



EFFECTIVENESS OF AGRICULTURAL PROGRAMMES ON TELEVISION AS PERCEIVED BY TELEVIEWING FARMERS IN CHITTOOR DISTRICT OF ANDHRA PRADESH

PALUKURI SINDHUJA¹; JAHANARA²; SYED H MAZHAR³

¹Research Scholar, Department of Agricultural Extension and Communication, SHUATS, Allahabad, Uttar Pradesh, India

²Professor and Head, Department of Agricultural Extension and Communication, SHUATS, Allahabad, Uttar Pradesh, India

³Associate Professor, Department of Agricultural Extension and Communication, SHUATS, Allahabad, Uttar Pradesh, India

DOI: 10.47856/ijaast.2021.v08i9.013

ABSTRACT: *The present study was undertaken with the main objective of assessing the effectiveness of agricultural programmes of different channels as perceived by the televiewing farmers. Before and After research design was followed in the present investigation. The study was conducted in Tirupathi mandal, Chittoor district which were selected purposively. The data were collected randomly by talking personally interview of 120 televiewers. The data was collected by personal interview method through structured interview schedule. Majority of the respondents were middle aged, had medium level of education, medium farming experience, medium land holding, medium level of extension contact, mass media exposure, economic orientation, achievement motivation and innovativeness. Majority of the respondents had perception of televiewing farmers of different channels with respect to components of effectiveness, namely understandability, usefulness, demonstration mode of presentation, entertainment and relevancy of pictures. “Time duration is not sufficient”, “Telecast time is not convenient”, “Telecast programmes are useful to the farming community” and “Telecast programme are drawing attention of the farmers to bring awareness on new technology” were the major reactions of the respondents. Telecast time need to be changed from 6:00am-7.00am and 7.00pm-9.00pm, all programmes should be telecasted should be telecasted daily, information on the schedule of the topics to be telecasted in the telecasted in the consecutive week should be advertised at the starting of the week, separate television channel is required to telecast agriculture related activities.*

Keywords: *Perceived Effectiveness, Farm information, Agriculture, Mass media, Television.*

INTRODUCTION

New technologies for increasing agricultural production are now becoming available at a much faster rate. But the mechanism for transferring them to the uneducated and small producers in an effective manner does not exist. There is an urgent need for an effective communication network. Effective communication of farm information to the farmers is key to socio-economic transformation of our nation, particularly when the bulk of the population lives on farming. But in India, where farmers live in less accessible and isolated villages both on plains and hills, such



as effective communication is all the more difficult (**Chudhury *et.al.*2017**). The function of the communication in the context of agricultural development is to inform, educate and motivate the farmers to accept new ideas and agricultural practices in order to increase the production per unit of land. In this situation, mass media can be hopefully expected to cater the need to a great extent. It is not knowledge that is needed, but an approach which will be able to supply the right knowledge and tools to the right people at the right time. The present age has been rightly termed as an “Information age”(**Alam and Haque 2014**). People want adequate and authentic information within shortest possible time. Of the mass media, no doubt, radio and television are powerful. Out of these, television is more powerful medium of communication as it performs both the auditory and visual functions, simultaneously. Television has specific advantages over other mass media viz., radio, newspaper etc. It overcomes the barriers put up by illiteracy and provides speedy mass communication. It is a multimedia system predominated by the visual medium. Television reaches both the illiterate and literate audience. Thus, it is superior to the print media. It has advantages over radio because of its visual content which provides a great help in the trial phase of adoption process. It is most effective medium of education as it combines both visual presentation and sound. Television has tremendous potential and has become a world-wide phenomenon. Television plays an important role in the field of agriculture development by informing the farmers about new techniques in agriculture. As a principle of ‘seeing is believing’, farmers believe in television(**Ventaka krishnaji and Gopikrishna 2019**). The first regular public transmission of television started in England in 1936. Now, television has become a world-wide phenomenon. An experimental television service was introduced in India with inauguration of Delhi Kendra with UNESCO grants on September 15, 1959. Rural development in India mainly depends upon the development of agriculture, because 70 per cent of the populations rely on agriculture for livelihood. Knowing this, the first programme on agriculture and rural development was started on Delhi Doordarshan Kendra on January 26, 1967 under the name Krishi Darshan.

