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Relevance of Radio for Promoting and Popularizing Organic Farming: a Literature Review

Tahmeena Kolar — Research Scholar, Dept. of Journalism and Mass Communication, Karnataka State Women's University, Bijapur-586108, Karnataka, India

Onkargouda Kakade — Associate Professor and Chairperson, Dept. of Journalism and Mass Communication, Karnataka State Women's University, Bijapur-586108

ABSTRACT

A literature review is a part of discursive text. The present article is intended to study the Impact of Organic Farming radio programs and to know the effectiveness of radio communication (All India Radio) on the knowledge level of organic farmers in Karnataka state. This paper gives an idea about the role of radio in imparting information to farmers, their knowledge gain and media habits of the farmers and it will help to the further researchers in this field.

KEYWORDS: Radio, organic farming, knowledge gain.

Introduction:

A literature review is a description of what has been published on a topic by credited scholars and researchers. This study was taken up to have an understanding of the association, if any, between the socio-personal characteristics of the listeners and non- listeners farmers and to know the effectiveness of radio communication (All India Radio) on the knowledge level of organic farmers in Karnataka state. It also designed to find out that what extent of the utilization of new practices in organic farming cultivation has recommended consequent of their exposure to series of Organic farming radio programs. Further, the study was also aimed at understanding the option of the value orientation radio programs on listeners and non- listeners farmers. Keeping the above features in view, the relevant literature has been reviewed and presented below under the seven subheadings.

Role of radio in imparting information to the farmers:

Ahmed (1987) concluded that radio is the main source of information in creating awareness among farmers for the transfer of agricultural technology. Iqbal (1988) found that 60.5% of the respondents used radio as main source for getting agricultural information.

Khan (1994) reported "karkeela" (farm programme) found that radio Pakistan Peshawar as having played an unforgettable role in bringing awareness about agriculture and allied subjects. azhar (1998) stated that radio has played a major role in agricultural development by improving production and marketing, which is in conformity with our results.

Krishnamurthy A.T (1999) observed that majority 40.83% of the farmers showed high level of radio listening behavior. About one fourth of the farmers exhibited medium level of 26.67% and rest low level of radio listening behavior. Rao (2002) revealed that in India till today a vast majority (98.00%) of the farming community is using radio as their source for agricultural information, as it is giving agricultural information very cheaply to the farming community.

Abu Hassan et al. (2009) found that majority of them still relied on the "traditional mass media" such as television, newspaper and radio, thus bring to a probability that these three mass media sources can be effective sources for agriculture information dissemination among the farmers in the rural areas. Kanaklata, Pandey CB and Sinha SK (2003) reported that in Andaman and Nicobar Islands the farmers listen radio regularly particularly more the programs related to agriculture, animal husbandry and veterinary, fisheries, and fishing etc.

Syed Sadaqath and Mariswamy H. K. (2007) reveals that the information broadcasted through Radio in which medium level of farmers have more exposure are to low and high category this may be due to farmers of medium level exposure category have more interest in getting information and the same information may be retain to utilize for adoption in feature for getting higher yields.

Mansoor Ahmad et al (2007) reported that for illiterate farmers radio was the only source of information about market prices as it is easy for them to know actual prices in the local or national markets. A. E. Agwu, J. N. Ekwueme and A. C. Anyanwu (2008) shows that majority (92.6%) of them indicated ownership of radio sets and 74.8% asserted that radio is a useful source of information on improved agricultural technologies.

Butt Tahir Munir et al (2008) reveals that radio was the most used mass media for the dissemination of potato technology and utilized by 77.5% of the respondents. Ayoade A.R (2010) found that farmers rely more on radio and television as a means of getting information through the mass media as was reported by most of the respondents, which implies that most of the respondents listened to radio and television programme, indicating that agricultural programmes on radio and television have impact on farm families.

Impact of radio programmes on the knowledge level of listeners of Farm broadcast:

Kakade Onkar (1995) found that the knowledge level of the registered farmers of Farm Radio Lessons programme with reference to sericulture practices was significantly higher than the, non- registered (non – listener) farmers. Kishore (1968) stated that farmers had gained knowledge and changed their attitude to a high degree due to discussions made about farm broadcast.

