

Suggestions of the Extension Educationists to Establish Agricultural FM Radio to Transfer Agricultural Information

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ABSTRACT

The study to examine suggestions of the extension educationists to establish Agricultural FM Radio to transfer agricultural information 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 suggestions offered by the extension educationists to establish agricultural FM Radio in transferring agricultural information in descending order of rank of importance were need to conduct survey and research to know the interest of the farmers to start AFM, need to involve local artists to make AFM farmer friendly, need to develop AFM format to make it accessible on mobile and internet, need to plan sustainable strategy to start AFM Radio, need to create realization to start AFM in transfer of rural technology among associated authorities, need to attract media by showing potentially of opportunities of emerging agricultural markets through AFM Radio, need to develop strategy to address area specific agricultural information through AFM Radio, need to develop strategy to make AFM popular, need to create realization of need of agricultural information among farmers through AFM, need to conduct survey to take suggestions from agricultural academicians, extension educationists, researchers and professional media to start, run and sustain AFM effectively, need to encourage public private partnership in initiating AFM, need to establish AFM with high level of connectivity, need to take trial of agricultural programmes on regular FM radios to understand response of rural people, need wholehearted and responsible efforts to start AFM by anyone, need to involve local innovative, successful and professionally leader farmers to make AFM farmer friendly, need to develop strategy to expand rural marketing through AFM, necessary to develop implementation capacity among workforce, need to organize seminars on the possibilities of AFM, need to find out suitable strategy to run AFM maintaining agricultural content with fun element, need to encourage private professional agencies in starting AFM, need to conduct survey of agricultural input dealers to know their interest to market agriculture inputs.

Keywords : FM Radio of Transfer Agricultural Information

INTRODUCTION

In India there exists a gap between the scientific/agricultural researchers and the farm users. A lot of findings from the research institutions and laboratories are not used by farmers. Research information on improved seed varieties, better farming techniques, post-harvest handling

and marketing are not used by farmers either because the information did not reach them, either because the implementation of the received information is not clear. The gap between the researcher and the farmer is even wider in the rural areas; large distances separate researcher from rural farmer. Other barriers like language and diversity of cultures also come into play making it even more difficult for

the research information to reach the intended audiences. In such a situation community radio or say FM radio specially on agricultural aspects can play a catalytic role not only in dissemination of scientific agricultural information but also in the social economic and cultural development of the rural poor. It has been observed that to uplift the poorest of the poor, it is not only the resources that are needed but also access to basic information which play an important role in the development of the people on their own. Review of research studies done in the past on mass media channels shows that radio, television etc can play an important role in providing information in time for a large number of people. But it had few constraints such as information cannot be delivered in local or vernacular dialect and areas specific need base because of wide area coverage by such media. Hence community or FM radio evolved as mass media channel which meet the information needs of the rural poor, where in participatory approaches are followed to develop the messages and content for specific community by active participation of the community themselves in their own dialect and needs. Therefore, it was felt necessary to examine the views and suggestions of the extension educationists to establish Agricultural FM Radio to transfer agricultural information. Understanding this fact, a study was conducted with following objective

OBJECTIVE

To analyze the suggestions of the extension educationists to establish agricultural FM Radio to transfer agricultural information.

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

After studying limitation realised by the extension

educationists of AAU in transferring agricultural information through FM radio, their suggestions to establish Agricultural FM Radio were also collected. The data collected were analyzed and presented with the help of the mean value and rank in Table1.

