

## Exploring Suggestions From the Subscriber Farmers of JALJIVAN to Make the Farm Magazine More Effective

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### ABSTRACT

*The farm magazine is one of the important media to disseminate agricultural information to the farming community. "Jaljivan farm magazine" is being published regularly since October 2010 by Gujarat Green Revolution Company Ltd., Vadodara, with the main aim to disseminate and to popularize the scientific methods of agriculture in farming community. The most important suggestions offered by the JFM subscriber farmers to make the JALJIVAN farm magazine more effective were: (a) Article based on Interview of Drip using progressive farmer regarding their experience, Article based on aftercare of MIS and Article based on maintenance of MIS should be published in Jaljivan farm magazine. (b) Information based on use of Drip irrigation in different crops like Groundnut and Coconut, Maintenance of Drip irrigation in saline water and Marketing of farm produce should be published in Jaljivan farm magazine. (c) Photographs related to articles published in JFM should be printed on cover page to increase effectiveness of Jaljivan farm magazine. (d) Article based on facility for subscription of JFM magazine should be available at village level and Awareness about JFM magazine should be made through advertising on radio, T.V and newspaper.*

**Keywords:** Jaljivan, Subscribers, Suggestion, Farm magazine

### INTRODUCTION

A breakthrough in any field of agriculture is not possible without an effective communication support to disseminate the research findings. Speedy dissemination of agricultural information and technological knowhow to the farmers is essential for bridging the gap between the agricultural scientists and the farmers. The existing extension services are too meager to perform this task. Hence, the mass media with their tremendous speedy range and force of impact offer the greatest possibility for effective communication of agricultural technology. In the 21st century, the widening reach of mass communication methods such as radio, television, videos and print media offer good prospects for its effective utilization in disseminating agricultural information (Farrington et al., 1998). Written materials/publications are regarded as very credible sources of information in rural areas. Among various print media, farm magazine being published at a regular intervals pertained latest agriculture technology and recommendations which is the most reliable source to the farming community, providing improved package of

practices of different crops and other allied fields. Among various print media, farm magazine contains technology and recommendations in local languages and dialects, which makes it more popular for the practical utilization on the field of the farmers. The farm publications are designed to provide precise and reliable scientific information in simple language and interesting style of presentation. To meet the information need of the farming people, newspapers and magazines are the important print materials being used by extension workers to promote adoption of innovations among farmers. Increase in the production is the final goal of any technology which could be only possible through print media.

Jaljivan farm magazine is being published regularly since October 2010 by Gujarat Green Revolution Company Ltd. (GGRC), at Vadodara with a circulation of 5000 copies per month during 2013-14 throughout Gujarat. The aim of the magazine is to disseminate and popularize scientific methods of irrigation. In this farm magazine, the information of irrigation technology is published as per the need of the farmer. This magazine mainly contains information regarding

efficient use of irrigation water and to reduce production cost. Hence it is named as JAL=water, JIVAN=life i.e “JALJIVAN”. Looking to its popularity, it is necessary to ascertain the impact of JALJIVAN farm magazine (JFM) on gain in knowledge regarding selected agriculture technology of JFM subscriber farmers. It was necessary as very few scientific and systematic efforts have been made in the past by researchers in this direction. This study tried to understand the suggestions offered by the JFM subscriber farmers to make farm magazine more effective with the following objective:

### OBJECTIVE

To seek suggestions from the subscriber farmers of Jaljivan farm magazine to make the farm magazine more effective.

### RESULTS AND DISCUSSION

#### Subject of article for general demand

**Table 1: Suggestions Given By The Jaljivan farm magazine subscriber farmers on subjects of article for general demand** n=60

Sr. No.	Suggestions	No.	Per cent
1	Article based on interview of Drip using progressive farmers regarding their experience should be given	36	60.00**
2	Article based on aftercare of MIS should be given	32	53.33**
3	Article based on maintenance of MIS should be given	33	55.00**
4	Article based on fertigation should be given	27	45.00*
5	Article based on available water soluble fertilizers should be given	8	13.33*
6	Article based on use of Drip irrigation in Horticulture crops should be given in a issue	6	10.00*

\*\* Most important (> 50.00 per cent)

\*Less important (<50.00 per cent)

It is apparent from the Table 1 that two-third (60.00per cent) of the respondents suggested that article based on interview of Drip using progressive farmers regarding their experience should be given in JFM magazine. More than half (53.33 per cent) of the respondents suggested that article based on aftercare of MIS should be given and more than half (55.00 per cent) of the respondents suggested that article based on maintenance of MIS should be given. Above mentioned suggestions were the most important suggestions offered by the JFM subscriber farmers for the subjects of

article for general demand that are strongly recommended by respondents to be published in JFM. The less important articles suggested by JFM subscriber farmers were, nearly half (45.00per cent) of the respondents suggested that article based on fertigation should be given, 13.33 per cent of the respondents suggested that article based on available water soluble fertilizers should be given and 10.00 per cent of the respondents suggested that article based on use of Drip irrigation in Horticulture crops should be given in a issue.

