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W Sai Ravali
M.Sc Scholar, Department of Extension Education and Communication Management, Professor Jayashankar Telangana State Agricultural University, Hyderabad, Telangana, India

Dr. R Neela Rani
Principal Scientist (Extension Education), AICRP- WIA, PG&RC, Professor Jayashankar Telangana State Agricultural University, Hyderabad, Telangana, India

Dr. M Prasuna
Professor, Department of Extension Education and Communication Management Professor Jayashankar Telangana State Agricultural University, Hyderabad, Telangana, India

Dr. S Suchiritha Devi
Associate Professor and University Head, Department of Food and Nutrition, Hyderabad, Professor Jayashankar Telangana State Agricultural University, Hyderabad, Telangana, India

Corresponding Author
W Sai Ravali
M.Sc Scholar, Department of Extension Education and Communication Management, Professor Jayashankar Telangana State Agricultural University, Hyderabad, Telangana, India

Knowledge levels of listeners and non- listeners of Chenu Kaburlu: A student radio programme of community science

W Sai Ravali, Dr. R Neela Rani, Dr. M Prasuna and Dr. S Suchiritha Devi

Abstract
Technology has very well developed and the information will reach the people within the fraction of seconds. Information has become an indispensable part of our everyday life. It may reaches through different mass media namely Newspaper, Television, Mobiles, Exhibitions, Dramas and Radio etc. Among them, Radio plays a vital role in informing and educating the people and also provides them with healthy entertainment. The present study was undertaken to find out the knowledge levels of listeners and non- listeners of Chenu Kaburlu programme. Ex- post facto research design was used for the study. A total sample of 120 respondents was selected in which 60 listeners and 60 non- listeners through purposive random sampling method. The study was conducted by using a structured interview schedule. The data was analysed using frequency and percentage. In this study the result revealed that majority of the listeners were belonged to young age (58.3%) whereas non- listeners were belonged to middle age (40%). Majority of the listeners had education up to High school (38.33%) and in case of non- listeners most of them had education up to primary school (35%). More than half of the listeners had medium extension contact (80%) and non- listeners had low extension contact (55%). More than half of the listeners had high mass media exposure (63.3%) and non- listeners had low mass media exposure (53.3%). Majority of the listeners had medium Socio- political participation (65%) and in case of non-listeners had low Socio- political participation (56.7%). More than half of the listeners had high level of aspiration (75%) and non- listeners had low level of aspiration (23.3%). Most of the listeners had medium level of knowledge (53.3%) whereas in case of non- listeners (58.33%) had low level of knowledge. The result reveals that there is a significant difference in knowledge levels of listeners and non- listeners of Chenu Kaburlu programme which shows that the program is more effective in disseminating the knowledge to the listeners.

Keywords: Chenu Kaburlu programme, radio, information, knowledge levels, listeners, non- listeners

Introduction
Professor Jayashankar Telangana State Agricultural University (PJTSAU) vaari Chenukaburlu is an innovative ICT programme, initiated in the year 2015 involving students of Agriculture, Agricultural Engineering and Community Science to disseminate technological information to farm families through All India Radio (AIR). On every Wednesday from 1:30 to 2:00 PM the program will broadcast. It has a noble intention of linking the innovations to the farming community of Telangana, utilizing the students' creativity.

Chenu Kaburlu- A student radio programme educates the listeners on Agriculture, Government programmes, Health and sanitation, Nutrition, Consumer rights, Child development and Clothing and textiles. The program instilled a spirit of competition among listeners in the state.

Similar study was carried out by the Hareesh (2018) [1] on paddy cultivation which is broadcasted through Chenu Kaburlu programme. So, the present study was adopted to find out the knowledge levels of listeners and non- listeners of Chenu Kaburlu programme on different aspects i.e., Water and sanitation, Government programs, Millets- uses and Nutritional benefits, parenting styles etc.

Materials and Methods
In the present study Ex-post facto research design was followed. Karimnagar district was selected purposively for the study, as majority of chenu kaburlu student radio programme listeners hails from the district. From selected district, randomly five mandals was selected, out of each mandal two villages i.e. a total of ten villages was selected randomly.

