

## Utilization Pattern of Farm Television among the Rural Farmers

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**ABSTRACT:** Effective communication on farm information is playing important role in rural development. Farmers in India live in remote and in scattered villages where the interaction is hardly possible. The agriculture educators utilize television as a powerful communication medium for reaching far across the nation. We need to adopt technologies that will enhance our delivery system and utilization of farm television. A study was conducted in Dudu and Jhotwara panchayats with randomly selected 120 televiewers of Jaipur district. Investigator collected the responses through structured schedule from primary source. The responses were classified and analyzed using simple statistics and it was observed that majority of farmers (38.33%) had been getting information through farm T.V. from 1-2 years and mostly farmers (45.00%) claimed that they use farm T.V. for 1-2 hours per day. The ‘Choupal’ programme of Doordarshan Kendra, Jaipur was viewed regularly by 60.00 per cent farmers although, majority of farmers (56.60%) strongly agree that “Farm T.V. disintegrate information to a greater chunk of the people irrespective of their geographic location”. Most respondents gathered information regarding sowing methods of various crops (MPS 79.33) through Television and the majority of farmers (52.50%) under the category ‘Often’ of improved farming methods transmitted through television, majority of farmers (59.17%) were from middle level of utilization.

**Keywords:** Agriculture educators, communication, utilization, televiewer

### INTRODUCTION

India is a vast country and agriculture is the main occupation of the rural people. Indian agriculture makes 14.2 per cent of India’s GDP and approximately 60 per cent Indians have their livelihood dependent on agricultural sector. During the past two decades almost all sectors have changed their strategies in view of global competition but farmers still work with the age old concept for information dissemination. There is still a long wait for introduction of technology among grass level workers and adopted villages. ICTs refer to the technology people use to share, distribute, gather information and communicate, through computers and computer networks. ICTs are a complex and diverse set of goods, applications and services used to produce, distribute, process, convert information - [including] telecommunications, broadcast and TV and radio, hardware and software, computer resources and electronic media (Marcelle, 2000). The present age has been rightly termed as an ‘informational age’. Information plays a pivotal role and its large scale spread via preferred communication media is considered as one of the most remarkable events of our time. Our mundane life revolves around information.

Our generation crave for authentic and accurate information as early as possible. This important craving of information is catered by mass media namely newspaper, television and radio. For the rapid and overall development, the citizens of the country should be well versed with the happenings around them regarding anything and everything.

To change the behaviour of the receiver, communication portrays a vital angle. No executive can be successful without effective communication with subordinates or the superiors. Information could be in the form of the symbols, signs, words, letters or actions. All the management experts have emphasized the importance of communication in professional as well as personal lives. Communication is an inevitable part of individual’s life as well as organizational existence. The agriculture educators have no doubt that use of television will help us tap into the hidden potential of harnessing information far across the nation. While television displays words with pictures and listening atmosphere like movie, T.V. has the capability to reach large number of people in the minute possible time. People gain greater knowledge and understanding of the subject through this audio-visual method of information decimation.

Although T.V. is now an established medium, with the development of colors in television one tends to seek more information out of it. The boon in television industries has greatly affected the medium of information transmission. Now television has become one of the most critical media of mass communication for rural masses. Television plays a vital role in transferring latest technological know-how to the ach and every individual. As most of the rural places are secluded in India, it becomes conundrum to share information. In such situations television plays an important role in reaching large number of people in no time. Television, at present, has become the most powerful medium to share accurate and adequate information. Television can bring the world to our door steps within seconds. Television has change the media of transmission of information in an unprecedented manner which has affected millions of lives in a positive way.

## METERIALS AND METHODS

### A. Study Area

Current study was performed in Jaipur region (Jaipur District) of Rajasthan which had Doordarshan Kendra, Jaipur. From the selected district, by using simple random sampling, two panchayat samities (Dudu and Jhotwara) were randomly selected. From the selected panchayat samities, 6 villages from each panchayat samiti were selected by using simple random sampling for study purpose.