Singh (1972) indicated that there had been increase in the knowledge immediately after broadcast in the form of a straight talk, Interview and discussions. Interview mode of presentation was distinctly more effective over straight talks. It was also found that interview with farmers was effective in increasing the knowledge immediately after broadcast and also knowledge retained after 30days of broadcast.

John knight and singh (1975) in his study observed that there was significant correlation between gains in knowledge in all the three modes of presentation. KrishnaMurthy .B (1988) in his study indicated that the knowledge of farmer participant farmers increase with reference to fertilizers practices was significantly higher when compared to non-participant farmers.

Krishnamurthy A.T (1999) observed that nearly half of the farmers comprising of 45.84% of radio listeners and 44.16% of TV viewers perceived the listening and viewing of farm broadcast and telecast as useful in terms of gain in knowledge followed by adoption of improved practices and received timely information.

Rajasekaran R. (2000) reported that the knowledge level of the respondents in selected farm broadcast messages; the following factors have contributed positively. They were mass media exposure, message adequacy, communicability of channel, number of agricultural programmes broadcasted, duration and intensity of listening, post listening behavior and regularity of farm broadcast listening. The factor

which were contributing negatively were cropping intensity and number of agricultural programmes listened.

O. J. Okwu1, A. A. Kuku1 and J. I. Aba (2007) indicated that the various improved practices listeners gained knowledge of and found very useful as a result of the radio agricultural programmes. Vijaya B. Hosamani (2009) observed that there was an increase in knowledge as a result of their exposure to training program (increase by 8.24 scores). The gain in knowledge as a result of training was found to be highly significant statistically (1% level of probability) indicating that imparting training is one of the powerful means to increase the knowledge level and thereby reduce the knowledge gap.

Oyesola et al (2011) reported that majority (65%) of the respondents were highly knowledgeable about organic farming (score of 5-10), with the remainder (35%) having a low level knowledge of organic farming (score of 0-The implication is that the farmers have good knowledge of organic farming and the knowledge could influence them towards a favorable perception of organic farming. It could also help the farmers convert to organic food production, if they are encouraged and motivated, since they have started practicing organic farming.

Media habits among farmers:

Devendrappa Sangappa (1990) observed that majority of the respondents were in the habit of listening complete programme weather it is morning, afternoon or evening. Hanif (1992) and Ali (1994), in their study the results regarding radio are contradictory to those of who found that radio was the major source of information in educating farmers regarding recommended agricultural practices. Hussain (1993) revealed that 66% of the farmers of Pakistan meet their information needs through mass media, which include both electronic and print media. Print media can be regarded as effective tool of communication commonly used by extension agencies.

Kakade Onkar (1995) revealed that cent percent of the registered farmers of Farm Radio Lessons programme listened general Radio programmes and great majority of the registered farmers of Farm Radio Lessons programme listened farm broadcast regularly (94.23 percent).

Mazher Abbas et al (2002) found that the proportion of farmers (61.7%) of Faisalabad district listening the agricultural programs on radio was relatively high as compared to other districts, while 66.7% large farmers listened agricultural programs on radio. The majority of farmers (83.5%) could not remember the names of agricultural programs broadcast on radio.

Ajayi (2003) reported that radio was the most popular source of agricultural information among the mass media. However, the major problems with the use of mass media were the lack of frequent use of local language and follow-up of agricultural information by extension agents. She further suggested the use of local language for agricultural information to the farmers.

Farooque (2004) stated that all the respondents regarded print media and fellow farmers as their major sources of agricultural information followed by TV (80.83%) and radio (75%). Syed Sadaqath (2005) pointed out that medium level of farmers has maximum of 72.00% of exposure on mass media compare to high and low category of farmers respectively. Mahmood and Sheikh (2005) stated that creation of awareness is the first step towards the adoption process. Mass media (electronic & print media) are playing very important role in creating awareness about new agricultural technologies among farmers.

Mudannayake (2006) stated that using mass media such as printed materials, newspapers supplements, posters, video programmes, and TV and radio programmes were the primary sources of information for farmers. In addition the major research institutes in the Department of Agriculture (Horticulture Research, Field Crops Research, and Rice Research) provided agricultural extension services to farmers through field clinics and field demonstrations.

Knowledge and social personal characteristics of the respondents:

Sekhon (1970) found that farmers with metric qualification and above made maximum gain in knowledge of recommended practices and hold farmers were found to be as good as young farmers, in learning and adoption of improved practices. Similarly, economic status was also not found to influence the gain knowledge by farmers.