From each of the selected village a total of twelve respondents each six listeners and six Non listeners were selected randomly and thus making a total of 120 respondents for the study. An interview schedule was adopted from Hareesh (2018) [1] studies and used by doing suitable modifications. The knowledge test was developed by the researcher with the help of experts. The data was structured, tabulated and categorized using qualitative and quantitative classification and subjected to statistical tests. The statistical tools were Frequency and percentage

Results and Discussion Age

The age wise distribution of listeners in the Table 1 indicates that majority (58.33%) of the respondents belonged to young age followed by middle age (41.67%) and none of them fall into the category of old age. The possible reason may be that they were very anxious in knowing the new information. The results were in harmony with the findings of Pattanshetti M. (2010) [2].

In case of non-listeners, 40.00% of the respondents fall under middle age group followed by young age (35.00%) and old age (25%). The reason is that most of the middle age farmers were satisfied with old practices. The reason is that most of the middle age farmers were satisfied with old practices. The results were consistent with the results of Palvi (2018) [3], Aralikatti (2017) [4] and Vitthal (2017) [5].

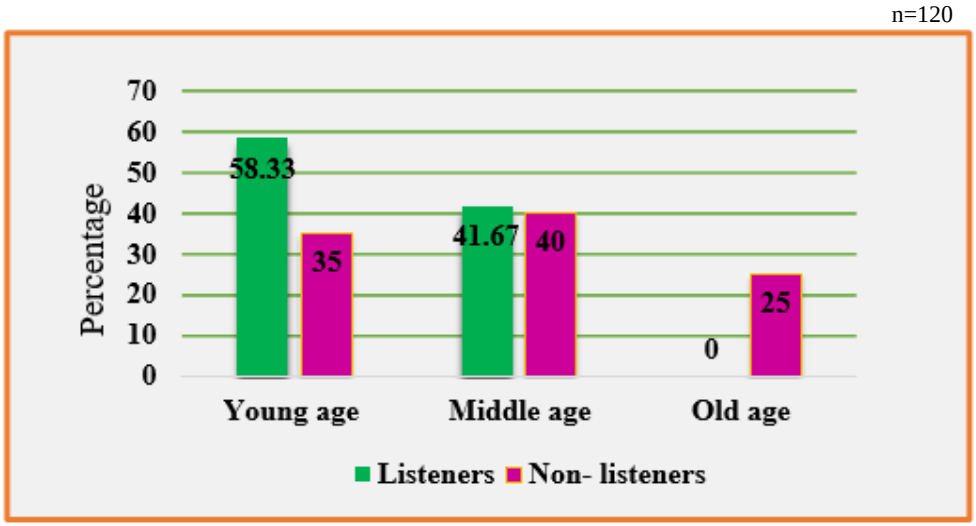

Fig 1: Distribution of respondents according to their Age

Education

The Education level of listeners in the Table 4.2 depicts that majority of the respondents were educated up to High school (38.33%) followed by (26.67%) primary school, (16.67%) Intermediate/ Diploma, (10.00%) were illiterates and very small percentage of respondents (8.33%) had educated up to graduation and above. The probable reason could be that most of the listeners were young aged and they were uninterested and less motivated in getting higher education due to poor economic conditions.

In case of non-listeners most of the respondents were educated up to primary school (35.00%) followed by (30.00%) of respondents were illiterates, (25.00%) of respondents had educated up to high school and (10.00%) of respondents had educated up to intermediate and none of them fall under the category of Graduation and above. The reason for low education level among non- listeners may be most of the respondents were middle aged. This might be due to lack of schools in their period of time along with lack of awareness about education.

