Research Paper Education

An Impact Study on "Hello Kastakar" on Line Radio Programme

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ABSTRACT

Findings of correlation coefficients between Annual Income, Sources of information and timeliness of information with utilization of information by the respondents were found to be positively significant. Annual Income, cropping intensity, Sources of information and timeliness of information with monetary gained due to use of information by the respondents were found to be positively significant. It clearly indicated that the monetary gains of respondents (farmers) are positively related with their annual income, cropping intensity and also highly significant with sources of information "Hello Kastakar" and timeliness information. It is a fact that the increasing annual income, cropping intensity, Sources of information and timeliness of information perceived by the respondents leads to increasing in the rate adoption of improved agricultural technology.

KEYWORDS Adoption, correlation coefficients, sources of information

INTRODUCTION:

Radio has a power to bring knowledge of science and technology within shortest time enables to reach in to society for improving standard of living. It is one of the important reliable and cheapest mass media through which message can be reached to unriched and large number of farmers. Assigns need of rural people the need-based technologies and on timely.

Krishi Vigyan Kendra (Dr. PDKV), Yavatmal and Akashwani, Yavatmal started online phone-in Radio programme known as "Hello Kastakar" under "Kisaan Wani". Farmers ask a quarry on phone during 3 to 4 pm at every 2nd and 4th Wednesday and same are broadcasted at every Thursday and Friday. The scientists related to quarries address farmers, and to queries received during the programme. So far 525 farmers have been directly and indirectly benefitted during 48 broadcastings of this programme, during reporting period. The quarries represent certain common problems on plant protection, Horticulture and production technology. It is worth to mention that the Akashwani of Yavatmal with transmission about 160 Km. is heard by more than 19 lacs listeners and farmers and hence an extent of information sources have been tried to access with possible correlation with monetary gains of farming community (respondents).

Objectives

1. To study profile of the respondents participated in online radio programme.
2. To assess perception of the farmers about utility of online radio programme.
3. To study various constraints faced by respondents during participation in programme.

Methodology

The listeners are from Yavatmal and some adjacent districts like i.e. Nanded, Amravati, Wardha, Washim from Maharashtra and Adilabad from Andhra Predesh state. The respondents participated in online programme "Hallow Kastakar" were grouped the tahasil wise and accordingly a list was prepared for easy appraisal from respondents. The tahasoil of Arni, Darwa, Mahur and Yavatmal from Yavatmal District and Mahur from Nanded district, which are having with high frequency of respondents, were selected for study. For data collection, an interview schedule was designed in the accordance of objectives of study. The respondents were selected by using random sampling method. Thus in all 32 respondents were selected for study. Personal interview technique was followed for collection of data. The data thus collected were subjected to statistical analysis.

Profile of Respondent

Table: 1 Distribution of respondents according to various personal, socioeconomic and communication Characteristics of the respondents.

Sr. NO	Characteristics	Category	Respondent (N=32)	
1	Age			
		Young (Up to24 yrs.)	05	16
		Middle (25 to 36 yrs.)	14	44
		Elder (above 37 yrs.)	13	41
2	Education			
		Illiterate (0)	00	00
		Primary School (1-4)	01	03
		Middle School (5-7)	03	09
		High School (8-10)	19	59
		College (above 10)	09	28
3	Family Size			

		Up to 4 Member	04	13
		5- 6 Member	18	56
		7 and above Member	10	31
4	Land Holding			
		Land less (0.00)	02	06
		Marginal (up to 1.00 ha)	00	00
		Small (1.01-2.0 ha)	06	19
		Semi Medium (2.01-4.0ha)	13	41
		Medium (4.01-10.0 ha)	09	28
		Large (above 10.00 ha)	04	13
5	Annual Income			
		Low (up to Rs.33000/-)	02	06
		Medium (Rs. 33001/- to 1,65,000/-)	14	44
		High (above Rs.165.001/-)	16	50
6	Cropping Intensity			
		Low (up to 115%)	04	13
		Medium (116-165 %)	09	28
		High (above 166%)	19	59
7.	Farming Situation			
		Irrigated	22	69
		Rain fed	10	31
8	Sources of information			
		Low (Up to 5)	04	12
		Medium (6-9)	12	38
		High (Above 10)	16	50
9	Timeliness information			
	Broadcasted on AIR	Not at all timely	00	00
		Reasonably timely	17	53
		Very timely	15	47
10	Perception towards			
	Phone in Programme	Less Use full	00	00
		Useful	13	41
		Most Useful	19	59

1.1) Age:
A age wise distribution of respondent in table 1 shows that, nearly half of the respondent (44%) were belonged middle age group of 25 to 36 years. This was followed by, over (41%) were middle age group, whereas, (16%) of respondents were belonged to age group of young group (up to 24 years).

1.2) Education:
It was observed that, more than half of the respondent (59%) had education up to high school level, followed by over one forth of the respondents (28%) had college level education. This was followed by (9%) of respondent had middle school level education, whereas, (3%) of the respondents were educated up to primary level.

1.3) Family size
Majority of respondents (56%) were 5-6 members of family member, followed by (31%) of respondents (31%) more than 7 members in family. /where as only (13%) of respondents family members having below 4 members in family.

1.4) Land holding
As regard to land holding relatively higher proportion of respondents (41%) belonged to semi medium (2.01to 4.0 ha) land holding. Followed by (28%) of respondents medium (4.01-10.0 ha) land holding, (19%) of the respondents had small land holding (1.01-2.0 ha). A meager percentage of respondents had (13%) large above (10.00 ha) and (6%) respondents having land less.

