



Utility Perception of Dr. PDKV Calendar by the Readers

KEYWORDS

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ABSTRACT *The effectiveness of printed materials depends largely on the extent to which they are readable and utilized. So an efforts to know the utility perception of Dr. PDKV Calendar published by Directorate of Extension, Dr. PDKV, Akola was studied in this investigation. The study was conducted in Akola district of Maharashtra. The results pertaining to perceived utility, it could be, thus summarized that majority of the readers (70.00 %) perceived that the information on monthly activities was most use full and ranked first followed by Varietal Information (54.17 %) ranked second. As regards opinion regarding Dr. PDKV calendar, one third of the readers (64.17 %) had opined that it is a good farm literature.*

INTRODUCTION

The printed matter has a lasting power than spoken word or event the visual image. The use of printed material, as compared to other media, is more advantageous, because it can present more detailed information in a simple language, supported with illustrations or pictures and reach large Number of readers. According to UNESCO, a piece of writing is readable if it could be read and understood by the readers for whom it was intended (Anonymous 1982).

Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola is publishing Krishisanvadini (Technology diary), books, booklets, folders, leaflets, posters and monthly publication. Directorate of Extension Education has started an innovative publication Dr. PDKV Calendar in local language since 2008. The size of calendar is 18 X 23 inch, having 12 pages, front side is attractive, multi colour with relevant photographs of varieties, pest, diseases and information of extension programmes to be organized during occurring month. Backside of the calendar contains information about agricultural and allied operations to be carried out during each month and in this way the communication of latest farm information regarding new technologies and research recommendations are reaching to the farmers through this calendar

Dr. PDKV calendar (*Dindarshika*) is made available to all Gram Panchayats of Vidarbha region, Offices of State Department of Agriculture, Libraries, Village level offices, schools, banks and farmers. Stakeholders read this calendar. So, Whether this material suits to the average readers? What is the utility of the calendar? In order to gather the scientific data and to draw inferences on these aspects the present investigation was carried out.

OBJECTIVE

1. To study the profile of the readers.
2. To identify the perceived utility of the Dr. PDKV Calendar by readers.
3. To obtain suggestions of the readers.

METHODOLOGY

The present study was conducted in Akola, Wardha & Gondia districts of the Vidarbha region of Maharashtra State. From Akola district Akot and Akola taluka, from Wardha district Deoli and Wardha taluka and from Gondia district Goregaon and Sadak arjuni talukas were selected. Two villages

from each talukas, thus total 12 villages were selected for the study. A list of readers of Dr. PDKV calendar in selected villages was prepared and 10 reader farmers were selected randomly from each village. The data was collected with the help of structured interview schedule. Thus, the data obtained from 120 literate reader farmers comprised the sample for research and was put forth for tabulation and statistical analysis. The Ex-post facto approach was used for present research study

RESULT AND DISCUSSION

1. Socio-personal and psychological characteristics of readers.

1.1 Age

It is observed from table 1, that more than half (56.67 %) of the readers were found in the young age category, 28.33 per cent in middle age category followed by 15.00 per cent of the readers were found to be in the old age category. The findings related to age concluded that the readers were young and middle aged.

Table 1 Distribution of readers according to age.

Sr.No.	Category	Number	Percentage
1.	Young age (up to 32 Years)	68	56.67
2.	Middle age (33 to 49 years)	34	28.33
3.	Old age (50 and above)	18	15.00
	Total	120	100.00

1.2 Education

It is observed from table 2, that 44.17 per cent of the readers were educated up to high school. Whereas 22.50 per cent of the readers educated up to secondary school. It is also reported that 19.16 per cent of the readers educated up to college level and 14.17 per cent up to primary school.

Table 2 Distribution of readers according to education.

Sr.No.	Category	Number	Percentage
1.	Primary	17	14.17
2.	Secondary	27	22.50
3.	High School	53	44.17
4.	College	23	19.16
	Total	120	100.00

1.3 Land holding

It is observed from table 3 that majority (55.00 %) of the readers were found in the medium farm size category i.e (4.1 to 10 ha of land), followed by 35.83 per cent in small farm size category i.e up to 4 ha of lands. It is also reported that 9.17 per cent of the readers were having land above 10 ha.

