



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2022; SP-11(12): 121-125
© 2022 TPI
www.thepharmajournal.com
Received: 22-10-2022
Accepted: 25-11-2022

Dawane SG

Assistant Professor, Department of Extension Education, College of Agriculture, Shirla (Andhare), Taluka Patur, Akola, Maharashtra, India

Tayade BD

Assistant Professor, Department of Extension Education, Sau. K.S.K. Alias Kaku College of Agriculture, Beed, Maharashtra, India

Kharge AP

Ph.D. Scholar, Department of Extension Education, College of Agriculture, Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli, Ratnagiri, Maharashtra, India

Corresponding Author:

Dawane SG

Assistant Professor, Department of Extension Education, College of Agriculture, Shirla (Andhare), Taluka Patur, Akola, Maharashtra, India

The profile of dryland farmers on the utilization of mass media for agricultural information

Dawane SG, Tayade BD and Kharge AP

Abstract

The study "Utilization of mass media for agricultural information by the dryland farmers" was undertaken in Umarkhed and Mahagaon Panchayat Samiti of Yavatmal District in the Vidarbha region of Maharashtra state. For this study, an exploratory design of social research was used. A total of 120 farmers were selected from ten villages by using the random sampling method. The data were collected by personally interviewing them with the help of a pretested and well-structured interview schedule, and the results were subjected to appropriate statistical analysis. The finding revealed that near about half of the respondents (44.17%) were belonged to middle age group. A relatively higher proportion of the respondents (41.66%) were educated up to the secondary school level. A relatively higher proportion of respondents (41.67%) were observed in semi-medium land holdings. The majority of the respondents (53.33%) engaged in only agriculture as their occupation. A higher proportion of respondents (26.67%) had low-medium category of annual income between Rs 50,000 to 1,00,000/- The majority of the respondents (56.67%) had a medium level of social participation. The majority of the respondents (55.84%) had medium level of extension contact. Majority of respondents (60.83%) had medium availability of mass media. A higher proportion of the respondents (43.34%) had a low level of cosmopolitaness. The majority of respondents (54.48%) rated their level of inventiveness as medium.

Keywords: Utilization, mass media, dryland farmers, agricultural information

Introduction

Indian agriculture is recognized as dryland agriculture. In most of the states, including Maharashtra, agriculture is mainly dependent on rain. Out of 141 million hectares of total cultivated land in India, 58 percent is under dryland cultivation. Nearly 40 percent of the total food grain production and 2/3rds of the livestock population, despite considerable progress in irrigation development over the past five years, 85 percent of coarse cereals, 83 percent of pulses, 42 percent of rice, 70 percent of oilseeds, and 65 percent of cotton are still cultivated in rainfed areas (CRIDA, 2011) [2]. About three-fourths of the total population depends on agriculture, and about 17.32 percent of national income is derived from agriculture. About 30 percent of the country's area (10m/ha) spread over 99 districts is drought prone. The mean annual rainfall is about 750 mm to 1150 mm in dryland area but its distribution throughout the year is not uniform. The area under dryland in India is declining rate and is expected to stabilize by 2050 at 75 million ha (Vijayan, 2016) [16]. Dryland agriculture is more vulnerable on account of wide fluctuations in farm production. Late onset, uneven distribution, and early arrival of rains, long dry spells, and frequent droughts are the distinct characteristics of dryland agriculture. Cultivation and crop production under dryland conditions involve various uncertainties. Farmers in dryland areas are therefore required to face the risk of crop failure because of the unpredictable nature of rains, which can lead to economic loss. Farmers in dryland areas are overwhelmingly poor economically. Farmers are not in a position to sustain the risk of crop failure and economic loss. Mass media refers to communication devices that can be used to communicate and interact with a large number of audiences in different languages. Be it the pictorial messages of the early ages or the high-tech media that are available today, one thing that all agree upon is that mass media are an inseparable part of our lives. In the current context of developing information technology, the mass media serve a large number of both urban and rural people in terms of utility. There is no doubt that agricultural technology is developing unless and until it is put into actual use by the potential uses for increasing production through various mass media, including television, radio, and print media. Mass media can be classified as electronic or print media. Television, radio, movies, slide shows, the telephone, the internet, mobile devices, PCs (computers), etc. are

examples of electronic media, whereas print media includes newspapers, magazines, etc.