1.5) Annual Income
Regarding annual income, nearly half of the respondents (50%) had their annual income above Rs.1, 65, 000/-, followed by the respondents (44%) had their income in the range of Rs.33, 000/- to 1, 65, 000. Nearly (6%) of the respondents had their annual income below the Rs. 33,000.

1.6) Cropping intensity
Majority of respondents (59%)belongs to High cropping intensity above 166%. Followed by (28%) of respondent's medium cropping intensity (116 to 165%), a small percentage (13%) of respondents having low cropping intensity.

1.7) Farming Situation
It was observed from data (69%) of respondents belongs to irrigated farming situation and remaining (31%) belongs to rainfed farming situation

1.8) Sources of information
As regard to sources of information half of respondents (50%) high level of sources of information, followed by the more one third of respondents (39%) belongs to medium level of sources of information. Whereas, 12 per cent of the respondents had low level of sources of information. In large majority of the respondents had medium to high level of sources of information for obtaining the information regarding improved technology.

1.9) Timeliness of broadcast
The observation regarding Timeliness of broadcast majority of respondent's (53%) perceived this programme broadcasting information reasonably on timely, followed by (47%) respondent's perception about broadcast very timely ness of information.

1.10) Perception toward "Hello Kastakar"
Regarding utility perception of respondents (59%) were perceived hello "Kastakar programme" very useful to them. Followed by 41 percent of respondent perceived useful. Whereas, none of respondent was reported that this programme was not useful to them.

Impact of Hello Kastakar online programme
Table 2: Distribution of respondents according to utilization of information and monetary gained due to Phone in programme

Sr. NO	Characteristics	Category	Respondent (N=32)	
1	Utilization of Information			
		Information received but Not Utilized	00	00
		Information received and Utilized Partially	18	56
		Information received and Utilized completely	14	44
2	Monetary gained due to Hallo Kastakar			
		Minimum (Below Rs.1100 /-)	02	06
		Moderately (Rs. 1101 to 7200/-)	19	59
		Maximum (Rs. 7201 and above)	11	34

2.1) Utilization of Information

As regard to utilization of information by the respondents, over half of the respondents (56%) utilized received information partially, followed by (44%) of respondents utilized information completely received during Online broadcasting through "Hello Kastakar".

2.2) Monetary gained due to Hallo Kastakar

In case of monetary gained as evident from table 2, More than half of respondents (59%) directly benefited (Rs.1101 to Rs. 7200/-) due to "Hello Kastakar", followed by more than one third (34%) of respondent's monetary gained maximum extent (Rs. Above 7201/-). Only 6 percent of respondents monetary gained (Below Rs. 1100/-). Majority of the respondent was reported that this programme was more useful to reduce cost of cultivation and increasing production of farm produce.

Table: 3 relationship between independent and dependent variables of the respondents

Sr. NO	Characteristics	Correlation coefficient ('r' Values)	
		Utilization of information	Monetary gained
1	Age	-0.1557	-0.1958
2	Education	0.2833	-0.1958
3	Family Size	0.0811	0.1000
4	Land Holding	0.2161	0.2551
5	Annual Income	0.3868*	0.4287*
6	Cropping Intensity	0.1882	0.3421*
7.	Farming Situation	0.1868	0.3263
8	Sources of information	0.6034**	0.7989**
9	Timeliness information	0.6864**	0.5794**
10	Perception towards Programme	0.0881	0.1972

**** Significant at 1% level, *significant at 5% level**

It was evident from table 3, that correlation coefficients between Annual Income, Sources of information and timeliness of information with utilization of information by the respondents were found to be positively significant. Annual Income, cropping intensity, Sources of information and timeliness of information with monetary gained due to use of information by the respondents were found to be positively significant. It clearly indicated that the monetary gains of respondents (farmers) are positively related with their annual income, cropping intensity and also highly significant with sources of information "Hello Kastakar" and timeliness information.

Table :4 Constraints faced by the respondents in the Participation of "Hello Kastakar"

Sr. No.		Respondent (N=32)	
		Frequency	Percentage
	Constraints		
1	Network problems during calling from field (Phone busyness)	30	94
2	Phone in period to short	20	62
3	Duration gap between two programmes is more	16	50
4	Higher cost per call calling through Mobile phone	15	47
5	Continuous phone line engaged during programme	12	37

It could be seen from Table 4, that 94 percent of the respondent expressed Network problems during calling from field as a first and foremost constraint, followed by Phone in period to short (62%)as their second constraint. Duration gap between two programmes is more (50%) was the third constraints.

Higher cost per call calling through Mobile phone and Continuous phone line engaged during programme were found to be the forth and fifth constraints expressed by 47 percent and 37 percent of the respondents, respectively.

With knowing of these above constraints are considered for possible improvement.

Conclusions

It can be concluded that Majority of respondent were found in Partial to full utilization of various information received on phone–in-programme "Hello Kastakar". It also state that respondents benefited moderately to maximum level monetary gainer due the "Hello Kastakar". It is a fact that the increasing annual income, cropping intensity, Sources of information and timeliness of information perceived by the respondents leads to increasing in the rate adoption of improved agricultural technology.

On the basis of the findings of the study, following suggestions are made for improving utility of the phone-in programme "Hello Kastakar"

1. Akashwani should provide sufficient time to phone in programme.
2. Increasing phone line for interaction with scientists at time dialogue with farmers.
3. Provide a toll free telephone number for contacts during programme.
4. Involvement of States Agriculture department officers in "Hello Kastakar".

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