

## Gain in Knowledge of Jaljivan Farm Magazine Subscriber Farmers

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### ABSTRACT

*The farm magazine is one of the important media to disseminate agricultural information to the farming community. "Jaljivan farm magazine" is being published regularly since October 2010 by Gujarat Green Revolution Company Ltd., Vadodara, with the main aim to disseminate and to popularize the scientific methods of agriculture in farming community. Not a single research work had been carried out in the past to know the gain in knowledge of selected agriculture technology of subscriber farmers. Looking to this, the present investigation was carried out to study the Gain in Knowledge of Jaljivan Farm Magazine Subscriber Farmers in Porbandar District. The result of this study revealed that the significant gain in knowledge of JFM subscriber farmers regarding selected agriculture technology. The Study also indicated that the independent variables like age, education, social participation, market intelligence had positive and significant relationship with gain in knowledge of the JFM subscriber farmers towards selected agriculture technology.*

**Keywords:** Jaljivan, Subscribers, Gain in knowledge

### INTRODUCTION

Farmers are always in need of information for improving their own level of living. In India, it is very difficult to contact each and every farmer in a limited time, where more than 90 crore people are scattered in about 33 crore sq.kms. of land including hills and forest areas. The individual contact method cannot disseminate agricultural information speedily. Hence, the mass media with their tremendous speedy range and force of impact offer the greatest possibility for effective communication of agricultural technology. In the 21<sup>st</sup> century, the widening reach of mass communication methods such as radio, television, videos and print media offer good prospects for its effective utilization in disseminating agricultural information (Farrington et al., 1998). Written materials/publications are regarded as very credible sources of information in rural areas. Among various print media, farm magazine being published at a regular intervals pertained latest agriculture technology and recommendations which is the most reliable source to the farming community, providing improved package of practices of different crops and other allied fields. Among various print media, farm magazine contains technology and recommendations in local languages and dialects, which makes it more popular for the practical utilization on the field of the farmers. The farm publications are

designed to provide precise and reliable scientific information in simple language and interesting style of presentation. To meet the information need of the farming people, newspapers and magazines are the important print materials being used by extension workers to promote adoption of innovations among farmers. Increase in the production is the final goal of any technology which could be only possible through print media. Jaljivan farm magazine is being published regularly since October 2010 by Gujarat Green Revolution Company Ltd. (GGRC), at Vadodara with a circulation of 5000 copies per month during 2013-14 throughout Gujarat. The aim of the magazine is to disseminate and popularize scientific methods of irrigation. In this farm magazine, the information of irrigation technology is published as per the need of the farmer. This magazine mainly contains information regarding efficient use of irrigation water and to reduce production cost. Hence it is named as JAL=water, JIVAN=life i.e "JALJIVAN". Looking to its popularity, it is necessary to ascertain the impact of JALJIVAN farm magazine (JFM) on gain in knowledge regarding selected agriculture technology of JFM subscriber farmers. It was necessary as very few scientific and systematic efforts have been made in the past by researchers in this direction. This study tried to understand the Gain in Knowledge of Jaljivan Farm Magazine Subscriber

Farmers in Porbandar District with the following specific objective:

**OBJECTIVES**

- (i) To know the profile of JFM subscribers and non-Subscribers
- (ii) To know the knowledge of JFM subscriber farmers and non-subscriber farmers
- (iii) To know the Impact of Jaljivan farm magazine in terms of gain in knowledge of the respondents

**METHODOLOGY**

The present study was conducted in Porbandar district of the Gujarat state. From Porbandar district, all the three talukas Porbandar, Ranavav and Kutiyana were selected and four villages having more than ten JFM subscriber farmers were selected purposively from each taluka. The simple random sampling was adopted for selection of respondents from each village. Thus, 20 JFM subscriber farmers were selected from the four villages per taluka. In this way, total 60 JFM subscriber farmers were selected from all the three talukas of Porbandar district. The equal number of non-subscriber farmers were selected as per above said method from the list of Panchayat office. Thus, 60 JFM subscriber farmers and 60 non-subscriber farmers were selected for

making a sample size of 120 respondents.

Comparison approach was followed to know the change implicit through the JALJIVAN farm magazine among the JFM subscriber farmers and non-subscriber farmers. The data were collected by personal interview with the help of interview schedule.

