Use of Agricultural Information by *KRUSHIGOVIDYA* subscriber's on their Farming

N.V. Soni[1], P.M. Bhatt[2], Mahesh R. Patel[3] and Krunal C. Kamani[4]

1 Asso. Ext. Edu.,Publication Dept., DOEE, AAU, Anand
2 Director, Institute of Distance Education, AAU, Anand
3 Assoc. Extension Education Institute, AAU, Anand
4 Assit. Prof., M. C. College of Dairy Sicence, AAU, Anand
Email : nvsonianand@gmail.com

ABSTRACT

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 Krushigovidya farm magazine is publishing from Anand Agricultural University, Anand which 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. Looking to it's popularity, it is necessary to ascertain the use of agriculture information by KRUSHIGOVIDHYA subscribers on their farming. The questionnaire was constructed and mailed to all the subscribers in the issue of October to December-2012. Among them, only 141 subscribers were responded. 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, improved agricultural implements and machinery, fertilizer as per recommended dose, weed control methods, irrigation at critical stage, bio-fertilizer, use of fertilizer as per soil testing report, micronutrient and vermicompost. The annual income and reading behavior of the subscribers had significant correlation whereas age of the subscribers had negative and significant correlation with extent of use of selected agriculture information on their farming had significant correlation with reading behavior of the subscribers.

Keywords: *Agricultural information, reading behaviour*

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 *Krushigovidya* farm magazine is publishing from Anand Agricultural University, Anand among four SAUs since May 1948. The present circulation is 21,900. 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 as per the need and time of the farmers, So, looking to it's popularity, it is necessary to ascertain the use of agriculture information by *KRUSHIGOVIDHYA* subscribers their farming.

METHODOLOGY

The questionnaire was constructed with respect to collect the information regarding the use of agricultural information by *KRUSHIGOVIDYA* subscriber's on their farming. The questionnaire was mailed to all the subscribers in the issue of October-2012, November-2012 and December-2012 on page No. 39-40. Among them, only 141 subscribers were responded. Thus, the total sample size of respondents was 141 they were from Banaskantha (14.98 percent) followed by Anand (9.93 percent), Junagadh (7.80 percent) and other districts (68.29 percent). Among them, majority were from life members (43.97 percent) followed by yearly subscribers (34.04 percent) and five year subscribers (21.99 percent). The data were analyzed in the light of the objectives with frequency, percentage, mean, sd. and correlation.

OBJECTIVES

1 To know the profile of subscribers

2 To know the reading behavior of subscribers

3 To know the use of agricultural information by subscribers on their farming

RESULTS AND DISCUSSION

Profile of subscribers

Table 1 : Profile of subscribers   n=141

Sr. No.	Characteristics of subscribers	No.	Per cent
1	**Age**		
	Young Age (Up to 35 Years)	17	12.06
	Middle Age (35 to 50 Years)	64	45.39
	Old Age (Above 50 Years)	60	42.55
2	**Education**		
	Primary	19	13.47
	Secondary	39	27.66
	Graduate	25	17.73
	Post Graduate	58	41.14
3	**Size of holding**		
	Marginal farmer (Below 1.0 ha)	08	5.67
	Small farmer (1.01 to 2.0 ha)	23	16.31
	Medium farmer (2.01 to 4.0 ha)	21	14.90
	Big farmer (Above 4 ha)	89	63.12
4	**Cropping intensity**		
	Up to 100 per cent	45	31.91
	101 to 125 per cent	15	10.64
	126 to 150 per cent	21	14.89
	151 to 175 per cent	14	9.93
	Above 176 per cent	46	32.63
5	**Occupation**		
	Farming alone	38	26.95
	Farming and others(service/business)	13	9.22
	Farming and animal Husbandry	69	48.94
	Farming, Animal Husbandry and others (service/business)	21	14.89
6	**Annual Income**		
	Up to Rs. 50,000/-	19	13.48
	₹ 50,001 to ₹ 1,00,000/-	22	15.60
	₹ 1,00,000/- to ₹1,50,000/-	13	9.22
	₹ 1,50,001/- to ₹ 2,00,000/-	25	17.73
	Above ₹ 2,00,001/-	62	43.97

The Table-1 shows that the majority (57.45 per cent) were from young to middle age subscribers. The majority of the subscribers (58.87 percent) were educated up to graduate to post graduate level and the great majority of the subscribers (63.12 per cent) were big farmers. Among them, one third (32.63 per cent) of the subscribers had above 176

per cent cropping intensity. Nearly half (48.94 per cent) of the subscribers had farming and animal husbandry occupation as main source of livelihood and 61.70 per cent had above Rs. 1,50,000 per annum income.

Reading Behaviour

(a) Characteristics of the Reading Behaviour

Table 2 Disribution of respondents according to their reading behaviour   n= 141

Sr. No.	Item		Number	Per cent
1	Duration of reading farm literature			
	A	Up to 5 years	53	37.59
	B	6 to 10 years	26	18.44
	C	11 to 15 years	15	10.64
	D	16 to 20 years	22	15.60
	E	Above 20 years	25	17.73
2	Time spared for reading			
	A	Daily	78	55.32
	B	Weekly	49	34.75
	C	Monthly	14	9.93
3	Store of old issues		127	90.07
4	Subscribe other farm magazine		121	85.82
5	Read agriculture news in newspaper		131	92.91
6	Use of farm literature in their farming		134	95.04
7	Hear agriculture news in radio		75	53.19
8	Watch agriculture news in television		117	82.98
9	Got agriculture information through internet		37	26.24

The Table 2 reported that more than fifty percent subscribers (56.03 percent) read farm literature from 5 to 10 years and 55.32 percent subscribers read farm literature daily. While the great majority of the subscribers had store had old issues, subscribe other farm magazine, read agriculture news in newspaper and use of farm literature in their farming. Further 53.19 percent of the subscribers hear agriculture news in radio whereas 82.98 percent subscribers watch agriculture news in television and only 26.24 percent subscribers got agriculture information through internet.