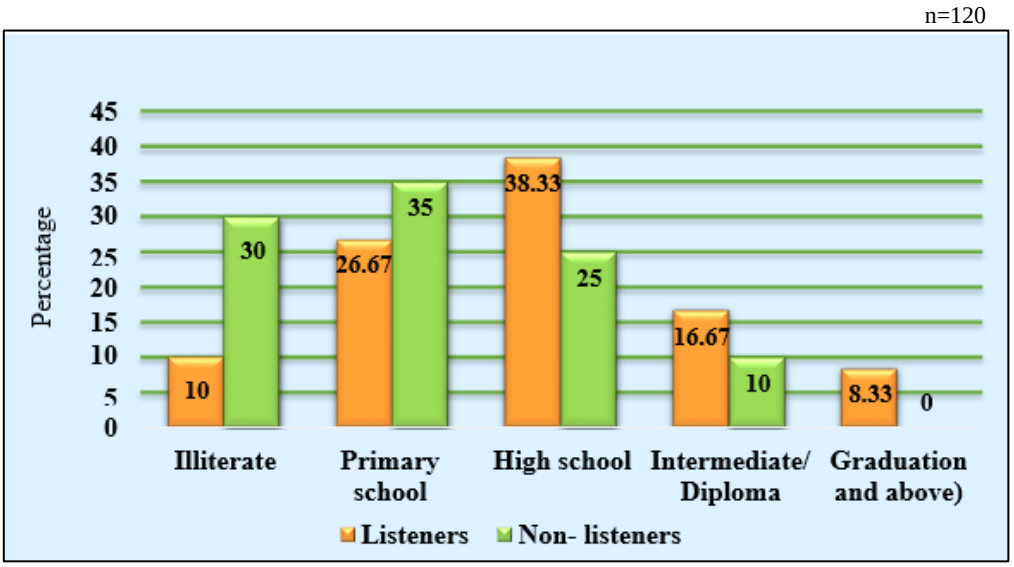

Fig 2: Distribution of respondents according to their Education

Extension contact

Table 1 revealed that more than half of the listeners had medium extension contact (80.00%) followed by high (13.30%) and low (6.70%). The reason may that most of the listeners were educated up to graduation and they had good communication skills with the extension personnel. The results were consistent with the findings of Lekshmi *et al.* (2014) [6].

In case of non- listeners, most of the respondents had low extension contact (55.00%) followed by medium (45.00%) and none of the respondents had high extension contact. The reason may be that they don't know the importance in meeting the extension personnel due to low education level. The results were consistent with the findings of Singh (2011) [7].

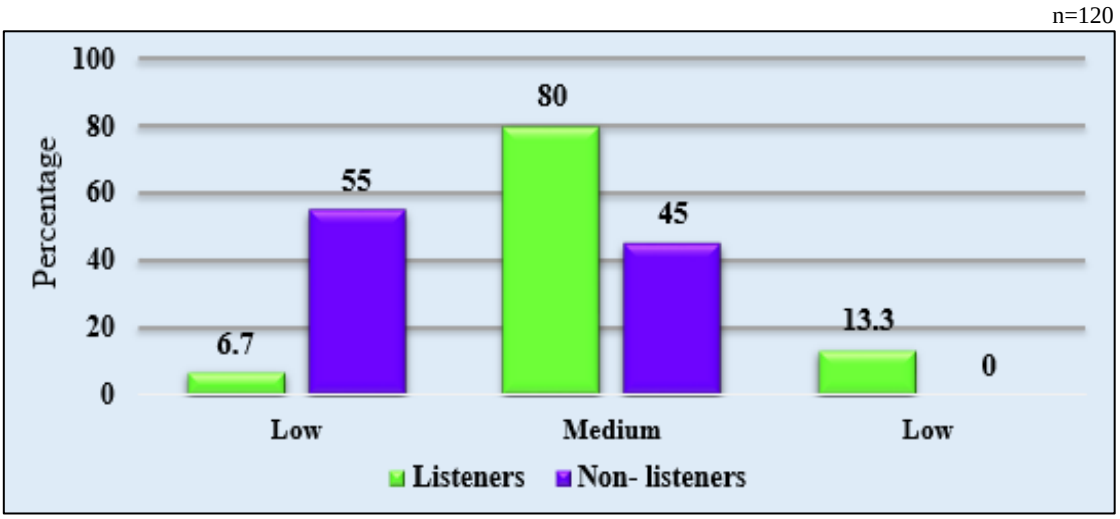

Fig 3: Distribution of respondents according to their Extension contact

Mass media exposure

Table 1 shown that majority of the listeners had high mass media exposure (63.30%) followed by medium (36.70%) and none of them had low mass media exposure. The reason may be that the respondents were concerned and interested in knowing the new things about agriculture and health etc though print and electronic media. The results in accordance with the findings of Malagar (2005) [8].

In case of non-listeners more than half of the respondents had low mass media exposure (53.33%) followed by medium (40%) and high (6.67%). The reason for the low exposure of mass media may be that the respondents were middle- aged and they were not interested in learning new things. Similar results were found in the study of Hareesh (2018) [1].