In Andhra Pradesh, ETV-Telugu was launched on 9th July, 2000. Right from the day the first regional channel was launched in June, 1996, ETV has been offering an exclusive half an hour daily programme on agriculture and allied sectors under the name ‘Annadata’. The programme is telecast every day between 6.30 a.m. to 7.00 a.m. Over the years ‘Annadata’ has become an inseparable part of farmers’ life. DD Saptagiri (Telugu) is a state-owned television channel telecasting in the Telugu language from a studio at Doordarshan Kendra Vijayawada, Andhra Pradesh, India. DD Saptagiri was launched on 27 september, 2014. Right from the first regional channel was launched in 2nd April, 2003. The agriculture programme was named as



‘pasidipantalu’. The programme is telecast every day between 6.00 p.m. to 7.00 p.m. DD Yadagiri is a state-owned Telugu language television channel operated by India’s national broadcaster Doordarshan. It was launched in 23rd October, 1977 and Doordarshan Kendra Regional Network in Telugu took on a new identity of DD saptagiri, on 2nd April, 2003. The programme named as ‘Rythu nestam’. The programme is telecast every day between 6.00 p.m to 7.00 pm. The television era in India began modestly on September 15, 1959 which was started by the All India Radio, Delhi and programmes were telecasted twice a week for duration of one hour each day. In Andhra Pradesh farm telecast programmes were started as Grama darshini, Polampanulu, Karshaka lokam and Pantaseemalu in 1972. Later the private channels like ETV and Teja were started telecasting the livestock farmers oriented programmes like Annadata and Rythu mitra (which includes a five minute Farm Bulletin “Vyavasaya Varthalu”) five days in week i.e. from Monday to Friday during the year 1995 and 2001, respectively.

List of different television channels telecasting agriculture related programmes in Telugu are as follows:

S.No	Name of the TV channel	Name of the programme	Time	Frequency
1.	ETV Telugu	Annadata	6.30 a.m-7.00 a.m	Daily
2.	ETV AP & Telangana	Annadata	6.30 p.m-7.00 p.m	Daily
3.	ETV Telugu	Jai kisan	6.50 a.m- 7.00 a.m	Daily
4.	Doordharshan Saphagiri	Pasidipantalu	6.00 p.m-7.00 p.m	Daily
5.	Doordharshan Yadagiri	Rythu nestam	6.00 p.m-7.00 p.m	Daily
6.	Saakshi TV	Sagu badi	4.30 p.m- 5.00 p.m	Daily
7.	10TV	Matti manishi	6.30 a.m-7.00 a.m	Daily
8.	T news	Chenu chelaka	6.30 p.m-7.00 p.m	Daily

RESEARCH METHODOLOGY

This section describes the approaches and methods employed for data collection and analysis. The first sub-section of this chapter presents the description of the study area. Then the details of methodology used to conduct the overall study were discussed in subsequent sub-sections. The before-and-after design offers better evidence about intervention effectiveness than the other



non-experimental designs. The before- and- after design is most useful in demonstrating the immediate impacts of short-term programs. It is less useful for evaluating longer term interventions. This is because over the course of a longer period of time, more circumstances can arise that may obscure the effects of an interventions. These circumstances are collectively called threats to internal validity. The state of ANDHRA PRADESH in CHITTOOR DISTRICT was purposively selected for the study. Chittoor district is one of the four districts in the Rayalaseema region of the Indian state of Andhra Pradesh. The district is divided into 3 revenue divisions viz., Chittoor, Tirupathi and Madanapalle. Literacy average rate of Chittoor district is 71.53 percent. “Telecast programmes are drawing attention of the farmers to bring awareness on new technology”. Chittoor district of Andhra Pradesh is selected purposively for the present study. The researcher is well versed with the conditions of the district, as the researcher belongs to the same district. Agriculture development activities were under taken extensively in the district. There are total 66 mandals in Chittoor district of Andhra Pradesh, out of which Tirupathi mandal will be selected purposively on the basis of maximum televiewing farmers. The list of villages under selected tirupathi mandal was obtained from district gazette. From the list, villages having the good facility of Television viewing and also good telecast facility of all channels that telecasts the Agricultural programmes were identified. Among such villages were selected at random from tirupathi mandal viz., peruru, pathakavala, gollapalli, perumalpalle, cheriopalle, Upparapalle, pudipatla, Mallavaram, satharubailu. Thus a total of nine villages from tirupathi mandal of chittoor district were selected for the present investigation. The list of farm televiewers, who were viewing Agricultural programmes was prepared separately for each selected villages and by adopting quota sampling method from each village thirteen to fourteen farmers were selected at random, thus a total of 120 respondents were selected from nine villages.

RESULTS AND DISCUSSION

Table-1: To assess the socio-economic profile of the farmers.