Methodology

The research study was carried out in Yavatmal district, in the Vidarbha region of Maharashtra state. For this study, an exploratory research design was used. Out of the total 16 Panchayat Samitis in Yavatmal district, two, i.e. Umardhed and Mahagaon Panchayat Samities were purposively selected as the maximum area under dryland. The list of villages and farmers was obtained from the Taluka Agriculture Office (TAO) of Umardhed and Mahagaon. The five villages having more dryland area were purposively selected from each selected Panchayat Samiti of Yavatmal district; in total, 10 villages were selected for this study. From the list of dryland farmers in these selected villages, 12 dryland farmers were selected by a simple random sampling method. Thus, from the 10 selected villages in two selected Panchayat Samities of Yavatmal district, 120 dryland farmers were selected and considered as respondents in this study. The interview schedule was used for data collection after suitable modification on the basis of pre-testing. The collected data were tabulated using statistical tools (mean, standard deviation, percentage, and correlation coefficient).

Results and Discussions

Age

It is observed from Table 1 that near about half of the respondents (44.17%) were belonged to middle age group category having age between 36 to 50 years, followed by 32.50 percent respondents were observed in old category i.e. above 50 years and remaining 23.33 percent respondents were belonged to young category i.e. up to 35 years. Thus, it was concluded that, majority of respondents were belonged to middle age group category.

Similar findings was observed by Krishnamurthy *et al.* (2008) [7], Hangle and Saravanan (2015) [5] stated that majority of respondents were belong to middle age group category.

It is also observed that 64.28 percent dryland farmers were belonged to age group young up to 35 year and 52.84 percent dryland farmers belonged to age category middle 35 to 50 year had medium utilization mass media respectively. It also noted that 28.20 percent farmers above 50 years. Age had low mass media utilization.

From Table 1 it is stated that old age categories dryland farmers were not interested in utilizing mass media. While young aged farmers utilized it at satisfactory extent

Education

It can be observed from Table 1 that relatively higher proportion of the respondents (41.66%) were found to be educated up to high school level education, 20.00 percent respondents were educated up to junior college level followed by 16.66 percent middle school and 11.67 percent were found to be educated up to primary school level education respectively. The percentage of illiteracy was found in 05.84 percent and only 04.17 percent of the respondents in UG degree. No any respondents found in PG degree. Average education in the study area among the respondents was secondary school.

It can be concluded from the above findings that most of the dryland farmers were educated up to high school followed by and junior college level of education.

Thus, it was concluded that majority of respondents 41.66

percent were educated up to high school level education.

Similar findings were observed by Mahajan (2012) [9] who observed that majority of respondents were educated up to high school level. Followed by college level respondents.

It is found that 76.00 and 55.00 percent respondents having education up to high and middle school had medium mass media utilization. While cent percent of UG degree and 45.83 percent junior college respondents had high utilization of mass media and 71.43 percent illiterate and 57.15 percent primary school respondent had low utilization of mass media respectively.

It is interesting to note that illiterate and primary educated respondents were not found utilizing mass media at higher extent.

Land holding

It was noted from Table 1 relatively higher proportion of the respondents (41.67%) were observed in semi-medium category of land holding, followed by 30.83 percent respondents were having land holding between 1.01 to 2.00 ha i.e. small category. Whereas, 21.67 percent of respondents had land holding up to 1.00 ha i.e. marginal category and 5.83 percent of respondents had land holding up to 4 to 10 ha i.e. medium category. None of the respondent was found in large land holding category.

Thus, it is inferred from above table that relatively higher proportion of respondents (41.67%) had land belonged to 2.01 to 4.00 ha.

These findings were similar with the findings of Kolte (2006) [6] and Bhagat (2005) [1] who observed that majority of respondent belonged to semi-medium category of land holding.

From Table 1 it was observed that all the land holding categories i.e. marginal, small, semi medium, medium and large had medium utilization with respectively 46.16, 56.75, 64 and 71.42 percent. Whereas 28.58 percent of the respondents with land holding more than 4.1 to 10.00 hectares had high mass media utilization. Similarly 38.46 percent respondents having land up to 1.00 hectares had low utilization of mass media.

Occupation

It was revealed from Table 1 that majority of the respondents 53.33 percent engaged in only agriculture followed by 40.00 percent respondents had agriculture and labour and 04.17 percent and 02.50 percent respondents had agriculture and subsidiary occupation and agriculture and service as their occupation respectively.

Similar findings were observed by Garudkar (2010) [4] and Soni *et al.* (2014) [14] who observed that majority of respondents were main occupation is agriculture.