Table 3 Distribution of readers according to land holding.

Sr.No.	Category	Frequency	Percentage
1.	Small (up to 4 ha)	43	35.83
2.	Medium (4.1 to 10 ha)	66	55.00
3.	Big (10.1 and above ha)	11	09.17
	Total	120	100.00

1.4 Annual Income

It is reported from table 4 that majority (57.50%) of the readers were found in the medium annual income category i.e (Rs. 38001 to 84000), followed by 26.67 per cent in low annual income category i.e up to Rs. 38000. It is also reported that 15.83 per cent of the readers were found in the high annual income category i.e (above Rs.84000).

Table 4 Distribution of readers according to annual income.

Sr.No.	Category	Frequency	Percentage
1.	Low (up to Rs. 38000)	32	26.67
2.	Medium (Rs. 38001 to 84000)	69	57.50
3.	High (Rs. 84001 and above)	19	15.83
	Total	120	100.00

1.5 Social Participation

It is noted from table 5 that more than half (54.17 %) of the readers were found in the medium social participation category , followed by 27.50 per cent in high social participation category . It is also reported that 18.33 % of the readers were found in the low social participation category.

Table 5 Distribution of readers according to social participation.

Sr.No.	Category	Frequency	Percentage
1.	Low (1)	22	18.33
2.	Medium (2)	65	54.17
3.	High (3 & above)	33	27.50
	Total	120	100.00

1.6 Extension Contact

It is observed from table 6 that majority (59.17 %) of the readers were found in the medium extension contact category, followed by 30.00 per cent in medium extension contact category. It is also reported that 10.83 per cent of the readers were having low extension contact.

Table 6 Distribution of readers according to extension contact.

Sr.No.	Category	Frequency	Percentage
1.	Low (1)	13	10.83
2.	Medium (2)	71	59.17
3.	High (3 & above)	36	30.00
	Total	120	100.00

1.7 Time spent for reading

It is revealed from table 7 that majority (52.50 %) of the readers spending half hour per day for reading , followed by 32.50 per cent sent half to one hour per day for reading the farm literature. It is also reported that 15.00 per cent of the

readers spent more than one hour per day for reading of farm literature.

Table 7 Distribution of readers according to time spent for reading.

Sr. No.	Category	Frequency	Percentage
1.	Half hour per day	63	52.50
2.	Half to one hour per day	39	32.50
3.	More than one hour per day	18	15.00
	Total	120	100.00

1.8 Subscription for farm literature

It is observed from table 8 that majority (61.67 %) of the farmers were subscriber of one farm literature. Whereas 29.17 per cent of the readers were subscribers of 2-3 farm literature while 09.16 per cent of the readers were subscribers of more than four farm literatures.

Table 8 Distribution of readers according to subscription for farm literature.

Sr. No.	Category	Frequency	Percentage
1.	One farm literature	74	61.67
2.	2-3 farm literature	35	29.17
3.	Above 4 farm literature	11	09.16
	Total	120	100.00

2. Utility of the Information Published in Dr. PDKV Calendar

As regards perceived utility of the topic wise information published in Dr. PDKV calendar, it is observed that majority of the readers (70.00 %) perceived that the information on monthly activities was most use full and ranked first followed by varietal information (54.17 %) and Contingency Crop Planning (39.17 %) and ranked second and third respectively.

Further it is perceived by the respondents that, information on Farm Implements (76.67 %), Vermi Compost (70.83 %), Bio-fertilizers (68.33 %), Soil & Water Conservation (65.83 %), Care & Management of Lactating Animals (65.83 %), Weed Management (65.00 %) and Compost Making (64.17 %) was found to be use full.

