

Effectiveness of 'Krushi-Go-Vidya' Magazine as Perceived by Farmer Readers

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There are several methods for transmitting the agricultural research findings to the doorsteps of the cultivators. Among these mass media like radio, television and printed material has been considered as the important tools to convey the information to the lacs of people. Among printed material, farm magazines occupy a key position, which provide the agricultural information to the farmers. But, they differ from each other in terms of quality of printing, designing, presentation of material and their usefulness. With a view to study and to seek suggestions from the farmer readers, 'Krushi-Go-Vidya' the oldest farm magazine was selected for the study.

METHODOLOGY

The investigation was undertaken in Kheda district of Gujarat State as it possesses the highest number of subscribers among other districts in the state. The three talukas viz. Anand, Nadiad and Thasara were selected on the basis of more number of subscribers than other talukas. Out of forty villages of these talukas, eight villages were selected purposively which possessed more than ten subscribers in each villages. Total 100 respondents were interviewed who has read the magazine minimum more than six months.

The farm magazine effectiveness index as developed by Khandekar and Mathur (1980) was used for measuring ef-

fectiveness of Krushi-Go-Vidya. The index was divided into three major components i.e. (i) Cover page (ii) Contents (iii) Advertisement. Each component was divided into sub components. The score obtained by each sub components were summed up. Total obtained score was considered for calculating Standard Deviation (S.D.) for each major components. Then they were categorised into three major components. They were also categorised into three groups i.e. (i) Less effective (ii) Effective (iii) Most effective.

RESULTS AND DISCUSSION

The data presented in Table 1 reveal that 65.00 per cent of the respondent perceived the cover page "Most Effective". In case of contents, majority of the respondents (13.00 per cent) perceived them most effective. The advertisements were found 'Most effective' to the 86.00 per cent of the respondents. For measuring effectiveness of Farm Magazine as a whole, it can be observed from the Table 1 that, 74.67 per cent of the respondents perceived Krushi-Go-Vidya most effective followed by 16.33 per cent perceived it as effective.

The information was also collected regarding the suggestions from the farmer readers to make the magazine more effective and popular among the farmers. The data presented in Table 2 reveal that about one-fourth of the respondents (24.00 per

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Table 1. Distribution of the farmer readers according to their perception for each major components of farm magazine's effectiveness level.

N = 100

Categories	Cover page		Contents		Advertisement		Average	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Most effective	65	65.00	73	73.00	86	86.00	224	74.67
Effective	25	25.00	13	13.00	11	11.00	49	16.33
Less effective	10	10.00	14	14.00	3	3.00	27	9.00
Total	100	100.00	100	100.00	100	100.00	300	100.00

cent) suggested that monthwise agricultural operations to be published, followed by illustrations and photographs should be included and information of the contents of next issue should be given in previous

issue (19.00 and 13.00 per cent).

IMPLICATION

At present, Krushi-Go-Vidya is an ideal magazine. A great majority of the respondents perceived it as 'Most

Table 2. Suggestions from the farmer readers to make the magazine more effective.

N = 100

Sr. No.	Suggestions	No.	Percent
1	Monthwise agricultural operations should be published	24	24.00
2	Illustrations and photographs should be included	19	19.00
3	Information of the contents of next issue should be given in previous issue	13	13.00
4	Facility of life membership should be introduced	11	11.00
5	Information regarding weather should be included	11	11.00
6	Special information in Home Science and Ayurved should be published in each issue	7	7.00
7	Article on marketing/Processing/Storage should be published	6	6.00
8	Information on beneficial schemes for the farmers should be included	6	6.00
9	Good quality of paper should be used	6	6.00
10	Its size should be increased	2	2.00

effective'. Not only that, but the farmer readers gave their valuable suggestions to make the magazine more useful and effective. Recommended techniques of agricultural operations for the next coming issue should be given in each issue. Photographs on cover page should be in accordance with the theme of the issue.

REFERENCE

Khandekar, P.R., and Mathur, P.N. (1980).
Measurement of farm magazine effectiveness, *Ind. J. of Ext. Edu* (3&4) pp. 82-87.

I refuse to believe the Indian cultivator does not know his job. Our peasants are fine people. It is not that they do not work hard. May be he is using a bad plough, may be he is using bad seed. Once the farmer's outlook is changed, the result will come rushing."

— *Jawaharlal Nehru*