

Agricultural Information Used by Subscribers of *KRUSHIGOVIDYA* on Their Farming

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ABSTRACT

The agricultural prosperity is directly connected with the publication and use of agricultural literature through dissemination of new technology among farming community. KRUSHIGOVIDHYA plays an important role in increasing the knowledge regarding agriculture technology. The information of agriculture technology are published in the farm magazine for farmers as per the need and time. So, looking to this, it is necessary to ascertain the use of agriculture information by subscribers of KRUSHIGOVIDHYA on their farming. The majority of subscribers were young to middle aged group, educated up to graduate and post graduate level, big farmers, farming as their main occupation and had annual income above ₹ 1,50,000 per annum whereas the great majority of the subscribers had medium to high level of reading behaviour. The great majority of the subscribers used the selected agriculture information on their farming viz, high yielding varieties, disease control methods, keep of farm account, fertilizer as per recommended dose, weed control method, seed treatment and soil testing. The cropping intensity, reading behaviour and annual income of the subscribers had significant correlation with extent of use of selected agriculture information whereas age had significant correlation while annual income and use of selected agriculture information on their farming had highly significant correlation with reading behaviour of the subscribers.

Keywords: Agricultural information, Reading behaviour, Subscribers

INTRODUCTION

The agricultural prosperity is directly connected with the publication and use of agricultural literature through dissemination of new technology among farming community. In Gujarat, only *KRUSHIGOVIDHYA* farm magazine is published by Anand Agricultural University, Anand. The Present circulation is 14,847. Moreover, farm magazine is playing an important role in increasing the knowledge regarding agriculture technology. By reading the articles, naturally it is expected that farmers may be motivated to adopt the agriculture technology on their farm. In this farm magazine, the information of agriculture technology are published for farmers as per the need and time. So, looking to this, it is necessary to ascertain the use of agriculture information by subscribers of *KRUSHIGOVIDHYA* on their farming.

METHODOLOGY

The questionnaire was constructed with respect

to collect the information regarding the use of agricultural information by subscribers of *KRUSHIGOVIDYA* on their farming. The questionnaire was mailed to all the subscribers in the issue of November-2013, December-2013 and January 2014 on page No. 41-42. Among them, only 70 subscribers were responded. Thus, the total sample size of respondents was 70. The data were analyzed in the light of the objectives with frequency, percentage, mean, sd. and coefficient correlation.

OBJECTIVES

- (i) To know the profile of subscribers
- (ii) To know the reading behaviour of subscribers
- (iii) To know the use of agricultural information by subscribers on their farming
- (iv) To know the relationship between characteristics of subscribers and use of selected agricultural information and reading behaviour.

RESULTS AND DISCUSSION**Profile of subscribers****Table 1 : Profile of subscribers**

n=70

Sr. No.	Characteristics of subscribers	No.	Per cent
1	Age		
	Young Age (Up to 35 Years)	10	14.29
	Middle Age (35 to 50 Years)	27	38.57
	Old Age (Above 50 Years)	33	47.14
2	Education		
	Primary	13	18.58
	Secondary	32	45.71
	Graduate	17	24.29
	Post Graduate	08	11.42
3	Size of Land holding		
	Marginal farmer (Below 1.0 ha)	01	1.42
	Small farmer (1.01 to 2.0 ha)	15	21.42
	Medium farmer (2.01 to 4.0 ha)	17	24.28
	Big farmer (Above 4 ha)	37	52.85
4	Cropping Intensity		
	Up to 100 per cent	30	42.85
	101 to 125 per cent	09	12.86
	126 to 150 per cent	07	10.00
	Above 150 percent	24	34.29
5	Occupation		
	Farming alone	32	45.71
	Farming and others (service/business)	04	34.29
	Farming and animal husbandry	12	17.13
6	Annual Income		
	Up to ₹ 50,000/-	06	8.57
	Rs.50,001 to ₹ 1,00,000/-	08	11.43
	Rs. 1,00,000/- to Rs.1,50,000/-	11	15.71
	Above 1,50,00/-	45	64.29

The Table 1 shows that the majority (52.86 per cent) were from young to middle age subscribers. The one third of the subscribers (35.71 per cent) were educated up to graduate to post graduate level and the half of the subscribers (52.85 per cent) were big farmers. Among them, one third (34.29 per cent) of the subscribers had above 150 per cent cropping intensity. Nearly half (45.71 per cent) of the subscribers had farming alone as occupation as main source of livelihood and majority of the subscribers (64.29 per cent) had above ₹ 1,50,000 per annum income.

Reading Behaviour**(a) Characteristics of the reading behaviour****Table 2 : Distribution of respondents according to their reading behaviour**

n= 70

Sr. No.	Item	No.	Per cent	
1	Duration of reading farm literature			
	a	Up to 5 years	24	34.28
	b	6 to 10 years	09	12.85
	c	11 to 15 years	07	10.00
	d	16 to 20 years	05	07.14
	e	Above 20 years	25	35.71
2	Time spared for reading			
	a	Daily	23	32.85
	b	Weekly	32	45.71
	c	Monthly	15	20.00
3	Store of old issues	60	85.71	
4	Subscribe other farm magazine	58	82.85	
5	Read agriculture news in newspaper	65	92.82	
6	Use of farm literature in their farming	67	95.71	
7	Hear agriculture news in radio	38	54.28	
8	Watch agriculture news in television	63	90.00	
9	Got agriculture information through internet	21	30.00	

The Table 2 reported that nearly fifty percent subscribers (47.13 percent) read farm literature from 5 to 10 years and one third (32.85 percent) subscribers read farm literature daily. While the great majority of the subscribers had store old issues, subscribe other farm magazine, read agriculture news in newspaper and use of farm literature in their farming. Further, 54.28 percent of the subscribers hear agriculture news in radio whereas 90.00 percent subscribers watch agriculture news in television and 30.00 percent subscribers got agriculture information through internet.