Table 9 Utility of the Information Published in Dr. PDKV Calendar

Sr. No	Topic wise Information	Topic wise Utility				Utility Ranking (Mean)
		Most Useful (Score-3)	Useful (Score-2)	Some what Useful (Score-1)	Not Useful (Score-0)	
1.	Monthly Activities	84 (70.00*)	25 (20.83)	09 (7.50)	02 (1.67)	I (3.59)
2.	Varietal Information	65 (54.17)	41 (34.17)	07 (5.83)	07 (5.83)	II (3.37)
3.	Contingency Crop Planning	47 (39.17)	69 (57.50)	03 (2.50)	01 (0.83)	III (3.35)
4.	Bio-fertilizers	32 (26.67)	82 (68.33)	04 (3.33)	02 (1.67)	IV (3.20)
5.	Vermi Compost	29 (24.17)	85 (70.83)	03 (2.50)	03 (2.50)	V (3.17)
6.	Soil & Water Conservation	31 (25.83)	79 (65.83)	08 (6.67)	02 (1.67)	VI (3.16)

7.	Farm Imple-ments	21 (17.50)	92 (76.67)	05 (4.17)	02 (1.67)	VII (3.10)
8.	Weed Man-agement	28 (23.33)	78 (65.00)	11 (9.17)	03 (2.50)	VIII (3.09)
9.	Pest & Diseases of Various Crops	32 (26.67)	67 (55.83)	14 (11.67)	07 (5.83)	IX (3.03)
10.	Compost Making	24 (20.00)	77 (64.17)	10 (8.33)	09 (7.50)	X (2.97)
11.	Care & Man-agement of Lactating Animals	22 (18.33)	79 (65.83)	11 (9.17)	08 (6.67)	XI (2.96)
12.	Stored Grain Pests	22 (18.33)	57 (47.50)	34 (28.33)	07 (5.83)	XII (2.78)
13.	Soil Testing & Micronutri-ents	10 (8.33)	63 (52.50)	42 (35.00)	05 (4.17)	XIII (2.65)
14.	SRI Method of Paddy	12 (10.00)	49 (40.83)	48 (40.00)	11 (9.17)	XIV (2.52)

* Figure in parenthesis indicates percentage

However, it was also observed that, 40.00 per cent of the respondents perceived that the information on SRI method of paddy was somewhat useful followed by Soil Testing & Micronutrients (35.00 %) and stored grain pests (28.33 %). This might be due to the reason that, the respondents had not perceived it to be more useful for them or they were not in practice of utilizing this information.

2.1 Opinion about Dr. PDKV calendar

It is noted from table 10 that about one third of the readers (64.17 %) had opined that Dr. PDKV calendar is good farm literature, while 28.33 per cent readers had opinion that it is a very good literature. Whereas 7.50 per cent of the readers had opinion that it is a poor farm literature.

Table 10 Distribution of readers according to opinion about calendar.

Sr. No.	Category	Frequency	Percentage
1.	Very good literature	34	28.33
2.	Good literature	77	64.17
3.	Poor literature	09	07.50
	Total	120	100.00

3. Suggestions of the respondents

The results pertaining to suggestions of the respondents presented in table 11 that over half of the respondents (51.67 %) suggested that the Information on monthly activities should be published on front side of the calendar. While, 35.00 per cent of the respondents suggested that month wise information on pests & diseases with control measure should given on back side of the calendar with colored photos. Whereas, 16.67 per cent of the respondents suggested that size of calendar should be reduced.

Table 11. Suggestions of the respondents.

Sr. No.	Category	Respondents	
		Fre-quency	Percent-age
1	Information on monthly activities should be published on front side of the calendar.	62	51.67
2	Month wise information of pests & diseases with control measure should given on back side of the calendar with colored photos.	42	35.00
3	Size of calendar should be re-duced	20	16.67

CONCLUSION

The findings of the utility of the information published in the Dr.PDKV calendar concluded that nearly majority of the readers (70.00 %) perceived that the information on monthly activities was most use full and ranked first followed by Varietal Information (54.17 %) ranked second.

The findings with regards to opinion about Dr. PDKC calendar concluded that about more than half of the readers (64.17 %) had opined that Dr. PDKV calendar is good farm literature.

Whereas Over half of the respondents (51.67 %) suggested that, the information on monthly activities should be published on front side of the calendar, as the information was perceived to be more useful by the readers.

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