Singh and Prasad (1974) indicated that age was not related to the knowledge gained by farmers to progressive as well as non-progressive villages. The variables such as education, size of land holding, irrigated area, social participation, city contact market contact, town contact, innovation proneness were found to be positively related with the knowledge of communication source of young farmers.

John Knight and Singh (1975) found that positive correlation between the gain in knowledge and contact with extension agency in respect of mode of presentation. There was however, no correlation between the gain in knowledge and mass media of straight exposure and social participation in respect of the straight talk, interview and discussion mode of presentation.

Joshi (1985) indicated that there was no association between the personal characteristics of the respondents, such as age, educational level, land holding, economic status, the level of social participation and mass media participation and the gain in knowledge as a result of farm radio lessons. Chidambara Murthy H.S (1987) reported that there was no significant relationship between education level and increase in knowledge of farmers due to their exposure to different interview treatments.

KrishnaMurthy .B (1988) indicated that there was no association between socio-personal characteristics such as age, land holding, extension contact, extension participation, social participation, mass media participation and cosmopoliteness. Kakade Onkar (1995) observed that there was no significant relation between education level and knowledge gain of farmers. However the knowledge gain was slightly higher by the literates, when compared to illiterates. Syed Sadaqath (2005) pointed out that correlation with credibility of mass media with independent variables almost all the independent variables shows positive significant relationship with 5% level of probability credible information perceived by farmers on agriculture.

Vijaya B. Hosamani (2009) shows that the formal education of participants had negative and non-significant relation with knowledge level. It might be due to the reasons that, though majorities (57%) of the participants were young and educated up to 12th standard (37%) and above (27%) but formal education in the state is less oriented to agriculture which, requires practical experience to gain knowledge.

Farmers' preference for different types of radio presentation:

Bains (1976) reported that the modes like interview' straight talk, discussion, informal dialogue, folk songs and illustrated talks were found to be effective for communication of information. Badarinarayan (1977) found that among different modes of presentation, straight talk was perceived as most effective by the listeners, followed by question answers, interview, discussion and folk art programmes in Tamil Nadu.

Chandrakanandan (1982) stated that, of the four selected modes, the farm news presentation and interview were effective than the rest in respect of knowledge gain, retention of knowledge gained and symbolic adoption. Joshi (1985) found that large majority of farmers preferred the interview style of presentation to the straight talk. KrishnaMurthy .B (1988) indicated that majority of the farmers preffered discussion method of presentation.

Chandramouli (1990) indicated that majority of the respondents required information to be presented by experts in the form of a straight talk.Devendrappa Sangappa (1990) found that presentation of programmes in the form of question and answer was preferred by majority (52.66%) of the respondents.

Kakade Onkar (1995) found that a majority of the registered farmers preferred discussion method of presentation. Krishnamurthy A.T (1999) observed that most of the respondents preferred question-answers type of mode for receiving agricultural information both from radio and TV.

Rajasekaran R. (2000) reported that out of the whole range of program modes Question and Answer and Interview with farmers modes were preferred. Majority of the respondents preferred the remaining modes in the following order i.e. Interview with Scientists, Folk arts program, Straight talks and interview with extension officials.

Kumar and Se (2001) found that the most preferred mode among

the respondents was interview 76.60% followed by drama 68.80, folk songs 56.60% and the least preferred mode was straight talk 33.30%. Sasidhar et al (2006) stated that 29.70% of participants preferred drama and playlet formats, 27% interview formats and 25.70% question and answer format. Pattanshetti Madhu (2010) pointed out that the Question-Answer was the most preferred format of presentation by the women 69.74% and men 63.16% listeners.

Credibility of radio as source of Farm Information:

Indian institute of mass communication (1967) found that radio was ranked fourth in credibility source of information among ten sources; the first three are being village level worker, demonstration and normal personnel sources as perceived by farmers.

Vellaichamy (1976) in his study observed that radio was ranked third credible source by small farmers, while the marginal farmers perceived radio as the second rank credible source of information in adoption of technology. Tombre et al (1986) said that radio was ranked first followed by farm magazine/literature, exhibitions and films with respect to credibility. Chandra mouli (1990) pointed out that radio was first in order of channels utilized by farmers for getting information about all the practices.

