

## Awareness of Farm Television among the Rural Farmers

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**ABSTRACT:** Communication for farm information is playing important role in rural development. Farmers lives in less accessible and in scattered villages in India where the communication becomes almost difficult. In this condition television is the second most source for farm families to get farm related information. We need to adopt technologies that will enhance our delivery system and awareness about 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 by personal interview method. The collected responses were classified and analyzed by using simple statistics. Majority of the farmers were having awareness about farm TV and half of them were always viewing farm telecast. Majority were aware by name, time and day of broadcast about ‘Krishi Darshan’ and ‘Kisan Prashan Manch’ programmes broadcast by Doordarshan Kendra, Jaipur. However, they suggested that present telecast timings, duration, language and contents of farm TV programmes should be changed.

**Keywords:** Awareness, broadcast, communication, Farm Television.

### INTRODUCTION

The present age has been rightly termed as an ‘informational age’. As information plays a pivotal role in our society and its large scale dissemination through highly preferred and communication media considered one of the most striking developments of our times. Now a days people want adequate and authentic information as early as possible because information become an integral part of everyone’s life. Mass media like newspaper, radio and television become important need of people who craving for information. For prompt and overall growth of a country it is must that the people of the country are well knowledgeable with the happenings around them.

Only 4 and 14 per cent of the farmers were regularly and occasionally viewing farm related programmes (Sharvan *et al.* 2009). Aboh (2008) opined that ICT tools that have great potential for use in agricultural extension include television. T.V. is a very popular medium for the dissemination of the information among the rural people. The boom in television industries has not only affected urban masses but rural people are also fascinated with this medium. In India the communication is difficult and challenging where the rural masses are isolated in villages. Now Television has become one of the most important media for communication at mass level for all. It has playing a

foremost role in transferring latest technologies to the rural people. Television is become important sources for mass communication to reach large number of people in no time. Television is used as an important tool for Transfer of Technology (Marcelle, 2000).

Information transfer in the industrial sector is fast and advanced. However, the transfer takes place through informal channels and thus transformation into knowledge is much slower in agriculture. While farmers are being provided with increasing sophistication in transfer of information, it will require effective interpretation if it is to be of benefit.

We need to adopt technologies that will enhance our delivery system, at a minimum we need administrators who will foster on institutional culture with a strong commitment to advanced communications technology (Astroth, 1990). The major problem is time lag and information gap between technology generation and its use by potential users. ICT seems to be the answer of the problem.

### METERIALS AND METHODS

#### A. Study Area

The study was conducted at Jaipur District of Rajasthan, which had Doordarshan Kendra, Jaipur. From selected district, two panchayat samities *i. e.* Dudu and Jhotwara and from the selected panchayat samities 6 villages from each panchayat samiti were

selected randomly by using simple random sampling. Thus the total villages were 12 for the study purpose.

### B. Sampling procedure and Sample size

From each village 10 respondent, who were watching Television to gather farm related information selected. Thus, 120 respondents from 12 villages were selected by proportionate random sampling technique.

### C. Data Collection

The investigator collected data by using questionnaire. The collected data were analyzed by using three categories Lower, Moderate and Higher awareness level of the farm television on the basis of mean and standard deviation. Mean is obtained by total score of each statement divided by total number of farmers who are utilizing T. V. The standard deviation measures the absolute dispersion of variability of distribution.

## RESULT AND DISCUSSION

Awareness is the state or ability to perceive, to feel, or to be conscious of events, objects or sensory patterns. It is one of the important components that plays an important role in utilization of any innovation. In this study innovation is Farm Television. On this ground, it was realized to examine the existing level of awareness of farm T. V. among the rural farmers. The results presented in following tables.

### A. Distribution of farmers according to their awareness of Farm T.V.

To get an overview of the awareness level, the respondents were categorized in to lower, moderate and higher level of awareness group on the basis of calculated mean score of the awareness score obtained by the respondents.