S.No	Socio-economic profile of the farmers		Frequency	Percentage
1.	Gender	Male	84	70
		Female	36	30
2.	Age	Young(below 35 years)	17	14.17
		Middle(b/w 36-50years)	62	51.66
		Old(above 51 years)	41	34.17
3.	Caste	OC	48	40
		OBC	55	45.83



		SC/ST	17	14.17
4.	Education	Illiterate & Primary	27	22.5
		Upper Primary & Secondary	58	48.33
		Higher	35	29.17
		Secondary, Graduate & above		
5.	Occupation of family	Agriculture	82	68.33
		Agriculture+Labour	10	8.34
		Agriculture+Other	28	23.33
6.	Family type	Nuclear	99	82.5
		Joint	21	17.5
7.	Family size	Small(1-3)	20	16.7
		Medium(4-6)	82	68.3
		Large(>7)	18	15
8.	Type of House	Mud house	9	7.5
		Semi cemented	53	44.17
		Cemented	58	48.33
9.	Annual Income	Upto 1 lak	26	21.67
		1-3 lak	70	58.33
		Above 3 lak	24	20
10.	Land holding	1-3 acre	49	40.83
		4-6 acre	47	39.17
		Above 7 acre	24	20
11.	Farming experience	1-20 years	35	29.17
		21-30 years	51	42.5
		Above 31 years	34	28.33
12.	Material Possession	Low	12	10
		Medium	85	70.83
		High	23	19.17
13.	Extension contact	Low	32	26.67
		Medium	48	40
		High	40	33.33
14.	Mass media exposure	Low	12	10
		Medium	71	59.17
		High	37	30.83
15.	Innovativeness	Low	34	28.33
		Medium	53	44.17
		High	33	27.5



16.	Economic orientation	Low	13	10.83
		Medium	38	31.67
		High	69	57.5
17.	Scientific Orientation	Low	17	14.17
		Medium	67	55.83
		High	36	30
18.	Achievement motivation	Low	28	23.33
		Medium	53	44.17
		High	39	32.5

1. Gender:

The results indicated that majorities (70%) of the farm televiewers were men and women viewers represented 30% of the study.

2. Age:

The results indicated that majorities (51.66%) of the respondents were middle aged followed by old (34.17%) and young (14.17%) categories, respectively.

3. Caste:

The results indicated that 45.83% of the respondents belonged to OBC category followed by 40% of OC, 14.17% of SC/ ST categories respectively.

4. Education:

It is evident that 48.33% of the respondents were Upper Primary & Secondary followed Higher Secondary, Graduate and above(29.17%) and Illiterate and primary (22.5%).

5. Occupation of family:

It can be reported that majority 68.33% of the respondents had Agriculture as main occupation, 23.33% of the respondents had Agriculture+Labour, 8.34% of the respondents had Agriculture+Other.

6. Family type:

It could be reported that majority 82.5% of the respondents belonged to the nuclear family and 17.5% of the respondents belonged to the joint family.

7. Family size:

A perusal revealed that majority 68.3% of the respondents had medium family size followed by 16.7% with small, 15% with large respondents of family size.



8. Type of House:

It could be reported that majority 48.33% of the respondents had cemented house followed by 44.17% with semi cemented house and 7.5% of the respondents belongs to the Mud house.

9. Annual Income:

The results indicate that majority 58.33% of the respondents belonged to 1-3 lakh (medium) income group followed by 21.67% with upto 1 lakh (Low) and 20% of the respondents with above 3 lakh (High) income group, respectively.

10. Land holding:

It could majority 40.83% of the respondents categorized under 1-3 acre sized land holding followed by 39.17% of 4-6 acre, 20% of >7 acre sized land holding categories.

11. Farming experience:

Results indicate that majority (42.5%) of the respondents were having 21-30 years farming experience followed by 1-20years (29.17%), >31 years (28.33%) of farming experience.

12. Material Possession:

From reported that majority (70.83%) of the respondents had medium material possession followed by high(19.17%) and low (10%) material possession.

13. Extension contact:

It could been seen 40% of the respondents had Medium level of extension contact followed by 33.33% of High level and 26.67% of the respondents had Low level of extension contact, respectively.

14. Mass media exposure:

Findings reveals that 59.17% of the respondents had medium level of mass media exposure followed by high (30.83%) and low (10%) levels of mass media exposure by the respondents.

15. Innovativeness:

The results indicate that majority (44.17%) of the respondents possessed medium level of innovativeness followed by Low(28.33%) and High (27.5%) levels of innovativeness among the respondents.

16. Economic orientation:

Results indicate that majority(57.5%) of the respondents had High level of economic orientation followed by 31.67% with medium level and 10.83% of the respondents with low economic orientation, respectively.



