

**SIGNIFICANCE OF FARM TELEVISION TO CREATE TALENT OF THE FARMERS****N. B. Chauhan<sup>1</sup>****ABSTRACT**

*In Gujarat, "Gram jagat" programme has been telecasting by Ahmedabad Doordarshan Kendra from Monday to Friday to communicate and educate farm information to the adult farmers to create conducive behavioural changes among them. The assessment this programme in changing talent of the farmers was measured in sixteen villages of Anand and Kheda districts of Gujarat state on a random sample of 120 farmers who had at least five years exposure of farm television and it was concluded that majority of farmers had favourable exposure of farm television. Favourable farm TV exposure of the farmers had shown valuable impact in improving level of aspiration, educational aspiration for son, economic motivation, innovation Proneness, role taking empathy, cosmopolitaness, market orientation and knowledge of modern agriculture and adoption of modern agriculture of the farmers. Study suggested that to get better result through farm TV, more programmes showing demonstration on local fields and success stories should be telecasted and farmers' participation should be encouraged from the selection of programmes to final telecasting stage of the programmes.*

**INTRODUCTION**

The world is changing very rapidly. Technology of today becomes outdated tomorrow and agriculture is not exception to this. Agriculture plays an imperative role in Indian economy. To achieve best result from the agriculture, Indian farmers will have to make best use of available modern high agricultural production oriented technologies. To accelerate rate of adoption of modern methods of agriculture, some behavioural changes should take place among the farmers. It is, therefore necessary to determine best communication means to transfer agricultural technologies at right time by effective manner to its real users. Among various mass media, television is certainly most versatile audiovisual medium ever developed to convey information to the broad means of people, particularly to the huge illiterate segment of the adult farmers. In Gujarat, "Gram jagat" programme has been

telecasting by Ahmedabad Doordarshan Kendra from Monday to Friday to communicate and educate farm information to the farmers to create conducive behavioural changes among them. The value of any programme can be judged through the assessment of consequences taken places as a result of it. Looking to this fact, a study was undertaken to know significance of farm television to create talent of the farmers.

**METHODOLOGY**

Present study was undertaken in sixteen villages of Anand and Kheda districts of Gujarat state on a random sample of 120 farmers who had at least five years exposure of farm television. The data were collected through personal contact method and analyzed by using suitable statistical tools. The scales developed by different social scientists were used to measure various behavioural changes in the farmers.

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## RESULTS AND DISCUSSION

### Farm television exposure of the farmers

To know farm television viewing exposure of the farmers, criteria like awareness regarding name, time and duration of the farm television programme, regularity in viewing, extent of viewing, purpose of viewing and activities during and after viewing farm television programme were considered. After getting score of overall farm television viewing exposure of each farmer, all the farmers were categorized in to two groups. The farmers below mean score and above mean score were considered as farmers with favourable farm television viewing exposure and farmers with unfavorable farm television viewing exposure, respectively. It can be seen from table .1 that slightly more than half (57.14 per cent) of the farmers had favourable farm television viewing exposure. It shows that majority of the farmers had considered farm television as an important mean of collecting useful information of modern agriculture.

### Significance of farm television to create talent of the farmers

The data presented in table 2 indicate relationship between the farm television exposure of those farmers who had favourable farm television exposure and their talent in terms of various behavioural changes.

- 1. Significance of farm television exposure on level of aspiration:** The data in table 2 indicate that level of aspiration of the farmers was improved with increase in their level of exposure

of farm television. In other words it can be said that farm television played significant role in improving degree of expected rational estimation of the farmers to reach up to certain level of development for future. The good quality of farm television, farming need based presentation and relevant presentation of farm television might have influenced in building high level of aspiration of the farmers.

- 2. Significance of farm television exposure on level of educational aspiration for son:** Table. 2 indicate that farmers with favourable farm television exposures' level of aspiration for their son were improved with increase in their level of exposure of farm television. In other language it can be concluded that through farm television they have understood that high level of education to new generation is essential for their all round development. They must have also realized that whatever difficulties they have faced due to lack of their expected level of education should not be repeated to their new generation.
- 3. Significance of farm television exposure on level of economic motivation:** The result shows that level of economic motivation of the farmers increased with increase in their level exposure of farm television. Here, it was proved that favourable farm television exposure oriented persons had developed tendency and inclination to know scientific methods leading towards

**Table 1 : Distribution of the respondents according to their farm television viewing approach**

No	Exposure of farm television viewing of the farmers	Number	Percent
1	Farmers with favourable farm television exposure	65	54.17
2	Farmers with unfavorable farm television exposure	55	45.83
	Total	120	100.00

