

RELATIONSHIP BETWEEN READING BEHAVIOUR OF KRUSHIJIVAN FARM MAGAZINE SUBSCRIBER LIVESTOCK OWNERS AND THEIR PROFILE

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ABSTRACT

The Bhavnagar district of the Gujarat state having more number of life members of Krushijivan Farm Magazine (KFM) was selected purposively for study. Among Bhavnagar district, Talaja, Mahuva and Palitana taluka were selected purposively for the study. Total 75 subscriber respondents and 75 non subscriber respondents were selected proportionately from above three taluka. Thus, total 75 subscriber livestock owners and 75 non subscriber livestock owners were included for the study. Education of the KFM subscriber livestock owners had establish positive and significantly relationship with their reading behaviour where as age had negative and significant correlation. Other variable viz., Social participation, Land holding, Herd size, Milk production, Annual income, Extension participation, Mass media exposure failed to show any significant correlation with their reading behavior

Keywords: relationship, reading behaviour, farm magazine, livestock

INTRODUCTION

A breakthrough in any field of agriculture is not possible without an effective communication support to disseminate the research findings to its ultimate users. The farm magazines provide technological know-how to the farmers at regular intervals and also increase the knowledge of farmers regarding improved package of practices of different crops and other allied fields. It is assumed that individuals who read farm magazine are likely to gain more knowledge about agricultural technology. Krushijivan Farm Magazine (KFM) is being published regularly since 1969 by Gujarat State Fertilizers and Chemicals Ltd. (GSFC), at Vadodara. The aim of the magazine is to disseminate and popularize scientific methods of agriculture. In this farm magazine the information of agricultural technology are published as per the need and time of the farmer.

OBJECTIVE

To find out the relationship between reading

behaviour of KFM Subscriber livestock owners and their profile.

METHODOLOGY

Bhavnagar district is composed of nine talukas, namely Bhavnagar, Shihor, Palitana, Ghogha, Umarala, Vallabhipur, Gariyadhar, Talaja and Mahuva. Out of that top three taluka were selected for the study which have more KFM subscriber. Among these talukas, Talaja, Mahuva and Palitana talukas were selected purposively for the study as they possessed more number of KFM subscribers i.e. 400,225, and 199 respectively. This study compares the KFM subscriber farmers and nonsubscriber farmers. To find out the relationship between reading behaviour of KFM subscriber livestock owners and their profile, reading behaviour variable considered as dependent variable. To know the reading behaviour of the respondents, structured scheduled was prepared. The responses of the respondents were recorded and calculated with the help of frequency and Percentage.

RESULTS AND DISCUSSION

Table-1 Relationship between reading behaviour of KFM Subscriber livestock owners and their profile.

n=75

Sr. No.	Variables	Correlation coefficient
X ₁	Age	-0.204*
X ₂	Education	0.775**
X ₃	Social participation	-0.075NS
X ₄	Land holding	-0.125NS
X ₅	Herd size	-0.042NS
X ₆	Milk production	-0.030NS
X ₇	Annual income	-0.013NS
X ₈	Extension participation	0.091NS
X ₉	Mass media exposure	0.040NS

** Significant at the 0.01 level (2-tailed)

* Significant at the 0.05 level (2-tailed)

Age and Reading behaviour of KFM

It can be concluded from Table-1 that the age of the respondents had negative and significant relationship with their reading behaviour of KFM subscriber livestock owners. The age had negative and significant relationship with their reading behaviour of KFM subscriber livestock owners indicates that as age increased, the reading behaviour decreased and the age is the factor which determines the zeal, aptitude and hard work required for determining effectiveness in any activity.

Education and Reading behaviour of KFM

It can be concluded from Table-1 that the education level of the KFM subscriber livestock owners had positive and significant relationship with their reading behaviour. The probable reason might be fact that education is the production of desirable changes in human behaviour. It helps the individual to make progress in right direction. Education might have helped in getting more information by use of mass media like printed literature, namely farm magazines etc. having recent information regarding new innovation.

Social participation and Reading behaviour of KFM

Unrespectable result was found with relationship between social participation and their reading behaviour. Thus, it can be said that the non subscriber livestock owners were also socially participated with the different organizations. Reason might be that now a days people joined with the gram panchayat, cooperative organizations and other social group.

Land holding and Reading behaviour of KFM

The results revealed from Table-1 that size of land holding by the KFM subscriber livestock owners had negative and none significant relationship with their reading behaviour of KFM. It means that most of livestock owners belonging to small category of land holding. This might be the reason to have none significant relationship between the land holding and reading behaviour of KFM.

Herd size and Reading behaviour of KFM

The result found from Table-1 that herd size of the KFM subscriber livestock owners had negative and non significant with their reading behaviour of KFM.

Milk production and Reading behaviour of KFM

There was negative and non significant relationship between reading behaviour of KFM subscriber livestock owners and milk production. Reason might be that the KFM could not impact on the subscriber livestock owners to high milk production. In other words it can also be said that the information in KFM related to animal husbandry put in sufficient quality and quantity to the subscriber livestock owners to produce high milk.

Annual income and Reading behaviour of KFM

There was negative and non significant relationship between reading behaviour of KFM subscriber livestock owners and their annual income. It means that the no significant impact of KFM subscriber livestock owners to get high annual income. Reason might be that the subscriber livestock owners and non subscriber livestock owners both had small size land holding, medium size herd size and medium milk production. Other reason might be that the KFM could not impact on KFM subscriber livestock owners to get high annual income.

Extension participation and Reading behaviour of KFM

Extension participation and Reading behaviour of KFM The calculated correlation coefficient “r” values were found to be positive and non significant. It means that extension participation had not played much more role in improving reading behaviour of the KFM subscriber livestock owners.

Mass media exposure and Reading behaviour of KFM

The data presented in the Table-1 shows that there

was positive but non significant relationship between mass media exposure of the KFM subscriber livestock owners and their reading behaviour of KFM. In fact, this tendency was not up to the level of significant. It means that mass media exposure had played a little role in improving reading behaviour of KFM but it was not up to the level of significant. It is therefore, the null hypothesis (Ho) was accepted and it can be concluded that mass media exposure have not shown any effect in improving the reading behaviour of KFM.

CONCLUSION

Only one variable viz., Education of the KFM subscriber livestock owners had establish positive and significantly relationship with their reading behaviour where as age had negative and significant correlation. Other variable viz., Social participation, Land holding, Herd size, Milk production, Annual income, Extension participation, Mass media exposure failed to show any significant correlation with their reading behavior.

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Received : July 2016 : Accepted : October 2016