

Gain in Knowledge by the Life Member Farmers' Through Krushi-Go-Vidya Farm Magazine

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INTRODUCTION

Farm magazines are popular in communicating modern technologies to the peasantry by virtue of their regular publication.

The farm magazines provide technological know-how to the farmers at regular intervals and also increase the knowledge of farmers regarding improved package of practices of different crops and other allied fields. It is assumed that individuals who read farm magazine are likely to gain more knowledge about agricultural technology. But the question is that how far such farm magazines are actually read by their readers and up to what extent readers have gained knowledge.

'Krushi-Go-Vidya' (KGV) is the oldest farm magazine published by Gujarat Agricultural University since 1948. Looking to this facts, the present study was carried out with following objectives : (1) To measure the gain in knowledge about agricultural technology by the farmer life members through 'Krushi-Go-Vidya' farm magazine, (2) To find out the relationship between selected characteristics of the respondents and their gain in knowledge about agricultural technology through 'Krushi-Go-Vidya' farm magazine.

METHODOLOGY

The present study was conducted in Kheda district of Gujarat state. Five talukas viz., Anand, Borsad, Matar, Petlad and Nadiad were selected purposively for this study, where farmer life members were more than ten in number. In all 105 farmer life members were selected as the respondents.

All the respondents were enrolled as a life member of 'Krushi-Go-Vidya' before September, 1994. Hence, all the five issues published from August, 1994 to December, 1994 were selected for finding out gain in knowledge.

A suitable teacher-made test was developed and used to measure gain in knowledge of the farmer life members. For this, initially 80 items were collected from five selected issues of 'Krushi-Go-Vidya'. After discussion with experts and scientists, finally 50 items covering recommended package of practices of summer paddy and mustard and other items on irrigation, fertilizer, plant protection measures, horticulture, animal husbandry were selected to test the gain in knowledge about agricultural technology through 'Krushi-Go-Vidya' farm magazine by the farmer life members. One and zero score were given to correct and incorrect answers

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respectively. Thus, the final score obtained is known as gain knowledge score.

The data were analysed by using mean, standard deviation, percentage, coefficient of correlation and path analysis.

RESULTS AND DISCUSSION

Gain in knowledge by the farmer life members :

It is quite clear from the data presented in Table 1, that majority of the farmer life

Table 1 : Distribution of farmer life members according to their gain in knowledge through 'Krushi-Go-Vidya' farm magazine (N=105)

Sr.No.	Gain in knowledge level	Number	Per cent
1	Low (below 45.04 score)	18	17.14
2.	Medium (between 45.04 to 60.78 score)	70	66.67
3.	High (above 60.78 score)	17	16.19
	Total	105	100.00

Mean = 52.91

S.D. = 7.87

Table 2 : Relationship of independent variables with gain in knowledge through 'Krushi-Go-Vidya' farm magazine by the farmer life members.

Sr. No.	Independent variables	'r' value with gain in knowledge
1	Age	- 0.22156*
2.	Education	0.58704*
3.	Social participation	0.05961 NS
4.	Land holding	0.13452 NS
5.	Irrigation potentiality	0.12086 NS
6.	Annual income	0.19284*
7.	Animal possessed	- 0.06651 NS
8.	Level of aspiration	0.34433*
9.	Economic motivation	0.32130*
10.	Scientific orientation	0.46116*
11.	Risk preference	0.33998*
12.	Attitude towards farm magazine	0.28229*
13.	Mass media exposure	0.28493*
14.	Extension participation	- 0.01113 NS
15.	Reading behaviour	0.21353*

* Significant at 0.05 per cent level

NS = Non-significant

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members (66.67 percent) had medium level of gain in knowledge. This finding is in conformity with the findings of Ram Kumar and Pushkaran (1990) and Joshi (1993).

Relationship of independent variables with gain in knowledge by the respondents :

Perusal of the data presented in Table 2 show that the independent variables like education, annual income, level of aspiration, economic motivation, scientific orientation, risk preference, attitude towards 'Krushi-Go-Vidya'

mass media exposure and reading behaviour of the farmer life members were positively and significantly related and age was negatively and significantly related with gain in knowledge.

On the other hand, the variables viz., social participation, land holding, irrigation potentiality, animal possessed and extension participation showed non-significant relationship with gain in knowledge.

This finding is supported by Joshi (1993).

Table 3 : Path co-efficient of the independent variables with gain in knowledge of farmer life members

Sr. No.	Variables	Direct effect	Total indirect effect	Substantial indirect effect through	
				1	2
X ₁	Age	-0.1490	-0.0726	-0.0524 (X ₂)	-0.0550 (X ₁₀)
X ₂	Education	0.4252	0.1618	0.1190 (X ₁₀)	-0.0686 (X ₉)
X ₆	Annual income	0.0016	0.1913	0.1371 (X ₂)	0.0600 (X ₁₀)
X ₈	Level of aspiration	0.0886	0.2558	0.2000 (X ₂)	0.0408 (X ₁₀)
X ₉	Economic motivation	-0.1527	0.4741	0.1910 (X ₂)	0.1648 (X ₁₀)
X ₁₀	Scientific orientation	0.2274	0.2336	0.2224 (X ₂)	-0.1107 (X ₉)
X ₁₁	Risk preference	-0.0200	0.3600	0.1949 (X ₂)	0.1701 (X ₁₀)
X ₁₂	Attitude towards farm magazine	0.1717	0.1106	0.0775 (X ₁₀)	0.0746 (X ₂)
X ₁₃	Mass media exposure	0.0492	0.2358	0.1566 (X ₂)	0.0581 (X ₁₀)
X ₁₅	Reding behaviour	0.1440	0.0696	0.0349 (X ₂)	0.0213 (X ₁₀)

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Path analysis :

The results of path analysis are presented in Table 3.

Direct effect :

It was observed from Table 3 that the education exerted the highest direct positive effect on gain in knowledge as the path coefficient was 0.4252 followed by scientific orientation (0.2274).

Total indirect effect :

So far as the total indirect effect is concerned, economic motivation had the highest positive total indirect effect (0.4741) on gain in knowledge followed by risk preference (0.3600).

Substantial indirect effect :

Scientific orientation exerted highest positive first order substantial indirect effect (0.2224) on gain in knowledge through education, followed by level of aspiration (0.2000) through education.

The second order largest positive substantial indirect effect was exerted by risk

preference (0.1701) through scientific orientation followed by economic motivation (0.1648).

CONCLUSION

It is concluded that majority of the farmer life members possessed medium level of gain in knowledge. The variables age, education, annual income, level of aspiration, economic motivation, scientific orientation, risk preference, attitude towards farm magazine, mass media exposure and reading behaviour were positively correlated with gain in knowledge.

Among all the variables education and scientific orientation exerted the highest direct effect on gain in knowledge.

IMPLICATIONS

Psychological characteristics like level of aspiration, economic motivation, scientific orientation, risk preference and attitude towards farm magazine have influenced the gain in knowledge, therefore, extension worker should try to manipulate these variables while working with farming community.

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