The dependent variable undertaken in this study was gain in knowledge regarding selected agriculture technology. Total 11 independent variables chosen for the study were age and education as personal variables, social participation as social variable, Market intelligence as economic variables, Scientific orientation, Innovativeness, Risk-preference, Economic motivation, Reading behaviour, as psychological variables and Mass media exposure, Extension participation as communication variables, respectively.

The dependent and independent variables were measured by using suitable scales and procedures adopted by various researchers. An interview schedule was developed by keeping in view the objectives of the study. The collected data were classified, tabulated and analysed in order to make the findings meaningful. The statistical measures such as percentage, mean score, standard deviation, coefficient of correlation, two sample independent t-test and knowledge index were used.

**RESULTS AND DISCUSSION**

**Profile of JFM Subscribers and non- Subscribers**

**Table 1: Profile of subscribers and non-subscribers**

n=120

Sr. No.	Characteristics	JFM Subscribers (n=60)		Non-Subscribers (n=60)	
		No.	Per cent	No.	Per cent
1	<b>Age</b>				
	Young (up to 30 years)	07	11.67	12	20.00
	Middle (31 to 50 years)	35	58.33	30	50.00
	Old (Above 50 years)	18	30.00	18	30.00
2	<b>Education</b>				
	Illiterate	00	00	05	8.33
	Primary education (up to VII Std.)	07	11.67	13	21.67
	Secondary education (VIII to X Std.)	13	21.66	19	31.67
	Higher Secondary (XI and XII Std.)	18	30.00	11	18.33
	College education	22	36.67	12	20.00
3	<b>Social-participation</b>				
	No membership	04	6.67	21	35.00
	Membership in one organization	24	40.00	19	31.67
	Membership in more than one organization	17	28.33	12	20.00
	Holding position in an organization	15	25.00	08	13.33

Sr. No.	Characteristics	JFM Subscribers (n=60)		Non-Subscribers (n=60)	
		No.	Per cent	No.	Per cent
	Very Low(Up to 2)	06	10.00	16	26.67
	Low (2.01 to 4.00)	10	16.67	11	18.34
	Medium (4.01 to 6.00)	21	35.00	23	38.33
	High(6.01 to 8.00)	18	30.00	05	8.33
	Very high (8.01 to 10.00)	05	8.33	05	8.33

The Table-1 Shows that Majority of the JFM subscriber farmers and non-subscriber farmers (58.33 per cent and 50.00 per cent, respectively) belonged to middle age group. Nearly half of the JFM subscriber farmers and non-subscriber farmers (51.66 per cent and 50.00 per cent, respectively) were educated up to high school to higher secondary level, while more than one-third (36.67 per cent) of JFM subscriber farmers had college education against 20.00 per cent in non-subscriber farmers group. Two-fifth

(40.00 per cent) of JFM subscriber farmers and 31.67 per cent of non-subscriber farmers were having membership in one organization while one-fourth (25.00 per cent) of subscriber and 13.33 per cent of non-subscriber having holding position in an organization, respectively. It can be concluded that a majority (73.33 per cent) of JFM subscriber farmers had medium to very high level of market intelligence whereas a majority of non-subscriber farmers (83.33 per cent) had very low to medium level of market intelligence.

### Gain in knowledge of the respondents

**Table 2 : Knowledge of JFM subscriber farmers and JFM non-subscriber farmers**

n=120

No.	Knowledge	JFM Subscribers(n=60)		Non-subscribers(n=60)	
		Frequency	Per cent	Frequency	Percent
1	Very Low (Up to 06)	00	00	05	8.33
2	Low (6.01 to 12)	01	1.67	12	20.00
3	Medium(12.01 to 18)	14	23.33	34	56.67
4	High (18.01 to 24)	24	40.00	06	10.00
5	Very high (24.01 to 30)	21	35.00	03	05.00

The information presented in Table 2 reveals that none of the JFM subscriber farmer and 08.33 per cent of non-subscriber farmers were in the category of very low level of knowledge, whereas only one (1.67 per cent) subscriber farmer and one-fifth (20.00 per cent) non-subscriber farmers were having low knowledge while, 23.33 per cent of subscriber farmers and more than half (56.67 per cent) non-subscriber farmers were belong to medium knowledge. Moreover 40.00 per cent of subscriber farmers and 10.00 per cent of non-subscriber farmers were having high level of knowledge, whereas 35.00 per cent of subscriber farmers and

05.00 per cent of non-subscriber farmers were having very high knowledge.