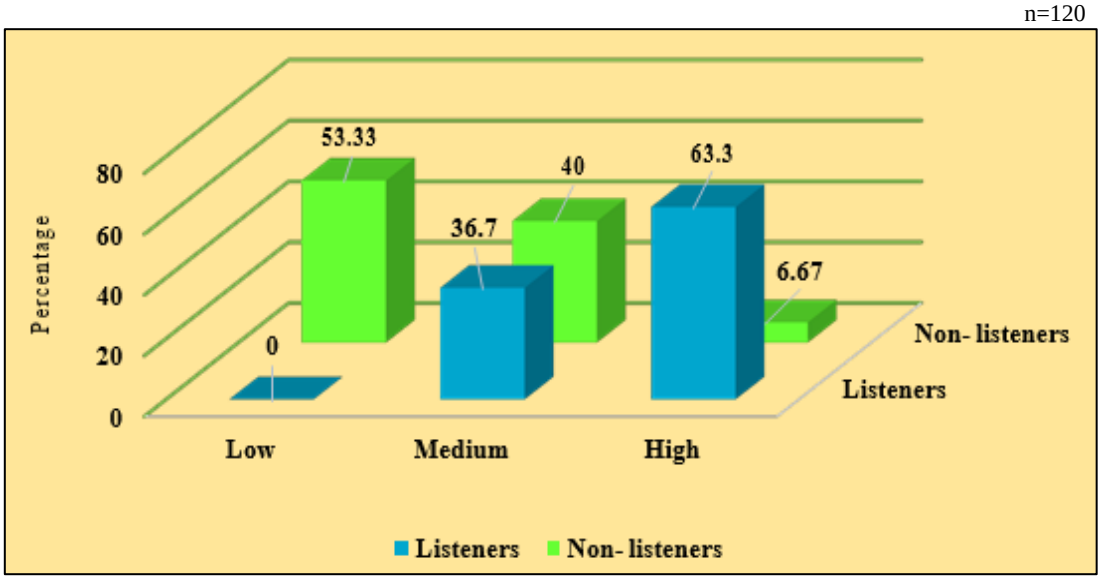

Fig 4: Distribution of respondents according to their Mass media exposure

Socio- political participation

Table 1 depicts that majority of the listeners had medium socio- political participation (65.00%) followed by high (21.70%) and low (13.3%). The reason may be that majority of the respondents were young aged and they were actively participating in youth clubs and self help groups. The results were in harmony with the findings of Lekshmi *et al.* (2014) [6] and Talwar (2011) [9].

In case of non- listeners most of the respondents had low socio- political participation (55.00%) followed by medium (28.33%) and high (16.67%). This may be due to the fact that the respondents have no access to social organizations in their village.

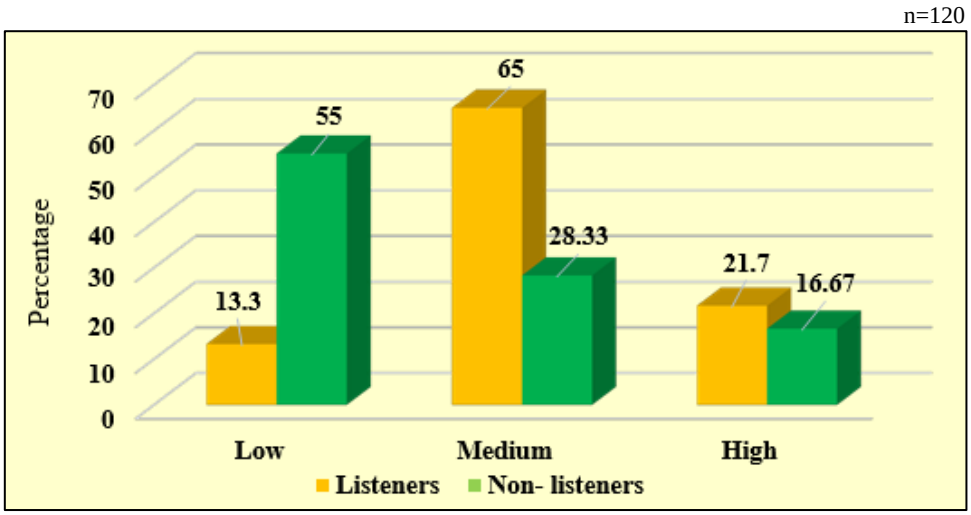

Fig 5: Distribution of respondents according to their Socio- political participation Level of aspiration