It observed that 66.67, 64.58, 56.25 and 20.00 percent of dryland farmers having occupation categories i.e agriculture and subsidiary occupation, agriculture and labour, agriculture and service had medium level of mass media utilization. Whereas 80.00 percent respondents with agriculture and service have their occupation had high mass media utilization and only 28.12 percent respondents having agricultural occupation had low level of mass media utilization.

Annual income

It is apparent from the Table 1 that, over one fourth of respondents (26.67%) had low medium annual income (Rs. 50,000 to 2,00,000/-) followed by 25.84 percent had medium

high annual income. Whereas 22.50 percent of the dryland farmers had medium annual income (Rs.1,00,001 to 1,50,000/-) and 21.66 percent of them had high annual income (Above Rs. 2,00,001/-) and only 03.33 percent dryland farmers had low annual income (Up to Rs 50,000/-).

Thus, it is concluded that high proportion of respondents (26.66%) of the belonging to low medium (Rs 50,001 to 1,00,000/-) annual income category closely followed by 26.67 percent of the dryland respondents belonged to medium high annual income category (Rs. 1,50,001 to 2,00,000).

Similar findings were observed by Dagwal (2009) [3] and most of the respondents their annual income is Rs 50,001 to Rs 1,00,000/-.

It is observed that table 75.00 percent respondents having low category annual income up to Rs 50,000 had low utilization of mass media. While 64.51 percent dryland farmers having medium high category annual income Rs 1,50,001 to 2,00,000 had medium level of mass media utilization. It is important note that 26.92 percent of respondents have high annual income above Rs 2,00,001/- had high level of utilization mass media.

Social participation

The Table 1 indicates that, majority (56.67%) of respondents had medium level in social participation followed by 28.33 percent respondents were the low level social participation and only 15.00 percent respondents had high level social participation.

Thus, it was concluded that majority of respondents 56.67 percent had medium social participation.

These findings were similar with findings of by Mahajan (2012) [9], Lad and Deshmukh (2014) [8] and Swathi Lekshmi (2015) [12] had medium level of social participation of the respondents. It is revealed that 69.13 percent of the respondents with medium social participation categories had medium level of mass media utilization. While 61.12 percent of the respondents with high social participation had high level of mass media utilization and 50 percent of the respondents with low social participation had low level of mass media utilization.

Extension contact

It is observed from Table 1 that majority of respondents (55.84%) had medium level of extension contact, Whereas 23.33 percent of respondents had low level of extension contact followed by 20.83 percent of the respondents were having high level of extension contact.

Thus, it was concluded that majority of respondents had medium level of extension contact. Similar findings were observed by Mahajan (2012) [9] and Singh and Singh (2014) [11] majority of the respondents had medium extension contact.

It is observed from Table 1 extension contact of dryland farmers near about three fourth i.e 70.16 percent of respondents with medium categories had medium utilization mass media. While 57.14 percent respondent with low

extension contact categories had low level of mass media utilization and 56 percent respondent high extension categories had high level of mass media utilization

Availability of mass media

It is observed from Table 1 that more than half of respondents (60.83%) had medium availability of mass media, while 25.00 and 14.17 percent of respondents had low and high availability mass media, respectively.

Thus, it is concluded that majority of the respondents had medium availability mass media. These finding were supported by the findings of Pawar (2010) [10] that more than half of respondents (54.30%) always utilized radio, television and newspaper as mass media a sources for agricultural information.

Regarding the mass media utilization by the dryland farmers it was observed that 64.40 percent respondents with medium level of mass media availability had medium utilization of mass media. While 40 percent respondents with low mass media availability and 58.83 percent respondents with high media availability had low and high media utilization respectively.

Cosmo politeness

It was observed from the data presented in Table 1 that majority of the respondents i.e. (43.34%) were low level of cosmopoliteness, followed by 38.33 percent had medium level of innovativeness and only 18.33 percent had high of cosmopoliteness, respectively. The majority of respondents had low to medium level cosmopoliteness. Similar finding was also observed by Bhagat (2005) [1].

As regards to utilization of mass media it is revealed that 63.45 percent respondents having low cosmopoliteness had medium mass media utilization. Similarly 60.87 percent respondents having medium cosmopoliteness had medium cosmopoliteness and 50 percent respondents of high cosmopoliteness had high level of mass media utilization.

Innovativeness

It is revealed from Table 1 it was observed that majority (54.18%) of respondents had possessed medium level of Innovativeness followed by 26.66 percent had high level of innovativeness and 19.16 percent respondents had low level of innovativeness of respondents .

