

Suggestions Given by Subscriber Livestock Owners of Krushijivan Farm Magazine to Make the Farm Magazine More Effective

V. V. Solanki¹, J.B. Patel² and P. C. Patel³

1 Ex. PG Student, IDEA, AAU, Anand - 388 110

2 Associate Professor, Department of Extension Education, BACA, AAU, Anand - 388 110

3 P. G. Student, Department of Extension Education BACA, AAU, Anand - 388 110

Email: jbvadodara@gmail.com

ABSTRACT

Among farm publications, farm magazine is one of the most important means to make available research findings to the mass of cultivators regularly. Many farm magazines are being published in almost all the major Indian languages. Krushijivan Farm Magazine (KFM) is being published regularly since 1969 by Gujarat State Fertilizers and Chemicals Ltd. (GSFC), Vadodara. The aim of the magazine is to disseminate and popularize scientific methods of related to agriculture sector, animal husbandry, poultry and other allied fields. In this farm magazine the information related to agriculture technology are published according to the need and time of the farmer. The most important suggestions were offered by the KFM subscriber livestock owners to make the Krushijivan Farm Magazine more effective were: (a) Articles based on interview of progressive farmer with scientist, farmers' own experience as well as more articles on animal husbandry discipline should be given. (b) Information on use of byproducts, marketing, economic aspect and government schemes as well as more photographs /figures should be given in an article. (c) The article page number with related photographs should be printed on cover page. (d) Krush ijivan Farm Magazine should be available at various agricultural inputs centre as well as the information of farm magazine should be given on radio and television to aware the farming community.

Keywords: *Krushijivan farm magazine, Subscribers livestock owners, Suggestion*

INTRODUCTION

The farm magazines provide technological know-how to the farmers at regular intervals and also increase the knowledge of farmers regarding improved package of practices of different crops and other allied fields. It is assumed that individuals who read farm magazine are likely to gain more knowledge about agricultural technology. Moreover, the readers may supplement some more information by asking related questions to authors, scientists, editors, etc. But the question is that how far such farm magazines are actually helpful to adopt the improved agriculture technology on the fields of the farmers as well as to bring techno-economic changes in the farming community.

Speedy development of agriculture is vital for the progress of our country. For this, there is a need to transfer agricultural technologies to the doorsteps of the cultivators. Among farm publications, farm magazine is one of the most important means to make available research findings to the

mass of cultivators regularly. Many farm magazines are being published in almost all the major Indian languages.

Krushijivan Farm Magazine (KFM) is being published regularly since 1969 by Gujarat State Fertilizers and Chemicals Ltd. (GSFC), Vadodara with circulation of 69,650 copies per month during 2012-13 in whole Gujarat with 37,560 life members. The aim of the magazine is to disseminate and popularize scientific methods of agriculture, animal husbandry, poultry and other allied fields. In this farm magazine the information of agricultural technology are published as per the need and time of the farmer.

OBJECTIVE

To seek suggestions from the subscriber livestock owners of Krushijivan farm magazine to make the farm magazine more effective.

METHODOLOGY

The suggestions offered by the respondents of

krishijivan article were divided into different aspects like subjects of article, nature of article and cover page. All the individual suggestions from different three aspects were marked in interview schedule. Frequency was calculated on the basis of individual response and rank was given on the basis of the percentage basis of the same suggestions.

RESULTS AND DISCUSSION

Subjects of Article

Table 1 : Suggestions given by the Krushijivan farm magazine subscriber livestock owners on subjects of article n=75

Sr. No.	Suggestions	Number	Percent	Rank
1	Article based on interview of progressive farmer with scientist should be given	45	60.00	I
2	Article based on farmers' own experience should be given in a issue	42	56.00	II
3	More than one article should be included on animal husbandry	39	52.00	III
4	Article based on bio-technology should be given	22	29.33	IV
5	Article based on farm machinery and implements should be given	08	10.66	V
6	Article based on effect of natural calamities on farming situation should be given	05	06.66	VI

In case subject of article we can conclude from the Table 1 that 60.00 per cent of KFM subscriber livestock owners suggested that "Article based on interview of progressive farmer with scientist should be given" and 56.00 per cent of KFM subscriber livestock owners responded that "Article based on farmers' own experience should be given in a issue and 52.00 per cent of KFM subscriber livestock owners responded that "More than one article should be included on animal husbandry. Only 29.33 per cent of KFM subscriber live stock owners responded that "Article based on bio-technology should be given followed by 10.66 per

cent and 06.66 per cent of the KFM subscriber livestock owners responded that "Article based on farm machinery and implements should be given and 6.66 per cent responded that "article based on effect of natural calamities on farming situation should be given".

