

## **A Study Of Awareness and Listening Habits of Members of Kheda Charcha Mandals About Akashwani khedut Mandal Programmes**

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### **INTRODUCTION**

The radio is the third largest media of communication after movies and news papers. It has a special significance and an active role to play in dissemination of agricultural information in India where about only 36 per cent have literacy. Research has shown that radio can be most effective, if followed with the group discussion and interpersonnel communication. This leads organisation of farmers discussion groups as one of the components of farmers' Training Programme.

These groups popularly known as khedut Charcha Mandals (KCMs) were organised in the villages under the leadership of a convenor. It was provided a low cost transistorised radio set to facilitate the listening of the rural radio programmes. Akashwani Khhedut Mandal Programme (AKMP) broadcasted biweekly on Tuesday and Friday from All India Radio, Ahmedabad-Baroda at 7.20 p.m. to 7.50 p.m. serves as a focal point for exchange of views and experiences. The content of these programmes form the base for discussion amongst the farmers. The doubts raised and clarification sought by the group after listening the radio broadcasts were passed on to the FTC and AIR for guidance and future broadcasts. Thus the

listening groups constitute a two way communication channel between the farmers on one hand and the specialists and radio station on the other.

The awareness and listening habits of the members of KCMs about the radio broadcasts play an important role in the effectiveness of rural radio broadcasts. Therefore, this study was undertaken with the following objectives.

### **OBJECTIVES**

1. To study the awareness and listening habits of the members about the AKMP.
2. To know the participation of members in the group discussion after listening the AKMP.
3. To provide suggestions to the AIR Ahmedabad-Baroda to make the effective broadcasting of AKMP.

### **METHODOLOGY**

This study was based on the 'Descriptive' type of research design in which 'ex-post-facto' approach was followed. Khedut Charcha Mandals organised by FTC, Thasra (Kheda District) in ten talukas of the district were classified into three categories viz. non-effective, normal and effective KCMs with the help of norms

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and sources specifically developed for this. Two categories viz. non-effective and effective KCMs from five randomly selected talukas in the proportion of 2:1 were selected randomly.

Thus, there were total 15 KCMS i.e. five from effective and ten from non-effective categories. The respondents were the nine members randomly selected and a convenor from each KCMs constituting total 150 respondents i.e. 135 members and 15 convenors. The data were collected with the help of observation sheet and a interview schedule.

## RESULTS AND DISCUSSION

### (A) Awareness and listening habits of AKMP

#### (1) Awareness about broadcasting day, time and the content of AKMP.

It was intended to know the knowledge of members about the broadcasting day, time and the content of AKMP and its relation with the effective functioning of KCMs. The content of the programme consists of subject matter talks, questions-answers, market-rates. and weather news. The data for the same is presented in Table-1.

**Table : 1 Number and percentage of the total respondents with respect to their knowledge about broadcasting, time and content of the AKMP**

Knowledge	Respondents				
	Effective KCMs N-50		Non-effective KCMs N-100		X <sup>2</sup>
	No.	Percent	No.	Percent	
<b>A Broadcasting day</b>					
Knowing	29	58.00	39	39.00	4.86*
Not-knowing	21	42.00	61	61.00	
Total	50	100.00	100	100.00	
<b>B. Broadcasting time</b>					
Knowing	31	62.00	40	40.00	
Not-knowing	19	38.00	60	60.00	
Total	50	100.00	100	100.00	
<b>C. Content of the AKMP</b>					
- Agril.talks	47	94.00	88	88.00	
- Questions/Answers	34	68.00	49	49.00	
- Market rates	31	62.00	41	41.00	
- Weather news	29	58.00	15	15.00	
- Not knowing	03	06.00	12	12.00	

\* Significance at 0.05 level.

A close examination of the data reveals that the members of the effective KCMs were having significantly more knowledge about the day and time of broadcasting of AKMP than that of non-

effective KCMs. This leads to conclude that majority of the members of effective KCMs were regularly listening the AKMPS whereas it was quite reverse in non-effective KCMs. This shows that an effort

should be made for the awareness of broadcasting time and day among the members of non-effective KCMs in order to make them regular listeners of AKMP. This could be done through news papers and writing on the noticeboards in the village.

In regards to the knowledge of the respondents about the content of AKMP, higher percentage of the respondents of effective KCMs were knowing the same than the respondents from non-effective KCMs. Among the various contents of AKMP, the agricultural talks were known

by the majority of the respondents (93.33 percent) followed by questions-answers (68.00 percent) market rates (62.00 percent and weather news (58.00 percent).

