

ATTITUDE OF FARMERS TOWARDS DD KISAN CHANNEL

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ABSTRACT

The research study was conducted among randomly selected 150 DD Kisan channel viewing farmers of Kheda district of Gujarat to measure the Attitude of farmers towards DD Kisan channel in Kheda District of Gujarat. All the 10 Taluka of Kheda district (except Nadiad city) were selected for making a composition of 150 DD Kisan channel viewing farmers. The result revealed that two-third (66.00 per cent) of the DD Kisan channel viewing farmers had positive attitude towards DD Kisan channel, followed by 36.00 per cent and 10.00 per cent of them had highly positive and neutral attitude towards DD Kisan channel, respectively. While, it is noticed that none of the farmers had negative and highly negative attitude towards DD Kisan channel.

Keywords: DD Kisan channel, viewing farmers, attitude of farmers

INTRODUCTION

The quickly changing agricultural technology demands for more and more information to be communicated to ever increasing volume of production. In India, extension workers are considered as active and effective agents in the process of communicating agricultural technology from research stations to the farmers but they are limited in numbers so it is difficult for them to reach each and every farmer. Farmers are also being communicated through tools such as books, magazines, bulletins, handouts, new paper, newsletters, farm television, radio, smart phones, KVKs, SSKs, FTCs etc. With a view to communicating the farm and related information through television is one of the powerful developmental communication tools in the existing time for quick communication. Due to both audio-visual features of the television it is very effective medium to communicate the knowledge and information to the wide range of urban and rural as well as literate and illiterate people. Agricultural information is mainly transferred to the farmers through television programmes.

Considering educational and inspiring characters of television, it has been using for the development of farmers and agriculture in India. In view of this, 24-hours channel known as DD Kisan was launched on 26th May, 2015 by Prime Minister of India, Shri Narendrabhai Modi. This channel owned by the Door Darshan with the slogan "Changing Indian Farmers". The channel gives information on various ways of agricultural practices being followed

world over and the research & development in the agricultural sector across the world. The DD Kisan channel telecast updated information on agriculture and allied sectors. DD Kisan broadcasts their programme in Hindi language. This channel is very useful to the farmers on a daily basis as well as at the time of emergency and crucial situations. The channel has capacity to develop the farmers with irrespective level of their education. DD Kisan channel is one of the best sources of farm information to increase knowledge, skill and positivism towards modern scientific technologies. It reaches a large number of people at same time.

OBJECTIVES

- (1) To measure the attitude of farmers towards DD Kisan channel
- (2) To find out constraints faced by the farmers while viewing DD Kisan channel

METHODOLOGY

The study was conducted in Kheda district of Gujarat state. Kheda district is comprises ten talukas. For more precise study all 10 Talukas (except Nadiad city) of the Kheda district were selected. From taluka panchayat office, population data were collected for the categorization of villages. From all villages of each taluka were categorized on the basis of population i.e., Small, medium, large. Further from each categorized village, one village were selected and thus total 30 villages from 10 talukas were selected.

After that 5 respondents were randomly selected from each selected village. This constitutes the sample size of 150 DD Kisan viewing farmers for the present study. Farmers who were viewers of DD Kisan channel, were randomly selected (Selection of respondents was based on viewing duration minimum 3 years of viewing DD Kisan channel). *Ex-post facto* research design was used for the study.

RESULTS AND DISCUSSION

The results along with appropriate discussion been presented in main following heads as Economic variable of DD Kisan channel viewing farmers, The DD Kisan channel viewer farmers as per their attitude towards DD Kisan Channel, Attitude of farmers toward DD Kisan channel constraints faced by farmers while viewing DD Kisan channel.

DD Kisan channel play an important role for disseminating agricultural information to the farmers. Data showing the Attitude of farmers towards DD Kisan channel presented in table 1.

Table 1 reveals that two-third (66.00 per cent) of the DD Kisan channel viewing farmers had positive attitude towards DD Kisan channel, followed by 36.00 per cent and 10.00 per cent of them had highly positive and neutral attitude towards DD Kisan channel, respectively. While, it is noticed that none of the farmers had negative and highly negative attitude towards DD Kisan channel. This finding is in concurrence with the findings of Choudhary *et.al.* (2020)

Table 1: Attitude of farmers towards DD Kisan channel
(n=150)

Sr. No.	Category	Frequency	Per cent
1	Highly negative (10 to 18 score)	00	00.00
2	Negative (19 to 26 scores)	00	00.00
3	Neutral (27 to 34 scores)	15	10.00
4	Positive (35 to 42 score)	99	66.00
5	Highly positive (43 to 50 score)	36	24.00

Table 2 indicates that 81.33 per cent of the DD Kisan viewer farmers either simply or strongly liked to watch DD Kisan channel. The result indicates that 64.66 per cent of the DD Kisan viewer farmers were undecided, disagree or strongly disagree with the view that presentation style adopted on DD Kisan channel are hard to understand. The outcome of the study indicates that nearly-half (48.00 per cent) of the DD Kisan viewer farmers either simply felt or strongly felt that DD Kisan is ideal source to know about government policies. Also 78.00 per cent of the DD Kisan viewer farmers were unsure or disagree with the view that exposure of DD Kisan means wastage of time. It was observed that 73.33 per cent of the DD Kisan viewer farmers had simply or strongly concurrence with the view that DD Kisan is credible source of farm information.

