

## UTILITY VALUE OF VARIOUS TOPICS COVERED IN KRISHI JIVAN FARM MAGAZINE

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### ABSTARCT

*Farm magazine is a very useful medium of communication because the information can be stored as reference and can be utilized at any time. But at the same time, it becomes important to know the utility value of topics covered in the magazine. Therefore, the study was designed to determine the utility value of topics, taking 180 Krishi Jivan farm magazine readers as respondents from Junagadh and Rajkot district. The results revealed that the most useful topics as perceived by the readers were; success stories, improved varieties and agricultural extension and government schemes beneficial to farmers. The most important suggestions offered for improving magazine were; good quality of paper should be used in magazine and more illustrations and photographs should be used.*

### INTRODUCTION

The improved and new techniques of research should reach to the farmers' fields at fastest rate without losing their completeness and clarity to get the maximum returns. Farm magazine is one of the media that play important role in such extension of new technologies to the farmers' fields. Through farm magazine, the aspects related to the technology and recommendations are converted and simplified in local language so that their practical utilization on farmers' fields can be possible. However there is a growing realization for improving the standard of farm magazines in order to make them more popular, understandable, informative and effective. As one of the aspects to improve the standard of farm magazine, utility of various topics covered in the magazine should be studied.

### METHODOLOGY

The study was undertaken with 180 readers of *Krishi Jivan* farm magazine selected from Junagadh and Rajkot district. An interview schedule was prepared for collecting the data from the respondents in

light of the objectives. The data were collected by personal interview of the respondents. Utility refers to the extent of usefulness of the content published in farm magazine as per the needs of readers (Nain, 2003). To measure the utility of content for readers, the responses were received from them on extent of usefulness of various topics in three point continuum i.e. highly useful, useful and least useful with score of 2, 1, and 0, respectively. The mean index of utility was calculated for all the topics separately. The various topics were classified as highly useful, useful and least useful on the basis of mean and standard deviation.

### RESULTS

#### 1 Utility value of various topics

The data in Table 1 revealed that the most useful topic as perceived by the readers was success stories of farmers with utility index of 1.62, followed by improved varieties (1.56) and agricultural extension and Government schemes beneficial to the farmers (1.41) which ranked second and third, respectively.

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**Table 1 : Utility value of various topics covered in Farm magazine**

n=180

Sr. No.	Topics	Total score	Mean score	Degree of usefulness	Rank
1	Plant protection	221	1.23	U	V
2	Soil testing and fertilizers	157	0.87	U	XV
3	Weed control	135	0.75	U	XVI
4	Irrigation methods	160	0.89	U	XIII
5	Post Harvesting, value addition and marketing	236	1.31	U	IV
6	Fruit and vegetable crop production	200	1.11	U	VIII
7	Animal husbandry	176	0.98	U	XI
8	Soil and water conservation	167	0.93	U	XII
9	Home science	97	0.54	LU	XIX
10	Improved varieties	281	1.56	MU	II
11	Organic farming practices	205	1.14	U	VII
12	Crop production practices	214	1.19	U	VI
13	Medicinal crop production practices and treatments	189	1.05	U	IX
14	Success stories of farmers	292	1.62	MU	I
15	Agricultural implements and farm machinery	158	0.88	U	XIV
16	Agricultural extension and Government Schemes beneficial to the farmers	254	1.41	MU	III
17	Spices crop production	184	1.02	U	X
18.	Environment and Pollution control	110	0.61	LU	XVIII
19.	General articles	117	0.65	LU	XVII

Mean=1.04

S.D.= 0.3036

MU=Most useful

U=Useful

LU=Least useful

Further, the topics which were perceived useful were; post harvest techniques, value addition and marketing (1.31), plant protection (1.23), crop production practices (1.19), organic farming practices (1.14), fruit and vegetable crop production (1.11), medicinal crop production practices and the treatments for human diseases (1.05), spices crop production practices (1.02), animal husbandry (0.98), soil and water conservation practices (0.93), irrigation methods (0.89), agricultural implements and farm machinery (0.88) and weed control methods (0.75). The practices which were perceived least useful by the respondents were; general articles (0.65), environment and pollution control (0.61) and home science (0.54).

## 2 Suggestions from farm magazine readers to make magazine more effective

The suggestions to make the magazine more

effective were invited openly from the farm magazine readers. The frequency for each suggestion was worked out and converted into percentage. The ranks were assigned to the suggestions based on the percentage. The perusal of Table 2 indicated that some most important suggestions offered by the readers were pertaining to use of good quality paper in magazine (82.22 per cent), inclusion of more illustrations and photographs (80.00 per cent), publication of information about content for next issues of magazines in previous issues (77.22 per cent), information regarding prevailing different beneficial schemes from Government and other organizations (73.33 per cent), month wise agricultural operations of major crops (72.78 per cent), more articles according to crops and farming practices of respective region (71.67 per cent) and use of local words and language instead of technical writing (70.56 per cent).

**Table 2 : Suggestions from the farm magazine readers to make the magazine more effective**

n=180

Sr. No.	Suggestions	F	P	R
1	Information regarding different beneficial schemes from government and other organizations should be published	132	73.33	IV
2	Information of content for next issues should be published in previous issue	139	77.22	III
3	Information regarding weather should be included.	61	33.89	XVI
4	Month wise agricultural operations of major crops should be published	131	72.78	V
5	Information on home science and grain storage should be published	72	40.00	XIV
6	Information about post harvest processing should be published	125	69.44	VIII
7	Illustrations and photographs should be included	144	80.00	II
8	Information about different agricultural (revenue) records and the form should be published	89	49.44	XII
9	Size of magazine should be increased	96	53.33	XI
10	Good quality paper should be used	148	82.22	I
11	Magazine should be reached to the farmer well in advance for getting knowledge and timely adoption in their farms	122	67.78	IX
12	Titles of the articles should be more attractive	56	31.11	XVII
13	More articles should be according to crops and farming practices of respective regions.	129	71.67	VI
14	Messages should be more useful to solve the farming problems	112	62.22	X
15	The advertisements about different inputs and agricultural extension activities should be published	54	30.00	XVIII
16	The details of the authors should be published in all the articles for getting more information.	75	41.67	XIII
17	Trustworthiness of text as messages should be checked.	62	34.44	XV
18	Content should be in local words and language instead of technical writing.	127	70.56	VII

P=Percentage F= Frequency R=Rank

### CONCLUSIONS

It can be concluded that the most useful topics as perceived by the readers were: success stories of farmers, improved varieties and information about agricultural extension and Government schemes. The most important suggestions offered by the readers were about use of good quality paper and inclusion of more illustrations and photographs in the magazine. They further suggested to publish information about content for next issues

of magazines in previous issues, information regarding prevailing different beneficial schemes from government and other organizations and month wise agricultural operations of major crops.

### REFERENCE

Nain, Manjeetsingh (2003). Effectiveness of farm magazine: A comparative analysis of various components as viewed by readers. *Raj. J. Extn. Edu.*, 11: 9-15.