**Table 1: Categorization of respondents on the basis of level of utilization score.**

| S. No. | Category | Criteria                     |
|--------|----------|------------------------------|
| 1.     | Low      | < Mean - S.D.                |
| 2.     | Medium   | (Mean - S.D. to Mean + S.D.) |
| 3.     | High     | > Mean + S.D.                |

Frequency and percentage of farmers in each category of 'Low', 'Medium' and 'high' utilization was computed. To rightly find out the significance of difference in level of utilization between Dudu and Jhotwara respondents Coefficient of Correlation was also applied and results were drawn accordingly.

## RESULT AND DISCUSSION

Table 2 shows that 38.33 per cent of farmers used to receive information from Farm T.V. for 1-2 years, while 32.50 per cent agreed that they utilize farm T.V. and had been getting information from farm T.V. for about 3-5 years. In terms of per day use, majority of the farmers 54 (45.00%) claimed that they utilize farm T.V. for 1-2 hours per day. This might be due to paucity of time or lack of motivation towards agricultural programmes. The present findings are in accordance with the findings of Chhachhar *et al.* (2012) who found that the habit of watching television daily among farmers shows that, 61.3% of the respondents spent watching television 3-4 hours per day watching television, 24.00% watch television 1-2 hours daily,

### B. Sampling procedure & Sample size

From the selected 12 villages. By random sampling technique 120 respondents were selected for study purpose.

### C. Data Collection

The investigator collected data from primary source. The collected data was analyzed by using three categories Low, Medium and High utilization on the basis of mean and standard deviation. Mean is basically average which calculated as total score divided by the number of farmers. The standard deviation measures the absolute dispersion of variability of distribution.

In present study television utilization by farmers has been operationalized as the utilization of farm television, which constitutes use of farm television by the farmers, frequency of preservation of farm message, importance of farm television in information dissemination, benefits derived from use of farm T.V. by farmers, nature of information obtained from T.V. and experimental farm crops /methods transmitted through media. In light of the suggestions of the experts and the scoring procedure suggested by the experts a schedule was developed by the investigator which was used for measuring the level of utilization of farm T.V. Total score secured by each respondent was determined. The respondents were divided into three categories Low, Medium and High awareness on the basis of mean and standard deviation of their utilization score as shown in Table 1.

while remaining 14.7% watched television daily 5-6 hours per day.

### A. Responses regarding viewing of different farm television programmes

The data presented in Table 3 revealed that out of different programmes on T.V., the 'Choupal' programme was 'Regularly' viewed by 60.00 per cent of the respondents, followed by 'Kisan Prashan Manch', 'Mandi.com', 'Krishi Darshan', 'Jhanki Gaun-Gaun ki', 'Hello Kisan', 'Baat Rajyo Ki' 'Chhat par Baghwani', 'Kisano Ke Mahanayak', 'Ghumte- Phirte', 'Waah Kisan', 'Vichar-vimarsh', 'Khet Khalihaan', 'Kisan Samachar', 'Choupal Charcha' programmes of Doordarshan Kendra, Jaipur by 41.67 per cent, 39.16 per cent, 20.00 per cent, 16.67 per cent, 14.17 per cent, 13.33 per cent, 12.50 per cent, 12.50 per cent, 9.17 per cent, 7.50 per cent, 6.67 per cent, 5.00 per cent, 4.17 per cent, 3.33 per cent of farmers respectively, whereas the farmers to the tune of 52.50 per cent, 44.17 per cent, 43.33 per cent, 40.00 per cent, 36.67 per cent, 30.00 per cent, 28.33 per cent, 26.67 per cent, 26.67 per cent,

25.00 per cent, 25.00 per cent, 24.17 per cent, 24.17 per cent, 21.67 per cent, 16.67 per cent frequently viewed the T.V. programmes like 'Vichar-vimarsh', 'Mandi.com', 'Krishi Darshan', 'Jhank iGaun-Gaun ki', 'Kisan Prashan Manch', 'Chhatal Charcha' 'Hello Kisan', 'Chhat par baghwani', 'Baat Rajyon Ki', 'Choupal', 'Ghumte- Phirte', 'Waah Kisan', 'Kisano Ke Mahanayak', 'Khet Khalihaan' and 'Kisan Samachar', respectively.

