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Adoption and constraints of mass media on agriculture practices in district Lucknow (U.P.)

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Abstract

The present study entitled “Impact of mass media on agriculture practices in district Lucknow (U.P.)” was undertaken with a view to analyze adoption of agricultural practices, and constraints faced by respondents and then the suggestions. Simple random sampling was followed for the study. Both purposive and random sampling procedure was followed for selection of districts, blocks, panchayats, villages and respondents. The total sample is 80 respondents. The response was obtained from each individual respondent through structured interview schedule developed for the collection of data. The collected data was tabulated and analyzed with the help of suitable statistical tools and techniques such as percentage, score, rank, order etc. There were significant adoption and improvement seen in the study. Further constraints were shown which was ranked. In which 90.00 per cent was (I) as respondents were facing bad storage infrastructure facility and last with rank (VII) were the respondents (47.50 per cent) who were not satisfied with the practices. In order to increase the knowledge level of respondents there should be availability of communication media such as print media and electronic media in adequate number besides formal and informal interpersonal sources and from Government level agricultural information should reach to the grass-root level through different sources of mass media.

Keywords: Adoption, constraints, mass media, improvement, respondents

Introduction

India is the second largest country after china with a population of 121.04 million (17.5%) population and 329mha (2.42%) geographical area of the world. The annual growth of agriculture sector alone is around 2.1-2.3% and if possible the government is talking about doubling the farmer’s income by 2022 which will enhance the contribution of agriculture in GDP as well. Around two third of the population depend upon agriculture in India. For over a half of century social scientist have explored the impact of mass media on agriculture and focused to think about it as previously mass media and communication was not seen as the major priority between national as well as international level in agricultural development and was undervalued. But nowadays after 35 years long evolution the scenario has been changed, what issues are important from the news are given priorities and even the government is also more focusing on the mass media for dispersion of the various agriculture related knowledge to the farmer’s through various means. . Mass media focuses on the common man’s day to day concerns and helps in realizing local aspirations, Mass media has been defined as “means of communication designed to reach and influence very large numbers of people” (Encyclopedia Britannica, 1980). Thus it includes – newspaper, radio, magazines, television, cinema, and internet. Television, radio and print media are important mass media in Indian context. Singh 2009 – It is being increasingly realized that the potential of radio in aiding human growth and development in rural retting may be for greater than any other tool of mass media. Mass media has proved efficiency among the other medias (Muhammad and Garforth 1999). There is no doubt that mass media moulds opinion, thinking, attitudes and behavior. The mass media has reached every home, town and country television. It has become one of the important tools in seeking information about latest technologies and discoveries related to any field such as most importantly like agriculture. Among the several mass media, newspaper and farm magazine etc. are commonly used. Print media are being printed in every regional language to facilitate, the readers get information and knowledge in one owns mother tongue. Now a day’s farm literature mainly include newspaper, farm magazines, bulletins, folders, leaflets, wall papers, pamphlets etc. in 1914 “krishisudhar” and in 1918 “krishi” were published in Agra after that a few more journals were also published by the state government. In May 1947 ICAR published “kheti” a farm monthly magazine.

Farmers are now becoming very much efficient and taking latest update and knowledge related to agricultural activities immediately after the introduction of new technology, tools and varieties. By considering all these facts that how farming of these days should be treated and depend upon mass media. It is important factor to enter in process of adoption of improved farm practices that starts from awareness means giving knowledge from different source of information about agriculture, horticulture and animal husbandry practices. Hence this study has been framed by research entitled "Impact of Mass Media on Agriculture development in Chinhath Block, District luck now (U.P.) based on the following objectives. To study the adoption of agricultural practices. To analyze the constraints faced by respondents by mass media during agricultural practices.