(b) Level of reading behavior

Table 3: Disribution Of Respondents According To Their Level Of Reading Behaviour   n= 141

Sr. No.	Level of reading behaviour	Number	Per-cent
1	Low (below 7 score)	15	10.64
2	Medium (8 to 12 score)	89	63.12
3	High (Above 12 score)	37	26.24

Mean = 10.25   SD = 2.28

The Table 3 indicated that great majority (89.36 per cent) of the subscribers had medium to high level of reading behavior.

Use of agricultural information by subscribers

Table 4 : Disribution of respondents according to the use of selected agricultural information

n=141

Sr. No.	Use of selected Agriculture Information	Number	Per-cent
1	Soil testing	106	75.18
2	Use of fertilizer as per soil testing report	90	63.83
3	High yielding varieties	133	94.33
4	Seed Treatment	116	82.27
5	Vermicompost	82	58.16
	(a) Self prepared vermicompost	23	16.31
	(b) Purchase vermicompost	39	27.66
	(c) Self prepared and purchase vermicompost	20	14.18
6	Bio- fertilizers	99	70.21
7	Micronutrient	88	62.41
8	Fertilizer as per recommended dose	120	85.11
9	Irrigation at critical stage	101	71.63
10	Drip irrigation	44	31.21
11	Mulching	43	30.05
12	Recommended weed control methods	118	83.69
13	Biological control method	105	74.47
	a Pheromone trap	42	29.79
	b NPV	28	19.86
	c Tricoderma	45	31.92
	d Bio-pesticide	92	65.25
14	Disease control method	129	91.49
15	pest control method	102	72.34
16	Grading of farm produce	64	45.39
17	Packaging of farm produce	39	27.66
18	Value addition	09	6.39
19	Green house technology	08	5.67
	(a) Green house	01	0.71
	(b) Poly house	00	0.00
	(c) Net house	07	4.96
20	Intercropping	59	41.84
21	Mixed farming	42	29.79
22	Relay cropping	21	14.89
23	Improved agricultural implements and machinery	123	87.23
24	Keep of farm account	125	88.65

The Table 4 indicated that the great majority of the respondents' use the selected agriculture information in their farming viz, high yielding varieties (94.33 per cent), disease control methods (91.49 percent), keep of farm account (88.65 percent), improved agricultural implements and machinery (87.23 percent), fertilizer as per recommended dose (85.11 percent), weed control method (83.69 percent) and seed treatment (82.27 percent) followed by soil testing (75.18 percent), biological control (74.47 percent), pest control methods (72.14 percent), irrigation at critical stage (71.63 percent), bio-fertilizer (70.21 percent), use of fertilizer as per soil testing report (63.83 percent), micronutrient (62.41 percent), vermicompost (58.61 percent). While only 6.39 percent subscribers used value addition followed by green house technology 5.67 percent.

Level of subscribers according to use of selected agriculture information

Table 5 Disribution Of Respondents Accordingto Level Of Subscribers About The Use Of Selected Agricultural Information   n=141

Sr. No.	Level of subscribers according to use of selected agriculture information	Number	Per cent
1	Low (Below 11 score)	22	15.60
2	Medium (11 to 18 score)	10	70.92
3	High (Above 18 score)	19	13.48

Mean = 14.40   SD = 4.07

The Table 5 indicated that the great majority of the respondents (84.40 percent) had medium to high level of about the use of selected agriculture information on their farming.

Relationship Between Selected Characteristics Of Respondents and Extent Of Use O Selected Agriculture Information On Their Farming And Reading Behaviour

(a) Relationship between independent variables and exent of use of selected agriculture information.

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

n=141

Sr. No.	Independent variable	Coefficient Correlation
1	Age	-0.202*
2	Education	-0.071 NS
3	Land holding	0.162 NS
4	Cropping intensity	0.128 NS
5	Occupation	0.165 NS
6	Annual income	0.204*
7	Reading behavior	0.285*

* significant at 0.05 level of probability

NS = Non-significant

The Table 6 reported that annual income and reading behaviour of the subscribers had significant correlation whereas age of the subscribers had negative and significant correlation with extent of use of selected agriculture information. The reason might be that the subscribers were young to middle age group, had more annual income and medium to high level of reading behaviour.

(b) Relationship between independent variables and extent reading behavior

Table 7 Relationship of independent variable with extent of reading behavior

n=141

Sr. No.	Independent variable	Coefficient Correlation
1	Age	0.240**
2	Education	0.135 NS
3	Land holding	0.304**
4	Cropping intensity	0.127 NS
5	Occupation	0.019 NS
6	Annual income	0.388**
7	use of selected agriculture information	0.285**

* * significant at 0.01 level of probability

NS = Non-significant

The Table 7 indicated that 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 and animal husbandry as their main occupation and had annual income about 1,50,000 per annum whereas the great majority of the subscribers had medium to high level of reading behavior 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, improved agricultural implements and machinary, fertilizer as per recommended dose, weed control methods, irrigation at critical stage, bio-fertilizer, use of fertilizer as per soil testing report, micronutrient and vermicompost.

The annual income and reading behaviour of the subscribers had significant correlation whereas age of the subscribers had negative and significant correlation with extent of use of selected agriculture information on their farming had significant correlation with reading behavior of the subscribers age, land holding, while annual income and use of selected agriculture information on their farming had highly significant correlation with reading behavior of the subscribers

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