

**Analysis of KRUSHI VISHVA Column published  
in GUJARAT SAMACHAR Newspaper**

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**ABSTRACT**

*The agriculture and related information are published in GUJARAT SAMACHAR daily newspaper named KRUSHI VISHVA column for the benefit of farmers. For the study of content analysis of farm information KRUSHI VISHVA column published in GUJARAT SAMACHAR newspaper, 72 columns published during March-2008 to February – 2009 were selected. The average 6 column and 34 articles per month including total 376 articles in the newspaper were analyzed. Out of 376 articles, 148 (39.36 percent) articles were published for the Agriculture faculty followed by 72 (19.15 percent) for Ayurvedic Medicine, 62 (16.49 percent) for Horticulture and 43 (11.44 percent) for Veterinary faculty. Nearly one fifth (19.15 percent) articles were published on the subject of Ayurvedic medicine followed by Plant protection (17.02 percent), Animal husbandry (11.70 percent), Field crops (8.25 percent) and Horticulture crops (5.32 percent). Moreover, about one fourth articles were covered cultivation practices of various crops. The great majority of the articles (98.14 percent) were informative type while one third of articles (34.04 percent) were published as per season. The majority of the articles (59.58 percent) were published in general means all season type while only 6.38 articles were published in off season. The majority of the articles (67.82 percent) were published with photograph in Krushi Vishva column. More than one third articles published in Krushi Vishva column were given by NGO/Institutional authors followed by one third articles from SAUs authors. Among published articles of SAUs authors, the majority of the articles (33.51 percent) were given by SDAU and AAU authors. The implications derived from the study were: (1) As Agriculture is main occupation of the country, the farm literature should be published in all daily newspapers for the benefit of the farmers. (2) Articles from other than Agriculture faculty should be published in newspapers. (3) To fulfill the readers needs, the articles on subjects like Value addition Post harvest technology, Irrigation, Weed management, Governmental schemes etc. should be published in newspapers. (4) The success story, experience based, visit based, calendar, question-answer type of articles should be given in newspapers to motivate the farmers. (5) Off-season articles should not be published in newspapers. (6) All the articles should be published with the name, address and phone no. of the author for further communication.*

**Keywords:** Krushi vishva, News paper

**INTRODUCTION**

The agricultural prosperity is directly connected with the publication and use of agricultural literature of new technology dissemination among farming community through newspapers. The agriculture and related information are published in GUJARAT SAMACHAR daily newspaper named KRUSHI VISHVA column for the benefit of farmers. To know the content of agricultural information published in GUJARAT SAMACHAR daily newspaper, the research

study has been planned “Analysis of farm information KRUSHI VISHVA column published in GUJARAT SAMACHAR newspaper”

**OBJECTIVES**

- (1) To find out faculty wise number of articles published
- (2) To know the subject wise number of articles published
- (3) To find out nature of articles published

- (4) To know season wise articles published
- (5) To find out author wise articles published
- (6) To know number of articles published with photograph

**METHODOLOGY**

For the study of content analysis of farm information KRUSHI VISHVA column published in GUJARAT SAMACHAR newspaper, 72 columns published during March-2008 to February – 2009 were selected and analyzed in light of the objective with frequency and percentage. The average 6 column and 34 articles per month were published. The total 376 articles were published during the year which was given in Table-1.

**Table 1 : Month wise articles published in Krushi Vishwa column**

Sr. No.	Month	No. of column	No. of Ar-ticles
1	March -2008	07	36
2	April -2008	07	35
3	May-2008	05	31
4	June -2008	05	33
5	July -2008	06	29
6	August -2008	06	26
7	September -2008	08	32
8	October -2008	05	23
9	November -2008	06	34
10	December -2008	06	33
11	January -2009	04	21
12	February -2009	07	43
Total		72	376
Average		06	34

**RESULTS AND DISCUSSION**

**Faculty wise articles**

**Table 2 : Faculty wise articles published in Krushi Vishwa column**

Sr. No.	Faculty	No. of Ar-ticles	Percent
1	Agriculture	148	39.36
2	Ayurvedic Medicine	72	19.15
3	Horticulture	62	16.49
4	Veterinary	43	11.44
5	Agri. Engineering	18	4.79
6	Forestry	15	3.99
7	Information Technology	12	3.19
8	Home Science	05	1.33
9	Fishery	01	0.26

The Table-2 indicated that out of 376 articles, 148 (39.36 percent) articles were published for the agriculture faculty followed by 72 (19.15 percent) for Ayurvedic Medicine, 62 (16.49 percent) for Horticulture and 43 (11.44 percent) for Veterinary faculty.