Research Methodology

It is systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. A simple scale was derived to measure the adoption of various agricultural practices under wheat crops. The adoption index for each practices was calculated by using the number of practices actually adopted. An adoption index

for every respondent was calculated by the following formula:

$$\text{Knowledge index} = \frac{\text{Number of practices used}}{\text{Total no. of application practices}} \times 100$$

schedule is prepared for the purpose of collection of relevant information from the pre-test and respondents before using it and necessary improvements were made available. The information was arranged in a tabular form and analysis and interpretation were done in terms of average and percentage. The schedule prepared was related to the agriculture practices of wheat crop like, soil suitable for wheat crop, use of manure, kind of chemicals preferred for wheat treatment, irrigation, fertilizers, adoption of latest tool etc. All these information were directly taken by the respondents by direct questioning and then according to the scores obtain graphs and tables were prepared.

Results and Discussion

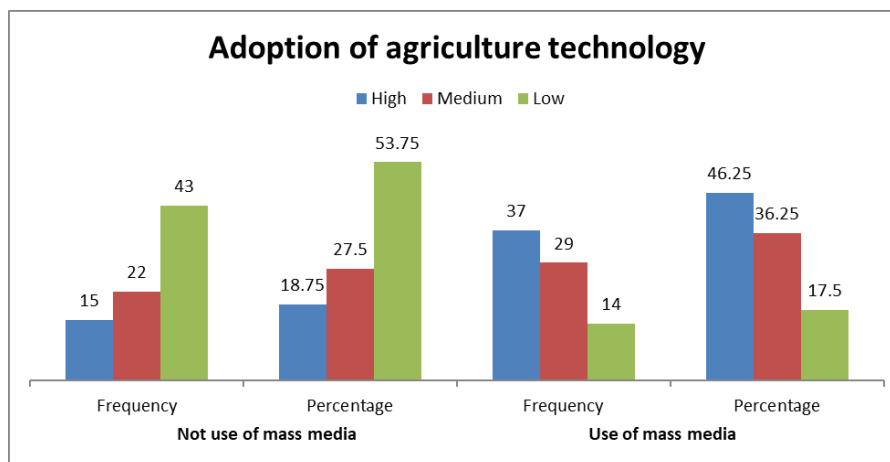
Under extent of adoption, various activities such as- improved varieties, plant protection measures, cultural practices measure, adoption of latest tools and techniques are done under agriculture crop.

Table 1: Adoption of agricultural technology under crop practices

S. No.	Extent Adoption (%)	Not use of massmedia		Use of mass media	
		Frequency	%	Frequency	%
1.	Low adoption	43	53.75	14	17.50
2.	Medium adoption	22	27.50	29	36.25
3.	High adoption	15	18.75	37	46.25
	Total	80	100	80	100

Above table 1 and graph 1 reflects when not use of mass media a large number of farmers (53.75 percent) were having low level of knowledge about adoption of technology under crops, followed by the farmers (27.50 percent) were having medium level of knowledge of adoption and high level of knowledge (18.75 percent) respectively. But those farmers

who used of mass media, we found that majority of the farmers (46.25 percent) were having high level of adoption. While (36.25 percent) farmers were having medium level adoption and (17.50) percent farmers were found with a low level of adoption.



Adoption categories of respondents after exposure to mass media

S. No.	Categories	Number of Respondents	Percentage
1.	Adopters	44	55.00
2.	Non adopters	36	45.00
	Total	80	100.00

The above table shows that out of total respondents 55.00 percent farmers are the adopters of various agriculture practices and rest of the farmers 45.00 percent who are non adopters do not practice of agriculture crops through

integrated way.

Constraints in adoption of Mass media by farmers

Table 2: Below showing constraints

S. No	Suggestions	Respondent(n=80)		Rank
		Frequency	%	
1.	Physical infrastructure affecting storage & irrigation	72	90.00	I
2.	More costly than the traditional practices	69	86.25	II
3.	Integrated practices is more complicated process	63	78.75	III
4.	Delay in practices	58	72.50	IV
5.	Issues regarding the availability of products & inputs.	55	68.75	V
6.	Ability of farmers to adopt the benefits of mass media	49	61.25	VI
7.	Not satisfied with the practices	45	56.25	VII

Above table indicate that the major constraint is physical infrastructure with shows that even after better produce farmers do not have good storage facility and techniques for irrigation which are 90.00 per cent secondly they found it more costly with 86.25 per cent, but there are less farmers who are not satisfied with these practices with the use of mass media who are 56.26%.

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