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Farmer's feedback about the block level agro-met advisory bulletin under district agro met unit (DAMU) broadcast on all India radio, Balaghat district of Madhya Pradesh

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Abstract
Under Gramin Krishi Mausam Sewa (GKMS), IMD jointly with ICAR proposes to expand the network to cover 660 districts by establishing District Agro-Met Units (DAMUs) in additional 530 districts including 115 aspirational districts in the premise of Krishi Vigyan Kendra (KVK) of ICAR, under approved centrally sponsored scheme of Ministry of Earth Science during 2017-20. DAMU/ AMFU will frame the sub-district/ block level agromet advisory bulletins and disseminate to farmers using multi-channel communication mechanism in the country to reach out to 95.4 million farming households.
Air Balaghat has started preparing and broadcasting of their own agricultural programme from 28 oct.1992. They are broadcasting different agricultural information programmes such as Kisanwani at 7.30 pm. to 8.00 pm. and Krishi-salah at 6.50 am every day from Monday to Saturday. On the basis of the weather forecasting, a message is prepared by a team of Scientists Krishi Vigyan Kendra Balaghat and sent to All India Radio, Balaghat which is broadcast at 7.30 pm. in "KISANWANI" programme on every Wednesday. The study was undertaken in Balaghat district of Madhya Pradesh. The Agro-met Advisory Bulletin may be broadcasted twice in a week and may be repeated 2 to 3 times in a day for better implementation. Broadcasting of Agro-met Advisory Bulletin may be continued as it plays an important role in planning the farm operations.

Keywords: GKMS, DAMU, Kisanvani

Introduction
The Government of India has entrusted upon the India Meteorological Department (IMD) the task of establishing the task of establishing weather observing system and development of Gramin Krishi Mausam Sewa in the country. In pursuance hereof, IMD has set up in the country a network of about 130 Agro Meteorological Field Units (AMFUs) which are multidisciplinary units responsible for preparation and dissemination of district and sub-district agromet advisories. These AMFUs are located at State Agricultural Universities, ICAR centres and other institutions. Each AMFU utilizes the relevant output products including weather data from conventional/ automatic weather station (AWS) provided by IMD and ICAR to generate specific advisories for agricultural management for the respective districts of Agro-climatic zones identified under the area of its jurisdiction and disseminate the same to the farming community. Under the Gramin Krishi Mausam Sewa, the Imd proposes to establish District Agro Met Units (DAMU) in 530 districts, in addition to already operating 130 AMFUs, in order to meet the said expansion. Among other responsibilities, DAMU wil receive weather forecast from IMD to prepare and disseminate sub-district level agromet advisory bulletins.
Agrometeorology is an important multidisciplinary subject. Hence, ICAR maintains Agromet observatories as well as Automated Weather station (AWS) and record Agromet observations at its institutions, National Research Centres, Project Directorates, Krishi Viyan Kendras (KVKs) etc. to generate agrometeorological information for use in studies on crops, pests and diseases, soil, agroforestry, livestock, horticulture, agriculture physics, soil science, etc. Such data will help ICAR institutes to study crop-weather relationship, relationship between crop weather and pest/ disease and develop region/ location specific agromet predictive models.

Objectives

1. To improvise the existing district level Agromet Advisory Services (AAS) so as to deliver crop and location specific AAS to farmers at block level.
2. To design optimum observatory network for issuance of village level advisories for implementation of crop weather insurance.
3. To establish District Agromet Units as nodal centre for catering to needs of agriculture services. 4. To provide customized advisory bulletins through last mile connectivity to farmers with personalized agromet advisory services.
4. To extend the weather based advisory service to the allied areas like livestock, grazing of farm feed etc.
5. To establish appropriate dissemination and support system for weather-based crop insurance in the country.

From 1st April, 2000, they have started preparing and broadcasting different programmes for morning and evening session. They are broadcasting different agricultural information programmes such as Kisanwani at 7.30 pm. to 8.00 pm. and Krishi-Varta at 6.50 am every day from Monday to Saturday.

Agro met Advisory Bulletin

Meteorological Field Unit (DAMU) funded by India Meteorology Department New Delhi. DAMU will receive weather forecast from IMD to prepare and disseminate block level agro met weather based agro advisory bulletins to different blocks of districts farmer's community. On the basis of this, weather forecasting message is prepared by a team of Scientists and sent to All India Radio, Balaghat which is broadcasted at 7.30 pm.in "KISANWANI" programmeon every Wednesday.

Methodology

The study was undertaken in Balaghat district of Madhya Pradesh. A list of farmers was obtained from AIR Balaghat who responded by writing a letter about the farm broadcast during last year. From a list 525 farmers, 130 farmers were selected as a sample of study. An interview schedule was specially developed for the data collection purpose. The data was collected personally with the help of this interview schedule.