**Table 1: Distribution of farmers according to their awareness of Farm T.V. (n=120).**

Level of awareness	Dudu		Jhotwara		Overall	
	F	%	F	%	F	%
Lower (<28.15)	13	21.67	5	8.33	18	15.00
Moderate (28.15 - 41.31)	39	65.00	44	73.33	83	69.17
Higher (> 41.31 )	8	13.33	11	18.33	19	15.83
Total	60	100	60	100	120	100

Table 1 reveals that out of 120 respondents, majority of respondents (69.17%) fell in moderate level of awareness group whereas, 15.83% farmers having higher level of awareness and remaining 15.00% of the farmers possessed lower level of awareness about farm T.V.

Further Table 1 reveals that 21.67 and 8.33% respondents were observed in lower level of awareness

group in Dudu and Jhotwara panchayat samities, respectively. While 65.00% and 73.30% respondents were observed in moderate level of awareness group in Dudu and Jhotwara panchayat samities, respectively. While 13.33 and 18.33% respondents were observed in higher level of awareness group in Dudu and Jhotwara panchayat samities, respectively.

**Table 2: Farmers' viewing habits of farm programmes on Television (n = 120).**

Viewing habits of farm programmes on Television	Panchayat samities					
	Dudu		Jhotwara		Overall	
	F	%	F	%	F	%
Always	35	58.33	32	53.33	67	55.83
Rarely	25	41.67	28	46.67	53	44.17
Never	0	0.00	0	0.00	0	00.00
<b>Total</b>	<b>60</b>	<b>100.00</b>	<b>60</b>	<b>100.00</b>	<b>120</b>	<b>100.00</b>

The data presented in table 2 shows that nearly half(55.83%)of the farmers were 'Always' view the farm programmes on television, whereas 44.17% farmers were viewing them 'Rarely'.

The percentage (58.33%) of farmers who view the farm programmes 'Always' on television was more in Dudu panchayat samiti as compared to Jhotwara panchayat samiti (53.33%), whereas the percentage of farmers who view 'Rarely' was more (46.67%) in Jhotwara panchayat samiti as against that in Dudu panchayat samiti (41.67%). This might be due to some extent lack of awareness about the content of agricultural programmes and lack of time, but those who viewed

these programmes watched them completely and understood. The present findings are in accordance with

the findings of Chhachher *et al.* (2012), who stated that only (18%) of respondents preferred to watch agriculture related programmes on television.

### B. Awareness about name, time of telecast and duration of farm television programmes

After assessing viewing habits it was necessary to determine the level of awareness about name, time, duration and day of different farm T.V. programmes telecasted from Doordarshan Kendra, Jaipur with the

motive to know the popularity of these programmes among the farmers.

**Awareness about name of the television programmes.** The data presented in Table 3 revealed that majority of the farmers (83.33%) were aware about the name of 'Krishi Darshan' followed by Choupal (80.83%), 'Kisan Prashan Manch' (77.50%), 'Mandi.com' (76.67%), 'Jhanki Gaun Gaun Ki' (73.3%), 'Chhat par Baghwani' and Vichar Vimarsh (72.50%) and it was also found that more than 30% farmers were aware about the name of 'Baat Rajyo Ki' (66.67%), 'Hello Kisan' (60.83%), 'Kisan Samachar' (59.14%), 'Waah Kisan (57.50%), 'Kisano Ke Mahanayak' (56.67%), 'Ghumte Phirte' (41.67%), 'Khet Khalihan' (29.17%) programmes telecasted

from Doordarshan Kendra, Jaipur, respectively and only 25.00% farmers were aware about the name of 'Choupal Charcha' programme. Farmers prefer to watch 'Krishi Darshan' programme may be due to that farmers got more important information about agriculture from this programme. These findings indicate that a good number of farmers were aware about the evening and noon chunk of the programmes, the durations of these noon chunk are more than the morning telecast. The present findings are in accordance with the findings of Jhajharia *et al.* (2012) who found that cent per cent of the respondents were aware about the name of 'Rajasthani News' and only 72.85% respondents were aware about the name of 'Srijjan' programme.

