

CREDIBILITY OF FARM TELECAST "GRAM JAGAT" AS PERCEIVED BY THE FARMERS

J. K. Patel¹, M. R. Bhatt², Sunil R. Patel³ and Ashok Patel⁴

ABSTRACT

Farm telecast through television as a versatile, dynamic and powerful medium has immense capabilities for disseminating information as it is the most credible source of information over other sources of information as perceived by the farmers. A study to assess the credibility of farm telecast 'Gram Jagat' was conducted in Panchmahal district of Gujarat State. The 120 respondents reflected that their motive behind watching farm telecast was to seek information related to agriculture. The respondents opined the farm telecast 'Gram Jagat' as the most credible source of information. The majority of the farmers opined that information on local crops and operations to be followed by the farmers shall be incorporated in the telecast so as to make the most credible farm telecast more useful.

INTRODUCTION

Agricultural technology is changing at increasing rate. The benefits of the latest technology can be realized only if it is shared with farmers. The efforts to make the required inputs available to the farmers are not sufficient; it shall be supplemented by information input also. Hence, it is imperative to keep farmers in tune with the remunerative technology through appropriate system of communication, capable of reaching widely scattered villages. The mass media, in general, try to satisfy these information needs of people. Television in particular is the most exciting means of communication ever devised by man.

Ahmedabad Doordarshan has been entrusted the responsibility of providing an Agricultural Programme "Gram Jagat" for Gujarat state. The value of any programme can only be judged through the degree of trustworthiness and fairness accorded to the programme by its audience. Hence the

present study to assess the credibility of farm telecast 'Gram Jagat' was conducted with the following objectives:

1. To determine the motives of the farmers behind watching farm telecast 'Gram Jagat'.
2. To study the credibility of farm telecast 'Gram Jagat' as perceived by the farmers.

METHODOLOGY

In order to realize above mentioned objectives, a random sample of 120 respondents who were spread over 15 villages of the Kalol taluka of Panchmahal district was selected. The responses were collected with the help of personal interview. The data were analyzed in the light of the objectives. The motives behind watching farm telecast were measured with the help of three point rating scale. The mean scores were calculated on the basis of which, ranks were assigned to each item. The relative credibility index of different sources of

¹ Agriculture Officer, EEI, AAU, Anand

² Research-cum field assistant, EEI, AAU, Anand

³ Research-cum field assistant, EEI, AAU, Anand

⁴ Principal, EEI, AAU, Anand

Table 1: Motives of the Respondents behind watching Farm Telecast

Sr. No.	Motives	Total Score	Mean Score	Rank
1.	For getting information	319	2.66	I
2.	For Recreation	128	1.07	X
3.	Nothing better to see at that time	179	1.49	VII
4.	To accompany children	155	1.29	VIII
5.	To meet friends and relatives	153	1.28	IX
6.	Easily accessible	288	2.40	III
7.	To get message at door step	309	2.58	II
8.	To get most practicable	258	2.15	IV
9.	To make all doubts clear	195	1.63	V
10.	Need not refer any other source for getting information	183	1.53	VI

information was calculated with the formula given by Sandhu (1973).

RESULTS AND DISCUSSION

Motives behind watching farm telecast

In order to study the motives of the farmers behind watching the farm telecast 'Gram Jagat' they were asked to indicate their intention as to why they go for observe the programme. Data presented in Table-1 revealed that the motive behind watching 'Gram Jagat' was to get information which ranked first (2.66) followed by to get message at door step (2.58), source is easily accessible (2.40) and to get most practicable information (2.15).

It can be summarized that farmers were mainly watching farm telecast for getting information. The finding is supported by Padgaonker (1997) and Mahurker (1977).

Credibility of farm telecast as perceived by the farmers

The farmers were asked to indicate only the most and the least credible source of information out of eleven sources. Thus, every farmer indicated two sources, one which he felt to be the most credible, and another which was the least credible in his opinion. These responses were compiled and presented in Table-2.

Table 2: Differential sources credibility prescribed by the respondents

Source	Frequency		Relative credibility index	Deviation from total value	Efficiency rank
	Least	Most			
Formal Source					
Extension agency	14(11.67)	16(13.33)	0.952	7.78	IV
Fertilizer depot	5(4.17)	4(3.33)	0.666	8.06	VI
Research Station	4(3.33)	2(1.67)	0.416	8.316	VIII
Informal Source					
Innovative farmers	10(8.33)	18(15.00)	1.500	7.232	II
Neighbours	17(14.17)	5(4.17)	0.245	8.487	X
Local Leaders	10(8.33)	7(5.83)	0.583	8.149	VII
Mass Media					
Radio	10(8.33)	4(3.33)	0.333	8.339	IX
Television	15(12.50)	32(26.67)	1.777	6.955	I
News Paper	11(9.17)	3(2.50)	0.227	8.505	XI
Printed Literature	11(9.17)	15(12.50)	1.136	7.596	III
Other					
Demonstration	13(10.83)	14(11.67)	0.897	7.835	V
TOTAL	120(100.00)	120(100.00)	8.732	-	-

Figures in bracket indicate the percentages.

The data illustrated that farm telecast 'Gram Jagat' was the most credible source of information over other sources of information as perceived by the farmers as it got the highest relative credibility index (1.777) followed by innovative farmers (1.50) and printed literature (1.50).

Thus farm telecast 'Gram Jagat' was opined to be the most credible source of information by the farmers. The probable reason might be its ability to convey live events in action which would have enabled to develop profound influence upon the farmers. This result is in line with the result reported by Sangha and Gupta (1985).

Suggestions offered by the farmers for improvement of farm telecast

To improve farm telecast, suggestions from the respondents were invited that are given in Table-3.

It can be seen from the Table-3 that four-fifth of the farmers laid emphasis on telecasting the information regarding local crops. Three-fourth of the farmers suggested that programme should be suited to agricultural operations to be followed by farmers. There were 68.33 percent of the farmers who demanded change in present timing of the programme and 60.00 percent of them wanted that programme should be

re-telecast. Involvement of local progressive farmers while formulating programmes was insisted by 57.50 percent of the farmers.

CONCLUSION

The motive of the farmers behind watching farm telecast was to seek information and farm telecast achieved first rank of efficiency in terms of credibility. Majority of the farmers laid emphasis on telecasting the information on local crops and it should be suited to agricultural operations to be followed. Thus, television as a versatile, dynamic and powerful medium has immense capabilities for disseminating agricultural information.

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Table 3: Suggestion offered by the respondents for improving the contents of Farm Telecast

Sr. No.	Suggestions	Frequency	Per cent	Rank n=120
1.	Local progressive farmer should be involved while formulating programme	69	57.50	V
2.	More emphasis should be given on local crop	100	83.33	I
3.	Fields of local farmers should be flashed on screen	58	48.33	VI
4.	Programme should be repeated frequently	72	60.00	IV
5.	Programme should be suit to agricultural operation to be followed by farmers	91	75.83	II
6.	More technical and statistical information should be avoided	54	45.00	VII
7.	Present timing of the programme should be changed	82	68.33	III
8.	Present timing should be increased	25	20.83	VIII