

## Farmers reading behaviour of Farm Literature

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### INTRODUCTION

Printed farm literature occupies a key position in providing the latest farm technology to the literate farmers. In Gujarat State, about a dozen of farm magazines and number leaflets folders, booklets, bulletins etc. on different crops, farm practices, implements and farm machineries are published in local language by the Gujarat Agricultural University, State Department of Agriculture and Commercial agencies for use by farmers.

The usefulness of farm literature is reflected with the reading behaviour of farmers, which consists of selection, subscription, purpose of reading, sparing time to read, understanding the contents and interest in application of new information in working condition.

Chole (1980) reported that 87.50 per cent of his respondents read the farm literature for "gaining knowledge" and more than half of them spent one hour or less daily on reading, while others spent one hour weekly for reading. Savant and Waghmode (1985) stated that only 43.45 per cent of his respondents read for acquiring new information and about one fifth of the respondents read just as habit.

Patel (1982) reported that one fourth of his respondents had habit of noting farm news in their diary. Gill and Saini (1986) indicated that more than 70.00 per cent of the respondents of correspondence course read it silently and devoted one hour at a stretch for reading the material.

Bharat (1988) observed that a majority of the respondent readers of Krushi Go Vidya (monthly) read it according to their convenience for gaining knowledge and habit of discussing the new information with their friends.

Keeping these studies in view, the present study was undertaken to know the reading behaviour of farmer-readers of Junagadh district during the year 1989 with the following objectives :

### OBJECTIVES

1. To list out the names of the farm literature read by the farmer readers.
2. To know the number of farm literature read by the farmer readers.
3. To understand the reading behaviour of the farmer readers.
4. To find out the level of reading behaviour of these readers.
5. To ascertain the relationship of the reading behaviour with the personal and socio-economic characteristics of the farmer readers.

### METHODOLOGY

Junagadh district having 41.63 per cent literacy was selected for the study. Three talukas viz. Vanthali, Keshod and Mendarda were selected purposively due to their high per cent of literacy being 46.46, 44.39 and 46.76 per cent respectively (Anonymous 1981). In each taluka three villages were selected where farm literatures were more in circulation as

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evidenced from the mailing list of the publishers. There were 115 farmers in these nine villages who were subscribing or purchasing the farm literature. Out of these 100 farmer readers contacted, and remaining were not available at the time of interview.

The reading behaviour of the farmers was measured with the help of a schedule specially prepared for that socio-economic and personal characteristics of the respondents were studied and scores given as per scales constructed by Pareek and Trivedi (1963). The response of the farmers was recorded on the schedule and frequency and percentage were calculated.

The respondents were grouped into three categories on the basis mean + SD as follows :

Categories	Score limit
1. High level	$\bar{x} + S.D.$
2. Medium level	$\bar{x} \pm S.D.$
3. Low level	$\bar{x} - S.D.$

Coefficient of correlations were worked out for knowing the relationship of reading behaviour with selected characteristics of farmer readers.

## RESULTS AND DISCUSSION

### Name of the farm literature read by the farmer readers.

In Junagadh district, there was better circulation of about four monthly farm magazines viz., Krushi Jivan, Krushi Go Vidya, Krushi Jagat and Narmada Kisan Parivar patra. Besides this Khedut Patrika published by the Sardar Smruti Kendra, Gujarat Agricultural University, Junagadh Campus and also from the state Department of Agriculture were also purchased by the farmers for reading to gain useful farm information. As seen from the data presented in Table 1.

A great majority of the respondents read Krushi Jivan Magazine (95.00 per cent) followed by Khedut Patrikas (33.00 per cent), Krushi Go Vidya magazine (23.00 per cent), Narmada Kisan Parivar Patra (19.00 per cent) and Krushi Jagat magazine (15.00 per cent).

This showed that the farm literatures published by different agencies were being read by the farmer readers in different proportion.

### Number of farm literatures read by the farmer readers

All the farmer readers were not reading only one farm publication but some of them were reading more than one publica-

**Table 1** Distribution of the farmer readers according to name of the farm literature read by them

(N = 100)		
Sr. No.	Name of farm literature read	Percentage
1	Krushi Jivan	95.00
2	Krushi Go-Vidya	23.00
3	Krushi Jagat	15.00
4	Narmada Kisan Parivar Patra	19.00
5	Khedut Patrikas	33.00

tions. The data in this regard are presented in Table 2.

