

RESEARCH NOTE

Readership Pattern of Krushi-Go-Vidya

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INTRODUCTION

Farm magazine is one of the useful mass media to disseminate agricultural information to the farmers of remote areas. In Gujarat, twelve farm magazines are published. One of the farm magazine 'Krushi-Go-Vidya' published by Gujarat Agricultural University and which is the oldest among all the Gujarati farm magazines in the state was selected for the present study with the specific objective to know the readership pattern of farmers readers of 'Krushi-Go-Vidya'.

METHODOLOGY

Surat and Valsad districts of the State were purposively selected for the study. The list of the subscribers of these districts was prepared from a mailing list of subscribers obtained from the editor. Fifty respondents from each district were selected at random.

Data were collected with the help of well structured and pretested interview schedule incorporating the items on which the information was required for the study. The respondents were interviewed individually.

RESULTS AND DISCUSSION

Readership pattern has been operationally defined as to the reading behaviour of the readers and such as extent of reading content and priority of articles in reading 'Krushi-Go-Vidya'. The information about extent of reading the farm magazine by the readers was collected and same is presented in Table 1.

The perusal of the data in Table 1 indicate that, more than half (52.00 per cent) of the respondents read farm magazine "fully". They might be reading magazine thoroughly to update their knowledge in the farming irrespective of

Table 1. Distribution of Readers according to their extent of reading 'Krushi-Go-Vidya'

			N = 100
Sr. No.	Extent of Reading	Number	Per cent
1.	Read fully	52	52.00
2.	Read partly	47	47.00
3.	Read headings and titles	01	1.00
Total		100	100.00

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their needs and to share with the fellow farmers. There were nearly half (47.00 per cent) of the respondents who read the farm magazine 'partly'. This indicates that they read magazine according to their needs and interest. There was only one respondent (1.00 per cent) who read headings and titles in the magazine. Such reader might not be getting time to read the magazine either 'fully' or 'partly' because of doing other occupations. Based on the foregoing discussions, it is clear that majority of the readers read the farm magazine either 'fully' or 'partly'.

The readers were asked to indicate what they preferred to read first of all after receiving the issue of the farm magazine and data in this regards are presented in Table 2.

It is evident from Table 2 that, about half (49.00 per cent) of the readers

preferred to read index first. It is interesting to note that 19.00 per cent of the readers preferred to go through the magazine step by step i.e. seeing the cover page, reading index and seeing headings and titles of the articles in that order. There were 15.00 per cent of the readers who preferred to see cover page first. There were also few readers who preferred to read "puchhata pandit thay" (5.00 per cent), see the headings and titles (4.00 per cent) and read "aa maasnu moti" (3.00 per cent).

CONCLUSION

It was observed that the farm magazine Krushi-Go-Vidya was read either 'fully' or 'partly' by the readers.

It could also be concluded that about half of the readers preferred to read index first from the farm magazine. This findings was supported by that of Patel (1988).

Table 2. Distribution of Readers according to their preference for reading various items in 'Krushi-Go-Vidya'

			N = 100
Sr. No.	Item of Reading First	Number	Per cent
1.	See the cover page	15	15.00
2.	Read the editorial	05	05.00
3.	Read index	49	49.00
4.	See the headings and titles	04	04.00
5.	Read 'puchhata pandit thay"	05	5.00
6.	Go through all step by step	19	19.00
7.	Read "aa maasnu moti"	03	03.00
Total		100	100.00