Devendrappa Sangappa (1990) reported that 46% of the respondents perceived farm broadcast programmes as a credible and 54% of the respondents used the information moderately. Sawarkar and Dheerendra Agrawal (1999) pointed out that in utilization pattern of information sources among progressive farmers demonstration, television and radio are the source of and most credible source channel to the farmers.

Tamuli et al (1999) reported that in progressive village the dairy farmers perceived that veterinary assistant surgeon was unequivocally ranked top as far as credibility of information source in concerned and trustworthy, similarly radio and television are ranked second and third as credible and trust worthy source of information as perceived by farmers.

Rajasekaran R. (2000) reported that radio was preferred first by most of the respondents for motivation and conviction aiding for the adoption process, followed by extension officials, television, print media and scientists.

Syed Sadaqath (2005) pointed out that majority of 79% medium level of farmers have perceived high perception level of credibility on television followed by radio 77.5%, newspaper 74.00% and farm magazine 71.00%.

Syed Sadaqath and Mariswamy H. K. (2007) indicated that 75 per cent of farmers attached medium level of credibility to radio followed by 14.5 per cent and 10.5 per cent attached high and low credibility to it, respectively. Opera (2008) found that 88.10% of the farmers regarded the extension agents as their source of information, followed by the fellow farmers, radio, and television as indicated by 71.20, 63.20, and 43.30% of the farmers, respectively. The majority (70.00%) of the farmers preferred the extension agents over the other sources (including radio, friends & relatives, and television).

Ghazanfar Ali Khan et al (2012) indicate that a range of diversification (from 1.21 to 66.06%) in the context of ownership of electronic devices. The top position was acquired by TV (66.06%) followed by mobile phone (46.36%). The 3rd position was occupied by radio (28.48%) followed by telephone (26.06%). It reveals that comparatively modern media can make their place in this era.

Problems and suggestions of radio listeners:

Bajaj and Nayak (1987) stated that majority of the farmers listeners had suggested that the information in respect of agricultural technology be given in dialogue form (78.00%). Music of farmers' choice should be included in the programme (72.00%). Circulated to village institution and the specific information should be broadcast instead of alternating some of the farmers and also suggested that the agriculture programme and the information should be given sufficient time and it should be broadcast slowly.

Patil and Kulkarni (1992) found that majority of the farmers 62.66% opined that information is not given by considering the availability of fertilizers, seeds, insecticides, pesticides in the market. Kakade Onkar (1995) reported that a large percentage of registered respondents express their satisfaction regarding existing time (6.40 p.m. to 7.10 p.m.) and duration of Farm Radio Lessons programme broadcast (30 minutes).

Krishnamurthy A.T (1999) observed that majority of the respondents' 68.83% listeners and 45% viewers suggested increasing the duration of broadcast and telecasting of farm radio and TV programmes. The other major suggestions were provide more information on dairy, sericulture and horticulture in radio and provide timely information using visuals while telecasting farm programmes in TV. Singh and Upadhyay (2006) shows that out of 95 respondents, 45 respondents said that simple language should be used for the broadcast and more than 50 respondents reported that lectures should be delivered at a slow rate so that rural participants unfamiliar with technical terms can also understand the message. Bhosle et al (2008) reported that majority of the respondents (74.34%) suggested that scientific words and technical terms should be simplified into local language.

Radio and Organic Farming:

Alexander Villafania (2009) said that they wanted to try how effective a radio drama would be in informing farmers about the benefits of organic farming.

Nwachukwu C. A. (2010) shows that majority (82.6%) of them indicated ownership of radio sets and 64.3% asserted that radio is a useful source of information on organic agricultural technologies. In other words it is expected that majority will benefit from the radio broadcast and will be well informed on organic agricultural technologies only if they listen to the programme.

John (2011) reported that the Organic Farmer shows the value of using SMS and radio together. While text messaging offers a method of interaction with listeners, He says, "We can't rely on SMS alone, since we can't send a whole paragraph, only the basic information." Radio provides a platform to explore topics in depth, but he suggests, "Radio is not a stand-alone medium – radio must be supported by other tools. SMS allows us to do that.

Conclusion:

The review of literature indicates that Radio is a powerful tool for dissemination of information to the farmers about latest technologies in agriculture. Mass media (electronic & print media) are playing very important role in creating awareness about new agricultural technologies among farmers and Radio provides a platform to explore topics in depth.

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