

UTILIZATION OF ARTICLES ON AGRICULTURE BY READERS OF THE FARM MAGAZINE

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Abstract: One of the major criteria for the success of a publication is readiness of the target group to use the information provided by it. There for the present study an effort has been made to know the extent of utilization of the content of the articles of *Rajasthan Kheti Pratap*. The study was conducted in Bhinder panchayat samiti of Udaipur district, Rajasthan. The sample consisted of selected 100 readers from four villages of Bhinder i.e. vallabhnagar, Bhinder, Bhatevar and Vana. Personal interview technique was used for collecting data from the respondents. Frequency distribution, percentage, mean percent score were used for analysis of data. Majority of the respondents had a favourable opinion towards the utilization of articles on agriculture published in the farm magazine.

Key words: Utilization, Farm Magazine

Introduction: Agricultural journalism is recent origin in India came into existence just five decades ago. It is now gaining more importance, particularly after the establishment of agricultural university in India to provide technical information to the farmers at the right time and in the right way to increase the productivity. Print media has acquired a significant role in dissemination of information on improved agricultural practices to the farming community. Printed literature includes books, booklets, farm magazine, newspaper, bulletins, folders, leaflets, pamphlets etc. and convey precise and clear information through words, pictures and diagram on a mass scale. Farm magazines are published by academic institution engaged in agriculture, research and education, agriculture department and other developmental organisations to cater the information needs of farming community. The ultimate purpose of any farm magazine is to convey ideas and make the farmers to adopt the recommendations in their field practices. An Effectiveness of farm magazine depends on its ability to disseminate the message properly so that it is understood, readily accepted and facilitated in adoption of the practices. Looking into the present situation there is a growing realization to improve the content and format of farm magazines used as an effective media in transfer of technology. The objective of this study was to assess the utilization of information by the readers of farm magazine.

Methodology: The study was conducted in Bhinder panchayat samiti of Udaipur district, Rajasthan. The sample consisted of selected 100 readers from four villages of Bhinder i.e. vallabhnagar, Bhinder, Bhatevar and Vana. Personal interview technique was used for collecting data from the respondents. For assessing the extent of utilization of information by the readers, the responses were recorded on a three point continuum i.e. “always” “sometimes” and “never” and assigned 2, 1 and 0 scores respectively. For the extent of utilization scores obtained into three categories low, medium and high and mean percent score were used for analysis of data.

Results: The articles in *Rajasthan Kheti Pratap* mainly includes content on agriculture. The information pertaining to the opinion of the respondents about usefulness of articles is presented as under:

Table. 1 Opinion of the respondents towards utility of articles on Agriculture

n=100

S.No.	Articles	great extent (f/ %)	some extent (f/ %)	Not at all (f/ %)	MPS

A.	Agriculture					
I.	Crop production technology					
1.	Cultivation	44	20	36	54.0	Table
2.	Sowing	40	25	35	52.5	
3.	Manure and fertilizers	60	26	14	73.0	
4.	Irrigation	15	30	55	30.0	
5.	Harvesting	32	58	10	61.0	
II.	crop protection technology					
1.	Weed management	19	22	59	55.5	
2.	Use of pesticide/herbicide/fungicide	29	53	18	52.5	
	Soil science					
III.	Soil fertility					
1.	Water management	40	25	35	52.5	
2.	Air and mineral management	15	55	30	42.5	
3.	Organic farming	32	58	10	61.66	
IV.	Biofertilizers					
1	Crop rotations	32	58	10	61.66	
2	Integrated farming	55	30	15	70.0	
3	crop mechanization technologies	15	30	55	30.0	
V.	Use of equipment's and machines					
1	Agribusiness technology	15	30	55	30.0	
VI	Marketing					
1.	Agrichemicals	60	24	14	72.0	
2.	Crop insurance	11	18	71	20.0	
3.	Seed supply	29	53	18	55.5	
4.	Agro meteorology	30	15	55	37.5	
VII	Weather information					
1.	Climate information	79	11	10	84.9	
2.		72	19	10	81.5	

Table

highlights that majority of the respondents were strongly perceived that articles on agriculture as useful for them as indicated by MPS (30-84.0). An in depth study of the table reveals that 40-60 per cent respondents strongly opined that articles related to sowing and manure & fertilizers are useful for them. Whereas, 55 per cent respondents stated that articles related to irrigation are not useful for them and more than half of the respondents reported that articles on harvesting are useful to some extent for them. It can conclude that majority of respondents were perceived articles related to crop production technology on highly useful.

The findings are similar with the results of study conducted by Kadam and Patil (2014) observed that majority of the respondents expressed that the articles on crop production and were useful for them to a high extent.

A similar study was conducted by Kadam and Patil and found that majority of the respondents expressed that article on sowing methods enhanced their knowledge and was perceived as useful information for them.

The opinion of the respondents towards articles on crop protection technology data in Table 4.10 reveals that nearly 60 per cent respondents reported that information on weed management was not useful for them and 29 per cent respondents mentioned that information on use of pesticides, herbicides, fungicide was useful to a great extent. They reported that attack of insects, pests was very prominent problem in crops, and therefore, this information was very useful to get rid of these problems. Further, majority of the respondents had unfavourable attitude towards articles on weed management.

Present information regarding opinion of respondents about content utility of articles on soil science. Data in the table show that one third of the respondents had positive opinion toward articles related to soil fertility and air & mineral management and reported that related information was useful for them as indicated by 52.5 and 61 MPS, respectively. Whereas more than half of the respondents stated that information on water management was useful for them to some extent.

Organic farming is a method of crop and livestock production that involves avoiding use of pesticides, fertilizers, genetically modified organisms, antibiotics and growth hormones. It includes use of bio fertilizers, crop rotations, integrated farming. Information pertaining to views of the readers regarding articles on organic farming Table 4.10 reveals that more than half of the respondents opined that articles on biofertilizers are useful to some extent and content on crop rotations was useful to a great extent and were strongly disagree with the usefulness of content on integrated farming This might be due to fragmented and small land holdings of the farmers.

With regard to articles on crop mechanization majority of the respondents had unfavourable opinion towards usefulness of articles on crop mechanization technology Further, data in the table indicate that agrichemicals & seed supply were not useful for them. During the informal discussion it was found that for seed supply and farm chemicals, generally their dependency is on local suppliers. They get advice from local suppliers. Majority of the respondents (72-79%) had most favourable attitude towards usefulness of articles provide on information of weather and climate (84.5 and 81.5 MPS). An overview of the data in the table indicate that respondents had favourable to most favourable opinion towards usefulness of articles on agriculture.

Conclusion: From the results it can be concluded that majority of the respondents had favourable opinion towards utility of the content on agriculture of *Rajasthan Kheti Pratap* but utilization is low.

Recommendation:

There is a need to create aware about the magazine *Rajasthan Kheti Pratap* for more utilization of the information by the people in rural areas.

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