(b) Level of reading behaviour**Table 3 : Distribution of respondents according to their level of reading behaviour**

n= 70

Sr. No.	Level of reading behaviour	No.	Per cent
1	Low (below 7 score)	22	31.43
2	Medium (8 to 12 score)	32	45.71
3	High (Above 12 score)	16	22.86

Mean = 7.20

SD = 1.64

The Table 3 indicated that great majority (68.57 per cent) of the subscribers had medium to high level of reading behaviour.

Use of agricultural information by subscribers

Table 4 : Distribution of respondents according to the use of selected agricultural information n=70

Sr. No.	Use of selected Agriculture Information	No.	Per cent
1	Soil testing	56	80.00
2	Use of fertilizer as per soil testing report	46	65.71
3	High yielding varieties	65	92.85
4	Seed Treatment	58	82.85
5	Vermicompost	40	57.14
	(a) Self prepared vermicompost	13	18.57
	(b) Purchase vermicompost	18	25.71
	(c) Self prepared and purchase vermicompost	09	12.85
6	Bio- fertilizers	42	60.00
7	Micronutrient	53	75.71
8	Fertilizer as per recommended dose	56	80.00
9	Irrigation at critical stage	46	65.71
10	Drip irrigation	27	38.57
11	Mulching	24	34.28
12	Recommended weed control methods	59	84.29
13	Biological control method	47	67.14
	(a) Pheromone trap	19	27.14
	(b) NPV	14	20.00
	(c) Tricoderma	17	24.28
	(d) Bio-pesticide	49	70.00
14	Disease control method	56	75.71
15	pest control method	46	65.71
16	Grading of farm produce	29	41.42
17	Packaging of farm produce	20	28.57
18	Value addition	08	11.42
19	Green house technology	19	27.14
	(a) Green house	03	4.28
	(b) Poly house	06	08.57
	(c) Net house	10	14.28
24	Keep of farm account	61	87.14

The Table 4 indicated that the great majority of the respondents' use the selected agriculture information in their farming viz, high yielding varieties (92.85 per cent), disease control methods (75.71 per cent), keep of farm account (87.14 per cent), fertilizer as per recommended dose (80.00 per cent), weed control method (84.29 per cent) and seed treatment

(82.85 percent) followed by soil testing (80.00 percent), biological control (67.14 percent), pest control methods and irrigation at critical stage (65.71 percent each), bio-fertilizer (60.00 percent), use of fertilizer as per soil testing report (65.71 percent), micronutrient (75.71 percent), vermicompost (58.61 percent) while 27.14 percent subscribers used green house technology 5.67 percent and only 11.42 percent used value addition.

Level of subscribers according to use of selected agriculture information

Table 5 : Distribution of respondents according to level of subscribers about the use of selected agricultural information n=70

Sr. No.	Level of subscribers according to use of selected agriculture information	No.	Per cent
1	Low (Below 11 score)	11	15.72
2	Medium (11 to 18 score)	45	64.28
3	High (Above 18 score)	14	20.00

Mean = 15.76

SD = 04.15

The Table 5 indicated that the great majority of the respondents (84.28 percent) had medium to high level of about the use of selected agriculture information on their farming.

Relationship between independent variables and extent of use of selected agriculture information

Table 6 : Relationship of independent variable with extent of use of selected agriculture information n=70

Sr. No.	Independent variable	Coefficient Correlation
1	Age	-0.021 NS
2	Education	-0.032 NS
3	Land holding	0.035 NS
4	Cropping intensity	0.262**
5	Occupation	0.098 NS
6	Annual income	0.214*
7	Reading behavior	0.242**

*significant at 0.05 level of probability

**significant at 0.01 level of probability

NS = Non-Significant

The Table 6 reported that cropping intensity, reading behaviour and annual income of the subscribers

had significant correlation with extent of use of selected agriculture information. The reason might be that the subscribers had more cropping intensity and annual income as well as medium to high level of reading behaviour.

(b) Relationship between independent variables and extent reading behaviour

Table 7 : Relationship of independent variable with extent of reading behaviour n=70

Sr. No.	Independent variable	Coefficient Correlation
1	Age	0.212*
2	Education	0.010 NS
3	Land holding	0.139 NS
4	Cropping intensity	0.084 NS
5	Occupation	0.017 NS
6	Annual income	0.320**
7	use of selected agriculture information	0.242**

** significant at 0.05 level of probability

** significant at 0.01 level of probability

NS = Non-Significant

The Table 7 indicated that age had significant correlation while annual income and use of selected agriculture information on their farming had highly significant correlation with reading behaviour of the subscribers. The reason might to be that the subscribers read the farm literature since long time as daily habit as well as subscribe KRUSHIGOVIDHYA and other farm magazine and use radio and television for got more information. The another reason might be that the subscribers were well educated ,possessed more land holding means big farmers and had more annual income.

CONCLUSION

The majority of subscribers were young to middle aged group, educated up to graduate and post graduate level, big farmers, farming as their main occupation and had annual income above ` 1,50,000 per annum whereas the great majority of the subscribers had medium to high level of reading behaviour due to read farm literature since long time as daily habit.

The great majority of the subscribers used the selected agriculture information on their farming viz, high yielding varieties, disease control methods, keep of farm

account, fertilizer as per recommended dose, weed control method, seed treatment and soil testing .

The cropping intensity, reading behaviour and annual income of the subscribers had significant correlation with extent of use of selected agriculture information whereas age had significant correlation while annual income and use of selected agriculture information on their farming had highly significant correlation with reading behaviour of the subscribers.

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