

THE PROFILE OF THE DD KISAN VIEWER FARMERS OF ANAND DISTRICT

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ABSTRACT

The DD Kisan is an Indian agriculture 24-hour television channel, which is owned by Doordarshan and has been in function since 26 May 2015. The channel has been dedicated to agriculture and related sectors, which disseminates real-time inputs to farmers on innovative agricultural techniques, organic farming, dairy farming, poultry, fisheries, agricultural implements, food technology, value addition in farm and dairy products, experiences of innovative farmers, water conservation and other useful information to develop farmers and rural India. Thus, DD Kisan has good and practical potential to be an excellent instrument for agricultural communication to transfer agricultural information to the farmers. The study revealed that nearly four fifth of the DD Kisan user farmers were middle to old age with secondary to graduate level of education and they had above 10 years of farming experience (79.00 per cent), more than half (58.00 per cent) of them had average extension contact, 92.00 per cent of them had low level of DD Kisan channel exposure and nearly three fourth of them had very low of social participation, nearly three fifth of them had medium level of scientific orientation and 88.00 per cent of them had medium to high level of achievement motivation. Majority (66.00 per cent) of the DD Kisan viewer farmers had positive attitude towards DD Kisan channel, while 25.00 per cent of them had highly positive attitude and 19.00 per cent of them had neutral attitude towards DD Kisan channel, none of them were with negative or highly negative attitude towards DD Kisan channel. It was concluded that DD Kisan channel exposure was very low in rural area so there is a need to advertised about channel and their programme.

Keywords : DD Kisan channel, social, communicational, psychological characteristics of farmers

INTRODUCTION

Communication is very powerful tool to impart information to upgrade our agriculture. Television is a great wonder of modern science for effective communication. Due to audio visual features, television is very effective medium to impart the knowledge and information to the wide range of urban and rural people. Many initiatives have been taken by Government to make potential use of TV in communicating agricultural information to the farmers for motivating them to adopt better agricultural practices. However, due to limited time allotted to the programmes, it was difficult for farmers to explore farm information as and when needed. To overcome this issue, 24x7 Channel known as DD Kisan was launched on 26 May 2015 by Government of India through Doordarshan. This channel is dedicated to agriculture and related sectors to disseminate real-time inputs to farmers on new farming techniques. The Channel gives information on newer ways of agricultural practices to be followed and related innovations and development in the agricultural sector. The channel also provides regular information on the changing weather condition well in advance. Thus, DD Kisan has good and practical potential to be an excellent instrument

for agricultural communication to transfer agricultural information to the farmers.

OBJECTIVE

To know the profile of the DD Kisan viewer farmers

METHODOLOGY

The present study was carried out in Anand district which is located in middle Gujarat and it is well known as "Charotar area". study was undertaken on a random sample of 100 farmers who were viewers of DD Kisan Channel of Anand Taluka and Borsad Taluka of Anand district of Gujarat. The five villages from Anand Taluka viz. Boriyavi, Chikhodra, Mogari, Ghana, Jitodiya and five villages from Borsad Taluka viz. Bochasan, Dedarada, Bodal, Davol and Singalav were randomly selected and list of farmers who were viewers of DD Kisan channel were prepared. To constitute the sample size of 100 DD Kisan viewing farmers for the present study 10farmers from selected villages who were viewers of DD Kisan channel were randomly selected. "Ex-post Facto" research design was used for this study. The data were collected through the personal interview. The collected data were classified, tabulated, analyzed and interpreted in

order to make the finding meaningful.

RESULTS AND DISCUSSION

Table 1: Distribution of DD Kisan user farmers according to their personal, social-communicational, economical and psychological characteristics (n=100)

Sr. No.	Variables	Number	Per cent
1	Age groups		
	Young age group	20	20.00
	Middle age group	42	42.00
	Old age group	38	38.00
2	Education		
	Illiterate	04	04.00
	Primary education (Up to 8 th Standard)	17	17.00
	Secondary education (9 th and 10 th Standard)	38	38.00
	Higher secondary education (11 th and 12 th Standard)	22	22.00
	Graduate and above	19	19.00
3	Farming experience in year		
	Up to 5 years	02	02.00
	6 to 10 years	09	09.00
	11 to 15 years	25	25.00
	16 to 20 years	22	22.00
	21 to 25 years	13	13.00
	Above 25 years	29	29.00
4	Extension contact		
	Poor	33	33.00
	Average	58	58.00
	Good	09	09.00
	Excellent (above 21)	00	00
5	DD Kisan channel exposure		
	Very low	08	08.00
	Low	92	92.00
	Medium	00	00
	High	00	00
	Very high	00	00
6	Social participation		
	Very low	74	74.00
	Low	21	21.00
	Medium	05	05.00
	High	00	00
	Very high	00	00
7	Land holding (ha)		
	Marginal (Up to 1.00 ha)	59	59.00
	Small (Above 1.00 to 2.00 ha)	33	33.00
	Medium (Above 2.00 to 4.00 ha)	08	08.00
	Large (Above 4.00 ha)	00	00
	Very large herd size (Above 25 animals)	08	10.00
8	Herd size		
	No animals	42	42.00
	Up to 3 animals	38	38.00
	4 to 6 animals	16	16.00
	Above 6 animals	04	04.00

