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Grape grower's mass media exposure to access information of grape cultivation in the context of climate variability

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Abstract

Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The prime role of the mass media is to quickly deliver information which has increased in recent past years due to strong network connectivity. Mass media provide agricultural information to farmers at the appropriate time, in the right format and from reliable sources is very vital for improving agricultural production. This investigation aims to identify pattern of mass media exposure of grape growers where from they getting relevant and need based agricultural information for cultivating grape crop in the context of changing uneven climatic conditions. In India, agriculture is the most important economic sector. Maharashtra is the country's largest grape producing state. The Maharashtra government has proposed establishing an agriculture export zone that would include Nashik, Sangli, Pune, Solapur, Satara, and Ahmednagar, to export table grapes and value added products like wine in a coordinated manner. In 2016-17, the area under grapes in Maharashtra was 90000 ha. The annual production was around 2048000MT. The productivity was 22.73MT/ha. In the context change in abbeant weather condition grape growers need manage their regular farm practices because is very sensitive to climatic conditions so that has needed reliable information about change in atmospheric conditions. Through the utilization of mass media they get accurate information. The investigation was carried out in the Nashik and Sangli district. Thirty villages were chosen at random. A total of 360 farmers were chosen from each community, with twelve grape growers chosen from each village. The information was gathered through personal interviews. In investigated result indicated that 75.28 per cent of respondents had 'medium' level of mass media exposure, followed by 16.67 per cent of them with 'high' and 8.05 per cent with 'low' level of mass media exposure, respectively.

Keywords: Mass media exposure, Information, Grape Growers, and Climate variability

Introduction

Grape (*Vitis vinifera*.) is belonging to the family Vitaceae. It is a tropical and sub-tropical fruit crop. Cultivation of grapes originated in Western Asia and Europe. A grape is a fruit, botanically a berry, of the deciduous woody vines of the flowering plant genus *Vitis*. In year 2018-19, total area and production under grapes in India was 14000 ha and 3041000 MT and productivity was 22 MT/ha. In 2017-18, Maharashtra had 105000 ha under grapes and Production output was approximately 2286000 MT. Productivity was calculated to be 22.73 MT/ha. Maharashtra accounted for approximately 80 per cent of total grape exports in India. (Source- Indiagrstat, 2019) (www.agricoop.nic.in 2019) "Climate variability refers to the variations in the mean state of the climate and variations in other parameters (such as the occurrence of extremes) on all temporal and spatial scales beyond that of individual weather events. The industry most exposed to 'climate change and variability' is agriculture. The main factor affecting agricultural productivity is the climate. Climate-dependent crop production has become more risky in recent decades as a result of environmental changes caused by human activity. The rise in atmospheric temperature brought on by a most significant increase in greenhouse gas concentrations in the atmosphere pressing of the climatic changes (IPCC 2007a and b) [7, 8]. It has shown up as a regular recurrence of phenomena including floods, storms, droughts, glacier melt and sea level rise. Rainfall distribution and volume have becoming extremely erratic. These changes are already beginning to take shape and pose a severe danger to the country's food security (Pathak *et al.* 2012) [10].

Mass media exposure is the degree to which the grape growers were exposed to different mass media channels with respect to grape cultivation practices. Grape is climate sensitive crop and in the present the grape farming more suffer due to variation in state of weather and climate. In the context of climate variability there is need obtain specific, reliable and accurate information of uneven climatic conditions.

Methodology

The present investigation was carried out in purposively selected Nashik and Sangli district of Maharashtra state, as it is one of the most important grape producing regions in Maharashtra state. The district's soil and climatic conditions are highly suitable for grape cultivation. Total Six tahsils namely Niphad, Dindori and Nashik tahsils From Nashik district and Tasgoan, Miraj and Palus tahsils from Sangli district were selected for the study. Five villages from each tahsil were selected. Twelve respondents from each village were selected. Total thirty villages and 360 respondents were selected for the present investigation. The Field survey, group discussion, personal interview methods are used for data collection. Then, the data collected were tabulated and statistically analyzed using simple statistical tools like, frequency, percentage, mean, standard deviation and to interpret the results. The ex-postfacto research design was used for the present study.

Result and Discussion

The extent of nature and the frequency with which growers are exposed to various mass media. The data in this connection are presented in Table 1.