**Table 3: Farmer's awareness about name, time and day of T.V. programmes being telecast.**

Sr. No.	Programmes	Name of programme				Time of programme				Day of programme			
		Aware (F)	%	Un-Aware	%	Aware (F)	%	Un-aware	%	Aware (F)	%	Un-aware	%
1.	Choupal	97	80.83	23	19.17	78	65.00	42	35.00	72	60.00	48	40.00
2.	Krishi Darshan	100	83.33	20	16.67	90	75.00	30	25.00	78	65.00	42	35.00
3.	JhankiGaun-Gaun ki	88	73.33	32	26.67	80	66.67	40	33.33	72	60.00	48	40.00
4.	Hello kisan	73	60.83	47	39.17	75	62.50	45	37.50	58	48.33	62	51.67
5.	Chhat par Baghwani	87	72.50	33	27.50	76	63.33	44	36.67	60	50.00	60	50.00
6.	Kisan Samachar	71	59.17	49	40.83	59	49.17	61	50.83	59	49.17	68	56.67
7.	KisanoKeMahanayak	68	56.67	52	43.33	52	43.33	68	56.67	48	40.00	72	60.00
8.	Baat Rajyon ki	80	66.67	40	33.33	70	58.33	50	41.67	50	41.67	70	58.33
9.	ChaupalCharcha	30	25.00	110	75.00	25	20.83	95	79.17	25	20.83	95	79.17
10.	Mandi.com	92	76.67	28	23.33	82	68.33	38	31.67	67	55.83	53	44.17
11.	Khet Khalihan	35	29.17	85	70.83	30	25.00	90	75.00	28	23.33	92	76.67
12.	Vichar-Vimarsh	87	72.50	33	27.50	64	53.33	56	46.67	54	45.00	66	55.00
13.	Kisan Prashan Manch	93	77.50	27	22.50	90	75.00	30	25.00	90	75.00	30	25.00
14.	Ghumte -Phirte	50	41.67	70	58.33	40	33.33	80	66.67	38	31.67	82	68.33
15.	Waah Kisan	69	57.50	51	42.50	57	47.50	63	52.50	37	30.83	83	69.17

n = 120 (Multiple response)

**Awareness about time of telecast of the television programme.** Table 3 indicate that 75.00 per cent of the farmers were aware about the time of telecast of 'Krishi Darshan' and 'Kisan Prashan Manch' programmes followed by more than 50% who were aware about the time of telecast of 'Mandi.com' (68.33%), 'Jhanki Gaun-Gaun ki' (66.67%), 'Choupal' (65.00%), 'Jhanki Gaun-Gaun ki' (63.33%), 'Hello kisan' (62.50%), 'Baat Rajyo Ki' (58.33%), 'Vichar-Vimarsh' (53.33%) and followed by more than 30% farmers who were aware about the name of 'Kisan Samachar' (49.17%), 'Waah Kisan' (47.50%), 'Kisano Ke Mahanayak' (43.33%), 'Ghumte -Phirte' (33.33%) programmes delivered from Doordarshan Kendra, Jaipur, respectively. And only 25.00 and 20.00% farmers were aware about the time of telecast of 'Khet Khalihan' and Choupal Charcha' programmes of Doordarshan Kendra, Jaipur respectively. The present findings are in accordance

with the findings of Jhajharia *et al.* (2012) who found that all the respondents were aware about the time of 'Rangoli, film and entertainment programmes' and 60.26% respondents were aware about the time of 'Srijjan' programme.

