

AWARENESS LEVEL OF ELECTRONIC MEDIA AND ITS USAGE LEVEL AMONG THE FARMERS IN PERAMBALUR DISTRICT OF TAMIL NADU



Social Science

KEYWORDS : Awareness, Electronic media, Printed media

Mrs. J. Nithya jayaseeli

Assistant Professor, Department of Social Sciences, Thanthai Roever Institute of Agriculture and Rural Development, Perambalur

ABSTRACT

Agriculture plays a vital role among the humans resides in the whole world. Lot of electronic media was introduced during the past decades to develop the agricultural system. But the literature shows some of issues present in the electronic media and it is to be improved for the betterment of the agricultural system. Hence this research work is carried out to identify the awareness level of electronic media among the Perambalur district farmers. Nearly 60 farmers were selected for the study by using simple random sampling method. Well prepared interview schedule was using to collect the information and it was pre- tested. Percentage analysis was used for the study. Most of the famers were well aware about the electronic media utilization the field of agriculture. Nearly 36 per cent of the sample farmers were using electronic media to get more information on price fluctuations and market related information

Introduction

In the millennium year, the information technologies can bring new changes in the growth of agriculture field. The farmer of younger generation shall rely on this information machine by keeping in touch with electronic media to upgrade the old generation farmers and to improve this farming with scientific technologies. Media is one of the key players in the process of catalyzing the development of any nation. Radio & Television have been more extensively used in most developing countries. The use of radio as mass communication tool for agricultural development has long been recognized. Electronic media serves as a source of advice to farmers to help them improving their production and income status.

Electronic media in the form of radio and television remained in use by the department as important teaching tools. The electronic media is the best solution to solve the problems of the farmers. Media is message delivery system has a major role in agriculture development. Some farmers are using electronic media. The technology have come up and some people, organizations and projects are using such technologies specifically electronic media including mobile phones to ensure that farmers access extension services. But most of the farmers are in rural areas where access to the media and or the use of the phone is cumbersome.

For uplifting the production and marketing of crops it seems extremely important to keep our farmers updated regarding various production and marketing practices. Information plays a vital role in our present day society as result of the advancement in information and communication technologies. Agriculture information is needed for over all development of agriculture for the improvement of agriculture living standards of the farmers. It can help inform decisions regarding land, labour, livestock, capital and management. It serves as a source of advice and assistance for farmers and peasants to help them improving their production, distribution and marketing. Electronic media in the form of radio and television remained in use by the department as important persuading and teaching tool.

Problem focus

Agriculture plays a important role among the farmers. Lot of electronic media was introduced during the past decades to develop the agricultural system. Farmers are failed to get right profit because of higher middle man and high market fluctuations. Poor efficiency in marketing channels and inadequate in marketing infrastructure are believe to the cause of not only high and fluctuating product prices but also too little of consumer rupee realized by the farmer. Lack of awareness among the existing growers in marketing of their produce and also electronic media importance in market related information. But the literature shows some of issues present in the electronic media

and it is to be improved for the betterment of the agricultural system. This study focuses on the awareness level of electronic media and its importance among the farmers in Perambalur district of Tamil Nadu.

Objectives

- To identify the awareness level of electronic media among the farmers in Perambalur district of Tamil Nadu
- To find out the most influencing electronic media among the farmers to adopt agricultural programmes and techniques.
- To find out whether the program of T.V or radio is more acceptable to farmers than the print media and field demonstration.

Methodology

Perambalur district was purposively selected for the study. The respondents were selected by adopting simple random sampling method. The total of 60 respondents was selected from 12 villages. Both primary and secondary data were collected for the study. Primary data were collected from farmers by using well structured interview schedule and it was a pre-tested. The secondary data was collected from various websites, reports and magazines. The survey was undertaken during the months of December 2014 - January 2015. Percentage analysis was used for the analysis of the study.

Results and discussion

The demographic details of the sample respondents were analyzed and the results are given in Table 1. It could be observed from the above table 1. that nearly half of the sample respondents were belongs to old aged (31.66%) followed by middle aged (56.66%) inferred that significant proportion of old aged persons have a greater experience in farming and they well known about agri related information. From the results, most of the sample respondents were educated and they well known about the government subsidies and schemes. So it is easy to create awareness about the electronic media usage related to agriculture. The results inferred that most of them were male and their main occupation is agriculture followed by agriculture and government job. From the above table, it is inferred that most of beneficiaries (70percent) comes under the category of middle income of 30,001 - 40,000 per annum followed by upper middle income category.

Details about the different types of farmers and land type were analyzed and the results were given in Table 2. From the table. 2 it could be inferred that most of the sample farmers were medium size farmers (2.5 - 5 acres) followed by marginal farmers and small farmer (1 acre - 2.5 acres) and they are having black soil land for their cultivation. From the results it could be concluded that they are cultivating sugarcane, Rice, Cotton, Onion,

maize and turmeric as their main crop. Majority of the farmers are having wetland followed by dry land and they are having black soil for their cultivation. From the above table 3, it could be concluded that they are having well as their main source of irrigation. Though they are having wells, it is dried and lack of water in this area. Majority of the farmers (20%) getting information from near by farmers for their cultivation, purchase of agricultural inputs. Most of the farmers were getting suggestions for market related problems from the dealers and agriculture department. They are getting new agricultural technologies from department of agriculture followed by dealers and other sources like krishi vigyan Kendra (KVKs).