Thus, it was found that higher percentage of the respondents had medium level of innovativeness. These findings were similar with the findings2 3 of Bhagat (2005) [1] and Krishnamurthy *et al.* (2008) [7] majority of respondents medium level innovativeness.

Regarding the utilization of mass media it was indicated that 54.18 percent of medium innovativeness respondents had 61.53 percent medium mass media utilization. While 43.47 percent respondents low innovativeness had low mass media utilization and 37.50 percent respondents of high innovativeness had high media utilization.

Table 1: Distribution of respondents based on components of Profile of Dryland farmers

Sr. No.	Components of profile of Dryland farmers	Category	Frequency	Utilization		
				Low	Medium	High
1	Age	Young (Up to 35)	28 (23.33)	02 (07.14)	18 (64.28)	08 (28.58)
		Middle (36 to 50)	53 (44.17)	14 (26.41)	28 (52.84)	11 (20.75)
		Old (Above 50)	39 (32.50)	11 (28.20)	24 (61.54)	04 (10.26)
		Total	120 (100)	27 (22.50)	70 (58.33)	23 (19.17)
2	Education	Illiterate (Cannot read and write)	07 (05.84)	05 (71.43)	02 (28.57)	00 (00.00)
		Primary School (1 st to 4 th Std)	14 (11.67)	08 (57.15)	06 (42.85)	00 (00.00)
		Middle School (5 th to 7 th Std.)	20 (16.66)	09 (45.00)	11 (55.00)	00 (00.00)
		High School (8 th to 10 th Std.)	50 (41.66)	05 (10.00)	38 (76.00)	07 (14.00)
		Junior college (11 th and 12 th Std.)	24 (20.00)	00 (00.00)	13 (54.17)	11 (45.83)
		Under Graduate (UG) (12 th + 3 or 4 years)	05 (04.17)	00 (00.00)	00 (00.00)	05 (100.00)
		Post Graduate (PG) (Above UG)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
		Total	120 (100)	27 (22.5)	70 (58.33)	23 (19.17)
3	Land holding	Marginal (Up to 1.00 ha)	26 (21.67)	10 (38.46)	12 (46.16)	04 (15.38)
		Small (1.01 to 2.00 ha)	37 (30.83)	07 (18.92)	21 (56.75)	09 (24.33)
		Semi-medium (2.01 to 4.00 ha)	50 (41.67)	10 (20.00)	32 (64.00)	08 (16.00)
		Medium (4.01 to 10.00 ha)	07 (05.83)	00 (00.00)	05 (71.42)	02 (28.58)
		Large (Above 10.00 ha)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
		Total	120 (100.00)	27 (22.50)	70 (58.33)	23 (19.17)
4	Occupation	Agriculture + Labour	48 (40.00)	09 (18.76)	31 (64.58)	08 (16.66)
		Agriculture	64 (53.33)	18 (28.12)	36 (56.25)	10 (15.63)
		Agriculture and + Subsidiary occupation	03 (02.50)	00 (00.00)	02 (66.67)	01 (33.33)
		Agriculture + service	05 (04.17)	00 (00.00)	01 (20.00)	04 (80.00)
		Total	120 (100.00)	27 (22.50)	70 (58.33)	23 (19.17)
5	Annual income	Low (Up to Rs 50,000 /-)	04 (03.33)	03 (75.00)	01 (25.00)	00 (00.00)
		Low medium (Rs 50,001 to 1,00,000 /-)	32 (26.67)	09 (28.12)	17 (53.13)	06 (18.75)
		Medium (Rs 1,00,001 to 1,50,000 /-)	27 (22.50)	05 (18.53)	15 (55.55)	07 (25.92)
		Medium high (Rs 1,50,001 to 2,00,000 /-)	31 (25.84)	08 (25.80)	20 (64.51)	30 (09.69)
		High (Above Rs 2,00,001 /-)	26 (21.66)	02 (07.70)	17 (65.38)	07 (26.92)
		Total	120 (100.00)	27 (22.50)	70 (58.33)	23 (19.17)
6	Social participation	Low (Up to 2.05)	34 (28.33)	17 (50.00)	16 (47.05)	01 (02.95)
		Medium (2.06 to 4.21)	68 (56.67)	10 (14.70)	47 (69.13)	11 (16.17)
		High (Above 4.21)	18 (15.00)	00 (00.00)	07 (38.88)	11 (61.12)
		Total	120 (100.00)	27 (22.50)	70 (58.33)	23 (19.17)