Table 1 depicted that more than half of the respondents had high level of aspiration (75.00%) followed by medium (20.00%) and low (5.00%). The high mass media exposure might have contributed to have high level of aspiration. The results were consistent with the findings of Hareesh (2018) [1]

In case of non- listeners, more than half of the respondents had medium level of aspiration (55.00%) followed by low (23.30%) and high (21.70%). The low mass media exposure might have contributed to have medium level of aspiration. Similar results were found in the study of Hareesh (2018) [1].

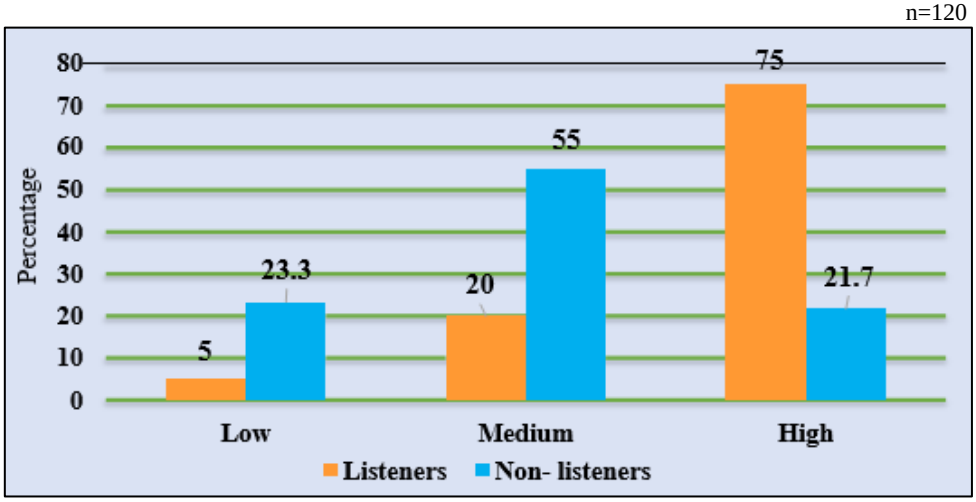

Fig 6: Distribution of respondents according to their Level of aspiration

Table 1: Distribution of respondents according to their Profile characteristics

n= 120

S. No	Category	Listeners		Non- listeners	
	Frequency Percentage			Frequency	Percentage
1.	**Age**				
a)	Young age (18-35 years)	35	58.33	21	35
b)	Middle age (36-55 years)	25	41.67	24	40
c)	Old age (above 55 years)	0	0	15	25
2.	**Education**				
a)	Illiterate	6	10.00	18	30.00
b)	Primary School	16	26.67	21	35.00
c)	High School	23	38.33	15	25.00
d)	Intermediate/Diploma	10	16.67	6	10.00
e)	Graduation & above	5	8.33	-	-
3.	**Extension contact**				
a)	Low	4	6.7	33	55
b)	Medium	48	80	27	45
c)	High	8	13.3	0	0
4.	**Mass media exposure**				
a)	Low (9-14)	0	0	32	53.33
b)	Medium (15-21)	22	36.7	24	40

c)	High (22-27)	38	63.3	4	6.67
5.	**Socio- political participation**				
a)	Low	8	13.3	33	55.00
b)	Medium	39	65	17	28.33
c)	High	13	21.7	10	16.67
6.	**Level of aspiration**				
a)	Low	3	5	14	23.3
b)	Medium	12	20	33	55
c)	High	45	75	13	21.7

Knowledge Level of Listeners and Non- Listeners on Chenu Kaburlu- A Student Radio Programme

