)	51 (42.50)	00	33 (27.50)	06 (05.00)
18	I don't mind to pay higher prices for KJFM	00	00	00	33 (27.50)	87 (72.50)
19	I feel that tenure of life membership is appropriate	45 (37.50)	54 (54.00)	21 (17.50)	00	00
20	I feel that there is an urgent need to renew the tenure of life membership	15 (12.50)	45 (37.50)	30 (25.00)	30 (25.00)	00

Table 2 indicated that the nearly two-third (65.00 per cent) of respondents agree with “I can understand the language used in the farm magazine”. because *Krishi Jivan* farm magazine is available in local languages like Gujarati and Hindi. followed by 87.50 per cent of respondents are disagree for “I feel that the information provided in the farm magazine is not accurate”. because respondents feel that the information provided in the farm magazine accurate. followed by 72.50 per cent of respondents are disagree for “I don't mind to pay higher prices for a farm magazine”. Because respondents felt that the price fixed for the *Krishi Jivan* farm magazine is appropriate.

Constraints faced by the farmers in the usage of *Krishi Jivan* farm magazine

The respondents were asked to indicate the constraints they face in their reading of the KJFM during the course of the research investigation. A simple, open-ended

question was taken from the respondents. Based on the number of respondents against the problems, the frequency of each problem is determined by the percentage and the rank has been awarded to know the constraints faced by the farmers.

The data are shown in Table 3 focus that “lack of timely availability of the *Krishi Jivan* farm magazine was ranked first followed by, “lack of clarity of technical words in local language” and “lack of sufficient information related government scheme” were assigned second and third rank, respectively. While, fourth rank was given to “lack of articles based on present market scenario” and “lack of advertising of *Krishi Jivan* farm magazine on Radio and T.V” secured fifth rank by the respondents in usages of *Krishi Jivan* farm magazine. Moreover, “lack of sufficient information on contact of author” and “lack of articles based on farming problems” were assigned by the respondents as a sixth and seventh rank, respectively.

Table 3 : Constraints faced by the farmers in the usage of *Krishi Jivan* farm magazine

(n=120)

Sr. No.	Constraints	Frequency	Percent	Rank
1	Lack of timely availability of the <i>Krishi Jivan</i> farm magazine	76	63.33	I
2	Lack of clarity of technical words in local language	73	60.83	II
3	Lack of sufficient information related to government schemes	71	59.17	III
4	Lack of articles based on the present market scenario	70	58.33	IV
5	Lack of advertising of <i>Krishi Jivan</i> farm magazine on Radio and TV	65	54.17	V
6	Lack of sufficient information on the contact number of authors	51	42.5	VI
7	Lack of articles based on farming problems	35	29.17	VII

Suggestions of farmers for improving the effectiveness of *Krishi Jivan* farm magazine

Suggestions of farmers for improving the effectiveness of *Krishi Jivan* farm magazine. The farmers

suggest making *Krishi Jivan* agriculture magazine more effective. A basic open-ended question was used for constraints and suggestions of respondents. The data in this respect are presented in Table 4.

Table 4: Suggestions from the farmers to make the *Krishi Jivan* farm magazine more effective

(n=120)

Sr. No.	Suggestions	Frequency	Percent	Rank
1	Farm magazine should be reached to the farmers prior to the season.	91	75.83	I
2	Government schemes related information should be shared in the article.	79	65.83	II
3	Articles should be based on solving farming problems.	73	60.83	III
4	Awareness about <i>Krishi Jivan</i> farm magazine should be made through advertising on Radio & TV	67	55.83	IV
5	Content of articles should be in the local language.	58	48.33	V
6	A number of articles per magazine should be increased.	53	44.17	VI
7	Articles based on present market scenario should be given.	48	40	VII
8	Month wise agricultural operations of major crops should be published.	43	35.83	VIII
9	Articles based on the effect of natural calamities on farming should be given.	38	31.67	IX
10	More photographs should be given in the article.	35	29.17	X

The data presented in Table 4 show that the respondents suggested that “farm magazine should be reached to the farmers prior to the season” was ranked first followed by “government schemes related information should be shared in article”, “articles should be based on solving the farming problems”, “awareness about *Krishi Jivan* farm magazine should be made through advertising on radio and TV” and “content of articles should be in local language” were ranked second, third, fourth and fifth, respectively.

The farmers also felt that “number of articles per magazine should be increased” was ranked sixth followed by “article based on present market scenario should be given”, month-wise agricultural operations of major crops should be published, “articles based on the effect of natural calamities on farming should be given” and more photographs should be given in the article were ranked seventh, eighth, ninth & tenth, respectively

From the above discussion, it can be concluded that major suggestion made by the subscriber of KJFM needed to be incorporated for effective dissemination of agricultural information among the farming community.

CONCLUSION

The distribution of the farmers showed that Nearly three-fifth (73.33 per cent) of the farmers had medium perception towards *Krishi Jivan* farm magazine.

The major constraints faced by the farmers in the usage of KJFM in sequential order were, lack of timely availability of the *Krishi Jivan* farm magazine (Rank I), lack of clarity of technical words in the local language (Rank II), lack of sufficient information related government schemes (Rank III), lack of articles based on the present market scenario (Rank IV), Lack of advertising of *Krishi Jivan* farm magazine on Radio and T.V (Rank V), lack of sufficient information on the contact number of authors (Rank VI) and lack of articles based on a farming problem (Rank VII).

The major suggestions offered by farmers to make the *Krishi Jivan* farm magazine more effective in sequential order were: farm magazine should be reached to the farmers prior to specific season (Rank I), government schemes related information should be shared in articles(Rank II), articles should be based on solving the farming problems (Rank III), awareness about *Krishi Jivan* farm magazine should be made through advertising on Radio and TV (Rank IV) and content of articles should be in local language(Rank V).

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