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Original Research Article

Perceived Constraints and Suggestions by Televiewing Farmers of Andhra Pradesh

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A B S T R A C T

The study on constraint analysis of televiewing farmers of Andhra Pradesh was conducted during the year 2014 – 19 as a part of Ph.D research work. The study was conducted in four districts namely West Godavari, Srikakulam, Kurnool and Guntur districts of Andhra Pradesh with a sample size of 240. The perceived constraints were grouped in to four categories viz., Technical constraints, Personnel constraints, Presentation related constraints and Information needs related constraints. Frequency and percentages were worked out to find out the rank order of their importance. The results indicated that frequent interruption in electricity supply (76.67%), too much repetition of the programmes (71.67%), usage of old video footage (70.00%) is the major technical constraints. Lack of information about experts for further consultation (75.42%), low level of education creating problems in understanding advanced technical information (67.92%), lack of reinforcing effect of farm broadcasts on farmers (62.92%) are the major personal constraints. Introduction of the topic is not catchy to raise interest among farmers (55%), lack of summarization for salient points at the end of the programme (52.50%), lack of modulation in the voice of speaker (50.42%) are major presentation related constraints. Less coverage to government policies and schemes (77.92 %), non coverage of information related to input availability (72.08 %), less emphasis to market intelligence information (67.92 %) are major information needs related constraints. And the major suggestions elicited from the televiewing farmers in percentage rank order of their decreasing importance are avoiding too much repetition of the programmes and usage of old video footage (73.75%), providing information on source of input availability (70.83%), more emphasis on programmes related to government schemes and subsidies (68.33%), training technical experts to improve their script preparation and presentation related skills (65.00%), broadcasting the programmes related to market intelligence (62.08%), broadcast programmes on Post harvest management, value addition related information (57.92%), publicizing programme schedules in all the major news papers well in advance for wider publicity among farmers (54.17%).

Keywords

Farm broadcast programmes, Constraints, Suggestions, Televiewing behaviour, Television, Televiewing farmers

Introduction

In India, more than 70 per cent of the population in rural areas is depending upon agriculture for their livelihood. Sarabhai, 1969 told that the dissemination of information is the prime ingredient of any development and television is an ideal

medium for social development and have a profound impact on rural and urban viewers. In the present day of information age people want most authentic and adequate information within short period of time. Out of all mass media, television had an enormous potential for bringing social and economic change. To make the rural viewers aware and to acquaint themselves with the latest technical knowhow about crop cultivation practices, use of fertilizers, soil-testing, dairying, animal –husbandry, sericulture, horticulture, fishery, poultry, weather forecasts etc., the Doordarshan channel started a popular farm broadcast programme known as '*Krishi Darshan"* Programme (KDP) on January 26, 1967. Now a days the agriculture had achieved the status of business enterprise and the farmers are not applying yesterday's method today. In this context farmers need latest information about improved high yielding varieties, latest agronomic practices and low cost farm implements etc. After gradual evolution of television industry in India many of the private channels, also started broadcasting of farm programmes on agriculture and allied aspects. Presently in the state of Andhra Pradesh there are 19 channels were broadcasting agricultural programmes in Telugu language. But majority of the television channels are producing farm programmes in a routine way and they may not meet the present changed information needs of the farmers. In view of the above, the present study being planned to know the constraints faced by farmers in viewing farm broadcast programmes and to elicit suggestions for improving the farm broadcast programme production.

Materials and Methods

The study was conducted in the state of Andhra Pradesh. Simple random sampling method was followed for selection of districts, mandals, villages and respondents. Out of 13 districts four namely West Godavari, Kurnool, Guntur and Srikakulam were selected randomly. From each district two mandals were selected randomly and from each selected mandal two villages were selected randomly and it comprise a total of sixteen villages.

From each village 15 farmers, who were in possession of TV sets were selected through simple random sampling method, there by the total sample size become 240.

A well structured interview schedule was used to find out the constraints. All the possible constraints are collected through review of literature, in consultation with experts in the field of agricultural extension, rural development and mass communication. And the constraints were grouped into four categories namely Technical constraints, Personnel constraints, Presentation related constraints and Information needs related constraints. For eliciting of suggestions open ended questionnaire was used.

Frequency, percentages were worked out to find out their decreasing rank order of importance.

Results and Discussion

Necessary rapport was established prior to data collection and the data was collected from each of the selected respondent through personnel interview method.

Constraints faced by farmers in viewing farm broadcast programmes.