Similarly the 'Khet Khalihaan', 'Choupal Charcha', 'Kisan Samachar', 'Hello Kisan', 'Vichar-vimarsh', 'Baat Rajyon Ki', 'Kisano Ke Mahanayak', 'Chhat par Baghwani', 'Ghumte- Phirte', 'Waah Kisan', 'Krishi Darshan', 'Jhanki Gaun-Gaun ki', 'Kisan Prashan Manch', 'Mandi.com' and 'Choupal' programmes were viewed occasionally by the 50.00 per cent, 35.83 per cent, 35.00 per cent, 34.17 per cent, 34.16 per cent, 31.67 per cent, 30.83 per cent, 30.83 per cent, 29.17 per cent, 27.50 per cent, 25.00 per cent, 23.33 per cent, 12.50 per cent, 6.67 per cent and 5.83 per cent farmers, respectively. However, 44.16 per cent, 40.83 per cent, 36.66 per cent, 32.50 per cent, 30.83 per cent, 30.00 per cent, 28.33 per cent, 23.33 per cent, 23.34 per cent, 20.00 per cent, 11.67 per cent, 10.00 per cent, 9.17 per

cent, 9.16 per cent and 6.67 per cent of farmers never viewed 'Kisan Samachar', 'Waah Kisan', 'Ghumte-Phirte', 'Kisano Ke Mahanayak', 'Kisan Prashan Manch', 'Chhat par Baghwani', 'Baat Rajyon Ki', 'Hello Kisan', 'Khet Khalihaan', 'Jhanki Gaun-Gaun ki', 'Krishi Darshan', 'Mandi.com', 'Choupal', 'Kisan Prashan Manch' and 'Vichar-vimarsh' programmes of Doordarshan Kendra, Jaipur. Thus it could be concluded that majority of the farmers viewed either 'Regularly' or 'Frequently' programmes of Doordarshan Kendra, Jaipur. It might be because of high inclination of farmers towards entertainment programmes on T.V.

One report also says that, some farmers regularly view farm related programmes on T.V, according to Sharvan *et al.* (2009); Jhajharia *et al.* (2012). On the importance of Farm television in information dissemination as revealed in table 4 it depicts that 68 farmers (56.60%) strongly agreed and 48 farmers (40%) agreed that "Farm T.V. disseminates information to larger percentage of the people irrespective of their location" while 2 farmers (1.7%) each disagreed and strongly disagreed with 3.51 mean values, hence this statement was ranked first.

**Table 2: Distribution of farmers according to frequency of use of Farm T.V. n =120.**

| Sr. No. | Farm T.V. Use   | Panchayat Samities |               |                  |               |                  |               |
|---------|---|--------------------|---------------|------------------|---------------|------------------|---------------|
|         |   | Dudu<br>n=60       |               | Jhotwara<br>n=60 |               | Overall<br>n=120 |               |
|         |   | Frequency          | %             | Frequency        | %             | Frequency        | %             |
| 1.      | For how Long have you been Getting Information through Farm Television? |                    |               |                  |               |                  |               |
|         | (i) <1 year   | 3                  | 5.00          | 2                | 3.33          | 5                | 4.17          |
|         | (ii) 1-2years   | 25                 | 41.67         | 21               | 35.00         | 46               | 38.33         |
|         | (iii) 3-5years  | 20                 | 33.33         | 19               | 31.67         | 39               | 32.50         |
|         | (iv) >5 years   | 12                 | 20.00         | 18               | 30.00         | 30               | 25.00         |
|         | <b>Total</b>  | <b>60</b>          | <b>100.00</b> | <b>60</b>        | <b>100.00</b> | <b>120</b>       | <b>100.00</b> |
| 2.      | Use of Farm Television Per Day  |                    |               |                  |               |                  |               |
|         | (i) <1 hour   | 27                 | 45.00         | 23               | 38.33         | 50               | 41.66         |
|         | (ii) 1-2 hours  | 25                 | 41.67         | 29               | 48.33         | 54               | 45.00         |
|         | (iii) 3-5 hours   | 6                  | 10.00         | 5                | 8.34          | 11               | 9.17          |
|         | (iv) > 5 hours  | 2                  | 3.33          | 3                | 5.00          | 5                | 4.17          |
|         | <b>Total</b>  | <b>60</b>          | <b>100.00</b> | <b>60</b>        | <b>100.00</b> | <b>120</b>       | <b>100.00</b> |