17. Scientific orientation:

The findings revealed that majority(55.83%) of the respondents had medium level of scientific orientation followed by 30% with high level and 14.17% with low level of scientific orientation, respectively.

18. Achievement orientation:

It indicate that the most of the respondents (44.17%) had medium level of achievement motivation followed by High(32.5%) and Low(23.33%) levels of achievement motivation among the respondents.

Table-2: EFFECTIVENESS OF AGRICULTURAL PROGRAMMES ON TELEVISION AS PERCEIVED BY TELEVIEWING FARMERS.

S.No	Effectiveness	A		UD		DA	
		F	P%	F	P%	F	P%
1.	Agricultural information telecast on TV programmes are more effective to their farmer.	107	89.17	13	10.83	-	-
2.	Information providing through agricultural programmes on Television is useful to farmers.	101	84.17	19	15.83	-	-
3.	Farmers are gaining the knowledge through agricultural programmes by the help of television.	91	75.83	27	22.5	2	1.67
4.	Presentation through Demonstration, Discussion, Interview, Dramatic of agricultural programme on television to the farmers are very effective.	67	55.83	48	40	5	4.17
5.	Information through agricultural programme on television to the farmers covered each and every area.	69	57.5	46	38.33	5	4.17
6.	The language used in agricultural programmes on television is mostly effective to the farmers.	59	49.17	54	45	7	5.83
7.	Agricultural programmes on television is entertaining to farmers.	57	47.5	56	46.67	7	5.83



8.	Agricultural programmes on television as per season.	88	73.33	28	23.33	4	3.33
9.	Agricultural programme on television is adequate to farmers.	64	53.33	51	42.5	5	4.17
10.	Information given through agricultural programme on television is accurate.	51	42.5	60	50	9	7.5
11.	The speed of presentation of information on television is easy to understand to the farmers.	68	56.67	44	36.67	8	6.67
12.	Agriculture programmes on television are most effective treatment for the farmers.	64	53.33	43	35.83	13	10.84
13.	Effectiveness of television for increasing agricultural income among the farmers.	12	10	70	58.33	38	31.67
14.	Television is the medium to disseminate agriculture related information to the farmers.	22	18.33	65	54.17	33	27.5

It is revealed from Table-2 effectiveness of televiewing farmers expressed that 89.17% of farmers are agree with agricultural information telecast on TV programmes are more effective to the farmers, 84.17% of farmers agree with information providing through agricultural programmes on television is useful to farmers, 75.83% of farmers agree with farmers are gaining the knowledge through agricultural programmes by the help of television, 73.33% of farmers agree with agricultural programmes on television were as per season, 58.33% of farmers undecided with effectiveness of television for increasing agricultural income among the farmers, 57.5% of farmers agree with information through agricultural programmes on television to the farmers covered each and every area, 56.67% of farmers agree with the speed of presentation of information on television is easy to understand to the farmers, 54.17% of farmers undecided with television is the medium to disseminate agriculture related information to the farmers, 53.33% of farmers agree with agricultural programme on television is adequate to farmers, 53.33% of farmers agree with agriculture programmes on television are most effective treatment for the farmers, 50% of farmers undecided with information given through agricultural programme on television is accurate, 49.17% of farmers agree with the language used in agricultural



programmes on television is mostly effective to the farmers, 46.67% of farmers undecided with agricultural programmes on television is entertaining to farmers.

Table- 3: Distribution of respondents according to their perceived effectiveness

S.No	Perceived Effectiveness	Frequency	Percentage
1.	Low	17	14.17
2.	Medium	46	38.33
3.	High	57	47.5
	Total	120	100.00

An examination of Table-3, indicate that the most of the respondents (47.5%) had high level of perceived effectiveness followed by medium(38.33%) and low(14.17%) levels of perceived effectiveness among the respondents.

Table-4: Relationship between independent variables and Perceived Effectiveness of the respondents, n=120.

S.No	Characteristics	'r' value
1.	Age	0.728**
2.	Education	0.484**
3.	Annual Income	0.214*
4.	Farming Experience	0.200**
5.	Extension Contact	0.701**
6.	Mass media exposure	0.636**
7.	Innovativeness	0.208*
8.	Economic Orientation	0.950**
9.	Scientific Orientation	0.597**
10.	Acheivement Orientation	0.650**

* : Significant at 0.05 level of probability

** : Significant at 0.01 level of probability



NS: Non- Significant

The above Table-4 indicates that, the relationship between Independent variables and perceived effectiveness of respondents by applying Karl Pearson's co-efficient of correlation. 1st of all the co-efficient of co-relation between perceived effectiveness of respondents of agricultural programmes and their socio-economic profile was calculated. After that calculated values were compared with tabulated co-efficient of co-relation value. Then this results which clearly indicates that selected characteristics of respondents i.e. Age, Education, Farming experience, Extension contact, Mass media exposure, Economic orientation, Scientific orientation, Achievement orientation had positive and highly significant relationship at 0.01 level of probability with perceived effectiveness of the respondents towards agricultural programmes on television Whereas, Annual income and Innovativeness had positive significant relationship at 0.05 level of probability with perceived effectiveness of the respondents towards agricultural programmes on television.

