



Influence of Television on Agriculture Awareness Among Adults

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ABSTRACT

Agriculture as a primary industry plays a significant role in the process of economic development of a country. Agriculture continues to be a major source of income and employment to vast majority of population in India. Under varying climate and soil conditions in the country a variety of crops are grown in India. Agriculture production of varying nature meets the need for food items of different consumers and a variety of raw material required for the manufacturing sector. Agriculture production primarily depends upon the decisions of the individual farmers which in turn are influenced by the awareness on different aspects of agriculture & allied activities like soil fertility, organic fertilizers, water conservation, crop rotation, vermin compost, dairy, poultry, rural industrialization etc. In order to generate awareness among the community, the programmes on agriculture are being telecasted in different channels of Television. To know the influence of watching these programmes on the awareness on agriculture aspects the data was collected and analyzed by comparing the responses of viewers & non viewers of these programmes and the findings were presented in the paper.

KEYWORDS

Influence – Television – Agriculture- Awareness - Adults

Agriculture as a primary industry plays a significant role in the process of economic development of a country. Agriculture continues to be a major source of income and employment to vast majority of population in India. Under varying climate and soil conditions in the country a variety of crops are grown in India. Agriculture production of varying nature meets the need for food items of different consumers and a variety of raw material required for the manufacturing sector. Agriculture production primarily depends upon the decisions of the individual farmers which in turn are influenced by the awareness on different aspects of agriculture & allied activities like soil fertility, organic fertilizers, water conservation, crop rotation, vermin compost, dairy, poultry, rural industrialization etc. In order to generate awareness among the community, the programmes on agriculture are being telecasted in different channels of Television. To know the influence of watching these programmes on the awareness on agriculture aspects the data was collected and analyzed by comparing the responses of viewers & non viewers of these programmes .

Table-1: Programmes on Agriculture aspects telecasted in Telugu channels of Television

S.No	Name of the programme	Channel	Timings
1	Bhoomi Putra	MaaTV	6:30AM
2	Sagubadi	Sakshi	7:00 AM
3	Seed of Gold	NTV	6:00 AM
4	Annadatha	ETV	6:30 AM
5	Raithu Nestam	DD Saptagiri	6:00 PM

Before developing the tool the investigator collected the information on the timings of the health programmes in different channels of television from the news papers, by watching different channels of television every day for about one week each channel. Among Telugu channels, 5 channels are telecasting agriculture programmes i.e., Bhoomi putra (MaaTV),Sagubadi (SakshiTV), Seed of gold (NTV), raithu nestam (DD Saptagiri) are telecasting in the morning and evening. The investigator also watched these programmes for few days in which the information on agriculture aspects was provided by agriculture experts.

Table-2: Awareness of respondents on agriculture programmes telecasted in Television

S.No	Name of the programme	Channel	Frequency	Percentage
1	Bhoomi Putra	MaaTV	110	27.5
2	Sagubadi	Sakshi	119	29.75
3	Seed of Gold	NTV	90	22.5
4	Annadatha	ETV	155	38.75
5.	Raithu Nestam	DD Saptagiri	102	---

In order to know the awareness of respondents about the agricultural programmes that are being telecasted in Telugu channels, the respondents were asked to mention the names of the programmes on agriculture. The percentage of the respondents aware of theses programmes were presented in the above table. Among 400 adults 38.45 per cent of them know the programme annadatha, 29.75 about sagubadi, 27.5 about bhoomi putra

Table-3: Agriculture programmes watched by respondents (96)

S.No	Name of the programme	Channel	Frequency	Percentage
1	Bhoomi Putra	MaaTV	58	60.41
2	Sagubadi	Sakshi	37	38.54
3	Seed of Gold	NTV	24	25.00
4	Annadatha	ETV	82	85.41
5	Raithu Nestam	DD Saptagiri	41	42.70

The percentages of respondents watching different agriculture aspects in telugu channels were presented in the above table. The investigator calculated the percentage of watching different agriculture programmes among the regular viewers (96 adults) of agriculture programmes. Majority of the respondents ie. 85.41 per cent were watching the programme annadatha followed by bhoomi putra 60.41 per cent, Raitu nestam 42.70 per cent, sagubadi 38.54 per cent of the respondents. Only 25.00 per cent were watching.