It can be seen from the table that major suggestions offered by the extension educationists to establish agricultural FM Radio in transferring agricultural information in descending order of rank of importance were need to conduct survey and research to know the interest of the farmers to start AFM, need to involve local artists to make AFM farmer friendly, need to develop AFM format to make it accessible on mobile and internet, need to plan sustainable strategy to start AFM Radio, need to create realization to start AFM in transfer of rural technology among associated authorities, need to attract media by showing potentially of opportunities of emerging agricultural markets through AFM Radio, need to develop strategy to address area specific agricultural information through AFM Radio, need to develop strategy to make AFM popular, need to create realization of need of agricultural information among farmers through AFM, need to conduct survey to take suggestions from agricultural academicians, extension educationists, researchers and professional media to start, run and sustain AFM effectively, need to encourage public private partnership in initiating AFM, need to establish AFM with high level of connectivity, need to take trial of agricultural programmes on regular FM radios to understand response of rural people, need wholehearted and responsible efforts to start AFM by anyone, need to involve local innovative, successful and professionally leader farmers to make AFM farmer friendly, need to develop strategy to expand rural marketing through AFM, necessary to develop implementation capacity among workforce, need to organize seminars on the possibilities of AFM, need to find out suitable strategy to run AFM maintaining agricultural content with fun element, need to encourage private professional agencies in starting AFM, need to conduct survey of agricultural input dealers to know their interest to market agriculture inputs. The results are matching with the suggestions offered by Pavarala (2002).

Table: 1 The Views of extension educationists to establish Agricultural FM Radio to transfer agricultural information n=60

No	Suggestions	Mean Score	Rank
1	Need to conduct survey and research to know the interest of the farmers to start AFM.	2.93	I
2	Need to involve local artists to make AFM farmer friendly	2.78	II
3	Need to develop AFMR format to make it accessible on mobile and Internet	2.76	III
4	Need to plan sustainable strategy to start AFM	2.73	IV
5	Need to create realization to start AFM in transfer of rural technology among associated authorities	2.71	V
6	Need to attract media by showing potentially of opportunities of emerging agricultural markets through AFM	2.71	V
7	Need to develop strategy to address area specific agricultural information through AFM	2.70	VI
8	Need to develop strategy to make AFM popular	2.70	VI
9	Need to create realization of need of agricultural information among farmers through AFMR	2.70	VI
10	Need to conduct survey to take suggestions from agricultural academicians, extension educationists, researchers and professional media to start, run and sustain AFM effectively.	2.68	VII
11	Need to encourage public private partnership in initiating AFM	2.68	VII
12	Need to establish AFM with high level of connectivity	2.68	VIII
13	Need to take trial of agricultural programmes on regular FM radios to understand response of rural people	2.66	VIII
14	Need wholehearted and responsible efforts to start AFM by anyone	2.65	IX
15	Need to involve local innovative, successful and professionally leader farmers to make AFM farmer friendly	2.63	X
16	Need to develop strategy to expand rural marketing through AFM	2.61	XI
17	Necessary to develop implementation capacity among workforce	2.60	XII
18	Need to organize seminars on the possibilities of AFM.	2.56	XIII
19	Need to find out suitable strategy to run AFM maintaining agricultural content with fun element	2.56	XIII
20	Need to encourage private professional agencies in starting AFM	2.51	XIV
21	Need to conduct survey of agricultural input dealers to know their interest to market agriculture inputs through AFM Radio.	2.46	XV

CONCLUSION

The most important suggestions offered by the extension educationists to establish agricultural FM Radio in transferring agricultural information were need to conduct survey to know the interest of the farmers, essential to involve local artists to make AFM farmer friendly, require to develop AFM format to make it accessible on mobile and internet, sustainable plan strategy should be developed, need to create realization to start AFM in transfer of rural technology among associated authorities, need to attract media by showing potentially of opportunities of emerging agricultural markets through AFM Radio, need to develop strategy to address area specific agricultural information through AFM Radio.

IMPLICATION

Understanding significance of agricultural FM to fulfill area specific farming needs of the farmers, there is a need to incorporate all the suggestions realised by the extension educationists and wholehearted efforts should be initiated to launch agricultural FM Radio in our country.

REFERENCE

Pavarala, Vinod (2002) Community Radio in Rural India, An Evaluation of Chala Ho Gaon Mein on AIR Daltonganj, Jharkhand, National Foundation for India, New Delhi,