CONCLUSION:

Television plays a vital role in communication of farm technology to the farmers. However, no much attempts have been made in the past to know how far the farm telecasts of a private and government channels are effective as perceived by televiewing farmers, and the determinants of perceived effectiveness. The absence of such evidences limits the scope for a critical discussion on effectiveness of different components of the agricultural programmes on television and ways to improve them. Considering the age, education, farming experience, land holding and mass media exposure of the televiewing farmers there is a scope and need of appointing more extension personnel to take necessary steps to bring the medium level to high level. The findings pertaining to component wise perceived effectiveness of the agri telecast proved that by and large, the televiewers were satisfied with the understandability, usefulness, gain in knowledge, new information, mode of presentation, entertainment, coverage of information, speed of presentation, relevancy of picture, quality of picture and sound of farm telecasts on television.



REFERENCES

- [1]. Alam, Mohammed Khalid, Haque, Md. Armanul. (2014). Contribution of Television Channels in Disseminating Agricultural Information for the Agricultural Development of Bangladesh: A Case Study. *Library philosophy and practice (e-journal)*, Paper 1048.
- [2]. Chhachhar A R, Md Salleh Hassan, Siti Zobidah Omar, Badaruddin Soomro 2012a The role of television in dissemination of agriculture information among farmers *Journal of Applied Environmental and Biological Science* 2(11): 586-591.
- [3]. Devaraj and Ravichandran P 2014 A Study on the Role of Information and mass-media Communication technology among farming community of Mandya district Karnataka. *State Journal of Advances in Library and Information Science* 3(1): 43-46.
- [4]. F H Chudhury, M R Amin, M M Adhikary, M A Islam and M Rokonzaman 2017. Effectiveness of Agriculture related Television Programmes for Disseminating Agricultural information perceived by the farmers of Bangladesh. *Journal of Agroecology and Natural Resource Management*, 4(1): 101-104.
- [5]. Gababolokwe, k. and Hulela, k. 2014 Farmer's Perceptions Regarding the use of Botswana's Tsa Temo Thuo Television Programme. *Asian Journal of Agriculture and Rural Development* 4(7): 381-391.
- [6]. Mohammad Reza Nazari and Md Salleh Bin Hj Hassan 2011 The role of television in the enhancement of farmers agricultural knowledge. *African Journal of Agricultural Research* 6(4): 931-936.
- [7]. M. Venkata Krishnaya and T. Gopikrishna 2019. Profile Characteristics of Televiewing farmers of Andhra Pradesh, India. *International Journal of Current Microbiology and Applied Sciences*, 8(10): 2452-2459.
- [8]. Olajide B.R., Adenyi, A. and Ladigbolu, T.A. 2015. Viewer's perception of Oju-oja agricultural marketing television programme of Ekiti State broadcasting Service, Ekiti state, Nigeria. *International Journal of Agricultural Economic & Rural Development*, 7(1): 1-130.
- [9]. Periyasamy Raviswamy, Siva balan Kulandaivel Chellappna and Nandakumar Subramaniam 2017. Television for Effective Dissemination of Farm Information to Banana Growers: A Study from Tamilnadu. *Progressive Research- An International Journal*, 12(1): 1146-1149.
- [10]. Rahul Kumar Singh 2015. Study on Socio-economic profile of Television Viewers in Wazirganj, Block of Gonda, District(U.P.). *Annals of plant and soil Research*, 17: 138-141.
- [11]. Salleh Hassan Md., Hayrol Mohamed Shaffril, Bahaman Abu Samah, Muhamad Shamsahkat Ali, Nor Sabila Ramli and Zoheir Sabaghpour Azarian 2012 The credibility of television in disseminating agricultural information to farmers in Malaysia. *Asian Social Science* 8(12): 133-139.
- [12]. Suzan Khan, M Hammadur Rahman and Mohammed Nasir Uddin 2017. Effectiveness of selected Mass Media in Agricultural Technology Transfer to the Farmers of Bangladesh. *Research Article in Agriculture, Livestock and Fisheries*, 4(1): 07-13.