**2. Listening habits of AKMP**

The data presented in Table-2 regarding listening habits of AKMP indicate that more members of effective KCMS were regular in listening of AKMP than that of non-effective KCMs. This may be due to the active role of the convenor in encouraging the members to take part in listening of AKMP.

**Table 2 : Number and percentage of respondents with respect to their listening habits of the AKMP.**

Listening habits	Effective KCMs (N=50)		Non-effective KCMs (N=100)		X <sup>2</sup>
	No.	Percent	No.	Percent	
Both days in a week	26	52.00	22	22.00	14.48*
One day in a week	02	04.00	03	03.00	
Sometimes but not regularly	19	38.00	64	64.00	
Not listening at all	03	06.00	11	11.00	
Total	50	100.00	100	100.00	

\* Significant at 0.05 level

**(B) Participation by the members in the group discussion :**

The participation by the members in the group discussion after listening the AKMP was judged from the questions if any asked or doubts raised and replying the same raised by others. The extent of participation in group discussion was decided through the frequency of meetings in which they asked questions or provided answers of others' questions.

The data presented in Table-3 indi-

cate that more number of members of effective KCMs were participating more in the group discussions as compared to members of non-effective KCMs. This might be due to the fact that convenors of effective KCMs might have encouraged the members in group discussions. However, the percentage of respondents actively participating in the group discussions in both the categories of KCMs were poor. This needs training of the convenors in conducting the group discussions.

**Table 3 : Number and percentage of respondents participating in the group discussion**

Participation in group discussion	Respondents				X <sup>2</sup>
	Effective KCMs (N=50)		Non-effective KCMs (N=100)		
	No.	Percent	No.	Percent	
(A) By asking questions					
- Yes	44	88.00	58	58.00	13.78 **
- No	06	12.00	42	42.00	
Total	50	100.00	100	100.00	
(B) Providing answers					
- Yes	38	76.00	51	51.00	8.63 **
- No	12	24.00	49	49.00	
Total	50	100.00	100	100.00	
(C) Extent of participation					
- Active	07	14.00	03	03.00	38.11 **
- Some times	32	64.00	22	22.00	
- Very rarely/not at all	11	22.00	75	75.00	
<b>TOTAL</b>	<b>50</b>	<b>100.00</b>	<b>100</b>	<b>100.00</b>	

\*\* Significant at 0.01 level

The foregoing discussion indicate that participation of members in discussion and there was a significant relationship between the awareness, listening habits and the functioning of KCMs.

**Table 4 : Number and percentage of respondents with their suggestions for effective broadcasting of AKMP.**

Sr. No.	Suggestions	Total Respondents (N=150)	
		Number	Percent
<b>I.</b>	<b>About the programme</b>		
	1. Publishing the hints of AKMP to be Broadcasted.	13	08.67
	2. Incorporating entertainment items in the programme	115	76.67
	3. Broadcasting special programmes for the farmers of a particulr areas.	42	28.00
<b>II.</b>	<b>Presentation of the programme.</b>		
	1. Broadcasting the answers of the questions with the names of respective KCMs	14	09.33
	2. Sending answers of questions to the respective respective KCMs by post.	07	04.67

Sr. No.	Suggestions	Total Respondents (N=150)	
		Number	Percent
III.	Content of the programme		
	1. Discussion between farmers and agril. scientist	26	17.33
	2. Experiences of progressive farmers	62	41.33
	3. Frequent broadcasting of alarming news	13	08.67
	4. Important weekly farm operations	10	06.67
	5. Availability of different agricultural inputs	13	08.67
	6. Broadcasting the government policies on level, irrigation, seed production, subsidies etc.	07	04.67

**C) Suggestions of members for AKMP :**

Table 4 indicate that majority of the respondents (76.67 per cent) mentioned the inclusion of some entertainment items in the programme and 28.00 per cent respondents wanted special programmes for the farmers of a particular area. Suggesting the content of AKMP, 41.33 per cent and 17.33 per cent stated that experiences of progressive farmers and discussion between farmers and scientists respectively should be broadcasted frequently.

**CONCLUSIONS**

Member of effective KCMs differ significantly from those of non-effective

KCMs with respect to their knowledge about the exact days and time of broadcasting the AKMP. Further, more member of effective KCMs were found regular in listening the AKMP as compared to the members of non-effective KCMs.

More members of effective KCMs participating in the group discussions as compared to their counter parts.

Majority of the respondents stated that some entertainment items should be incorporated in AKMP. The reapondents liked the programmes on the experiences of progressive farmers, discussions between scientists and farmers to be broadcasted more frequently.

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