**Table 3: Distribution of farmers according their frequency of viewing the television programmes n = 120 (Multiple response).**

| Sr. No. | Television programmes | Regularly |       | Frequently |       | Occasionally |       | Never |       | Mean | Rank |
|---------|-----------------------|-----------|-------|------------|-------|--------------|-------|-------|-------|------|------|
|         |                       | F         | %     | F          | %     | F            | %     | F     | %     |      |      |
| 1.      | Choupal               | 72        | 60.00 | 30         | 25.00 | 7            | 5.83  | 11    | 9.17  | 2.36 | I    |
| 2.      | Krishi Darshan        | 24        | 20.00 | 52         | 43.33 | 30           | 25.00 | 14    | 11.67 | 1.72 | IV   |
| 3.      | Jhanki Gaon-Gaon ki   | 20        | 16.67 | 48         | 40.00 | 28           | 23.33 | 24    | 20.00 | 1.53 | VI   |
| 4.      | Hello kisan           | 17        | 14.17 | 34         | 28.33 | 41           | 34.17 | 28    | 23.33 | 1.33 | VII  |
| 5.      | Chhat par Baghwani    | 15        | 12.50 | 32         | 26.67 | 37           | 30.83 | 36    | 30.00 | 1.21 | IX   |
| 6.      | Kisan Samachar        | 5         | 4.17  | 20         | 16.67 | 42           | 35.00 | 53    | 44.16 | 0.80 | XV   |
| 7.      | KisanoKeMahanayak     | 15        | 12.50 | 29         | 24.17 | 37           | 30.83 | 39    | 32.50 | 1.16 | X    |
| 8.      | Baat Rajyon Ki        | 16        | 13.33 | 32         | 26.67 | 38           | 31.67 | 34    | 28.33 | 1.25 | VIII |
| 9.      | ChoupalCharcha        | 4         | 3.33  | 36         | 30.00 | 43           | 35.83 | 37    | 30.83 | 1.05 | XIII |
| 10.     | Mandi.com             | 47        | 39.16 | 53         | 44.17 | 8            | 6.67  | 12    | 10.00 | 2.12 | III  |
| 11.     | Khet Khalihaan        | 6         | 5.00  | 26         | 21.67 | 60           | 50.00 | 28    | 23.33 | 1.09 | XI   |
| 12.     | Vichar-Vimarsh        | 8         | 6.67  | 63         | 52.50 | 41           | 34.16 | 8     | 6.67  | 1.59 | V    |
| 13.     | Kisan Prashan Manch   | 50        | 41.67 | 44         | 36.67 | 15           | 12.50 | 11    | 9.16  | 2.13 | II   |
| 14.     | Ghumte -Phirte        | 11        | 9.17  | 30         | 25.00 | 35           | 29.17 | 44    | 36.66 | 1.06 | XII  |
| 15.     | Waah Kisan            | 9         | 7.50  | 29         | 24.17 | 33           | 27.50 | 49    | 40.83 | 0.98 | XIV  |

