

## READERS' NEEDS REGARDING AGRICULTURAL INFORMATION TO BE PUBLISHED IN KRUSHIGOVIDYA FARM MAGAZINE

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### ABSTRACT

*Among farm literature, KRUSHIGOVIDYA farm magazine is being published by Anand Agricultural University from Anand in local language Gujarati since May,1948. An Interview schedule was constructed and sent to subscribers. Total 153 subscribers had sent interview schedule. The majority of the readers' needs for requirement of agricultural information were: Post harvest and storage Plant protection, Information of seed rate, Varieties, Agronomical practices, Chemical fertilizers, Value addition, Irrigation and Weed control respectively. The great majority of readers were most preferred Experience based articles followed by Information, Visit based and Calendar respectively.*

### INTRODUCTION

The agricultural prosperity is directly connected with the publication and use of agricultural literature through dissemination new technology among farming community. Among farm literature, KRUSHIGOVIDYA (KGV) farm magazine is being published by Anand Agricultural University (AAU) from Anand in local language Gujarati since May,1948. For the effective and practical utility of the magazine, readers' needs for requirement of agricultural information and nature of articles, the research study has been planned readers' needs regarding agricultural information to be published in KRUSHIGOVIDYA farm magazine.

### METHODOLOGY

An Interview schedule was constructed with respect to collect the information regarding important aspects of readers needs. A perforated interview schedule was kept along with each KGV magazine from November' 2007 to January' 2008 and sent through postal circulation to subscribers. The total 153 subscribers had sent duly filled

interview schedule at their own cost. The data were analyzed in the light of the objectives with frequency and percentage.

### RESULTS

#### 1 Readers' needs for requirement of agricultural information

The Table-1 indicated that the majority of the readers' needs for requirement of agricultural information were, Post harvest and storage (92.15 percent), Plant protection (86.92 percent), Information of seed rate (83.66 percent), Varieties (76.47 percent), Agronomical practices (72.54 percent), Chemical fertilizers (71.89 percent), Value addition (70.58 percent), Irrigation (64.70 percent) and Weed control (64.05 percent) respectively.

Nearly one third of the readers' needs for requirement of agricultural information viz, Sowing distance (50.98 percent), Soil conservation (50.32 percent), Crop production and economics (43.79 percent), Seed suppliers (39.86 percent), Vegetable crops (37.90 percent) and Intercropping (32.67 percent) respectively.

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**Table-1 : Readers' needs for requirement of agricultural information**

n=153

Sr. No.	Agricultural Information	No	Percent
1	Post harvest and storage	141	92.15
2	Plant protection	133	86.92
3	Information of seed rate	128	83.66
4	Varieties	117	76.47
5	Agronomical practices	111	72.54
6	Chemical fertilizers	110	71.89
7	Value addition	108	70.58
8	Irrigation	99	64.70
9	Weed control	98	64.05
10	Sowing distance	78	50.98
11	Soil conservation	77	50.32
12	Crop production and economics	67	43.79
13	Seed suppliers	61	39.86
14	Vegetable crops	58	37.90
15	Intercropping	50	32.67
16	Soil testing	41	26.79
17	Horticultural crops	31	20.26
18	Agricultural machinery & implements	26	16.99
19	Medicinal crops	18	11.76
20	Organic farming	18	11.76
21	Animal husbandry	9	5.88
22	Tissue culture	6	3.92
23	Micronutrient application	3	1.96

Few readers needs for requirement of agricultural information viz, Soil testing (26.79 percent), Horticultural crops (20.26 percent), Agricultural machinery & implements (16.99 percent),

Medicinal crops (11.76 percent), Organic farming (11.76 percent), Animal husbandry (5.88 percent), Tissue culture (3.92 percent), Micronutrient application (1.96 percent).

## 2 Readers Preference for Nature of Article

**Table 2 : Readers preference for Nature of Article**

n=153

Sr. No.	Nature of Article	Most Preferred		Medium preferred		Least Preferred	
		No.	Percent	No.	Percent	No.	Percent
1	Informative	87	56.86	46	30.06	20	13.07
2	Question Answer form	79	51.63	52	33.98	22	14.37
3	Experience based	118	77.12	27	17.54	8	5.22
4	Visit based	83	54.24	58	37.90	12	7.84
5	Success story	72	47.05	55	35.94	26	16.99
6	Calendar	68	44.44	56	36.60	29	18.95

The Table-2 shows that the great majority (77.12 Percent) of readers were most preferred Experience based articles followed by Information (56.86 percent), Visit based (54.24 percent) and Calendar (44.44 percent) respectively.

The nearly one third of readers were medium

preferred articles namely Visit based (37.90 percent), Calendar (36.60 percent), Success story (35.94 percent), Question Answer form (33.98 percent), Informative (30.06 percent) respectively and only 17.64 percent readers were medium preferred Experience based articles.