



## Feedback on Vyavasaya Soochanalu- a Farm Broadcast of ANGRAU

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### ABSTRACT

A study was taken up to get the feedback on Vyavasaya Soochanalu- a farm broadcast of ANGRAU. Majority of the respondents had expressed positive opinion with regard to the convenience of the time, duration and usefulness of the programme and they were also regularly listening to the programme. The major suggestions given for improvement of the programme were- more topics on plant protection, water management, broadcasting zonal wise technical information, allotting toll free number for asking the doubts by the farmers etc.

**Key words :** ANGRAU, Farm Broadcast

Vyavasaya Soochanalu- a farm broadcast sponsored by Acharya N.G. Ranga Agricultural University, is broadcast through All India Radio, Hyderabad. The programme is in vernacular language, Telugu and is broadcast daily. Information on agriculture and allied sectors is broadcast through this programme. The main objective of the programme is to transfer the latest technical information to all the farmers of the state to increase the agricultural production and improving their enterprises. Keeping this in view an attempt was made to get the feedback of farmers on Vyavasaya Soochanalu- a farm broadcast of ANGRAU.

### MATERIAL AND METHODS

Ex-post facto research design was followed in the study. The Mahaboobnagar district of Andhra Pradesh was selected randomly. Out of 64 mandals of the district, three (3) mandals (Nawabpet, Hanwada and Bhudpur) were selected randomly. In each selected mandal two (2) villages were selected randomly *i.e.*, Gurugunta and Darpalli villages in Nawabpet mandal; Imbrahimbagh and Tankara in Hanwada mandal and Hasnabad and Elikicherla in Bhudpur mandal, thus making six (6) villages for the study. From each selected village twenty farmers (20) were selected randomly. Altogether one hundred and twenty (120) farmers were selected for the study. The aspects/ variables selected to study the Vyavasaya Soochanalu programme were listening to radio, listening to agricultural programmes broadcast in AIR, Hyderabad, convenience of the programme, duration of the programme, method of presentation of programme, usefulness of programme, desired frequency of topics to be broadcast in a season, recollection of the topics

broadcast in Vyavasaya Soochanalu programme, practices adopted after listening the Vyavasaya Soochanalu programme, shortfalls observed in the programme and the suggestions given by the respondents for improvement of the Vyavasaya Soochanalu programme

### RESULTS AND DISCUSSION

It is observed from Table 1 that majority (68.33%) of the respondents were listening to the radio programmes regularly. This finding is inline with Talukdar and Pawar (1982). Among all the broadcast programmes majority of them (83.33 %) were listening to the Vyavasaya Soochanalu programme.

Table 1 also reveals that, majority of the respondents (83.33%) had opinion that the broadcast time of Vyavasaya Soochanalu programme was convenient. With regard to the duration of the programme, majority (76.66 %) of respondents had expressed the messages were sufficient. A majority of 56.66 per cent of the respondents had expressed the mode of preference of Vyavasaya Soochanalu programme was fair. In nutshell, Vyavasaya soochanalu programme was reported as useful by 48.33 per cent listeners.

Efforts may be initiated to present the information in a more meaningful manner to the level of understanding of the listeners.

It is evident from Table 2 that 46.66 per cent of respondents expressed that the information on crop varieties may be broadcast twice in a season, 43.33 per cent respondents opined that the topics on fertilizer application may also be broadcast twice in a season. Majority of the respondents said that the topics on sowing may be broadcast once in a

Table 1. Distribution of respondents

(n=120)