As observed from the data in Table 2, one half of the respondents (50.0 per cent)

respondents (84.00 per cent) read the farm literature according to their convenience of time. Majority of the respondents' family members and other persons also joined in

**Table 2. Distribution of the respondents according to number of farm literature read by them.**

		(N = 100)
Sr. No.	Name of farm literature	Percentage
1	One magazine	50.00
2	Two magazine	12.00
3	More than two magazine	05.00
4	One magazine + Khedut Patrikas	16.00
5	Two magazine + Khedut Patrikas	9.00
6.	More than two magazine + Khedut Patrikas	8.00
Total		100.00

read only one farm magazine, followed by 16.00 per cent who read one magazine and also khedue patrikas published by the Sardar Smruti Kendra, of the GAU, Junagadh Campus and 12.00 per cent rfead two magazines. Rest were reading even more than two magazines alongwith Khedut Patrikas.

### Reading behaviour

Reading behaviour has been operationally defined as a kind of style prevalent in reading farm literature. Seven characteristics were visualised to know the reading behaviour of the farmer readers which are presented in Table 3.

The data showed that as regards duration of subscribing farm literature, more than one third of respondents (39.00 per cent) read farm literature since more than 6 years. A great majority of the respondents (96.00 per cent) read the farm literature to gain knowledge. Slightly more than half of the respondents (55.00 per cent) spared weekly one hour or less for reading the farm literature. A great majority of the

reading the farm literature (77.00 per cent). However, a great majority of the respondents (93.00 per cent) had no habit of noting down the useful agricultural information but had habit of discussing the new agbricultural information with other fellow farmers.

### Levels of reading behaviour

The levels of reading behaviour of the farmer readers of farm literature is presented in Table 4.

It could be seen from the data in Table 4 that majority of the respondents (69.00 per cent) were found in the category of medium level of reading behaviour, whereas one-fifth of them had high level of reading behaviour.

### Relationship between selected characteristics and reading behaviour of the farmer readers.

In order to determine the relationship between some of the farmer reader's, characteristics like age, education, occupation, social participation and income with the reading behaviour of the farmer readers 'r

**Table 3. Distribution of the respondents according to their reading behaviour**  
(N = 100)

Sr. No.	Characteristics	Groups	Percentage
1	Duration of subscribing and/or reading farm literature.	i 1 to 2 year	12.00
		ii 3 to 4 year	27.00
		iii 5 to 6 year	22.00
		iv Above 6 year	39.00
		Total..	100.00
2	Purpose of reading the farm literature	i To keep up the reading habit and to pass time.	4.00
		ii To gain knowledge	96.00
		Total..	100.00
3	Time spared for reading	i Weekly one hour or less	55.00
		ii Weekly more than one hour	38.00
		iii Daily one hour or less	3.00
		iv Daily more than one hour	4.00
		Total..	100.00
4	Reading habit	i Read it according to convenience	84.00
		ii Read it at a time	16.00
		Total..	100.00
5	Farm literature given for reading to other persons.	i Not given	23.00
		ii Given	77.00
		Total..	100.00
6	Noting the agricultural information	i Not noting down	93.00
		ii Noting down	7.00
		Total..	100.00
7	Discussion on agricultural information with other farmers	i Did not discuss	7.00
		ii Discussed	93.00
		Total..	100.00

**Table 4. Levels of reading behaviour of farmer readers**

Sr. No.	Level of reading behaviour	Percentage
1	High	20.00
2	Medium	69.00
3	Low	11.00
Total..		100.00

values were computed. The data in this regard are presented in Table 5.

The coefficient of correlation is presented in Table 5 showed that the relationship between the occupation and social participation of the readers was found to be positively significant, whereas age, education and income of the readers were found to be non significant with their reading behaviour.

This showed that reading behaviour of farm literature has positive significant relationship with these who are actively engaged in farming occupation and those who remain more in touch with the society as well as extension agencies.

#### CONCLUSION

Majority of the respondents read Krushi Jivan farm magazine followed by other magazines as well as Khedut

Patrikas. They also read farm literature with their family members and friends for more than five years. They could spare time of one hour or less during a week for reading according to their convenience for the purpose of gaining new knowledge. They had the habit of discussing the interesting agricultural information with others, but had no habit of noting down such information for future use. It was also found that majority of the respondents were in the category of medium level of reading behaviour, but with an upward trend.

There were significantly positive association between farmer readers' occupation and social participation and their reading behaviour. It is suggested that the social participation of the farmers should be strengthened to raise the level of reading behaviour.

**Table 5. Relationship between selected characteristics and reading behaviour of the farmer readers.**

N=100		
Sr. No.	Reader's characteristics	Value (r)
1	Age	0.0181
2	Education	0.1183
3	Occupation	0.2688**
4	Social participation	0.2544*
5	Income	0.1633

\* Significant at 0.05 level of probability

\*\* Significant at 0.01 level of probability

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