Table 2: The DD Kisan channel viewer farmers as per their attitude towards DD Kisan channel
(n=150)

No.	Statements	SA (%)	A (%)	UD (%)	DA (%)	SDA (%)
1	I like to watch DD Kisan channel. (+)	51 34.00	71 47.33	15 10.00	10 06.67	03 02.00
2	I feel that presentation styles adopted on DD Kisan channel are hard to understand. (-)	13 08.67	40 26.67	17 11.33	60 40.00	20 13.33
3	I think DD Kisan is ideal source to know about government farm policies. (+)	12 08.00	60 40.00	48 32.00	30 20.00	00 00.00
4	I feel that exposure of DD Kisan means wastage of time. (-)	08 05.33	25 16.67	85 56.67	32 21.33	00 00.00
5	DD Kisan is a credible source of farm information. (+)	25 16.67	85 56.66	37 24.67	03 02.00	00 00.00
6	I think DD Kisan suggests impractical ways of farming. (-)	00 00.00	00 00.00	80 53.33	56 37.33	14 09.34
7	DD Kisan motivates me to adopt modern ways of farming. (+)	20 13.33	90 60.00	16 10.67	24 16.00	00 00.00
8	I feel that DD Kisan is a solution of complicated problems of farmers. (+)	05 03.33	50 33.33	52 34.67	40 26.67	03 02.00
9	DD Kisan motivates me to produce quality farm products. (+)	20 13.33	110 73.33	15 10.00	05 03.34	00 00.00
10	I would like to advocate my relatives to explore DD Kisan for farm information. (+)	24 16.00	88 59.33	13 08.67	24 16.00	00 00.00

It can be seen from the Table 2 that all (100.00 per cent) of the DD Kisan viewer farmers were unsure, disagree or strongly disagree with the view that DD Kisan suggests impractical ways of farming. However, it was seen that 73.33 per cent of the DD Kisan channel viewer farmers were simply or strongly agreed with the view that DD Kisan motivate them to adopt modern ways of farming. Almost 63.34 per cent of the DD Kisan viewer farmers were unsure, disagree

or strongly disagree with the view that DD Kisan is solution of complicated problems of farmers. It was seen that 86.66 per cent of the DD Kisan viewer farmers felt that DD Kisan motivate farmers to produce quality farm products. It was observed that 75.33 per cent of the DD Kisan view farmers were simply or strongly agreed with the view that they would like to advocate their relatives to explore DD Kisan for farm information.

Table 3: Constraints faced by the farmers while viewing DD Kisan channel

Sr. No.	Constraints	Mean Score	Rank
1	More use of technical language which is difficult to understand	1.62	I
2	No use of local language	1.41	II
3	Less programmes telecast related to central and state agricultural scheme	1.38	III
4	High cost of TV cable	1.34	IV
5	Less publicity about the agricultural programmes	1.22	V
6	Technical problems like; poor signal quality	1.19	VI
7	Programmes are not telecast according to season	1.17	VII
8	No repetition of important programmes	1.14	VIII
9	Less live programmes available	1.13	IX
10	The format of programmes is more on studio-based than real field-based	1.01	X
11	Unavailability of electricity	0.92	XI
12	Advertisements are sometimes lengthy	0.86	XII
13	Speed of execution is too fast	0.83	XIII

Table 3 indicates that major constraints faced by the farmers while viewing DD Kisan channel were more use of technical language which is difficult to understand (ranked I) with 1.62 mean score, no use of local language (ranked II) with 1.41 mean score, less programmes telecast related to central and state agricultural scheme (ranked III) with 1.38 mean score, high cost of TV cable (ranked IV), less publicity about the agricultural programmes (ranked V) and technical problems like; poor signal quality (ranked VI). However, other constraints faced by the farmers while viewing DD Kisan channel were programmes are not telecast according to season (ranked VII), no repetition of important programmes (ranked VIII), less live programmes available (ranked IX), the format of programmes is more on studio-based than real field-based ranked (X), unavailability of electricity (ranked XI), advertisements are sometimes lengthy (ranked XII) with 0.86 mean score and speed of execution is too fast (ranked XIII) with 0.83 mean score.

CONCLUSION

The study has identified the Attitude of farmers

towards DD Kisan channel. The results shows that majority of the DD Kisan channel viewing farmers had positive attitude followed by highly positive and neutral attitude. While, it is noticed that none of the farmers had negative and highly negative attitude towards DD Kisan channel. So, for turning highly positive attitude towards DD Kisan channel organize programme which give more information about DD Kisan channel to old age farmers and rural people and use of local language in the programmes.

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