**Table 4: Importance of Farm Television in Information Dissemination n = 120 (Multiple response).**

| Sr. No. | Importance   | Strongly agree (4) |       | Agree (3) |       | Disagree (2) |      | Strongly disagree (1) |      | Mean | Rank |
|---------|--|--------------------|-------|-----------|-------|--------------|------|-----------------------|------|------|------|
|         |  | F                  | %     | F         | %     | F            | %    | F                     | %    |      |      |
| 1.      | Through television, I watch news and current affairs?  | 46                 | 38.30 | 70        | 58.30 | 2            | 1.70 | 2                     | 1.70 | 3.35 | IV   |
| 2.      | Television disseminates information to rural masses irrespective of their location?  | 68                 | 56.60 | 48        | 40.00 | 2            | 1.70 | 2                     | 1.70 | 3.51 | I    |
| 3.      | It enables people to get acquaintance with the activities of the government?   | 56                 | 46.70 | 56        | 46.70 | 6            | 5.00 | 2                     | 1.70 | 3.38 | III  |
| 4.      | Through Television, people can see and get involved in discussion of domestic and overseas issues (Through video conferencing and phone in programme)? | 42                 | 35.00 | 74        | 61.70 | 2            | 1.70 | 2                     | 1.70 | 3.30 | V    |
| 5.      | The level of awareness of the people on socio-political and economic issues was developed by television?   | 56                 | 46.7  | 64        | 53.30 | 2            | 1.70 | 2                     | 1.70 | 3.40 | II   |
| 6.      | T.V. is a source where we can learn through teaching by doing  | 34                 | 28.3  | 80        | 66.7  | 4            | 3.3  | 2                     | 1.70 | 3.21 | VII  |
| 7.      | T.V. presents case studies and success stories of progressive farmers.   | 30                 | 25.00 | 85        | 70.83 | 3            | 2.50 | 2                     | 1.70 | 3.19 | VIII |
| 8.      | Latest technical knowhow in agriculture and allied fields is telecast through farm T.V.  | 50                 | 41.66 | 60        | 50.00 | 5            | 4.17 | 5                     | 4.17 | 3.29 | VI   |

\*scale: 1 = strongly disagree, 2= disagree, 3= agree 4= strongly agree

This was followed by 56 farmers (46.7%) who strongly agreed and (64.00%) farmers agreed that “The level of awareness of the people on socio-political and economic issues was developed by television?” respectively, while 2 farmers (1.70%) each disagreed and strongly disagreed with 3.40 mean value, hence this statement was ranked second together with 56 farmers (46.7%) each who strongly agreed and agreed that “It enables people to get acquaintance with the activities of the government?” while 6 farmers (5.00%) disagreed and 2 farmers (1.70%) strongly disagreed respectively, with 3.38 mean value, hence this statement was ranked third. This was followed by 46 farmers (38.3%) who strongly agreed and 70 farmers (58.3%) agreed that “Through television, I watch news and current affairs” while 2 farmers (1.70%) disagreed and strongly disagreed respectively, with 3.35 mean value, 42 farmers (35.00%) strongly agreed and 74 farmers (61.7%) agreed that “Through Television, people can see and get involved in discussion of domestic and overseas issues (Through video conferencing and phone in programme)” while 2 farmers (1.7%) each disagreed and strongly disagreed with 3.30 mean value, 50 farmers (41.66%) who strongly agreed and 60 farmers (50.00%) agreed that “Latest technical knowhow in agriculture and allied fields is telecast through T.V.” while 5 farmers (4.17%) each disagreed and strongly disagreed with 3.29 mean value and 34 farmers (28.3%) who strongly agreed and 80 farmers (66.70%) agreed that “T.V. is a source where we can learn through teaching by doing” while 4 farmers (3.30%) disagreed and 2 farmers (1.70%) strongly disagreed respectively,

with 3.21 mean value, followed by 34 farmers (28.3%) strongly agreed and 80 farmers (66.7%) agreed that “T.V. presents case studies and success stories of progressive farmers” while 3 farmers (2.50%) disagreed and 2 farmers (1.7%) strongly disagreed respectively, with 3.19 mean values, hence this statement was ranked eighth. Therefore, it can be concluded that Farm T.V. is an important tool in spreading awareness and information. Familusi *et al.* (2014) believed T.V. as one of the dynamic and modern media of spreading information owing to the fact that it delivers information in a dramatic audio and visual manner to an extensive audience base; Television provides greater coverage any other communication media which makes it a most sought-after medium of information dissemination.