**Subject wise articles**

**Table 3: Subject wise articles published in Krushi Vishwa column**

Sr. No.	Subject	No. of Articles	Percent
1	Ayurvedic medicine	72	19.15
2	Plant protection	64	17.02
3	Animal husbandry	44	11.70
4	Field crops	31	8.25
5	Horticulture crops	20	5.32
6	Agri. engineering	18	4.79
7	Vegetable crops	17	4.52
8	Medicinal crops	16	4.25
9	Forest crops	15	3.99
10	Irrigation	12	3.19
11	Chemical fertilizers	11	2.93
12	Floriculture crops	08	2.13
13	Organic farming	07	1.86
14	Value addition	07	1.86
15	Govt. scheme	07	1.86
16	Weed control	06	1.60
17	Information technology	06	1.60
18	Bio-fertilizers	05	1.33
19	Home science	05	1.33
20	Vermicompost	04	1.06
21	Fishery	01	0.26

It can be seen form the data from Table-3 that all the 376 articles were grouped in to 21 subjects. Among them, nearly one fifth (19.15 percent) articles were published on the subject of Ayurvedic medicine followed by Plant protection (17.02 percent), Animal husbandry (11.70 percent), Field crops (8.25 percent) and Horticulture crops (5.32 percent). Moreover, the Table-3 indicated that about one fourth articles were covered cultivation practices of various crops.

**Nature of articles**

**Table 4 : Nature of articles published in Krushi Vishwa column**

Sr. No.	Nature of articles	No. of Articles	Percent
1	Informative	369	98.14
2	Calendar	03	0.81
3	Success story	02	0.53
4	Questionnaire	01	0.26
5	Poem	01	0.26

The Table-4 shows that the great majority of the articles (98.14 percent) were informative type.

**Season wise articles**

**Table 5 : Season wise articles published in Krushi Vishwa column**

Sr. No.	Season	No. of Articles	Percent
1	All season	224	59.58
2	Monsoon	47	12.50
3	Winter	41	10.90
4	Summer	40	10.64
5	Off-Season	24	6.38

The Table-5 indicated that one third of articles (34.04 percent) were published as per season. The majority of the articles (59.58 percent) were published in general means all season type while only 6.38 articles were published in off season.

**Author wise articles**

**Table 6 : Author wise articles published in Krushi Vishwa column**

Sr. No.	Author	No. of Articles	Percent
1	AAU authors	47	12.50
2	JAU authors	08	2.13
			33.51
3	NAU authors	07	1.86
4	SDAU authors	64	17.02
5	NGO/Institutional authors	153	40.69
6	Retired Professors	30	7.98
7	Farmers	24	6.38
8	No author	43	11.44

The Table-6 shows that more than one third articles published in Krushi Vishwa column were given by NGO/ Institutional authors followed by one third articles from SAUs

authors. Among published articles of SAUs authors, the majority of the articles(33.51 percent) were given by SDAU and AAU authors. About seven percent of articles were given by retired professors as well as farmers. It is noted that 11.44 percent articles were published without name of author.

**Articles published with photograph**

**Table 7: No of articles published with photograph in Krushi Vishwa column**

Sr. No.	Articles published	No. of Articles	Percent
1	With photograph	255	67.82
2	Without photograph	121	32.18

The Table-7 indicated that the majority of the articles (67.82 percent) were published with photograph in Krushi Vishwa column.

**CONCLUSION**

It can be conclude from the Content Analysis of farm information KRUSHI VISHVA column, about two fifth articles were published for agriculture faculty and one fourth of the articles were covered cultivation practices of different crops while nearly one fifth of the articles were published on Ayurvedic medicine as well as Plant protection measures. The great majority of the articles were informative and one third articles were published seasonally. The majority of the articles were given by NGO/ Institutional and SAUs authors. The majority of the articles were published with photograph.

**IMPLICATIONS**

On the basis the research study, the following implications are drawn for the publication of farm literature.

- 1 As Agriculture is main occupation of the country, the farm literature should be published in all daily newspapers for the benefit of the farmers.
- 2 Articles from other than Agriculture faculty should be published in newspapers.
- 3 To fulfill the readers needs, the articles on subjects like Value addition Post harvest technology, Irrigation, Weed management, Governmental schemes etc. should be published in newspapers.
- 4 The success story, experience based, visit based, calendar, question-answer type of articles should be given in newspapers to motivate the farmers.
- 5 Off-season articles should not be published in newspapers
- 6 All the articles should be published with the name, address and phone no. of the author for further communication.