**Table 2 : Relationship of farm television viewing exposure with different behavioural changes of the farmers.**

No	Variables of the farmers	'r' value for the Farmers with favourable farm television exposure, N=65
1	Adoption of modern agriculture	0.2920 *
2	Attitude towards modern agriculture	0.1238 NS
3	Cosmo politeness	0.3750 *
4	Credit orientation	0.2009 NS
5	Economic motivation	0.3436*
6	Educational aspiration for son	0.3375*
7	Innovation Proneness	0.3212 *
8	Knowledge of modern agriculture	0.3369 *
9	Level of aspiration	0.4527*
10	Market orientation	0.3886*
11	Non-fatalism	0.1722 NS
12	Overall modernization	0.2317 NS
13	Risk orientation	0.1997 NS
14	Role taking empathy	0.4391*
15	Scientific orientation	0.2093 NS

\* Significant at 0.05 level of probability

high level economical end.

**4. Significance of farm television exposure on level of innovation proneness:**

The data in the table 2 disclose that farm television had played crucial responsibility in improving level of innovation proneness of the farmers. The findings support the general view that through high degree of exposure of farm television person gets knowledgeable in several aspects of new technology.

**5. Significance of farm television exposure on level of role taking empathy:**

The farm TV exposure had shown its positive role in improving ability of the farmers to take and perform role of other persons and educated them to be a flexible and adjustable to tackle any situation by using a skill of being a part of other than their own occupations. Such kind of skill is very useful to the farmers at the time of failure of the agriculture to sustain

their families in difficult situations.

**6. Significance of farm television exposure on level non fatalism:**

The relationship between farm television exposure of the farmers and their degree of non fatalism was observed non significant indicating that farm television did not show its impact to convert fatalistic farmer in to non-fatalistic one.

**7. Significance of farm television exposure on level of cosmopoliteness:**

The farm TV exposure showed significant impact on the cosmopoliteness of the farmers .The reason might be that with increase in exposure of farm TV the farmers might have had increased their curiosity about external world which might have increased their level of cosmopoliteness.

**8. Significance of farm television exposure on level of risk orientation:**

The farm TV exposure was not significantly correlated with the risk orientation of the farmers. It means that farm TV exposure did not play significant role to make farmer with a mind to take risk and courageous to face uncertainty in doing something remarkable to improve his existing situation.

**9. Significance of farm television exposure on level of scientific orientation:**

The data in table 2 indicate that farm TV exposure did not play significant function on the scientific orientation of the farmers. It means that yet farm TV has to do something to make farmers with a mind to use science in decision making in relation to their adoption behavior.

**10. Significance of farm television exposure on level of market orientation:**

The farm TV exposure was significantly correlated with the market orientation of the farmers. It proves that farm TV has played useful role to improve degree of knowledge of farmers in term of market. It has played useful role to make farmers able, clever, talented, capable and competent to take judgment to sell their products for better price by analyzing various prevailing infrastructure and market intelligential.

**12. Significance of farm television on level of attitude towards modern agriculture:**

As far as impact of farm TV on attitude of the farmers towards modern agriculture was concerned, it was observed non-significant. To improve direction of attitude of an individual; communicator should use principle of "seeing is believing". Farm

TV being a mean of communication should present more programmes on the results of farmers who have got advantages of modern practices of agriculture.

**13. Significance of farm television on level of knowledge and adoption of modern agriculture:**

The level of knowledge and adoption were observed significantly superior among those farmers who had high extent of exposure of farm TV. It means that farm TV did a lot to improve knowledge and adoption of the farmers regarding modern practices of agriculture. Thus it is worth to say that among various mass media, television is certainly most versatile audiovisual medium ever developed to convey information to the broad means of people for its effective adoption.

**14. Significance of farm television on level of overall modernization:**

As far as level of modernization of farmers was concerned, farm TV did not play considerable role in improving it. This finding support to the general impression of a common people that even after laps of more than fifty years of independency, non of the communication media have made Indian farmers up to the anticipated level of overall modernization.

## CONCLUSION

From the above study it can be concluded that majority of farmers had favourable exposure of farm television. AS far as significance of farm television on farmers' talent was concerned, favourable farm TV exposure had shown valuable impact in

improving level of aspiration, educational aspiration for son, economic motivation, innovation Proneness, innovation proneness, role taking empathy, cosmopoliteness, market orientation, knowledge of modern agriculture and adoption of modern agriculture of the farmers. Where as farm television did not show its impact to improve farmers' level of non-fatalism, risk orientation, scientific orientation, credit orientation, attitude

towards modern agriculture and overall modernization of the farmers. It is there fore recommended that farm television should also concentrate their efforts for those areas of behaviour of farmers, which are yet to be changed. For this more programmes showing demonstration on local fields and success stories should be telecasted. Farmers' participation should also be encouraged at each stage, from the selection of programmes to final telecasting stage of the programmes.