Sr. No.	Variables	Number	Per cent
9	Scientific orientation		
	Very low	00	00
	Low	05	05.00
	Medium	62	62.00
	High	31	31.00
	Very high	02	02.00
10	Achievement motivation		
	Very low	00	00
	Low	03	03.00
	Medium	43	43.00
	High	45	45.00
	Very high	09	09.00

Age

The data pertaining to age of the DD Kisan viewers were mentioned in Table 1 indicate that 42.00 per cent of the DD Kisan viewers belonged to middle age group, followed by 38.00 per cent and 20.00 per cent of them who belonged to old age and young age group, respectively. Because majority of the farmers practicing farming were with middle and old age, so it is natural that such group of the farmers were more interested in viewing DD Kisan channel.

Education

The data presented in Table 1 clearly indicate that that 38.00 per cent of the DD Kisan viewer farmers had secondary education, followed by 22.00 per cent of them had higher secondary level of education, 19.00 per cent had graduation and above level of education, while 17.00 per cent had primary level of education, respectively and only 4.00 per cent of them were illiterates. The result shows that person with higher education showed more interest in viewing DD Kisan channel for seeking information on agriculture.

Farming experience

The data presented in Table 1 reveal that 29.00 per cent of the DD Kisan viewer farmers had above 25 years of farming experience, followed by 25.00, 22.00, 13.00, 9.00 and 2.00 per cent of them were with 11 to 15 years, 16 to 20 years, 21 to 25 years, 6 to 10 years and up to 5 years of farming experience, respectively. The result indicates that highly experienced farmers had felt significance in utilizing DD Kisan channel as a source of credible farming related information for the improving their status of farming.

Extension contact

The data presented in Table 1 illustrate that slightly less than three-fifth (58.00 per cent) of the DD Kisan viewer farmers had average extension contact and 33.00 per cent of them were with poor extension contact, while 9.00 per cent of them had good extension contact and none of them had excellent

extension contact. Because majority of the DD Kisan viewers got sufficient information related to farming through farm channel.

DD Kisan channel exposure

The data presented in Table 1 show that great majority (92.00 per cent) of the DD Kisan viewer farmers had low level of exposure of DD Kisan channel, whereas 8.00 per cent of them were with very low level of exposure, while none of them was with medium, high or very high level of exposure of DD Kisan channel. Less content is covered and included related to very local issues and problems in local languages might have restricted farmers to make elevated level of use of DD Kisan channel.

Social participation

From the above Table 1 it can be concluded that majority (74.00 per cent) of the farmers had very low level of social participation. Followed by, 21.00 per cent and 5.00 per cent of them had low and medium level of social participation, respectively. None of them had high to very high level of social participation. This might be due to less understanding about developing farming and own personality by making active social participation with active and motivating members of the society.

Land holding

The data presented in the Table 1 show that nearly three fifth (59.00 per cent) of the DD Kisan viewer farmers had up to 1.00 hector of land, followed by 33.00 per cent of them were above 1.00 to 2.00 hectares, whereas 8.00 per cent were with above 2.00 to 4.00 hectares of land holding, none of them had above 4.00 hectares if land holding. The average land holding of people of area, where study was conducted is below two hector might be the reason for above finding.

Herd size

The data presented in the Table 1 reveals that

slightly more than two fifth (42.00 per cent) of the DD Kisan viewers farmers were with no any milch animals, followed by 38.00, 16.00 and 4.00 per cent of them were with up to 3, 4 to 6 and above 6 milch animals, respectively. The farmers of middle Gujarat, where study was conducted are famous for the acceptance of animal husbandry with or without farming due to systematic and well developed milk marketing systems managed by AMUL might be the reason for the above findings.

Scientific orientation

The data presented in Table 1 state that majority (62.00 per cent) of the DD Kisan viewers were medium scientifically oriented farmers, followed by 31.00, 2.00 and 5.00 per cent of them were with high, very high and low scientifically oriented farmers.

Achievement motivation

The data presented in the Table 1 illustrate that slightly less than half (45.00 per cent) of the DD Kisan viewers were highly achievement motivated farmers, followed by 43.00 and 9.00 per cent of them were with medium and very highly achievement motivated farmers, only 3.00 per cent of them were with low achievement motivated farmers, while none of them was with very low achievement motivated farmers.

CONCLUSION

On the basis of the result obtained in present study it can be concluded that more than two-fifth of the DD Kisan viewers farmers belonged to middle age group, majority (79.00 per cent) were educated up to secondary to higher secondary level of education, majority (89.00 per cent) of the viewers had more than 10 years farming experience, less than three-fifth of the viewers had average extension contact, great majority (92.00 per cent) of the viewers had low level

of exposure of DD Kisan channel, nearly three-fourth of the viewers had very low of social participation, nearly three-fifth viewers were marginal, slightly more than two-fifth of the viewers were with no any milch animals, majority (93.00 per cent) of the viewers had medium to high scientific orientation and majority (88.00 per cent) of the DD Kisan channel viewers had medium to high achievement motivation.

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