From above it can be said that great majority (98.33 per cent) JFM subscriber farmers and majority (85.00 per cent) of non-subscriber farmers had medium to very high and medium to very low level of reading knowledge respectively.

The probable reason for this might be the informative content of the Jaljivan farm magazine regular reading of which made subscriber farmers knowledgeable.

### Impact of Jaljivn farm magazine

**Table-3 Impact of Jaljivan farm magazine in terms of gain in knowledge of the respondents**

n=120

Knowledge mean score		Difference	Per cent Increase	t-value	Knowledge Index
Subscribers (n=60)	Non-subscribers (n=60)				
22.13	14.73	7.4	51.59%	8.235**	48.46 %

\*\* Significant at 0.01 level of probability

Perusal of the Table 3 indicated that JFM subscriber farmers had 22.13 knowledge mean score out of total 30 score, while non-subscriber farmers had 14.73 knowledge mean score out of total 30 score. Here the difference in knowledge

mean score of JFM subscriber farmers and non-subscriber farmers is observed to be 7.4. It means that JFM subscriber farmers had 51.59 per cent increase in their knowledge as compared to non-subscriber farmers. Moreover, calculated

knowledge index shown in table 15 reveal that there is 48.46 per cent gain in knowledge in JFM subscriber farmers.

The calculated ‘t’ value (8.235\*\*) shown in Table 15 indicates highly significant impact on gain in knowledge of selected agriculture technology of the JFM subscriber farmers.

It means that significant impact of JALJIVAN farm magazine was observed in improving knowledge of selected agriculture technology of the JFM subscriber farmers. The probable reason for above finding might be the information published in the JALJIVAN farm magazine expanded knowledge to the JFM subscriber farmers regarding selected agriculture technology.

### Relationship between Independent Variables and Gain in Knowledge

**Table 4 : Relationship of independent variables with gain in knowledge regarding selected agriculture technology** n=60

Sr. No.	Independent Variables	Correlation coefficient (r)
X1	Age	0.596**
X2	Education	0.706**
X3	Social participation	0.854**
X4	Market intelligence	0.383**

\*\* Significant at 0.01 level of probability

The Table 4 indicated that the independent variables like age, education, social participation, market intelligence had positive and highly significant correlation with gain in knowledge of JFM subscriber farmers towards selected agriculture technology.

### CONCLUSION

More than half (58.33 per cent and 50.00 per cent ) of the JFM subscriber farmers and non-subscriber farmers, respectively belonged to middle age group. Nearly half (51.66 per cent and 49.99 per cent) of the JFM subscriber farmers and non-subscriber farmers were educated up to high school to higher secondary level, respectively. While more than one-third (36.70 per cent) of JFM subscriber farmers had college education against 13.30 per cent in non-subscriber farmers group. Two-fifth (40.00 per cent) of

JFM subscriber farmers and nearly one-third (31.67 per cent) of non-subscriber farmers were having membership in one organization while one-fourth (25.00 per cent) of subscriber and 13.30 per cent of non-subscriber having holding position in an organization. It can be concluded that majority (73.33 per cent) of JFM subscriber farmers had medium to very high level of market intelligence where majority (83.33 per cent) of non-subscriber farmers had very low to medium level of market intelligence.

From conducted study it can be said that great majority (98.33 per cent) of JFM subscriber farmers and majority (85.00 per cent) of non-subscriber farmers had medium to very high and medium to very low level of knowledge, respectively. JFM subscriber farmers had 22.13 knowledge mean score out of total 30 score while non-subscriber farmers had 14.73 knowledge mean score out of total 30 score. Here the difference in knowledge mean score of JFM subscriber farmers and non-subscriber farmers was observed 7.4. It means that JFM subscriber farmers had 51.59% increase in their knowledge as compared to non-subscriber farmers. Moreover, calculated knowledge index is 48.46%. The independent variables like age, education, social participation, market intelligence had positive and highly significant correlation with gain in knowledge of JFM subscriber farmers towards selected agriculture technology.

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