S.No	Category	Frequency	Percentage
Listening to the radio			
1	Regularly	82	68.33
2	Occasionally	35	29.16
3	Rarely	03	02.50
Listening of agricultural programmes			
1	Polam panulu	74	61.66
2	Padi panta	94	78.33
3	Illu vakili	54	45.00
4	Vyavasaya Soochanalu	100	83.33
5	Gramaseemalu	70	58.33
Convenience of the programmes			
1	Convenient	100	83.33
2	Not-convenient	20	16.66
Duration of the programme			
1	Sufficient	92	76.66
2	Not-sufficient	28	23.33
Mode of preference of the broadcast			
1	Excellent	12	10.00
2	Good	32	26.66
3	Fair	68	56.66
4	Poor	08	06.66
Usefulness of the programme- Vyavasaya Soochanalu			
1	Very useful	21	17.50
2	Useful	58	48.33
3	Useful to some extent	31	25.83
4	Not useful	10	08.33

season. Majority of the respondents ( 45.00% ) expressed that the topics on interculture may also be broadcast once in a season. 51.66 per cent of respondents observed that the topic on water management may be broadcast thrice in a season, where as 60.00 per cent of respondents felt the topic on plant protection may be broadcast more than thrice in a season and 58.66 per cent of respondents opined that the topic on post-harvest technology may be broadcast thrice in the season.

The desired frequency of topics indicates that more reinforcement of ideas on the topics plant protection and water management are needed.

Table 3 shows that the broadcast topics of Vyavasaya Soochanalu programme recalled by the respondents. 60.00 per cent recalled the topic on 'importance of soil testing', followed by 56.66 per cent recalled on 'importance of seed treatment', 55.00 per cent recalled on 'importance of organic farming' and 52.50 per cent recalled on 'importance of IPM in pest control' etc. It indicates that these programmes have drawn the attention of the farmers.

The Table 4 indicates that majority of the respondents adopted the broadcast programme 'soil testing' (45.00%) followed by adopted the practice seed treatment (42.50%), applying organic fertilizers

Table 2. Distribution of respondents according to the desired frequency of topics broadcast in the Vyavasaya Soochanalu programme during the season.

(n=120)

S. No	Category	Desired frequency							
		Once		Twice		Thrice		More than thrice	
		F	%	F	%	F	%	F	%
1	Varieties	30	25.00	56	46.66	20	16.66	14	11.66
2	Fertilizer application	18	15.00	52	43.33	28	23.33	22	18.33
3	Sowing	64	53.33	32	26.66	14	16.66	10	8.33
4	Interculture	54	45.00	42	35.00	10	8.33	14	11.66
5	Water management	06	5.00	20	16.66	62	51.66	32	26.66
6	Plant protection	-	-	20	16.66	28	23.33	72	60.00
7	Post harvest technology	08	6.66	10	8.33	68	56.66	34	28.33

F = Frequency

Table 3. Distribution of respondents according to the practices/ topics recalled by them which were broadcast in the Vyavasaya Soochanalu programme.

(n=120)

S.No	Topic	Frequency	Percentage
1	Importance of soil testing	72	60.00
2	Importance of seed treatment	68	56.66
3	Importance of organic farming	66	55.00
4	Importance of IPM in pest control	63	52.50
5	Technique of water conservation	58	48.33
6	Importance of SRI Cultivation	56	46.66
7	Storage techniques of paddy produce	55	45.83
8	Techniques in castor cultivation	48	40.00
9	Importance of intercrops	48	40.00
10	Plant protection in paddy nursery	44	36.66
11	Quality standards in rice	42	35.00

(38.33 %), integrated pest management (37.50%) and 'SRI cultivation technology' (17.50%).

This finding fell inline with their recollection of topics, these are the topics broadcast to the attention of the farmers and were adopted over a period of time.

The Table 5 shows the shortfalls observed by the respondents in the Vyavasaya Soochanalu programme. 48.33 per cent of respondents observed the shortfall like no broadcast on location specific topics followed by insufficient topics on water management (46.66%), lack of publicity on the topics broadcast in Vyavasaya soochanalu (45.00%),

timely messages are not given ( 43.33 %), messages are not treated properly (40.00%) etc.,

By considering the shortfalls identified by the respondents the overall effectiveness of the Vyavasaya Soochanalu programme may be improved and it facilitates the farmers to increase the agricultural production and also improvement of their enterprises.