Chhachher *et al.* (2012) studied that (54.3%) respondents among farmers believed that information dissemination was not done mainly by television. The data in Table 5 shows majority of farmers (53.33%) belong to medium category of benefit derived from use of Farm T.V., whereas 25.83 per cent and 20.84 per cent farmers belong to low and high benefit derived from use of Farm T.V., respectively. The farmers belonging to high benefit derived from use of farm T.V. were greater in Jhotwara panchayat samiti (23.33 %) relative to Dudu panchayat samiti (18.33%) however the farmers percentage of low benefit derived from use of farm T.V. of were also greater in Jhotwara panchayat samiti (30.00%) compared to Dudu panchayat samiti.

**Table 5: Benefits Derived from Use of farm T.V. by farmers n = 120.**

| Sr. No. | Benefit of Farm Television  | Panchayat samities |                  |                        |
|---------|-----------------------------|--------------------|------------------|------------------------|
|         |                             | Dudu<br>n=60       | Jhotwara<br>n=60 | Total farmers<br>n=120 |
| 1       | Low<br>(Below 12.193 score) | 13<br>(21.67)      | 18<br>(30.00)    | 31<br>(25.83)          |
| 2       | Medium<br>(12.193-13.823)   | 36<br>(60.00)      | 28<br>(46.67)    | 64<br>(53.33)          |
| 3       | High (Above 13.823 score)   | 11<br>(18.33)      | 14<br>(23.33)    | 25<br>(20.84)          |
|         | Total                       | 60<br>(100.00)     | 60<br>(100.00)   | 60<br>(100.00)         |

\*Figures in parentheses indicate the percentages; Mean = 13.0083, S.D. = 0.8147

**Table 6: Nature of information obtained through TV n =120.**

| On Information      | Mean Percent score |          |         |      |
|---------------------|--------------------|----------|---------|------|
|                     | Panchayat samities |          |         |      |
|                     | Dudu               | Jhotwara | Overall | Rank |
| Crop varieties      | 52.11              | 53.89    | 53.00   | V    |
| Sowing time         | 79.89              | 78.77    | 79.33   | I    |
| Fertilizers/Manures | 73.67              | 70.03    | 71.85   | II   |
| Plant protection    | 69.32              | 68.39    | 68.85   | III  |
| Farm machinery      | 54.77              | 53.89    | 54.33   | IV   |
| Livestock           | 43.47              | 44.82    | 44.14   | VI   |

Television is an important source of mass communication. Through T.V. any information is provided to a large number of people. Sobalaje *et al.* (2013) also have similar findings. Information of diversified nature is delivered by agricultural telecasts, which adds value to various farmers with varying interests. Specific information retrieved from the respondents are given in Table 6, which highlight that maximum farmers received information 'often' regarding sowing time of different crops (MPS 79.33), relatively less number of farmers gathered information regarding fertilizers/manures (MPS 71.85), third area of focus appeared to be the protection of plants (MPS 68.85), and few farmers reported that agricultural telecasts covered crop varieties (MPS 53.00), whereas, information obtained on livestock was reported by farmers at last position with 44.14 MPS. The contribution of T.V. telecast with respect to information

transmission on farm machinery (MPS 54.33) was also discouraging as in the case of livestock. Farmers got more and more information about crop's showing time and showing methods because might be due to late in sowing time, farmers bear a lot of losses. The current findings are in accordance with the results of Sher Muhammad *et al.* (2004) who found out, most of farmers (48.80%) got information about sowing methods of different crops and only a few farmers (6.40%) reported that agricultural telecasts covered crop varieties.

The data presented in Table 7 indicate that the majority of farmers 63 (52.50%) under the category 'Often' of improved farming methods transmitted through television, whereas 37 (30.83 %) farmers under 'Rarely' improved farming methods transmitted through television. Jhajharia *et al.* (2012) strengthen the present finding.