A quick perusal of Table 1 indicated that there were many constraints noticed by farmers in viewing the farm broadcast programmes in percentage and rank order of their decreasing importance presented below:

Technical constraints

The data in Table 1 reveals that the constraints related to technical aspects in percentage rank order of their importance as: Frequent interruption in electricity supply (76.67%), Too much repetition of the programmes (71.67%), usage of old video footage (70.00%), lack of attention to upload important programmes in social media for further reference (63.75%), poor quality of visuals and sound (59.17%), formal way of production of farm telecast programmes (52.08%), less importance given to latest technologies by the speakers (45.00%), usage of technical terms that are difficult to understand (39.17%), excessive usage of English words (33.75%) and mismatch of visuals with topic of presentation (25.83%).

Hence government need to supply uninterrupted electricity during programme broadcast times. Hence, the programme producers need to produce need to produce new programmes, upload some important programmes in social media like youtube and face book for further reference and wider reach.

Personal constraints

With respect to personnel constraints, the lack of information about experts for further consultation (75.42%), low level of education creating problems in understanding advanced technical information (67.92%), lack of reinforcing effect of farm broadcasts on farmers (62.92%), lack of cooperation from other family members to watch the farm broadcast programmes (57.50%), lack of emphasis to the local dialect/ colloquial language (50.83%), lack of content planning to the level of farmer understanding (44.17%), less importance to dramatic effect in the farm broadcasts (34.58%) and lack of faith on message broadcasted over television (26.25%). Hence, programme producers need to provide contact numbers of experts for further consultation and speedy & wider dissemination of technology, improve the reinforcement effect of farm broadcast programmes by broadcasting success stories, successful cases etc. and include dramatic effect in programmes to increase the interest of farmers. At the same time, government need to make efforts for improving the education of farmers through adult education.

Presentation related constraints

Majority of the farmers expresses less emphasis given to phone in programmes to get the solutions for farmers problems directly from expert (74.17%) followed by orientation of speakers to script reading rather than talking (67.50%), lack of visual effects for difficult concepts (61.67%), introduction of the topic is not catchy to raise interest among farmers (55%), lack of summarization for salient points at the end of the programme (52.50%), lack of modulation in the voice of speaker (50.42%) are major constraints. Less than fifty per cent of farmers expresses jumping from one idea to another idea abruptly leading to confusion (48.75%), visuals, specimens and written captions for a shorter duration (46.25%), lack of complete coverage of the contents (34.17%) and low visual quality of the programmes (26.25%). Hence, programme producers need to include live phone in mode programmes in their broadcasts, the agricultural university and extension agencies need to train their staff to impart script writing techniques, presentation techniques etc. and include visual effects and improve overall visual quality of farm broadcasts.

Information needs related constraints

Majority of the farmers expresses less coverage to government policies and schemes

(77.92 %), non coverage of information related to input availability (72.08 %), less emphasis to market intelligence information (67.92 %), less coverage to success stories of adoptable technologies (65.83 %), non inclusion of cost and benefit aspects (64.17 %), poor emphasis on organic farming and certification related information (60.83 %) and poor emphasis on post harvest management and storage related information (59.16 %).

Less than fifty per cent of farmers expresses lack of prior information of the topics being broadcasted (49.17 %), less emphasis on rural and agro-based industries to attract rural youth (45.00 %), lack of skill orientation in the programmes broadcasted (42.08 %), less coverage of need based content (34.58 %) and non involvement of farmers in discussions (25.42 %). Hence, the programme producers need to include information related to government schemes & subsidies, source of input availability, market intelligence and success stories in their broadcasts.

These findings are in line with the findings of Bhosle *et al.,* (2006), Agwu *et al.,* (2008), Ram *et al.,* (2008) and Krishnamurthy *et al.,* (2008).

Suggestions of televiewing farmers to arrive at the strategy for increasing effectiveness of farm broadcasts

Televiewing farmers were asked to make suggestions to improve the effectiveness of farm broadcast programmes. The suggestions along with their ranks are given in Table 2.

Table 2 clearly showed that suggestions elicited from the televiewing farmers in percentage rank order of their decreasing importance as: avoiding too much repetition of the programmes and usage of old video footage (73.75%), providing information on source of input availability (70.83%), more emphasis on programmes related to government schemes and subsidies (68.33%), training technical experts to improve their script preparation and presentation related skills (65.00%), broadcasting the programmes related to market intelligence (62.08%), broadcast programmes on Post harvest management, Value addition related information (57.92%), publicizing programme schedules in all the major news papers well in advance for wider publicity among farmers (54.17%), increasing the number of programmes on organic farming and certification (49.17%), giving priority to latest visuals, visual effects and sound effects in the programmes for increasing farmers interest (44.58%), focusing on demonstration mode of presentation to improve the skills of farmers (40.83%), incorporation of cost benefit related information for creating interest among farmers (37.92%), use of more local experts or progressive farmers / farm women (35.00%), strict adherence to seasonality in the programme broadcasts (32.92%), incorporating visuals of pest and disease symptoms during discussion (30.00%), announcing address and phone numbers of the experts at the beginning as well as after end of the programme (25.83%), giving emphasis on programmes related to rural and agro – based industries to attract youth in agriculture (24.17%), uploading of information in social media for further future reference (20.83%), repeat important programmes at weekends (19.17%), avoiding too much usage of English words and technical Jargons (15.83%), improving picture and audio quality (14.58%), dramatized presentation of farmers' field experiences and success stories (12.08%), broadcast phone–in live programmes specific to different areas to solve local problems (10.00%) and giving priority to latest technologies like Terrace gardening, Kitchen