Table 1: Distribution of grape growers according to their expose with mass media channels

Sr.no	Mass Media	Frequency of Use (n=360)		
		Regular	Occasional	Never
1.	TV	288 (80.00)	72 (20.00)	00(00.00)
2.	Radio	2 (0.56)	25 (6.94)	333 (92.50)
3.	Newspaper	275 (76.39)	80 (22.22)	15 (4.17)
4.	Farm magazine	118 (32.78)	230 (63.89)	12 (3.33)
5.	Internet	273 (75.83)	87 (24.17)	00(00.00)
6.	Mobile	360 (100.00)	00 (00.00)	00(00.00)
7.	YouTube	250 (69.44)	100 (27.78)	10 (2.78)
8.	Facebook	120 (33.33)	200 (55.56)	40 (11.11)
9.	Whatsapp	273 (75.83)	00 (00.00)	00(00.00)

(Figure in parentheses indicate the percentage)

The data presented in Table 1 and depicted in Fig 1. The great majority 100.00 per cent of the respondent regularly use mobile for exchange the information, followed by watching TV (80.00%), reading newspaper (76.39%), use of internet (75.83%), use of whatsapp (75.83), watching farm related video on you tube (69.44%), use of facebook (33.33%), reading farm magazine (32.78%) and listening programme on radio very negligible (0.56%).

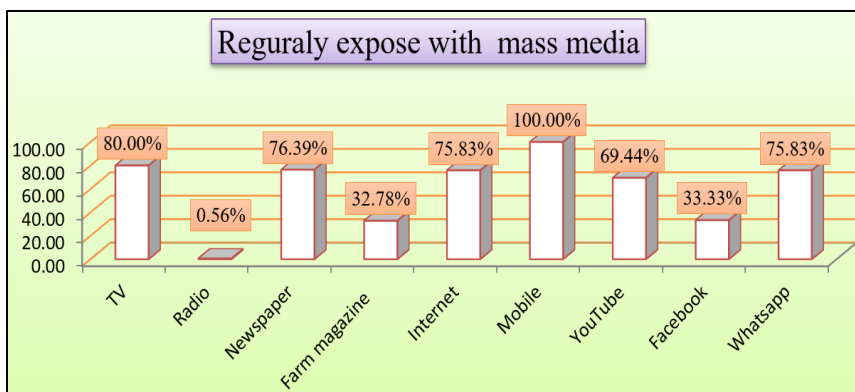


Fig 1: Distribution of respondents according their regularly expose with the mass media

The data pointed out in Table 1 and depicted in fig 2 revealed that More than half i.e. 63.89 per cent of the grape growers occasionally reading the farm magazine, followed by the use of facebook (55.56%), 27.78 per cent occasionally watching

the you tube, use if internet (24.17%), reading newspaper (22.22), watching TV (20.00%), use of radio (6.94%) and None of them i.e. mobile and WhatsApp occasionally use by the respondents.

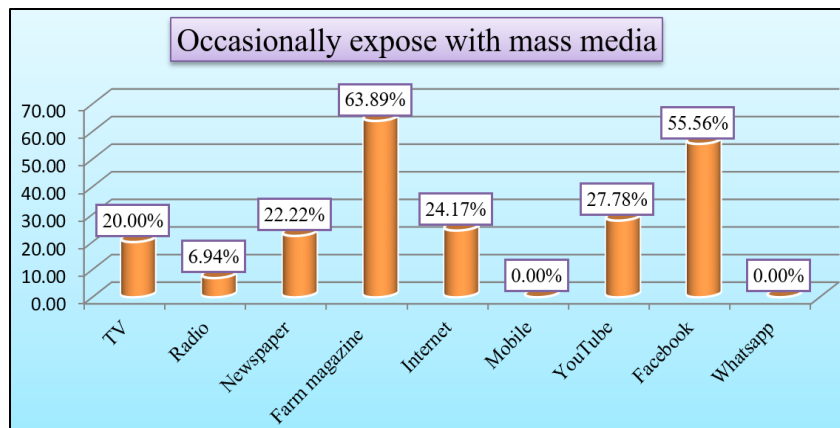


Fig 2: Distribution of respondents according their occasionally expose with the mass media

It was disclosed from table 1 & depicted in fig 3 shows that large majority 92.50 per cent of the grape growers never listening programme on radio, followed by never use of facebook (11.11%), reading newspaper (4.17%), farm magazine (3.33%), you tube (2.78%) and none of them watching TV, using internet, use of mobile and whatsapp, respectively.