**Awareness about the Day of telecast of television programme.** Further, Table 3 indicate that the 75.00% farmers were aware about the day of telecast of 'Kisan Prashan Manch' followed by 'Krishi Darshan' (65.00%), 'Choupal' (60.00%), 'Jhanki Gaun-Gaun ki' (60.00%), 'Mandi.com' (55.83%), 'Chhat par Baghwani' (50.00%), 'Hello kisan' (48.33%), 'Kisan Samachar' (49.17%), 'Vichar-Vimarsh' (45.00%) 'Baat Rajyo Ki' (41.67%), 'Kisano Ke Mahanayak' (40.00%), 'Ghumte -Phirte' (31.67%), 'Waah Kisan' (30.83%), programmes delivered from Doordarshan Kendra, Jaipur, respectively and only 23.33 and 20.83% farmers were aware about the day of telecast of 'Khet

Khalihan' and 'Choupal Charcha' programmes et al. (2012) have also reported the similar findings. telecasted from Doordarshan Kendra, Jaipur. Jhajharia

**Table 4: Farm T.V. programmes timing as suggested by the farmers n = 120.**

If present timing is suitable		Response				
		Yes		No		
		Frequency	%	Frequency	%	
		77	64.17	43	35.83	
Timing chosen by farmers for telecast (who were not satisfied)	Panchayat Samities					
	Dudu		Jhotwara		Overall	
	Frequency	%	Frequency	%	Frequency	%
Winter						
6.00 P.M.	12	52.18	8	40.00	20	46.52
7.00 P.M.	11	47.82	12	60.00	23	53.48
<b>Total</b>	<b>23(53.49)</b>	<b>100.00</b>	<b>20(46.51)</b>	<b>100.00</b>	<b>43</b>	<b>100.00</b>
Summer						
7.00 P.M.	7	36.84	11	45.83	18	41.87
8.00 P.M.	12	63.16	13	54.17	25	58.13
<b>Total</b>	<b>19(44.19)</b>	<b>100.00</b>	<b>24(55.81)</b>	<b>100.00</b>	<b>43</b>	<b>100.00</b>

\*Figures in parentheses indicate the percentages

The data presented in Table 4, revealed that most (64.17%) of the farmers were satisfied with the present timing, whereas, only 35.83% farmers wanted to change in the timing of the farm related T.V. programmes, which means that the most of them did not like change in timing.

From among the farmers who wanted the change in timings of telecast, nearly half (53.49%) from Dudu panchayat samiti who wanted to change in time of farm telecast in winter whereas, more than fifty per (55.81%) of farmers in Jhotwara panchayat samiti wanted to change in time of farm telecast in summer.

Timing of telecast affected the viewing of farm T.V. programmes. The majority of the farmers were satisfied

with the farm T.V. programmes. The farmers, who were not satisfied, suggested that the farm T.V. programmes should be started at 8.00 P.M. in summer and at 7.00 P.M. in winter because at this time they might have come from their fields.

This could be due to the fact that farmers might be at their farms or they might feel tired just after coming from the farm. This findings are in accordance with the findings of Lal, (2002) who revealed that 41.67% respondents were in favour of the present timing and 58.33% respondents wanted to change in the present timing of the T.V. programmes.

**Table 5: Response of the farmers on the suitability of the duration of T.V. programmes n=120.**

If present duration of farm T.V. programmes suits the farmers		Response				
		Yes		No		
		Frequency	%	Frequency	%	
		62	51.67	58	48.33	
Suggestions for change given by farmers	Panchayat samities					
	Dudu		Jhotwara		Overall	
	Frequency	%	Frequency	%	Frequency	%
Duration should be increased with 10 minutes	10	17.24	8	13.79	18	31.03
Duration should be increased with 15 minutes	24	41.38	16	27.59	40	68.97
<b>Total</b>	<b>34</b>	<b>58.62</b>	<b>24</b>	<b>41.38</b>	<b>58</b>	<b>100.00</b>

Table 5 revealed that out of 120 farmers 51.67% did not want any changes in the present duration, while remaining 48.33% farmers wanted change in the duration of farm T.V. programmes. Out of 58 farmers 31.03%, who wanted to change in timing expressed that the duration should be increased by 10 minutes and 68.97% farmers said that the duration should be increased by 15 minutes. Out of 58 farmers who wanted

change 58.62% expressed from Dudu pamchayat samiti that the duration should be increased by 10 to 15 minutes daily.