**Table 7: Farmers' response about improved farming methods transmitted through media n=120.**

| Sr. No. | Farmers' response about improved farming methods transmitted through media | Dudu<br>n=60           | Jhotwara<br>n=60       | Overall<br>n=120        |
|---------|--|------------------------|------------------------|-------------------------|
| 1.      | Often  | 30<br>(50.00)          | 33<br>(55.00)          | 63<br>(52.50)           |
| 2.      | Rarely   | 18<br>(30.00)          | 19<br>(31.67)          | 37<br>(30.83)           |
| 3.      | Never  | 12<br>(20.00)          | 8<br>(13.33)           | 20<br>(16.67)           |
|         | <b>Total</b>   | <b>60<br/>(100.00)</b> | <b>60<br/>(100.00)</b> | <b>120<br/>(100.00)</b> |

\*Figures in parentheses indicate the percentages

#### B. Level of utilization of farm T.V. programmes

To get an overview in the level of utilization of farm T.V., farmers were segregated in three categories i.e. low, medium and high level of utilization of farm T.V., Tanwar *et al.*,

on the basis of calculated mean and standard deviation of the access score obtained by the farmers.

A perusal of data contained in Table 8 vividly present the fact that a majority of the total farmers, 59.17 per

cent had medium level of utilization of farm T.V. It was followed by 23.33 per cent farmers with high level of utilization, while 17.50 per cent farmers were reported

under the category of low level of utilization of farm T.V.

**Table 8: Distribution of the farmers according to level of utilization of farm T. V. n=120.**

| Sr. No.      | Level of utilization                  | Dudu      |            | Jhotwara  |            | Overall    |            |
|--------------|---------------------------------------|-----------|------------|-----------|------------|------------|------------|
|              |                                       | F         | %          | F         | %          | F          | %          |
| 1            | Low (below 55.77 score)               | 4         | 6.67       | 17        | 28.33      | 21         | 17.50      |
| 2            | Medium (between 55.77 to 74.65 score) | 34        | 56.67      | 37        | 61.67      | 71         | 59.17      |
| 3            | High (above 74.65 score)              | 22        | 36.66      | 6         | 10.00      | 28         | 23.33      |
| <b>Total</b> |                                       | <b>60</b> | <b>100</b> | <b>60</b> | <b>100</b> | <b>120</b> | <b>100</b> |

F = frequency ; Mean = 65.21, SD = 9.43

Further analysis of data in table 8 visualize that 56.67 per cent farmers of Dudu panchayat samiti and 61.67 per cent farmers of Jhotwara panchayat samiti had medium level of utilization of farm T.V. On the other hand, 25 per cent Dudu panchayat samiti's farmers and 6.67 per cent Jhotwara panchayat samiti's farmers were reported from low level of access category. It was further observed that 33.66 per cent Dudu panchayat samiti's farmers and 10.00 per cent Jhotwara panchayat samiti's farmers belonged to high level of utilization of farm T.V. With the result at hand it can be safely concluded that majority of farm T.V. users had medium to high level of utilization of farm T.V. It was further inferred that the level of utilization of Jhotwara panchayat samiti's farmers was comparatively higher than the Dudu panchayat samiti's farmers. It seems that better awareness of farm T.V. among the Jhotwara panchayat samiti's farmers resulted in comparative higher utilization of farm T.V. The present findings are in accordance with the findings of Yadav *et al.* (2011) who found that a majority of the total respondents, 60.83 per cent had medium level of access to modern communication media. It was followed by 29.17 per cent respondents with low level of access, while 10 per cent respondents were reported under the category of high level of access to modern communication media.

## CONCLUSION

Based on the findings of the study, it was found that that majority of farmers (38.33%) had been getting information through farm T.V. from 1-2 years and mostly farmers (45.00%) claimed that they use farm T.V. for 1-2 hours per day. The 'Choupal' programme of Doordarshan Kendra, Jaipur was regularly viewed by 60.00 per cent farmers although, majority of farmers (56.60%) strongly agree that "Farm T.V. disseminates information to larger percentage of the people irrespective of their location". Most of the respondents got information often about sowing methods of different crops (MPS 79.33) through TV and the majority of farmers (52.50%) under the category

'Often' of improved farming methods transmitted through television, majority of farmers (59.17%) were from middle level of utilization.

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