7	Extension contact	Low (Up to 6.02)	28 (23.33)	16 (57.14)	12 (42.86)	00 (00.00)
		Medium (6.03 to 11.80)	67 (55.84)	11 (16.41)	47 (70.16)	09 (13.43)
		High (Above 11.80)	25 (20.83)	00 (00.00)	11 (44.00)	14 (56.00)
		Total	120 (100.00)	27 (22.50)	70 (58.33)	23 (19.17)
8	Availability of mass media	Low (Up to 7.20)	30 (25.00)	12 (40.00)	16 (53.33)	02 (6.67)
		Medium (7.21 to 11.70)	73 (60.83)	15 (20.54)	47 (64.40)	11 (15.06)
		High (Above 11.70)	17 (14.17)	00 (00.00)	07 (41.17)	10 (58.83)
		Total	120 (100)	27 (22.50)	70 (58.33)	23 (19.17)
9	Cosmopolitaness	Low (Up to 2.95)	52 (43.34)	11 (21.15)	33 (63.45)	08 (15.40)
		Medium (2.96 to 4.49)	46 (38.33)	14 (30.43)	28 (60.87)	04 (8.70)
		High (Above 4.49)	22 (18.33)	02 (09.10)	09 (40.90)	11 (50.00)
		Total	120 (100.00)	27 (22.50)	70 (58.33)	23 (19.17)
			Figures in parenthesis indicate percentage (%)			

Conclusion

The finding concluded that near about half of the respondents (44.17%) were belonged to middle age group. A relatively higher proportion of the respondents (41.66%) were educated up to the secondary school level. A relatively higher proportion of respondents (41.67%) were observed in semi-medium land holdings. The majority of the respondents (53.33%) engaged in only agriculture as their occupation. A higher proportion of respondents (26.67%) had low-medium category of annual income between Rs 50,000 to 1,00,000/- The majority of the respondents (56.67%) had a medium level of social participation. The majority of the respondents (55.84%) had medium level of extension contact. Majority of respondents (60.83%) had medium availability of mass media. A higher proportion of the respondents (43.34%) had a low level of cosmopolitaness. The majority of respondents (54.48%) rated their level of inventiveness as medium.

References

- Bhagat PS. Utilization of Mass Media for Agricultural Information by the Dryland Farmers M.Sc (Agri.) Thesis (Unpub.), Dr PDKV, Akola; c2005.
- CRIDA. VISION 2030 Central Research Institute for Dryland Agriculture, Santosh Nagar, Hyderabad, India; c2011. p. 3.
- Dangwal GR. Utilization of Mass Media by Cotton Grower. Agriculture Update. 2009;4(1&2):136-137.
- Garudkar SB. 'Krishi Darshani' Utilisation Behaviour of Farmers in College Development Block Pune. M. Sc. (Agri.) Thesis (Unpub.) MPKV, Rahuri; c2010.
- Hanglem Amita, Saravanan R. Utilization Pattern of Communicating Sources among the Farmers of Manipur. Indian Research Journal of Extension Education. 2015;15(1):78-82.
- Kolte HS. A Study of Content Analysis and Effectiveness of 'Shri Sugi' Farm Periodical published by MPKV, Rahuri. Ph.D. (Agri.) Thesis, MPKV, Rahuri; c2006.
- Krishnamurthy AT, Nataraju MS, Sanathkumar VB. Radio Listening and Televiewing Behaviour of Farmers in Relation to their Socio-personal Characteristics. Mysore Journal Agricultural Science. 2008;42(4):727-730.
- Lad AS, Deshmukh PR. Utility perception of Mass Media by Farm Woman. International Journal of Extension Education. 2014;10:76-79.
- Mahajan VR. Readability of Krushisanvadini by the Readers. M.Sc. (Agri.) Thesis (Unpub.), Dr. PDKV, Akola; c2012.
- Pawar PD. Impact of Mass Media on the Lifestyle of Farm Women. M.Sc. (Agri) Thesis (Unpub.) Dr. PDKV, Akola; c2010.
- Singh Ruchi, Singh SP. Reading Behaviour of Livestock Farmers and Factors affecting their Behavior in Haryana. Indian Research Journal of Extension Education. 2014;14(2):44-47.
- Swathi Lekshmi. Mass Media Utilization Behavior of Farm Woman. Agricultural Science Digest. 2015;38(1):51-55.
- Vijayan Roshani. Dryland Agriculture in India Problem and Solution. Asian Journal of Environmental Science. 2016;11(2):67-70.
- Soni U, Jain V, Kumar S. Measuring supply chain resilience using a deterministic modeling approach. Computers & Industrial Engineering. 2014 Aug 1;74:11-25.