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## Study of relationships between independent and dependent variables and constraints and strategies for enhance the effective implementation of Khet Khaliyan programme in Bundelkhand region

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### Abstract

The present investigation carried to study of relationship between dependent and independent variables and constants face by farmers along with strategies to enhance the effective implementation of 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 significant and positive impact on most of the independent variables such as education, land holdings, material position, mass media exposure, source of information and behaviour of listeners. The program related constraints and the strategies to solve the problems of respondents was proposed.

**Keywords:** Dependent, independent, constraints, strategies, respondents

### Introduction

The growth of rural radio stations over the past few decades reflects both the improvements in information technologies and the shifting development paradigm towards a more participatory style of information and knowledge transfer. The radio station has a unique participatory model of functioning, run jointly by the rural community as well as Development Alternatives. Community people come forward to design and develop the entertainment and informative radio programmes according to their needs. CEDA (2001) <sup>[1]</sup>.

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. Total 120 respondents involved in sample size.

The respondents of selected villages were the primary source of data collection. The data was collected through a well - structured and pre - tested interview schedule. The data were collected and recorded in free and frank atmosphere where the interviewer and interviewee had a good rapport.

The relationship between independent and dependent variable was evaluated and mention in table 1. The different constraints faced by farmers and the solution to resolve their problems was mentioned.

### Result and Discussion

The impact of Khet Khaliyan program on independent variable such as caste was effectively seen. There is no relationship between impact of program on caste status of listeners. Occupation of listeners and non-listeners do not show any kind of impact of the program. The majority of occupation comes under cultivation but it was lower than overall other categories.

Independent variable education was under high impact of programme. Most of the sample population complete their primary education which helps the view of listeners towards the program for their upliftment. Impact of Khet Khaliyan programme do not have any kind of relationship with social participation of the listeners. The size of the family possess positive mindset towards programme as small family concentrate easily on programme then other categories under size of family.

The majority of listeners have landholding between 1 to 5 acre shows positive impact on programme, they attend and listen carefully the information given through program. The use of material possessions by farmers such as bullock cart, radio, mobile phone shows positive effect of program on them. The listeners use mostly radio and mobile phones to listen the programme. The impact of the programme on independent variable house type show significant values. More impact a programme was observed on listeners who lived in Kaccha house and willingly motivate by the program to upgrade their living. The positive impact of programme on farm power was significantly noted.

The listeners got encouragement through program to improve sustainable farming system and profitability to earn more money through rearing animals. The majority of young listeners followed by middle age listeners enhanced the impact of Khet Khaliyan program. Annual income of listeners showed positive and significant impact to improve the sources of income through information gathered from radio programme Khet Khaliyan. Independent variable, employment generation do not show any impact of programme on it.

Among communication variable such as mass media exposure and source of information shows positive impact of Khet Khaliyan programme. The major source of information for listeners comes through radio followed by mobile phones. Psychological variable such as opinion of listeners reflects significant impact of the program. Most of the respondents are regular listeners of the program which shows significant listening behaviour. The main purpose of a program is that listeners or farmers apply the information provided through radio program. The data reveal that significant impact was observed on listeners. The relationship between dependent and independent variable was depicted in table 1. The similar findings were proposed by Pattanaik and Pattanayak (2003)<sup>[2]</sup>, Mohammad and Harbullah (2010)<sup>[3]</sup>, Nyareza and Dick (2012)<sup>[4]</sup> and Kumari *et al.* (2014)<sup>[5]</sup>.

The major constraints faced by farmer during broadcasting of programme that, Listeners or farmers do not get the relevant information about crop management, Program some time fails to explain the real problems of crop protection faced by farmers, Language of the programme was do not match with local language and difficult to understand by local listeners, The technology mentioned during programme was not easily available at ground level and Low rate of active participation of farmers in programme.

The strategies to enhance effective implementation of programme were, more attention must be provided on the crops which are mainly cultivated in the region in that particular season, Information about integrated use of pest and disease management on crop should be provided, Probably use local terminologies regarding crop cultivation and protection which can be easily understood by farmers, Improves the use of technologies which are present nearby farmers must be suggested in programme, Taking a quiz

competitions and some gifts for correct answering farmers may encourage the active participation in programme, Involvement of scientist from KVK and agriculture colleges nearby region helps to solve the problems of farmers and Question and answer part must be added after completion of program which increase active participation and solving the real problems faced by farmers of Bundelkhand region.

After interacting with farmer it was shows noticed that there are real problems faced by farmers of Bundelkhand and the strategies can be implemented to solve them must be applied for farmers welfare and success of programme. The similar findings were mentioned by Jenkins *et al.* (2003)<sup>[6]</sup>, WSIS (2005), Agwu *et al.* (2008)<sup>[7]</sup>, Hossain and Islam (2012)<sup>[8]</sup> and Akwivu and Patrick (2019)<sup>[9]</sup>.

**Table 1:** Relationship between dependent and independent variables

Sr. No.	Variables	Chi Square Value	Z Score
1.	Caste	130.0**	1.108
2.	Occupation	103.2**	1.601
3.	Education	81.73**	2.441*
4.	Social Participation	97.83**	1.533
5.	Size of family	81.9**	1.831*
6.	Land Holding	61.18**	2.288*
7.	Material Possession	65.15**	2.149*
8.	House	85.0**	1.694*
9.	Farm Power	85.66**	1.868*
10.	Age	17.15**	10.49*
11.	Annual Income	43.85**	4.105*
12.	Employment Generation	110.3**	1.247
13.	Mass Media exposure - A	140.05**	2.999*
14.	Mass Media exposure - B	17.15**	10.496*
15.	Mass Media exposure - C	59.15**	3.043*
16.	Source of Information	90.4**	1.770*
17.	Opinion of listeners	59.15	3.043*
18.	Listening Behaviour	65.85**	2.733*
19.	Behaviour of listeners	24.35**	7.392*

## Conclusion

The significant relationship between dependent and independent variable shows the positivity of a Khet Khaliyan program and its impact on the respondents. Most of the independent variables affect the impact of the program. The real constraints of respondents must be solved by applying the concerned strategies for their upliftment.

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