gardening, Hydroponics and Aquaponics etc. (9.17 %) to arrive at a strategy for increasing the effectiveness of farm broadcast programmes.

From the table 2 it could be concluded that most of the farmers were suggesting to avoid too much repetition of the programmes and usage too old video footage, because in Pasidipantalu programme too much repetition was there and they are using nearly twenty five years old video footage. It may lead to loss of interest among farmers.

Secondly, televiewing farmers were suggesting to broadcast source of input availability along with technical information, because farmers are not adopting technology due to non availability of inputs like seed, bio-control agents, bio – fertilizers, bio – fungicides, soil amendments, insect traps etc,.

Followed by this, televiewing farmers suggested to broadcast information on government schemes and subsidies, due to majority of government schemes not reaching to farmers because lack of awareness. The experts used as resource person need to be trained to improve their skills in script writing, presentation, voice modulation etc, because it was observed that many experts reading the scripts rather speaking to audience, lack of voice modulation, body shivering while presentation was also observed.

It was also suggested that the farm broadcast programmes should increase the emphasis on market intelligence, post harvest management, organic farming and value addition related information. Because, now days, farmers need to be sensitized on such things to make them as agriprenuers. The daily schedule of farm broadcast programmes of various channels need to be published in news papers to create awareness among farmers. Giving priority to visual effects in explaining difficult concepts for better understanding and focusing on demonstration mode of presentations to impart skills to farmers. Incorporation of cost and benefit advantages of the technology for acceleration of adoption rate and use of local experts or progressive farmers as resource person to increase the trustworthiness of the message.

Some of the respondents expressed that strictly adherence to seasonality in telecasting farm broadcasts must be there to improve its effectiveness. For deeper understanding of the message, key visuals need to be shown while discussion with experts and also show their contact numbers for further clarification. Attracting youth into agriculture profession is the prime challenge now a days, hence the programmes on rural and agro – based industries need to be broadcasted.

Uploading of important programmes in social media for further reference, repetition of important programmes at weekends, less usage of English & difficult technical terms, improvement in picture & audio quality, dramatized presentation of the programmes, broadcasting live phone in programmes specific to different areas to solve local problems and giving priority to latest technologies like terrace gardening, kitchen gardening, hydroponics etc., are some more suggestions expressed by farmers to improve the effectiveness of farm broadcast programmes.

Table.1 Constraints faced by televiewing farmers

(n = 240)

S. No.	CONSTRAINT *	Frequency	Percentage	Rank
I	**Technical constraints**			
1.	Frequent interruption in electricity supply	184	76.67	**I**
2.	Mismatch of visual with topic of presentation	62	25.83	**X**
3.	Usage of technical terms that are difficult to understand	94	39.17	**VIII**
4.	Poor quality of visuals and sound	142	59.17	**V**
5.	Formal way of production of farm telecast programmes	125	52.08	**VI**
6.	Excessive usage of English words	81	33.75	**IX**
7.	Lack of attention to upload the important programmes in social media for further reference	153	63.75	**IV**
8.	Usage of old video footage	168	70.00	**III**
9.	Less importance given to latest technologies by the speakers	108	45.00	**VII**
10.	Too much repetition of the programmes	172	71.67	**II**
II	**Personal Constraints**			
1.	Low level of education creating problems in understanding advanced technical information.	163	67.92	**II**
2.	Lack of reinforcing effect of farm broadcasts on farmers	151	62.92	**III**
3.	Lack of content planning to the level of farmer understanding	106	44.17	**VI**
4.	Lack of emphasis to the local dialect/ colloquial language	122	50.83	**V**
5.	Lack of cooperation from other family members to watch the farm broadcast programmes	138	57.50	**IV**
6.	Less importance to dramatic effect in the farm broadcasts	83	34.58	**VII**
7.	Lack of information about experts for further consultation	181	75.42	**I**
8.	Lack of faith over message broadcasted	63	26.25	**VIII**
III	**Presentation related constraints**			
1.	Orientation of speakers to script reading rather than talking	162	67.50	**II**
2.	Lack of modulation in the voice of speaker	121	50.42	**VI**
3.	Jumping from one idea to another idea abruptly leading to confusion	117	48.75	**VII**

