

Limitations realized by the Extension Educationists in Transferring Agricultural Information through Agricultural FM Radio

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ABSTRACT

The study to know limitations realized by the extension educationists in transferring agricultural information through Agricultural FM Radio was conducted on a random sample of 60 extension educationists working at Anand Agricultural University, Anand of Gujarat state. The data were collected by personal contacts. Major limitations realized by the extension educationists of AAU in transferring information through FM radio in descending order of ranks were lack of realization among farmers to use AFM for agricultural information, lack of realization to have AFM Radio in the process of transfer of technology, nonexistent of special cell to develop agricultural mass media in the country, lack of trained and efficient workforce to manage all the elements of AFM Radio, lack of talented agricultural journalists, lack of professionalism among agencies involved in rural development, poor implementation network and lack of trained workforce, nonexistent of various key agricultural supporting services for the FM radio, difficult to get expected number of listeners of AFM Radio, lack of efforts to identify specific sponsors for the agricultural broadcasting segments viz. business and farming news, farming weather forecast, agri-business tips, best agronomic practices, feature of the week, etc), lack of wholehearted effort to start AFM Radio, poor interest shown by private agencies in starting AFM Radio, difficult to manage financial element in running AFM Radio, lack of realization of need of agricultural information among farmers, lack of positive mindset about AFM Radio amongst authority in development of agriculture, difficult to produce farmers friendly programmes to broadcast on AFM Radio, difficult to run AFM Radio maintaining agricultural content with fun element, the dominant logic that FM radio is primarily for urban audience.

Keywords : FM Radio, Transfer of technology

INTRODUCTION

Information plays an immense role in our society and its large scale dissemination through highly perfected communication media constitute. The present agricultural strategy in India calls for speedy dissemination of agricultural know-how to the farming community. The fast changing agricultural technology demands for more and more information to be transmitted to ever increasing volume of clientele. FM radio due to its mass nature, promises to satisfy the informational and entertainment needs of the masses in general and farmers in particular. Considering the popularity and the usefulness of FM radio in entertainment and advertisement fields, it needs to be popularized to transfer agricultural technologies from research stations to ultimate users. The agricultural FM radio can play a crucial role among researcher, extension educationists and farmers. Extension educationists are the most active participants in the

transmission of agricultural information. They have expertise and knowledge about significance and limitations of various media in transferring agricultural technology from its origin to real users. While considering FM system of Radio for agricultural development and communication, there are many limitations realised by them in using this system in transferring agricultural information to its real users. Understanding this fact, a study was conducted with following objective :

OBJECTIVE

To analyze the Limitations realized by the extension educationists in transferring agricultural information through Agricultural FM Radio.

METHODOLOGY

The study was conducted on a random sample of 60 extension educationists working at Anand Agricultural

University, Anand of Gujarat state. The data were collected by personal contacts. The data thus, collected were classified, tabulated and analyzed in order to make the finding meaningful. The statistical measures, such as percentage and mean score were used to analysis data.

RESULTS AND DISCUSSION

The agricultural extension educationists are regarded

as the useful human resource for the overall development of agrarian country like India. They are recognized as engineers to develop agriculture and rural India. The suggestion and opinion from such human resources is the key to the success of any agricultural development. To understand limitations realized by the extension educationists in transferring agricultural information through AFM Radio, information was collected and presented in Table1 .

Table: 1 Limitations realized by the extension educationists in transferring agricultural information through AFM Radio n=60

No	Limitations	Mean Score	Rank
1	Lack of realization among farmers to use AFM for agricultural information.	2.80	I
2	Lack of realization among policy makers to have AFM in the process of transfer of technology.	2.78	II
3	Nonexistent of special cell to develop agricultural mass media in the country.	2.75	III
4	Lack of trained and efficient workforce to manage all the elements of AFM Radio.	2.68	IV
5	Lack of talented agricultural journalists to manage and combine elements of entertainment and information supplier.	2.65	V
6	Lack of professionalism among agencies involved in rural development	2.63	VI
7	Poor implementation network and lack of trained workforce	2.63	VII
8	Nonexistent of various key agricultural supporting services for the FM Radio.	2.56	VIII
9	Difficult to get expected number of listeners of AFM Radio.	2.53	IX
10	Lack of effort to identify specific sponsors for the agricultural broadcasting segments viz. business and farming news, farming weather forecast, agri-business tips, best agronomic practices, feature of the week, etc).	2.53	X
11	Lack of wholehearted effort to start AFM Radio.	2.46	XI
12	Poor interest shown by private agencies in establishing AFM Radio system.	2.45	XII
13	Difficult to manage financial element in running AFM Radio.	2.45	XIII
14	Lack of realization of need of agricultural information among farmers.	2.43	XIV
15	Lack of positive mindset amongst authority about AFM Radio in development of agriculture.	2.43	XV
16	Difficult to produce farmers' friendly programmes to broadcast on AFM Radio.	2.41	XVI
17	Difficult to run AFM maintaining agricultural content with fun element	2.25	XVII
18	The dominant logic that FM radio is primarily for urban audience	2.25	XVIII

It can be seen that major limitations realized by the extension educationists of AAU in transferring information through FM radio in descending order of ranks were lack of realization among farmers to use AFM for agricultural information, lack of realization to have AFM Radio in the process of transfer of technology, nonexistent of special cell to develop agricultural mass media in the country, lack of trained and efficient workforce to manage all the elements of AFM Radio, lack of talented agricultural journalists, lack of professionalism among agencies involved in rural

development, poor implementation network and lack of trained workforce, nonexistent of various key agricultural supporting services for the FM radio, difficult to get expected number of listeners of AFM Radio, lack of efforts to identify specific sponsors for the agricultural broadcasting segments viz. business and farming news, farming weather forecast, agri-business tips, best agronomic practices, feature of the week, etc), lack of wholehearted effort to start AFM Radio, poor interest shown by private agencies in starting AFM Radio, difficult to manage financial element in running AFM

Radio, lack of realization of need of agricultural information among farmers, lack of positive mindset about AFM Radio amongst authority in development of agriculture, difficult to produce farmers friendly programmes to broadcast on AFM Radio, difficult to run AFM Radio maintaining agricultural content with fun element, the dominant logic that FM radio is primarily for urban audience. The results are matching with the recommendations given by (Kazi, 2007, Ambekar, 2004, Patil, 2010)

CONCLUSION

It can be concluded from the result that major limitations realized by the extension educationists of AAU in transferring information through FM radio were lack of realization among farmers, authority and others who are involved in the process of agricultural development to make use AFM for generating and transferring agricultural information. Lack of special cell to develop agricultural mass media, efficient workforce, dedicated agricultural journalists, professionalism, specific sponsors, wholehearted, positive mindset and poor interest shown by private agencies and the dominant logic that FM radio is primarily for urban audience are some of the key issues in developing agricultural FM

radio in the country.

IMPLICATION

Understanding significance of agricultural FM to fulfill area specific farming needs of the farmers, there is a need to tackle all the limitations realized by the extension educationists and serious efforts should be started to establish agricultural FM Radio in our country.

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