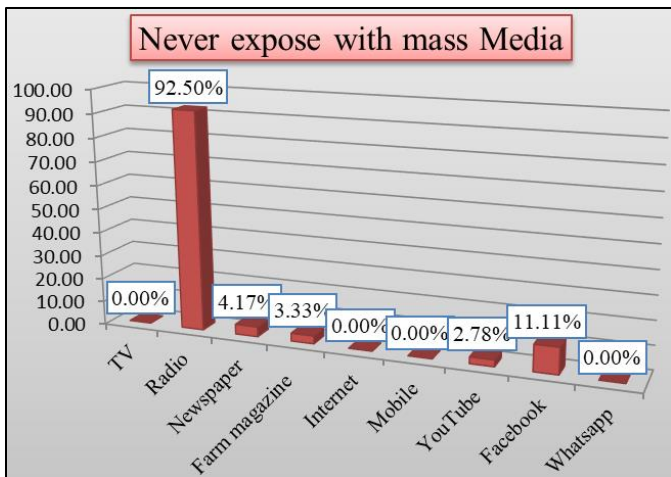


Fig 3: Distribution of respondents according their never expose with the mass media

Table 2: Distribution of grape growers according to their overall mass media exposure

Sr. No.	Mass media exposure (Score)	Respondents (n=360)	
		Frequency	Percentage
1.	Low (Up to 9)	29	8.05
2.	Medium (10 to 14)	271	75.28
3.	High (15 and above)	60	16.67
	Total	360	100
	Mean =11.20		SD = 2.60

It is evident from Table 2 and depicted in fig 4 more than three fourth 75.28 per cent of respondents had ‘medium’ level of mass media exposure, followed by 16.67 per cent of them with ‘high’ and 8.05 per cent with ‘low’ level of mass media exposure, respectively.

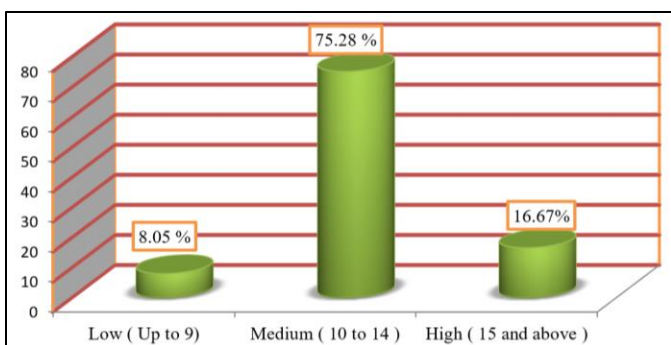


Fig 4: Distribution of respondents according their overall mass media exposure

The findings consistent with previous investigation of Deepika (2017) [3] and Rishi (2021) [12].

Conclusion

The prime role of the mass media is to quickly deliver information which has increased in recent past years due to

strong network connectivity. Media plays a vital role in educating and enlightening the people and their day to day life. Mass media provide agricultural information to farmers at the appropriate time, in the right format and from reliable sources is very vital for improving agricultural production. According to the findings, More number of grape growers exposed with mass media like use mobile for exchange the information within the fraction second, watching TV for getting the latest update, reading newspaper getting the global information, use of internet for the search the latest production technology, use of WhatsApp for getting the latest information, watching farm related video on you tube of different cultivation practices, through use of Facebook so many pages of different organization, research station provide valuable information, reading farm magazine and listening programme on radio very negligible. Theses all mass media channel provide quick latest climatic change information as well as future prediction of weather state. So, that farmer can made plan according to climatic conditions and perform his farming operation. The overall mass media exposure more than three fourth growers had a "medium to high" level of mass media exposure due to that rightly able to realize the consequence of climate variability. The grape growers' consumption of mass media emphasizes the critical need for rapid technology acquisition and review. The mainstream media is regarded as the most trustworthy source of information. Better education, participation in social organization and sound economic positions this could be reason for the above findings. In this regard media plays a pivotal role in creating awareness and bringing the positive behavioral change among people in mitigating the anthropogenic climate change. Hence, the role and the responsibility mass media are immense in the context of climate variability.

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