4.	Visuals, specimens and written captions for a shorter duration	111	46.25	**VIII**
5.	Lack of complete coverage of the contents	82	34.17	**IX**
6.	Low visual quality of the programmes	63	26.25	**X**
7.	Lack of visual effects for difficult concepts	148	61.67	**III**
8.	Summarization of salient points at the end of the programme	126	52.50	**V**
9.	Introduction of the topic is not catchy to create interest among farmers	132	55.00	**IV**
10	Less emphasis given to Phone in programmes to get the solutions for farmers problems directly from expert	178	74.17	**I**
IV	**Information needs related constraints**			
1.	Less coverage of need based content	83	34.58	**XI**
2.	Non involvement of farmers in discussions	61	25.42	**XII**
3.	Lack of prior information of the topics being broadcasted	118	49.17	**VIII**
4.	Less coverage of government policies and schemes	187	77.92	**I**
5.	Less emphasis to marketing related information	163	67.92	**III**
6.	Less coverage to success stories of adoptable technologies	158	65.83	**IV**
7.	Non inclusion of cost and benefit aspects	154	64.17	**V**
8.	Non coverage of information related to input availability	173	72.08	**II**
9.	Poor emphasis on organic farming and certification related information	146	60.83	**VI**
10	Poor emphasis on Post harvest management and storage related information	142	59.16	**VII**
11.	Lack of skill orientation in the programmes broadcasted	101	42.08	**X**
12.	Less emphasis on rural and agro-based industries to attract rural youth	108	45.00	**IX**

(*Multiple Response Format)

Table.2 Suggestions elicited from televiewing farmers to arrive at the strategy for increasing effectiveness of farm broadcasts

S. No.	SUGGESTIONS	Frequency	Percentage	Rank
1.	Dramatized presentation of farmers' field experiences and success stories	29	12.08	**XXI**
2.	Uploading of information in social media for further future reference	50	20.83	**XVII**
3.	Incorporation of cost benefit related information for creating interest among farmers	91	37.92	**XI**
4.	Use of more local experts or progressive farmers / farm women	84	35.00	**XII**
5.	Improving picture and audio quality	35	14.58	**XX**
6.	Avoiding too much usage of English Words and technical Jargons	38	15.83	**XIX**
7.	Giving emphasis on programmes related to rural and agro – based industries to attract youth in agriculture	58	24.17	**XVI**
8.	Strict adherence to seasonality in the programme broadcasts	79	32.92	**XIII**
9.	Announcing address and phone numbers of the experts at the beginning as well as after end of the programme	62	25.83	**XV**
10.	Broadcast phone–in live programmes specific to different areas	24	10.00	**XXII**
11.	Incorporating visuals of pest and disease symptoms during discussion	72	30.00	**XIV**
12.	Repeat important programmes at weekends	46	19.17	**XVIII**
13.	Avoiding too much repetition of the programmes and usage of old video footage	177	73.75	**I**
14.	More emphasis on programmes related to government schemes and subsidies	164	68.33	**III**
15.	Providing information on source of input availability	170	70.83	**II**
16.	Training technical experts to improve their script preparation and presentation related skills	156	65.00	**IV**
17.	Publicizing programme schedules in all the major news papers well in advance for wider publicity among farmers	130	54.17	**VII**
18.	Broadcasting the programmes related to market intelligence	149	62.08	**V**
19.	Increasing the number of programmes on organic farming and certification	118	49.17	**VIII**

20.	Broadcasting programmes on Post harvest management, Value addition related information.	139	57.92	**VI**
21.	Giving priority to latest technologies like Terrace gardening, Kitchen gardening, Hydroponics and Aquaponics etc.	22	9.17	**XXIII**
22.	Giving priority to latest visuals, visual effects and sound effects in the programmes for increasing farmers interest	106	44.58	**IX**
23.	Focusing on demonstration mode of presentation to improve the skills of farmers	98	40.83	**X**

Thus, it is the responsibility of the producers of farm broadcast programmes, universities and line departments to consider above suggestions for increasing the effectiveness of farm broadcast programmes.

These findings are in line with the findings of Bhardwaj (1970), Sharma and Dey (1970), Sharma and Kishore (1970), Siddaramaiah *et al.,* (1976), Sinha *et al.,* (1985), Kubde *et al.,* (1986), Bajaj and Nayak (1987), Pillai *et al.,* (1987), Singh and Patel (1988), Praveena (1991), Ingole and Ingole (1992), Kubde and Chaudari (1992), Patil and Kulkarni (1993), Sundaram and Vijayaraghavan (1993), Reddy (1995a) and Krishnamurthy *et al.,* (2008).

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