This could be due to the fact that present duration of farm T.V. programmes was insufficient for them. Farmers wanted to extend the duration of the farm related programmes, it may be due to the reason that if duration is increased then they can get more and clear

knowledge about the information that is telecast on farm T.V. The present findings are in accordance with the findings of Lal (2002) who found that half of the respondents (50.00%) did not want any changes in the present duration of T.V. programmes and remaining 50.00% respondents wanted change in the duration of T.V. programmes.

From the Table 6, it appears that out of 120 farmers 55.00 per cent farmers opined that the language of farm

T.V. programmes was suitable to them, whereas the remaining 45.00 per cent farmers expressed that the language did not suite them. Out of 54 farmers, whom the language did not suit 62.67% farmers wanted that the programmes should be telecast in Dhundhari language that is local in Jaipur district and the remaining 37.03% farmers wanted that the Hindi language should be used in farm T.V. programmes.

**Table 6: Farmers' response towards language used in agriculture telecast n=120.**

If farmers are satisfied with the present language used in agriculture telecast		Response					
		Yes		No			
		Frequency	%	Frequency	%		
		66	55.00	54	45.00		
Suggestions for change in language	Panchayat samities						
	Dudu		Jhotwara		Overall		
	Frequency	%	Frequency	%	Frequency	%	
1.	Hindi	12	22.22	8	14.81	20	37.03
2.	Dhundhari	24	44.45	10	18.52	34	62.97
3.	Mewari	0	0.00	0	0.00	0	0.00
<b>Total</b>		<b>36</b>	<b>66.67</b>	<b>18</b>	<b>33.32</b>	<b>54</b>	<b>100.00</b>

**Table 7: Farmers' response towards contents of farm T.V. programmes n =120.**

		If satisfied with the contents			Response					
					Yes 77(64.17)			No 43(35.83)		
Sr. No.	The areas where changes are needed as per farmers' response	Panchayat samities								
		Dudu			Jhotwara			Overall		
		Low	Medium	High	Low	Medium	High	Low	Medium	High
1.	Methods of using insecticides and pesticides	5 (11.62)	12 (27.90)	7 (16.28)	3 (6.98)	11 (25.59)	5 (11.62)	8 (18.60)	23 (53.50)	12 (27.90)
2.	Monthly schedule of farming practices of different local crops	4 (9.30)	15 (34.88)	4 (9.30)	6 (13.95)	11 (25.59)	3 (6.98)	10 (23.25)	26 (60.47)	7 (16.28)
3.	Information relating to institution providing financial support to the farmers	3 (6.98)	9 (20.93)	5 (11.62)	5 (11.62)	13 (30.23)	8 (18.60)	8 (18.60)	22 (51.17)	13 (30.23)
4.	Techniques of improving the conditions	5 (11.62)	12 (27.90)	4 (9.30)	9 (20.93)	8 (18.60)	5 (11.62)	14 (32.56)	20 (46.51)	9 (20.93)
5.	Guidance about dairy	8 (18.60)	7 (16.28)	6 (13.95)	14 (32.55)	6 (13.95)	2 (4.65)	22 (51.17)	13 (30.23)	8 (18.60)
6.	Guidance about poultry production	2 (4.65)	13 (30.23)	7 (16.28)	6 (13.95)	12 (27.90)	3 (6.98)	8 (18.60)	25 (58.14)	10 (23.26)
7.	Guidance about animal husbandry	7 (16.28)	11 (25.59)	3 (6.98)	8 (18.60)	12 (27.90)	2 (4.65)	15 (34.89)	23 (53.49)	5 (11.62)
8.	Disease out break	5 (11.62)	12 (27.90)	6 (13.95)	1 (2.32)	15 (34.89)	4 (9.30)	6 (13.95)	27 (62.80)	10 (23.25)
9.	Weather information	2 (4.65)	16 (37.20)	3 (6.98)	2 (4.65)	14 (32.55)	6 (13.95)	4 (9.30)	30 (69.77)	9 (20.93)
10.	Market price	4 (9.30)	12 (27.90)	5 (11.62)	3 (6.98)	16 (37.20)	3 (6.98)	7 (16.29)	28 (65.11)	8 (18.60)
11.	New Irrigation method	7 (16.28)	15 (34.89)	3 (6.98)	3 (6.98)	14 (32.55)	1 (2.32)	10 (23.26)	29 (67.44)	4 (9.30)
12.	Subsidies	9 (20.93)	12 (27.90)	2 (4.65)	2 (4.65)	14 (32.55)	4 (9.30)	11 (25.59)	26 (60.46)	6 (13.95)
13.	Bank loan	4 (9.30)	18 (41.87)	6 (13.95)	3 (6.98)	7 (16.28)	5 (11.62)	7 (16.28)	25 (58.13)	11 (25.59)
14.	Farmers club	4 (9.30)	8 (18.60)	8 (18.60)	15 (34.89)	6 (13.95)	2 (4.65)	19 (44.20)	14 (32.55)	10 (23.25)
15.	Self help group	5 (11.62)	8 (18.60)	8 (18.60)	3 (6.98)	12 (27.90)	7 (16.28)	8 (18.60)	20 (46.51)	15 (34.89)
16.	Nonfarm activities	4 (9.30)	17 (39.53)	2 (4.65)	3 (6.98)	16 (37.20)	1 (2.32)	7 (16.28)	33 (76.74)	3 (6.98)

