

Exploring Suggestions offered by the *Krushijivan* farm Magazine Subscribers for Making 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. Among various farm magazine published in Gujarat, KRUSHIJIVAN farm magazine (KFM) is the oldest farm magazine. It is publishing regularly since May 1969 with the main aim to 'disseminate and to popularize the scientific methods of agriculture in farming community'. The most important suggestions were offered by the KFM subscriber farmers to make the KRUSHIJIVAN farm magazine. Articles based on interview of progressive farmer by scientist, farmers' own experience as well as more articles on animal husbandry discipline should be given. Information on use of byproducts, marketing, economic aspect and government subsidies/ services as well as more photographs /figures should be given in an article. The page number of article should be given with photograph on cover page. KRUSHIJIVAN 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 aware the farming community.

Keywords: *Krushijivan, Subscribers, Suggestion*

INTRODUCTION

Among various print media, farm magazine being published at a regular interval pertained latest agriculture technology and recommendations which is the best one most reliable source to the farming community. Whatever the technology and recommendations are converted and simplified only through farm magazines in such a local language which makes them 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. Thus, in rural development, there is nothing more important than the transfer of technology to the farmers who are real consumer of the information.

The farm magazines provide technological know-how to the farmers at regular intervals and also increase the knowledge of farmers regarding improved package of practices of different crops and other allied fields. It is assumed that individuals who read farm magazine are likely to gain more knowledge about agricultural technology. Moreover the readers may supplement some more information by asking related questions to authors, scientists, editors, etc. But the question is that how far such farm magazines are actually helpful to adopt the improved agriculture technology on the fields of the farmers as well as techno-economic changes occur in the farming community. This study tried to understand the suggestion offered by the KFM subscriber farmers to make farm magazine more affective with the following objective:

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

METHODOLOGY

An attempt was also made to know the suggestions from 60 KFM subscriber farmers to make the *KRUSHIJIVAN*

farm magazine more effective. The suggestions offered by the respondents were marked in interview schedule. Number of respondents making the same suggestion(s) were counted in frequency and percentage.

The suggestion were classified into two groups viz., most important suggestion and less important suggestion on the basis above 50 per cent and below 50 per cent frequency of the respondents, respectively.

RESULTS AND DISCUSSION

Suggestion from the KFM subscribers

The information was also collected regarding the suggestions from the KFM subscriber farmers to make the KRUSHIJIVAN farm magazine more effective as well as popular among the farmer readers. The suggestions were invited and grouped into four heads viz., subjects of article, nature of article, cover page and other suggestions which are presented in table 1 to 4.

Subject of article

Table 1: Suggestion given by the Krushijivan farm magazine subscriber farmers on subjects of article n=60

Sr. No.	Suggestions	Number	Percent
1	Article based on interview of progressive farmer by scientist should be given	45	75.00**
2	Article based on farmers' own experience should be given in a issue	34	56.66**
3	More than one article should be included on animal husbandry	33	55.00**
4	Article based on bio-technology should be given	22	36.66*
5	Article based on farm machinery and implements should be given	8	13.33*
6	Article based on effect of natural calamities on farming should be given	5	8.33*

** Most important (> 50.00 per cent)

*Less important (< 50.00 per cent)

It is apparent from the Table 1 that “Article based on interview of progressive farmer by scientist should be given (75.00 per cent)”, “Article based on farmers' own experience should be given in a issue (56.66 per cent)”, and “More than

one article should be included on animal husbandry (55.00 per cent)” were the most important suggestions offered by the KFM subscriber farmers for the subjects of article. The less important suggestions were offered by the KFM subscriber farmers were: “Article based on bio-technology should be given (36.66 per cent)”, “Article based on farm machinery and implements should be given (13.33 per cent)” and “Article based on effect of natural calamities on farming should be given (8.33 per cent)”

Nature of article

Table 2: Suggestion given by the Krushijivan farm magazine subscriber farmers on nature of article n=60

Sr. No.	Suggestions	Number	Percent
1	Information based on use of byproducts of farming for income generation should be given in article	39	65.00**
2	Marketing and their related information should be given in article	37	61.66**
3	The economic aspect should be given in article	32	53.33**
4	Information on government subsidies / services for the farmers should be given	26	43.33*
5	More photographs/figures 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 “Information on based on use of byproducts of farming for income generation should be given in article (65.00 per cent)”, “Marketing and their related information should be given in article (61.66 per cent)”, “The economic aspect of the subject should be given in each article (53.33 per cent)”, were the most important suggestion offered by the KFM subscriber farmers for nature of article followed by two less important suggestion viz., “Information on government subsidies/services for the farmers should be given (43.33 per cent)” and “More photographs/figures should be given in article(31.66 per cent)”

Cover page

Table 3: Suggestion given by the Krushijivan farm magazine subscriber farmers on cover page

n=60

Sr. No.	Suggestions	Number	Percent
1	Page number of related photographs should be printed on cover page	34	60.00**
2	All cover pages should be multicoloured and attractive	26	43.33*

** Most important (> 50.00 per cent)

* Less important (< 50.00 per cent)

The data in Table 3 indicated that “Page number of related photographs should be printed on cover page (60.66 per cent)” was the most important suggestion whereas “All cover pages should be multicoloured and attractive (43.33 per cent)” was the less important suggestion offered by the KFM subscriber farmers for cover page.

Other suggestion

Table 4: Other suggestion given by the Krushijivan farm magazine subscriber farmers

n=60

Sr. No.	Suggestions	Number	Percent
1	Magazine should be available everywhere	36	60.00**
2	Advertising for magazine needed through radio and television during agricultural programme	32	53.33**
3	Camps should be organized in villages for creating awareness about farm magazine	28	46.66*
4	Magazine should be modern by using new technology like colour printing / photographs, lamination etc.	24	40.00*
5	The information about admission on agriculture and related fields should be given in magazine	17	28.33*
6	Magazine should be display on internet	13	21.66*

** Most important (> 50.00 per cent)

* Less important (< 50.00 per cent)

The data in Table 4 shows that “Magazine should

be available everywhere (60.00 per cent)”, and “Advertising for magazine needed through radio and television during agricultural programme (53.33 per cent)” were the offered by KFM subscriber farmers for making the KRUSHIJIVAN farm magazine more effective. The less important other suggestions were: “Camps should be organized in villages for creating awareness about farm magazine (46.66 per cent)”, “Magazine should be modern by using new technology like colour printing/photographs, lamination etc. (40.00 per cent)”, “The information about admission on agriculture and related fields should be given in magazine (28.33 per cent)” and “Magazine should be display on internet (21.66 per cent)”.

CONCLUSION

The most important suggestions were offered by the KFM subscriber farmers to make the KRUSHIJIVAN farm magazine more effective were: “Article based on interview of progressive farmer by scientist should be given”, “Article based on farmers’ own experience should be given in a issue”, and “More than one article should be included on animal husbandry” were the most important suggestions offered by the KFM subscriber farmers for the subjects of article. “Information on based on use of byproducts of farming for income generation should be given in article”, and “Marketing and their related information should be given in article”, were the most important suggestion offered by the KFM subscriber farmers for nature of article, while “Page number of related photographs should be printed on cover page (60.66 per cent)” was the most important suggestion offered by the for cover page. “Magazine should be available everywhere (60.00 per cent)”, and “Advertising for magazine needed through radio and television during agricultural programme were the most important suggestions for making the KRUSHIJIVAN farm magazine more effective.

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