Table 2: Distribution of respondents according to their level of knowledge on different programmes

n= 120

S. No	Programmes	Listeners (n= 60)		Non listeners (n= 60)	
		F	%	F	%
I.	**Water and sanitation**				
	I don't know (6-9)	0	0	26	43.33
	Some what I know (10-14)	11	18.3	21	35
	I know (15-18)	49	81.7	13	21.67
	Total	60	100	60	100
II.	**Government programmes**				
	I don't know (6-9)	0	0	24	40
	Some what I know (10-14)	12	20	31	51.67
	I know (15-18)	48	80	5	8.33
	Total	60	100	60	100
III.	**Food and Nutrition benefits**				
	I don't know (6-9)	0	0	50	83.33
	Some what I know (10-14)	14	23.3	10	16.67
	I know (15-18)	46	76.7	0	0
	Total	60	100	60	100
IV.	**Vitamins**				
	I don't know (10-16)	2	3.3	49	81.67
	Some what I know (17-23)	22	36.7	8	13.33
	I know (24-30)	36	60	3	5
	Total	60	100	60	100
V.	**Millets - Uses & Nutritional Values**				
	I don't know (3-4)	0	0	9	15
	Some what I know (5-7)	9	15	28	46.67
	I know (8-9)	51	85	23	38.33
	Total	60	100	60	100
VI.	**Adulteration of Food Items**				
	I don't know (3-4)	0	0	41	68.33
	Some what I know (5-7)	22	36.7	15	25
	I know (8-9)	38	63.3	4	6.67
	Total	60	100	60	100
VII.	**Briquettes are fuel from agricultural waste**				
	I don't know (7-10)	13	21.7	**50**	83.33
	Some what I know (11-16)	18	30	**9**	15
	I know (17-21)	29	48.3	1	1.67
	Total	60	100	60	100
VIII.	**Consumer Rights**				
	I don't know (5-8)	5	8.3	35	58.33
	Some what I know (9-12)	18	30	24	40
	I know (13-15)	37	61.7	1	1.67
	Total	60	100	60	100
IX.	**Parenting Styles**				
	I don't know (5-8)	1	1.7	42	70
	Some what I know (9-12)	20	33.3	14	23.33
	I know (13-15)	39	65	4	6.67
	Total	60	100	60	100
X.	**Developmental Milestones**				
	I don't know (7-10)	0	0	26	43.33
	Some what I know (11-16)	22	36.7	33	55
	I know (17-21)	38	63.3	1	1.67
	Total	60	100	60	100

XI.	**Care to be taken for Premature babies**				
	I don't know (3-4)	0	0	36	60
	Some what I know (5-7)	18	30	16	26.67
	I know (8-9)	42	70	8	13.33
	Total	60	100	60	100
XII.	**Clothing and textiles**				
	I don't know (9-14)	3	5	30	50
	Some what I know (15-21)	16	26.7	26	43.33
	I know (22-27)	41	68.3	4	6.67
	TOTAL	60	100	60	100

From the Table 2 it can be concluded that most of the listeners had gain knowledge through Chenu kaburlu programme. Most of the listeners gain knowledge in millets- uses and nutritional values (85%) followed by Water and sanitation (81.7%), Government programs (80%), Food and nutrition benefits (76.7%), care to be taken for premature babies (70%) and Parenting styles (65%) because of they were concerned about their health and to know the eligibility criteria for the scheme and to utilize the government services.