No one wanted the Mewari. This shows that only the minority of the farmers were not satisfied with the language i.e. Hindi mixed with somewhat English, used in farm telecast. Out of 54 farmers, whom the language did not suit 66.67% farmers wanted that the programmes should be telecast in Dhundhari and Hindi language in Dudu panchayat samiti. This might be due to the fact that the language used in the telecast was not compatible for some farmers. The present findings are in accordance with the findings of Lal (2002) who found that 79.17% of respondents opined that the farm T.V. programmes language was suitable for them and remaining 20.83% respondents expressed that the language did not suit them. Table 7, shown that out of 120 farmers, 64.17% farmers were satisfied with the exiting contents of programmes whereas 35.83% farmers desired to change in the contents of the programmes.

35.83% farmers who desired change in the contents of the programmes approved as 'self help group' was the area where majority of the farmers preferred change of medium to high level followed by 'Information relating to institution providing financial support to the farmers' by 30.23% farmers, 'Methods of using insecticides and pesticides' by 27.90% farmers, 'Bank loan' by 25.59%, 'Guidance about poultry production', 'Farmers club' and 'Disease outbreak' by 23.25% farmers, 'Weather information' and 'Techniques of improving the conditions' by 20.93% farmers, 'Market price' and 'Guidance about dairy' by 18.60% farmers, 'Monthly schedule of farming practices of different local crops' by 16.28% farmers, 'Subsidies' by 13.95% farmers, 'Guidance about animal husbandry' by 11.62% farmers, 'New Irrigation method' by 9.30% farmers, and 'Non Farm activities' (6.98%).

## RECOMMENDATION

The following recommendations were made for increasing the effectiveness of farm T.V. programmes:

- (i) Timing of the 'Krishi Darshan' programme should be at 8.00 P.M. in summer and 7.00 P.M. in winter.
- (ii) The duration of the 'Krishi Darshan' programme should be increased by 10 to 15 minutes.
- (iii) Programmes should telecast on need basis of the farmers. As for Kharif season, programmes should telecast only on Kharif related.

- (iv) Farm T. V. programmes should also cover accurate weather forecast.

## CONCLUSION

Based on the findings, it could be inferred that the farmers have moderate level of awareness, about 50.00 per cent farmers were always viewing farm telecast, aware about the name and broadcast timing of 'Krishi Darshan' programme, most of the farmers aware about the day of broadcast of 'Kisan Prashan Manch' programme broadcasted by Doordarshan Kendra, Jaipur. Some farmers wanted to change in the present telecast timings, about 50.00 per cent of the farmers wanted to change in the duration, some desired change in present language and many farmers wanted change in contents of farm T.V. programmes.

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**Conflicts of Interest.** None.

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