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## Study of listening behaviour of listeners and its impact for Khet Khaliyan programme in bundelkhand region

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### Abstract

Information and knowledge are two significant factors for rural development. The knowledge of locality further assists the farmers. Dissemination of information along with new concepts and farming techniques can bring novel opportunities to the farmers. The present investigation carried to study of listening behaviour of listeners and its impact for Khet Khaliyan programme in Bundelkhand region. The investigation was carried out in Niwari district of Madhya Pradesh in all three blocks of Niwari district Niwari, Orchha and Prithvipur respectively. From each village, listeners and non-listeners will be selected from same villages and total 120 respondents involved in sample size. The results obtained from data clearly notify about maximum involvement of regular listeners (81) out of total sample size for Khet Khaliyan programme. Maximum percentage of impact was recorded under high category (72.5%). There is significant difference detected between categories (85.65\*\*) and also between sample mean and mean of population was statistically significant (2.102\*).

**Keywords:** Listening behaviour, Khet Khaliyan, radio, quality, participation

### Introduction

Among various media, radio is the preferred source of agricultural information for the majority of small and marginal farmers. While many rural farmers have limited access to communication technologies, broadcast radio today reaches a staggering 99 percent of the Indian population. Not only it is affordable and accessible to those without formal education, it can also be utilized in local languages.

Community based radio such as Anna FM 90.4 from Kotturpuram, Chennai is focused on improving the agriculture sector, environment and rural development (Abrol, 2011) [1], while Sangham Radio from Medak district in Andhra Pradesh is a successful community-based radio focused on rural development and women empowerment (Menon, 2010) [2].

Radio Bundelkhand is the first community radio in the region launched on 23<sup>rd</sup> October 2008 and it is one of the most effective communication tools in Bundelkhand. The intent to which Radio Bundelkhand contributes to impressing the overall situation of listeners is documented on various aspects but not any impact assessment study was conducted ever before which justify the actual impact of Khet Khalihan Programme on farming Community.

### Method and Material

The investigation was carried out in Niwari district of Madhya Pradesh in all three blocks of Niwari district as Radio Bundelkhand is operational in Niwari district covering a most of the villages chiefly Niwari, Orchha and Prithvipur. Out of 108 villages, 16 villages i.e. 6, 4 and 6 villages from Niwari, Orchha and Prithvipur respectively selected for collection of data.

From each village, listeners and non-listeners will be selected from same villages. A representative sample will be prepared on the basis of its radio listening and non-listening population the Radio Bundelkhand were selected randomly. Total 120 respondents involved in sample size.

### Result and Discussion

The results obtained from data clearly notify about maximum involvement of regular listeners (81) out of total sample size for Khet Khaliyan programme. Significant difference observed between categories (65.85\*\*) and also sample mean & mean of population (2.733\*) for listening behaviour. Minimum frequency (12) was recorded for those who never listen the pregame.

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The impact of this data clearly observed on dependent variables. Similar findings were presented by Akwiwu and Patrick (2019) [3].

Impact of various variable in support listening behaviour for Khet Khaliyan programme was clearly noted. Significantly high frequency of quality of content (77.0), most adequate content (67) in reliable with farmers and programme turns higher frequency of listeners to find out that Khet Khaliyan is very useful (82). Above factors leads toward high relevancy (95) on Khet Khaliyan program. The audio quality and timeliness of programme reflect in higher values in frequency which was very good for audio (98) and for most convenient time (76) respectively.

Duration of broadcast was most adequate (102) with highly understanding of information (83) of Khet Khaliyan programme. Communication is very effective (97) mainly due to most regularity (99) in programme. The virtue of programme was increased due to presentation of information about highly appropriate farming activity (98) and proper source of agriculture information (83) leads to increase in frequency within sample size.

Among total sample size maximum frequency agreed for having an opportunity to participate (76) in programme. Highest frequency (93) responded for suitability of Khet Khaliyan programme in their day to day life. Major frequency

(92) shows their satisfaction towards Khet Khaliyan directly and indirectly of benefits from it.

The overall impact of listening behaviour was evaluated and present in Table 3. Maximum percentage of impact was recorded under high category (72.5%). There is significant difference detected between categories (85.65\*\*) and also between sample mean and mean of population was statistically significant (2.102\*).

Increase in number of listeners influence directly influence the variables of impact which reflects in final higher values in assessment of impact of Khet Khaliyan programme, similar findings were mentioned by Singh (1972) [4], Sekar (1982) [5], Vasanthakumar (1987) [6], Suryawanshi *et al.* (1997) [7] and Sharma *et al.* (2020) [8].

**Table 1:** Listening Behaviors.

Sr. No.	Categories	Score	Frequency	Percentage
1.	Never	1	12	10.0
2.	Partly Listeners / Occasionally	2	27	22.5
3.	Regularly Listeners	3	81	67.5
Total			120	100.0
Chi Square Value			65.85**	
Z Score			2.733*	

**Table 2:** Impact (Variables)

Sr. No.	Aspects	Categories	Score	Frequency
1	Quality of content	a) Very good	3	77
		b) Good	2	28
		c) Fair	1	15
2	Adequacy of content	a) Most adequate	3	67
		b) Adequate	2	41
		c) Somewhat adequate	1	12
3	Usefulness of content	a) Very useful	3	82
		b) Useful	2	32
		c) Not useful	1	6
4	Relevancy	a) Highly relevant	3	95
		b) Relevant	2	16
		c) Somewhat relevant	1	9
5	Audio quality	a) Very good	3	98
		b) Good	2	13
		c) Fair	1	9
6	Timeliness of programmes	a) Most convenient	3	76
		b) Convenient	2	31
		c) Not convenient	1	13
7	Duration of broadcast	a) Most adequate	3	102
		b) Adequate	2	12
		c) Somewhat adequate	1	6
8	Understanding of information	a) Highly understandable	3	83
		b) Understandable	2	24
		c) Least understandable	1	13
9	Communication effectiveness	a) Highly effective	3	97
		b) Effective	2	17
		c) Not effective	1	6
10	Regularity of programmes	a) Mostly regular	3	99
		b) Regular	2	14
		c) Not regular	1	7
11	Appropriate to farming activity	a) Highly Appropriate	3	98
		b) Appropriate	2	16
		c) Not Appropriate	1	6
12	Source of agricultural information	a) Yes	3	83
		b) Sometimes	2	29
		c) No	1	8
13	Opportunities to participate	a) Yes	3	76
		b) Sometimes	2	33

		c) No	1	11
14	Suitability of programmes	a) Highly Suitable	3	93
		b) Suitable	2	22
		c) Not Suitable	1	5
15	Satisfaction with the programme	a) Highly Satisfied	3	92
		b) Satisfied	2	23
		c) Not Satisfied	1	5

**Table 3:** Impact

Sr. No.	Categories	Score	Frequency	Percentage
1.	Low	35 - 38 scores	9	7.5
2.	Medium	39 - 42 scores	24	20.0
3.	High	42 - 45 scores	87	72.5
Total			120	100.0
Chi square value			85.65**	
Z score			2.102*	

### Conclusion

The listener behaviour mainly results from the nature of impact of the Khet Khaliyan programme. The positivity towards every single variables finally reflect into superior and valuable impact. The various aspects from quality, source and acceptance finally lead to satisfaction towards success of Khet Khaliyan programme.

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