The suggestions given by the respondents for improvement of Vyavasaya Soochanalu programme ( Table 6) were- giving the zonal wise technical information (48.33%), allotting toll free number to clarify the doubts of the farmers in

Table 4. Distribution of respondents according to the practices adopted by the respondents after listening to the programme- Vyavasaya Soochanalu.

(n=120)

S.No	Practice adopted	Frequency	Percentage
1	Soil testing	54	45.00
2	Seed treatment	51	42.50
3	Applying organic fertilizers	46	38.33
4	Integrated Pest Management	45	37.50
5	SRI cultivation	21	17.50

Table 5. Shortfalls observed by the respondents in the farm broadcast Vyavasaya Soochanalu.

(n=120)

S.No	Shortfalls observed	Frequency	Percentage
1	Lack of more topics on plant protection measures	59	49.16
2	No broadcast on location specific topics	58	48.33
3	Insufficient topics on water management	56	46.66
4	Lack of publicity on the topics broadcast in Vyavasaya Soochanalu	54	45.00
5	Timely messages are not given	52	43.33
6	Messages are not treated properly	48	40.00
7	Monotonous presentation of the messages	40	33.33
8	Lack of complete information on new chemicals listed in broadcast messages	32	26.66
9	Less emphasis on export oriented technologies	32	26.66
10	Repetition of same information published in Vyavasaya Panchangam	30	25.00
11	Lack of enough topics on climate and monsoon	28	23.33
12	Duration of the programme is not sufficient	28	23.33
13	Time of broadcast is not convenient	20	16.66

question-answer session (48.33%), broadcasting more topics on water management (46.66%), giving prior publicity for the programme to be broadcast in Vyavasaya Soochanalu programme (45.00%), giving the messages in time (43.33%) and using the local and farmer's words in the broadcast to enable the farmers to understand the messages properly (40.00%) etc. These findings are inline with the results of Reddy (1970).

Following the suggestions given by the respondents like broadcasting more number of topics on plant protection and water management,

giving zonal wise technical information, by giving prior publicity on the programmes etc. they may perceive the Vyavasaya Soochanalu programme is 'very useful' to them.

The respondents are continuously listening to the Vyavasaya Soochanalu programme and felt that it was 'useful' to them. The suggestions like broadcasting more topics on plant protection and water management, zonal wise technical information, allotting toll free number and giving the timely messages shall significantly improve opinion of the respondents and feel 'very useful' to them.

Table 6. Suggestions given by the respondents for improvement of farm broadcast-Vyavasaya Soochanalu.

S.No	Suggestions given	(n=120)	
		Frequency	Percentage
1	More topics are needed on plant protection	59	49.16
2	Zonal wise technical information may be given	58	48.33
3	Toll free number may be given to farmers to clarify their doubts in Question – Answer sessions	58	48.33
4	More topics may be broadcast on water management	56	46.66
5	Prior publicity may be given on schedule of programmes to be broadcast in Vyavasaya Soochanalu in newspapers, magazines etc.	54	45.00
6	The messages should be given at right time of farm operations for its effective utilization	52	43.33
7	Local and farmer's words may be used to enable the farmer to understand the messages	48	40.00
8	Instead of single scientist giving the information, the other methods of presentation may also be tried like panel discussions etc., by a group of experts to create interest among the learners	40	33.33
9	More information may be given on subsidies, loans, seed acts etc	35	29.16
10	Whenever any new chemicals were told, the concerned scientist has to specify the cost, dosage and place of availability	32	26.66
11	In addition to the information published in Vyavasaya Panchangam, additional information may be given in Vyavasaya Soochanalu programme instead of duplication	30	25.00
12	More information may be given on Bt. cotton	28	23.33
13	The duration of programme may be extended to one hour	28	23.33
14	Present time of broadcast may be changed to 6.00 pm - 7.00 pm instead of 6.55 pm - 7.15 pm	20	16.66

**LITERATURE CITED**

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