Nature of Article

Table 2: Suggestions given by the Krushijivan farm magazine subscriber livestock owners on nature of article n=75

Sr. No.	Suggestions	Number	Percent	Rank
1	Information on use of byproducts of dairy farming for income generation should be given in article	42	56.00	I
2	Marketing and their related information should be given in article	40	53.33	II
3	The economic aspect of dairy farming should be given in article	38	50.66	III
4	Information on government schemes for the farmers should be given	26	34.66	IV
5	More photographs/figures should be given in article	19	25.33	V

In case of nature of article it can be revealed from the Table 2 that 56.00 per cent of the KFM subscriber livestock owners responded that "Information on based on use of byproducts of dairy farming for income generation should be given in article, followed by 53.33 per cent, 50.66 per cent of KFM subscriber livestock owners suggested that "Marketing and their related information should be given in article", " The economic aspect of dairy farming should be given in article", Where only 34.00 per cent of KFM subscriber livestock owners suggested that "Information on government schemes for the farmers should be given" and only 25.33 per cent of KFM subscriber livestock owners responded that "More photographs/figures should be given in article"

Cover page

Table 3 : Suggestions given by the krushijivan farm magazine subscriber livestock owners on cover page
n=75

Sr. No.	Suggestions	Number	Percent	Rank
1	Article page number with related photographs should be printed on cover page	43	57.33	I
2	Cover pages should be multicolored and attractive	32	42.66	II

In case of cover page it can be concluded from the table 3 that 57.33 per cent of KFM subscriber livestock owners responded that “ Article page number with related photographs should be printed on cover page” was the first rank suggestion whereas, 42.66 per cent of the KFM subscriber livestock owners responded that “Cover pages should be multicolored and attractive” was the second important suggestion offered by the KFM subscriber livestock owners for cover page.

Other suggestions

Table-4 Other suggestions given by the krushijivan farm magazine subscriber live stock owners
n=75

Sr. No.	Suggestions	Number	Percent	Rank
1	Magazine should be available at various agril. Inputs	45	60.00	I
2	Advertising of magazine should be given in radio and television	40	53.33	II
3	Creating awareness about farm magazine by organizing various extension activities	35	46.66	III
4	Magazine should be prepared by using latest technology	24	32.00	IV
5	Agricultural related courses and its admission process should be given in magazine	17	22.66	V
6	Soft copy of magazine should be available	13	17.33	VI

The data in Table 4 shows that 60.00 per cent of KFM subscriber livestock owners responded that “Magazine should be available at various agril. Inputs”, and 53.33 per cent of KFM subscriber livestock owners responded that “Advertising of magazine should be given in radio and television” were the offered by KFM subscriber farmers for making the Krushijivan farm magazine more effective. The other suggestions were observed that the 46.66 per cent of KFM subscriber livestock owners responded that “Creating awareness about farm magazine by organizing various extension activities”, and 32.00 per cent of the KFM subscriber livestock owners responded that “Magazine should be prepared by using latest technology”, and 22.33 per cent of KFM subscriber livestock owners responded that “Agricultural related courses and its admission process should be given in magazine” and 17.33 per cent of KFM subscriber livestock owners responded that “Soft copy of magazine should be available”.

CONCLUSION

We can conclude that there is need to create linkage between progressive farmers and expert of animal husbandry for better involvement and also there is a need to include various schemes launched by the government of India related to particular animal husbandry sector for increasing the interest of the subscribers. Appropriate photographs of concern topic create greater interest in reader that’s why, it is necessary to incorporate photographs on cover page and krushijivan farm magazine should be made available at various agril. Inputs centre as well as the information of farm magazine should be given on radio and television to aware the farming community for creating awareness.

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