

Demand of Farmers for Farm Literature

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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. Among farm literature, KRUSHIGOVIDYA term magazine is being published by Anand Agricultural University from Anand in Gujarati language since May, 1948. The farmers are visiting the publication department of AAU, Anand for seeking the farm information and purchasing the farm literature. The research study has been planned to know the demand of farmers about farm literature. An Interview schedule was constructed to collect the information regarding demand of farmers for farm literature. Total 311 farmers who visited the publication department of AAU, Anand during August-2009 to Jan 2010, were personally interviewed. The data revealed that highest visiting farmers were from Anand district (34.08 %) followed by Vadodara (9.65 %), Kheda (8.36 %) and Ahmedabad (7.07 %). While majority (69.77 %) of the farmers were the members of "KRUSHIGOVIDYA" where as 13.83 percent had members of 'Krishijivan' farm magazine while 12.22 percent had no membership of any farm magazine. Nearly half (49.84 %) of them belonged to young age group, educated up to graduate and postgraduate (44.05 %) had occupation of farming (26.06 %). The majority of the farmers (60.45 %) were self-motivated for visiting the publication department, AAU, Anand. Nearly fifty percent farmers were want to purchase the farm literature regarding Tobacco followed by Cereal crops (40.51 percent), Sugarcane (26.37 percent), Fruit crops (18.33 percent), Soya bean and Animal nutrition (11.90 percent), respectively.

Keywords: Farm magazine, source of motivation

INTRODUCTION

The agricultural prosperity is directly connected with the publication and use of agricultural literature through dissemination of new technology among farming community. Among farm literature, *KRUSHIGOVIDYA* farm magazine is being published by Anand Agricultural University from Anand in Gujarati language since May, 1948. The farmers are visiting the publication department of AAU, Anand for seeking the farm information and purchasing the farm literature. The research study has been planned to know the demand of farmers about farm literature,

METHODOLOGY

An Interview schedule was constructed with respect to collect the information regarding demand of farmers for

farm literature during the visit of publication department AAU, Anand. The farmers who had visited the publication department of AAU, Anand during August-2009 to Jan 2010, the total 311 farmers were personally interviewed.

OBJECTIVES

- 1 To know the district wise, SAU wise and membership of farm magazine wise distribution of farmers
 - 2 To know the personal characteristics of farmers
 - 3 To the source of motivation for visiting the publication department
 - 4 To know the demand for farm literature
- . To know the satisfaction of farmers about farm information

6 To know the opinion of farmers about *Krushigovidya* farm magazine.

RESULTS AND DISCUSSION

Distribution of farmers

Nearly one third (34.08 percent) of farmers visited the publication department AAU, Anand belonged to Anand district followed by Vadodara (9.65 percent), Kheda (8.36 percent) and Amdabad (7.07 percent), respectively while the majority (66.24 percent) of farmers from AAU jurisdiction districts were followed by SDAU (14.47 percent), JAU (11.57 percent) and NAU (7.72 percent), respectively and the majority (69.77 percent) of the farmers had the members of “*KRUSHIGOVIDYA*” where as 13.83 percent had members of ‘*Krishijivan*’ farm magazine while 12.22 percent had no membership of any farm magazine.

Table 1 : Distribution of farmers according to their characteristics n=311

Sr. No.	Characteristics	No.	Percent
I Age			
1	Young (up to 35 yrs)	155	49.84
2	Middle (35 to 50 yrs)	126	40.51
3	Old (Above 50 yrs)	30	09.65
II Education			
1	Primary	18	05.79
2	Secondary	50	16.08
3	Higher Secondary	106	34.08
4	Graduates	98	31.51
5	Post-graduate	39	12.54
III Occupation			
1	Farming	79	25.40
2	Farming + Animal Husbandary	75	24.11
3	Business	81	26.06
4	Service	70	22.50
5	Study	06	01.93

Characteristics of farmers

Nearly half (49.84 percent) of the farmers were belonged to young age group followed by 40.51 percent had middle age while nearly half (44.05 percent) of the farmers were educated up to graduate and post graduate followed by 34.08 were educated up to higher secondary level and nearly half (44.51 percent) of the farmers had occupation of farming and farming & animal husbandry followed by business (26.06 percent) and service (22.50 percent), respectively.

Source Motivation

Table 2 : Source of motivation for visiting the publication department of AAU, Anand n=311

Sr. No.	Source of Motivation	No.	Per cent
1	Self	188	60.45
2	Farm Magazine	67	21.54
3	Newspaper	33	10.61
4	VLW / AEO	23	7.40

The majority of the farmers (60.45 percent) had self-motivated for visiting the publication department, AAU, Anand followed by reading the farm magazine (21.54 percent) and newspaper (10.61 per cent) while only 7.40 percent had visited the publication department as per the guidance given by VLWs/AEOs.

Demand for farm literature

Nearly fifty percent farmers were wanted to purchased the farm literature regarding Tobacco followed by Cereal crops (40.51 percent), Sugarcane (26.37 percent), Fruit crops (18.33 percent), Soya bean and Animal nutrition (11.90 percent), respectively.

Table 3 : Farmers demand about farm literature during the visit of publication department, AAU, Anand n=311

Sr. No.	Subject of farm literature	No.	Per cent
1	Tobacco	140	45.01
2	Cereal crops	126	40.51
3	Cotton	106	34.08
4	Oilseed crops	105	33.76
5	Sugarcane	82	26.37
6	Fruit crops	57	18.33
7	Soya bean	37	11.90
8	Animal nutrition	37	11.90

Satisfaction of farmers :

Table 4 : Satisfaction of farmers about farm information during the visit of publication department, AAU, Anand n=311

Sr. No.	Satisfaction about farm information	No.	Per cent
1	Fully Satisfied	225	72.35
2	Satisfied	74	33.79
3	Unsatisfied	12	3.86

The great majority (72.35 percent) of farmers had full satisfied and 27.79 percent had satisfied by getting the farm information during the visit of publication department, AAU, Anand.

CONCLUSION

About one third of farmers belonged to Anand district, majority of farmers belonged to AAU jurisdiction districts and the majority of “*Krushigovidya*” members had visited the publication department, AAU, Anand. Majority of the farmers had young aged, educated up to graduates & above and had occupation of farming and animal husbandry. The majority of farmers had self motivated for visiting publication department. During the visit of publication department,

the farmers demand for farm information about the farm literature viz, Tobacco, Cereal crops, Cotton, Oilseed crops, Sugarcane, Fruit crops, Soya bean and Animal nutrition. The great majority of farmers had fully satisfied for farm information during the visit of publication department, AAU, Anand.

IMPLICATION

The publication department of AAU will publish the books regarding farm literature as per the demand of farmers viz., Tobacco, Cereal crops, Cotton, Oilseed crops, Sugarcane, Fruit crops, Soya bean and Animal nutrition.