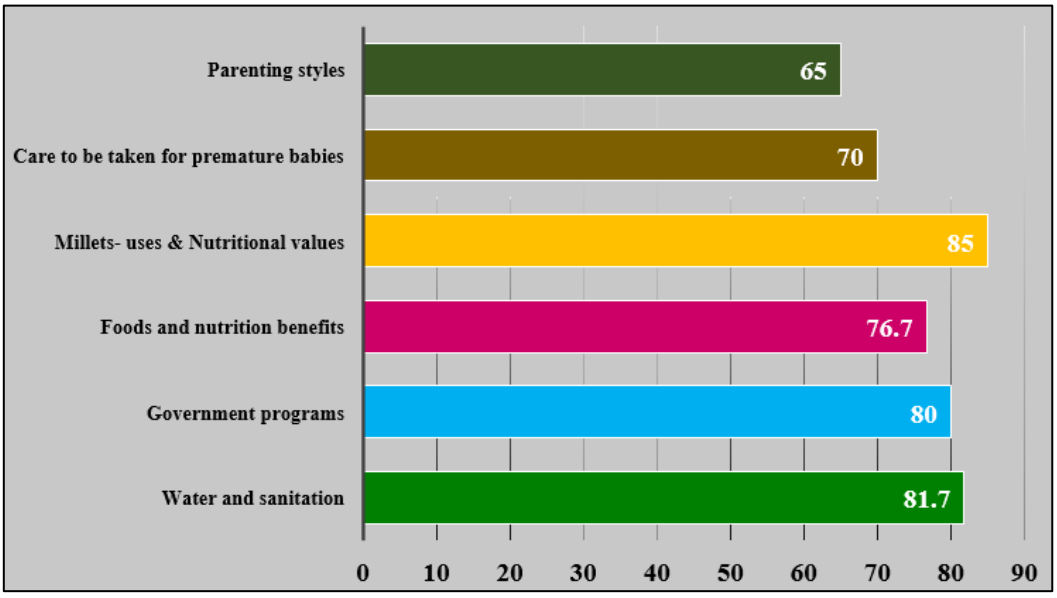

Fig 7: Distribution of listeners according to their gain in knowledge on different programmes

Table 3: Distribution of respondents according to their overall Level of knowledge

S. No.	Category	Listeners (n=60)		Non listeners (n=60)	
		F	%	F	%
1	Low (70- 116)	12	20	35	58.33
2	Medium (117- 163)	32	53.33	21	35
3	High (164- 210)	16	26.67	4	6.67
Total		60	100	60	100

Table 3 shown that majority of the listeners had medium level of knowledge (53.3%) followed by high level of knowledge (26.7%) and low level of knowledge (20.0%). The curiosity of the listeners in knowing the new things made them to listen to the different topics broadcast by the students of Chenu Kaburlu and they have gained more knowledge. The results were in harmony with the study of Hareesh (2018) [1]

In case of Non-listeners more than half of the respondents had low level of knowledge (58.33%) followed by medium level of knowledge (35.00%) and high level of knowledge (6.67%). The reason may be due to lack of awareness and interest in learning the new practices or they may follow the same method which is passed from generation to generation. The results were in harmony with the study of Hareesh (2018) [1].

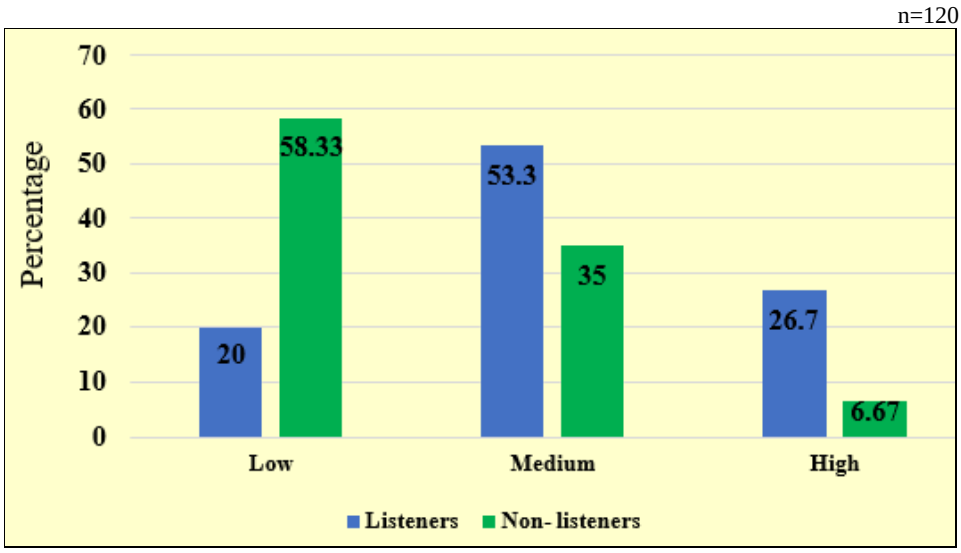

Fig 8: Distribution of respondents according to their overall level of knowledge

Conclusion

It can be concluded that majority of the listeners were young aged and educated up to graduation and above, had medium extension contact, high mass media exposure, medium socio-political participation and high level of aspiration. In case of non- listeners, majority of the them were middle aged and had high school education, low extension contact, low mass media exposure, low socio- political participation and medium level of aspiration. It can also be concluded that Chenu kaburlu program was useful and helpful in terms of gain in knowledge as most of the listeners gained knowledge on different aspects which helps them in decision making and adopting the practices which were suitable to them such as kitchen gardening, dietary patterns and following the seasonal tips which were broadcasted through Chenu kaburlu program which may increase their standard of living.

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