Table-4: Awareness on Agriculture aspects among viewers of agriculture programmes telecasted in TV

S.No	Programme	Good		Average		Poor	
		N	%	N	%	N	%
1	Soil fertility test	45	46.39	26	26.80	25	25.77
2	Organic fertilizers	39	40.20	31	31.95	27	27.83
3	Crop rotation	41	42.26	29	29.89	27	27.83
4	Anthara pantalu	46	47.42	26	26.80	25	25.77
5	Jeevaamrutham	42	43.29	31	31.95	24	24.74
6	Raithu sadassulu	44	45.36	28	28.86	25	25.77
7	Kisan Call Centre	46	47.42	29	29.89	22	22.68
8	Vermi compost	50	51.54	21	21.64	26	26.80
9	Drip Irrigation	49	50.51	26	26.80	22	22.68
10	Panchagavya	40	41.23	29	29.89	28	28.86

In order to know the influence of watching programmes in television on agriculture awareness among the adults, the data was collected on agriculture aspects among viewers and also the non-viewers of agriculture programmes. 96 members are viewers of agriculture programmes. Based on the scores obtained by the answers given by the respondents they were categorized as good, average and poor. The awareness of the majority of the viewers was good on all the 10 aspects related to agriculture. The awareness was good among the 51.54 per cent of the viewers on vermin compost, 50.51 per cent of the viewers were aware about the drip irrigation, 47.42 per cent were aware about anthara pantalu & kisan call center, 46.39 per cent on soil fertility test, 45.36 per cent about raithu sadassulu, 43.29 per cent about jeevamrutham, 42.26 per cent about crop rotation, 41.23 per cent about panchagavya and 40.20 per cent about organic fertilizers.

The awareness was average among 31.95 per cent about organic fertilizers & jeevamrutham, 29.89 per cent about panchagavya, crop rotation & kisan call center, 28.86 per cent about raithu sadassulu, 26.80 per cent soil fertility, drip irrigation & anthara pantalu and 21.64 per cent about vermin compost.

The awareness was poor among 28.86 per cent about panchagavya, 27.83 per cent about organic fertilizers & crop rotation, 26.80 per cent about vermin compost, 25.77 per cent about soil fertility test anthara pantalu & raithu sadassulu, 24.74 per cent about jeevamrutham, 22.68 per cent about drip irrigation and kisan call center.

Table-5: Awareness on agriculture aspects among non viewers of agriculture programmes telecasted in TV

S.No	Programme	Good		Average		Poor	
		N	%	N	%	N	%
1	Soil fertility test	56	18.48	74	24.42	173	55.09
2	Organic fertilizers	49	16.17	82	27.06	172	56.76
3	Crop rotation	69	22.77	79	26.07	155	51.15
4	Anthara pantalu	54	17.82	86	28.38	163	53.79
5	Jeevaamrutham	56	18.48	70	23.10	177	58.41
6	Raithu sadassulu	66	21.78	90	29.70	147	48.51
7	Kisan Call Centre	59	19.47	86	28.38	158	52.14
8	Vermi compost	68	22.44	89	29.37	146	48.18
9	Drip Irrigation	70	23.10	98	32.34	135	44.55
10	Panchagavya	72	23.76	84	27.72	147	48.51

The awareness was poor among the majority of the respondents of non viewers of agriculture programmes. These percentages were organic fertilizers (56.76%), Jeevamrutham (58.41%), soil fertility test (55.09%), anthara pantalu (53.79%), kisan call center (52.14%), crop rotation (51.15%), panchagavya (48.51 %) & raithu sadassulu, vermin com-

post (48.18%) and drip irrigation (44.55%). Only 16 to 23 per cent of the non viewers of the agriculture programmes were good in terms of awareness on 10 agriculture aspects covered in the study. On the other hand the awareness was average among 32.34 per cent on drip Irrigation, 29.70 per cent about raithu sadassulu, 29.37 per cent about vermin compost, 28.38 per cent about anthara pantalu & kisan call center, 27.72 per cent about panchagavya, 27.06 per cent about organic fertilizers, 26.07 per cent about crop rotation, 24.42 per cent about soil fertility test and 23.10 per cent about jeevamrutham.

The reasons for the good and average awareness among these percentages of adults might be informal discussions with extension officers, experience in doing agriculture and The sources other than television to gain awareness about the agriculture aspects as mentioned by the non viewers were books, news papers, discussion with neighbors and discussions in grama sabhas.

Table-6: Mean values on awareness on agriculture aspects among viewers & Non viewers

S.No	Programme	Viewers Mean	Non Viewers Mean
1	Soil fertility test	4.21	2.89
2	Organic fertilizers	5.03	3.77
3	Crop rotation	5.02	4.02
4	Anthara pantalu	4.18	2.86
5	Jeevaamrutham	5.25	3.78
6	Raithu sadassulu	4.23	3.15
7	Kisan Call Centre	6.32	4.98
8	Vermi compost	5.30	4.13
9	Drip Irrigation	4.10	3.04
10	Panchagavya	3.83	3.01

In order to know the difference in agriculture awareness among viewers & non viewers of agriculture programmes, the mean values were calculated. On 10 agriculture aspects the mean values of viewers of agriculture programmes in television were higher than the mean values of agriculture awareness among non viewers of agriculture programmes. This shows that the viewers of agriculture programmes were more aware than the non viewers of agriculture programmes in television.

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