

A Readership Pattern and Effectiveness of Farm Magazine Krushi-Go-Vidya

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INTRODUCTION

Today, mass media like radio, television and printed materials play a significant role in communicating farm messages to the farmers. Among the mass media, the use of farm publications is increasing day by day by the farmers. Published material is very useful to the farmers as they can refer it at any time they need. There is a growing evidence that illiterates too can be reached through the print medium. In case of illiterate farmers, they can take help of their learned children or any literate person.

Among farm publication, farm magazine is one of the most important means to make available the research findings to mass of cultivators regularly. In Gujarat, eleven farm magazines are published in local language. Krushi-Go-Vidya is the oldest among all the farm magazine having largest subscribers in the state. Considering its potential, there is a growing demand for improving its effectiveness in order to make it more popular, understandable, informative and educational. The present study was, therefore, conceived with the following objectives : (i) To study the readership pattern of farm magazine 'Krushi-Go-Vidya', (ii) To determine the effectiveness of 'Krushi-GoVidya' as perceived by its readers.

METHODOLOGY

Operationally, readership pattern in the present study refers to the different categories of readers of the farm magazine under study and their reading behaviour such as extent of reading content and what reading first.

To assess the effectiveness of the farm magazine, it was considered proper to select at least three issues for this study. In order to avoid any kind of bias, a random selection of three issues of the magazine out of the latest twelve issues was made. In all, six articles were randomly selected at the rate of two per issue. Further, 100 word sample were randomly selected from each article for measuring the readability of the content. In all, twelve such samples were taken at the rate of two per article.

Mehsana district was purposively selected for the study as the researcher belonging to the district. Two talukas namely Sidhpur and Vijapur were selected at random having number of subscribers thirty or more. Thirty subscribers from each taluka were selected at random as respondents for the study. In all, 60 respondents were selected.

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RESULTS AND DISCUSSION

Types of Readers

An attempt was made to study the types of readers of the farm magazine

'Krushi-Go-Vidya'. For this, recent mailing list of the subscribers was obtained from the editor and the subscribers were categorised as indicated in the Table 1.

Table 1 : Types of readers of the farm magazine Krushi-Go-Vidya.

Readership	Frequency	Percentage
Farmers	3267	88.39
Research workers	105	2.84
Extension workers	275	7.44
Students	49	1.33
TOTAL	3696	100.00

As evident from Table 1, a great majority (88.39 per cent) of the readers were farmers followed by extension workers, research workers and students. This indicates that the magazine was quite popular among the farming community.

Extent of Reading Farm Magazine :

The information about extent of reading farm magazine by readers is presented in Table 2.

Table 2 : Distribution of readers according to their extent of reading Kushi-Go-Vidya

Reading extent	Frequency	Percentage
Read fully	28	46.67
Read partly	29	48.33
Read headings and titles	3	5.00
TOTAL	60	100.00

A perusal of data in Table 2 indicates that about 47 per cent respondents read the farm magazines 'fully'. There were about 48 per cent respondents who read the farm magazine 'partly'. This indicated that they read the magazine according to their needs and interest. Only three respondents were reading heading and

titles in the magazine. Such readers might not be getting time to read the magazine either 'fully' or 'partly' because of doing other occupation such as service, business etc. with the farming. Based on the foregoing discussion, it is clear that the readers read the farm magazine either 'fully' or 'partly'.

A Readership pattern.....

Reading Preference of Farm Magazine-Items :

The readers were asked to indicate what

they preferred to read first of all after receiving the issue of the farm magazine and data are presented in Table 3.

Table 3 : Distribution of the readers according to their preference for reading various items in Krushi-Go-Vidya.

Items of first reading	Frequency	Percentage
1. See the cover page	11	18.33
2. Read the editorial	2	3.33
3. Read index	21	35.00
4. See the headings and titles	6	10.00
5. Puchhata Pandit Thay	3	5.00
6. Go step by step	13	21.67
7. Read Aa Maasnu moti	4	6.67
TOTAL	60	100.00

It is evident from Table 3 that 35.00 per cent of the readers preferred to read index first. It is interesting to note that about 22.00 per cent of the readers preferred to go through step by step i.e. seeing the cover page, reading index and seeing headings and titles of the articles in that order. There were 18.33 per cent readers who preferred to see cover page first. Only few readers were preferring to see the headings and titles and to read 'Aa Maasnu moti', puchhata pandit thay' and editorial. It could be concluded that more than one-third of the readers preferred to read index first from the farm magazine.

Effectiveness of Farm Magazine :

The effectiveness of farm magazine has been operationally defined as the extent to which the content of the farm magazine was readable, understandable and applicable to field situation and meeting the information needs as perceived by the readers. Farm magazine effectiveness index developed by Khandekar and Mathur (1980) was used with suitable modifications for measuring effectiveness of farm magazine. Data with regard to the extent of effectiveness of farm magazine as perceived by the readers are given in Table 4.

Table 4 : Distribution of the readers according to their perception of farm magazine effectiveness levels.

Effectiveness level	Frequency	Percentage
Less effectiveness (0 to 9.33 score)	00	00.00
Effective (9.34 to 18.67 score)	13	21.67
Most effective (18.68 to 28.00 score)	47	78.33
TOTAL	60	100.00

It can be seen from the Table 4 that about 78 per cent and 22 per cent of the readers perceived the magazine to be most effective and effective respectively. No readers perceived it to be less effective. The above distribution clearly shows that a great majority of the readers perceived the magazine Krush-Go-Vidya as most effective.

CONCLUSIONS

It could be concluded that the farm magazine Krush-Go-Vidya was generally read by the farmers and it was perceived most effective by them. It was also observed that the farm magazine was read either 'fully' or 'partly' by the readers.

More than one-third of the readers preferred to read index first.

IMPLICATIONS

Some extension workers had realised the importance of this farm magazine in making their farm advisory work effective. So some concentrated efforts should be made for popularising this farm magazine among the extension workers.

As the farm magazine is perceived most effective by the farmers, more efforts should be made to popularise this magazine among the non-subscriber farmers so that they can also take the benefits of this magazine.

REFERENCE

- Khandekar, P.R. and Mathur, P.N. 1980 A measurement of a farm magazine effectiveness. Ind. Jour. of Extn. Edn., 16(3-4) : 82-87.