Table 4. Awareness about electronic media

Awareness	Number respondents	Percentage to total
Yes	40	66.66
no	20	33.33
Total	60	100.00

Most of the farmers were well aware about the electronic media, its role and the importance of media. Hence, necessary steps to be taken to improve the awareness level among the farmers through agri departments, agricultural colleges and KVKs to increase the usage level of the electronic media in the field of agriculture.

Table 5. Usage level of electronic media

Usage	Number of respondents	Percentage to total
Yes	22	36.66
no	38	63.33
Total	60	100.00

From the above table it could be concluded that most of them were not using electronic media for the agricultural technology. Nearly (36percent) of the farmers were using electronic media to get more information on agriculture and its technologies. In particular, some of the farmers were using electronic media to know about the price fluctuations and price details of crops.

Table 6. Type of media using to get agri related information (n=22)

S.No	Type of media	No of respondents	% to total
1	Television	2	9.09
2	Radio	6	27.27
3	Printed media	14	63.63
Total		22	100.00

It could be concluded that most of them were using printed media followed by listening agri information from radio and watching agricultural programmes on TV. The list of printed media using by the sample farmers were given below.

- Newspaper and magazines
- Banners and flex
- Pamphlets

Table 7. Reasons for not using electronic media (n=38)

S.No	Reasons	No of respondents	% to total
1	No time	30	78.94
2	Lack of information	12	31.57
3	No interest	14	36.84
4	Others	4	10.52
Total		38	100.00

Most of the farmers inferred that no interest to watch agri related information on TV followed by no time to spend for the electronic media to get more information on agricultural technologies

Table 8. Frequency of usage level of electronic media (n=22)

Frequency	No of respondents	% to total
Frequently	2	3.33
occasionally	14	23.33
rarely	6	10.00
Total	22	100.00

Most of the farmers inferred that they were using electronic media rarely followed by occasionally. They were using electronic media only to know about the price status and any market related information. Most of the sample farmer's crop holding period is less. It indicated that they need immediate cash payment to meet out their household expenses. Some of the farmers were not consider about the market price movement

Table 9. Perception of effectiveness of electronic media

Effectiveness	Electronic media				No. of respondents	% to total
	TV	Radio	Print media	Social network		
Most effective	-	1	11	-	12	54.54
Effective	2	5	2	-	9	40.90
Less effective	-	-	1	-	1	4.54
Total	2	6	14	0	22	99.98

From the above table it could be seen that print media was the most effective one among the sample farmers followed by television and Radio. None of the farmers were using social network. Hence, steps to be taken to create awareness about the kisan cal centre among the farmers to increase the user status of social network.

Summary and conclusion

Most of the sample respondents were belongs to old aged persons and educated inferred that they have a greater experience in farming and they well known about agri related information. Hence, necessary steps to be taken to create awareness about the electronic media and its importance to the farmers. Most of them were using printed media such as Newspaper and magazines, Banners and flex and Pamphlets followed by listening agri information from radio. They were using electronic media only to know about the price status and any market related information. Necessary steps to be taken to create awareness about the kisan cal centre among the farmers to increase the user status of social network.

Table 1. Profile characteristics of sample respondents (n = 60)

particulars	Category	Number of respondents	Percentage to total
Age classification	<20	0	0.00
	21-30	0	0.00
	31-40	7	11.66
	41-50	34	56.66
	>50	19	31.66
Total		60	100.00
Educational status	Illiterate	13	21.66
	Primary education	22	36.66
	Secondary education	21	35.00
	graduation	4	6.66
Total		60	100.00
Sex	Male	48	80.00
	female	12	20.00
Occupational status	Agriculture only	34	56.66
	Agriculture + private	7	11.66
	Agriculture + government	13	21.66
	Agriculture + self employed	6	10.00

Total		60	100.00
Annual Income status of the farmers	<20000	3	5.00
	20001- 30000	15	25.00
	30001- 40000	42	70.00
	40001- 50000	0	0
	>50000	0	0
Total		60	100.00

Table 2. Details about types of farmers and land type

particulars	Category	Number of respondents	Percentage to total
Type of farmers	Marginal	14	23.33
	Small	10	16.66
	Medium	32	53.33
	Big farmer	4	6.66
Total		60	100.00
Type of land	Wetland	45	75.00
	Garden land	6	10.00
	Dry land	9	15.00
Total		60	100.00
Type of soil	Black soil	52	86.66
	Red soil	8	13.34
	alluvial	0	0.00
Total		60	100.00

Table 3. Source of information to the farmers

Particulars	Category	Number of respondents	Percentage to total
Source of irrigation	Well	44	73.33
	River	10	16.66
	lake	4	6.66
	Total		60
Source of information for purchasing agricultural inputs	Agriculture department	8	13.33
	Near by farmers	27	45.00
	Dealers	18	30.00
	Electronic media	5	8.33
	Others	2	
	Total		60
Source of information about agricultural technologies	Agriculture department	20	33.33
	Near by farmers	12	20.00
	Dealers	22	36.66
	Electronic media	3	5.00
	Others	3	5.00
	Total		60

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