



CONSTRAINS FACED BY THE READERS OF FARM MAGAZINE

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Abstract: *The present study was focused on the objective to find out the constraints faced by the readers of magazine Rajasthan Kheti Pratap. The study was conducted in Bhinder panchayat samiti of Udaipur district, Rajasthan. The sample consisted of selected 100 readers from four villages of Bhinder i.e. vallabhnagar, Bhinder, Bhatevar and Vana. Personal interview technique was used for collecting data from the respondents. Frequency distribution, percentage were used for analysis of data.*

Keywords: *Farm magazine, Constraints*

Introduction: Farm magazines play a vital role in modernizing Indian agriculture. Now a days with increase in literacy percentage 74.04% (Gov. of Indian, 2011), there is a lot of scope to use farm magazines for dissemination of the farm information, if the information is communicated through farm magazines in time, well-illustrated with pictures and photographs to the farming community. Further government is also encouraging publications of farm magazines. Because of these, the changing agricultural scenario and fast changing farm technologies, which needs to be disseminated at a faster rate for rapid agricultural development, these calls for publications of farm magazines. Thus, the farm journalism is concerned with carrying out agricultural information to the farming community, and to get genuine problems of farmers as feedback to researchers. But, the success of the farm magazine goes with taste, message on different subjects of agriculture and allied aspects, readers reading habits, preference pattern and understanding level about the farm magazine and also the problem faced by the readers. Hence, by keeping all these things in view, it was felt necessary to study the opinion of readers towards various components and content utility, extent of utilization of information and problems faced by readers of *Rajasthan Kheti-Pratap* with the following objective:

- To explore the constraints faced by the readers of the magazine.

Methodology:

The present study was conducted in purposively selected 4 villages namely Bhinder, Vallabhnagar, Bhatevar and Vana of Bhinder panchayat samiti of Udaipur district. For sample selection a village wise list of subscribers of *Rajasthan Kheti-Pratap* was prepared separately with the help of agriculture supervisors of the state department of agriculture. From this list, a sample of 25 farmers of subscriber's family who were the readers of the magazine were selected for each village each village to form a total sample of 100 readers were selected purposely. Interview technique was used for data collection to know the constraints faced by readers of *Rajasthan Kheti-Pratap*. Frequency distribution, percentage were used to analyze data statistically.



Results:

In the present content, efforts have been made to study the problems of readers in utilization of information of the content of farm magazine and enlist their suggestions for improvement of farm magazine. The pertaining findings have been presented under Table 1 and Table 2.

An investigation on constraints faced by the readers of *Rajasthan Kheti-Pratap* Table 1 reveal that majority of the respondents (91-94%) reported that they do not receive magazine in time, there is lack of seasonal and market intelligence information and complete address of the authors. Further, data show that 81 per cent respondents mentioned that content of articles was not supported with appropriate illustrations and examples. With respect to paper quality and language of articles and data reflect that more than seventy per cent of respondents (79%) reported that quality of paper used for magazine is poor. Further, more than half of respondents reported that magazine do not contain comprehensive information and sometimes messages were difficult to understand for them and they were also not satisfied with printing of the magazine.

Table 1. Constraints faced by the readers of *Rajasthan Kheti-Pratap*

n=100

S.No.	Constraints	(f/ %)
1.	Irregularity	94
2.	Lack of seasonal information	94
3.	Lack of information on market intelligence	92
4.	Incomplete references of authors	91
5.	Lack of illustrations and examples	81
6.	Poor quality of paper	79
7.	Non availability of magazine in their area	58
8.	It is difficult to understand message	57
9.	Faulty prints	55
10.	Lack of comprehensive information	54

Suggestions for improvement

Suggestions put forth by the readers to enhance effectiveness and circulation of the magazine in presented Table 2. An observation of data in the table reveals that more than ninety per cent respondents reported that magazine should be published and distributed timely so they can receive it in time and for seeking attention of readers cover page should be more attractive and colorful and they also mentioned that there should be complete addresses of authors for seeking additional information and reinforcement. Further, more than eighty per cent respondents reported that price of magazine should be reasonable so that every farmer can purchase it and it should contain farmers experience with easy to understand illustration and colorful photographs and they also mentioned that there should be available a list of suppliers of input should be given in the magazine so they can easily contact them. Nearly 66 per cent of respondents suggested that there is need of publicity of magazine and reference the name of magazine. They perceived that content of *Rajasthan Kheti-Pratap* is not only related to information about agriculture and its allied fields but also includes information about government initiatives, advertisements and special events of university. Therefore there is need to change the name of the magazine. Further, they suggested that there should be provision of explaining difficult terms either at the foot note or at the end of content quantity of input and dosage of insecticide & pesticides in their local words and measurement for their better understanding and information on market strategies for selling and purchasing of agricultural goods should be there as indicated by 58, 54, 52 per cent respondents, respectively.



Table 2. Suggestions of readers for improvement of *Rajasthan Kheti-Pratap*

n=100

S.No.	Suggestions	(f)
1.	It should be timely published and distributed	94
2.	It should have attractive cover page	91
3.	Complete addresses of authors should be there	91
4.	Magazine should be available at reasonable price	82
5.	List of suppliers should be there	82
6.	Content should be based on farmers experience with necessary illustration/photos	81
7.	Market functions analysis & suggestions to farmers be made available	72
8.	Name of magazine should be changed	66
9.	Creating awareness about agricultural magazine.	65
10.	Simplification of difficult term	58
11.	Simple calculations for input dosage	54
12.	Required price list of agricultural commodities for selling and purchasing of agricultural goods	52

Conclusion:

Farm magazines are an important source of dissemination of farm technology if the content is not utilized properly, it will affect growth and development of agriculture, and therefore it is important to know the reasons for poor utilization of content of magazine to flourish the better. It might be due to irregularity in distribution of magazine, high cost as compared to other agricultural magazine, non-availability of the magazine in their respective areas etc. Thus there is need to make people aware about the magazine and to motivate the people for reading and utilization of the information.

Recommendations:

1. There is need to create awareness about magazine *Rajasthan Kheti Pratap* for wider circulation and utilization of information by the people in rural areas.
2. There should be regular interaction with farmers to get feedback about the magazine. It will be helpful in providing content according to need, preferences and their level of understandability.
3. Irregularity in distribution of the magazine in rural area was the highly perceived problem. The local distributors if engaged in distribution of the farm magazine would be helpful in reaching the magazine in time.
4. For the wider utilization of information of the magazine it should be made available at local institution- Atal seva Kendra, panchayat office, anganwadi centers, co-operative societies, youth clubs and school libraries etc.



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