**Subject of article for specific demand**

**Table 2 : Suggestions given by the Jaljivan farm magazine subscriber farmers on subject of article for specific demand** n=60

Sr. No.	Suggestions	No.	Per cent
1	Information based on use of Drip irrigation in different crops should be given in article like Groundnut, Sugarcane and Coconut.	39	65.00**
2	Information regarding maintenance of Drip irrigation in saline water should be given in article	37	61.66**
3	Information on marketing of farm produce should be given in article	32	53.33**
4	Information on subsidized inputs for farm products should be given in article	26	43.33*
5	Colourful photographs related to respective technology should be given in article	19	31.66*

\*\* Most important (> 50.00 per cent)

\*Less important (<50.00 per cent)

It was found from the Table 2 that nearly two-third (65.00 per cent) of the respondents suggested that information based on use of Drip irrigation in different crops should be given in article like Groundnut, Sugarcane and Coconut., more than three-fifth (61.66 per cent) of the respondents suggested that information regarding maintenance of Drip irrigation in saline water should be given in article and more than half (53.33 per cent) of the respondents suggested that information on marketing of farm produce should be given in article. These were the most important suggestions offered by

the JFM subscriber farmers for subject of article for specific demand. While less important suggestions recommended by respondents viz., 43.33 per cent of the respondents suggested that information on subsidized inputs for farm products should be given in article and nearly one-third (31.66 per cent) of the respondents suggested that colourful photographs related to respective technology should be given in article. Thus it can be inferred that information on use of drip irrigation and its maintenance, marketing, economic aspects and photographs should be given in articles.

**Cover page**

Cover page is one of the main component that determines the effectiveness of farm magazine.

**Table 3 : Suggestions given by the Jaljivan farm magazine subscriber farmers on cover page** n=60

Sr.No.	Suggestions	No.	Per cent
1	Photographs related to articles given in JFM should be printed on cover page	33	55.00**
2	All cover pages should be laminated	23	38.33*

\*\* Most important (> 50.00 per cent)

\*Less important (< 50.00 per cent)

The data in Table 3 indicated that more than half (55.00 per cent) of the respondents suggested that photographs related to articles published in JFM should be printed on cover page was the most important suggestion and highly recommended by respondents to be published in JFM, whereas more than one-third (38.33 per cent) of

the respondents suggested that all cover pages should be laminated was the less important suggestion offered by the JFM subscriber farmers for cover page. Thus, it can be concluded that the Photograph related to article should be given on cover page.

**Other suggestions****Table 4 : Other Suggestions Given by the jaljivan farm magazine subscriber farmers**

n=60

Sr. No.	Suggestions	No.	Per cent
1	Facility for subscription of JFM magazine should be available at village level	33	55.00**
2	Awareness about JFM magazine should be made through advertising on radio, T.V and newspaper	29	48.33*
3	JFM should be published monthly instead bimonthly	28	46.66*
4	Quality of the paper and printing should be improved	19	31.67*
5	The information about admission on agriculture and related fields should be given in magazine	17	28.33*

\*\* Most important (&gt; 50.00 per cent)

The data in Table 4 shows that more than half (55.00per cent) of the respondents suggested that facility for subscription of JFM magazine should be available at village level. This was the most important suggestion offered by JFM subscriber farmers for making the JALJIVAN farm magazine more effective, whereas slight less than half (48.33 per cent) of the respondents suggested that awareness about JFM magazine should be made through advertising on radio, T.V and newspaper. The less important other suggestions recommended by respondents like 46.66 per cent of the respondents suggested that JFM should be published monthly instead of bimonthly, nearly one-third (31.67 per cent) of the respondents suggested that quality of the paper and printing should be improved” and 28.33 per cent of the respondents suggested that the information about admission on agriculture and related fields should be given in magazine.

Thus, it can be concluded that JALJIVAN farm magazine should be available everywhere for farming community as well as the information of farm magazine should be given on radio and television to make aware the farming community.

**CONCLUSION**

The most important suggestions offered by the JFM subscriber farmers to make the JALJIVAN farm magazine more effective were:

(a) In relation to Subjects of article for general demand, article based on Interview of Drip using progressive farmer regarding their experience, Article based on aftercare of MIS and Article based on maintenance of MIS should be published in Jaljivan farm magazine.

\*Less important (&lt;50.00 per cent)

(b) With reference to Subjects of article for specific demand, Information based on use of Drip irrigation in different crops like Groundnut and Coconut, Maintenance of Drip irrigation in saline water and Marketing of farm produce should be published in Jaljivan farm magazine.

(c) More than half (55.00 per cent) of the respondents suggested that photographs related to articles published in JFM should be printed on cover page.

(d) More than half (55.00per cent) of the respondents suggested that facility for subscription of JFM magazine should be available at village level and nearly half (48.33 per cent) of the respondents suggested that awareness about JFM magazine should be made through advertising on radio, T.V and newspaper.

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