Results and Discussion

The findings of the present study as well as relevant discussion have been presented under following heads:

Availability of Communication media

The efforts were made to know the availability of communication media with the farmers and the data, thus, obtained are presented in the Table1. The data from Table 1 reveal that all of the respondent farmers were possessing radio, while 84.61 per cent of them were having Kisan Mobile Advisory. More than half (65.83 per cent) of them were using newspaper as a communication media, while 51.33 per cent of them were having whatsapp followed by 61.53 percent television as a communication media with them, respectively.

Table 1: Distribution of the respondents by their availability of communication media

Sr. No.	Category	No. of respondents (N=130)	Percentage
1.	Kisan Mobile Advisory	110	84.61
2.	Radio	130	100
3.	Television	80	61.53
4.	Newspaper	85	65.38
5.	Whatsapp	67	51.53

Farmer's feedback about the Agro-met Advisory Bulletin

Agro-met Advisory Bulletin is broadcast on AIR, Balaghat at every Wednesday at 7.30 p.m. regularly. The efforts were made to obtain the feedback of the sampled farmers on different aspects related to the Agro-met Advisory Bulletin.

Sources of getting information regarding the expected weather

The sample farmers were asked to quote the sources of getting information regarding the expected weather and the data thus, obtained is presented in Table 2.The information regarding the sources of getting information about the expected weather was collected and analyzed. It was found that, out of 130 respondents, were getting the information regarding the expected weather from.

Table 2: Distribution of the respondents by their sources of getting information regarding expected weather

Sr. No.	Sources of getting information regarding expected weather	No. of respondents (N=130)	Percentage
1.	Kisan Mobile Advisory	79	61
2.	Radio	125	96.15
3.	Newspaper	68	52.30
4	Whatsapp	37	28.46
5.	Television	87	67

Different sources. Table 2 indicates that 96.15 per cent respondents were getting information regarding the expected weather from Radio and 67 per cent were getting the information from television. This was followed by Kisan Mobile Advisory 61 per cent, Newspaper (52.30 percent), and whatsapp 28.46 per cent respectively.

Awareness about the Agro-met Advisory Bulletin

A question was posed to the respondent farmers to know whether they were aware that the Agro-met Advisory Bulletin was prepared by Krishi Vigyan Kendra Balaghat and broadcasted on AIR., Balaghat every Wednesday at 7.30 pm. The data in this respect are presented in Table 3.

Table 3: Distribution of the respondents by their awareness about Agro-met Advisory Bulletin

Sr. No.	Awareness about the Agro-met advisory bulletin	No. of Respondents (N=130)	Percentage
1.	Answer 'Yes'	120	92.30
2.	Answer 'No'	10	7.7
	Total	130	100.00

Table 3 shows that 92.30 percent of the respondents were aware that the Agro-met Advisory Bulletin was prepared by the Krishi Vigyan Kendra Balaghat and broadcasted on AIR, Balaghat every Wednesday at 7.30pm.

Use of information of Agro-met Advisory Bulletin in planning of farm operations

The respondent farmers were asked about the usefulness of "Agro-met Advisory Bulletin". It was observed that out of 130 respondents, 84 respondent farmers (73.05) said that Agro-met Advisory Bulletin is useful. Also, the efforts were made to know about the use of information of Agro-met Advisory Bulletin in planning of farm operations. For that purpose, the respondents were asked that in which farm operation they were making use of the information given in Agro-met Advisory Bulletin and the data thus obtained are presented in table 4.

Table 4: Distribution of the respondents by their use of Agro-met Advisory Bulletin in planning of farm operations

Sr. No.	Name of farm operation	No. of respondents (N=130)	Percentage
1.	Water management of crops	89	68.46
2.	Sowing time	93	71.52
3.	Crop harvesting	82	63.07
4.	Plant protection	87	66.92

Table 4 reveals that 71.52 per cent and 68.46 per cent of the sampled farmers were using the information given in Agro-met Advisory Bulletin planning the sowing time of crops and water management of crop, respectively. This was followed by planning at the time of crop harvesting (63.07 percent) and planning of plant protection (66.92 perent).

Rating of the information given in "Agro-met Advisory Bulletin"

The sampled farmers were asked to rate the information given in Agro-met Advisory Bulletin as excellent, very good, good, satisfactory and irrelevant. The data thus obtained are presented in Table 5.

Table 5: Rating of Agro-met Advisory Bulletin by farmers

Sr. No.	Rating of Agro- met Advisory Bulletin	No. of respondents (N=130)	Percentage
1.	Excellent	2	1.74
2.	Very good	18	13.86
3.	Good	44	33.84
4.	Satisfactory	49	37.69
5.	Irrelevant	17	14.78
	Total	130	100.00

It is observed from Table 5 that 37.69 per cent and 33.84 per cent of the respondent farmers rated Agro-met Advisory Bulletin as satisfactory and good, respectively. This was followed by Irrelevant (14.78 per cent, "Very good (13.86 per cent) and "Excellent (1.74 percent).

It is concluded that 83.48 percent of the respondents rated Agro-met Advisory Bulletin as 'Very good" to 'Satisfactory.

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