



Extent of Utilization of Mass media Sources by Farmer Field School (FFS) and non-FFS Farmers of Groundnut

Sreenivasulu S, Jain P K and Sastry T P

Department of Extension Education, S V Agricultural College, Tirupati 517 502, Andhra Pradesh

ABSTRACT

Mass media plays an important role in transferring modern agricultural technologies to farming community. The present study was conducted during 2012-13 in Chittoor district of Andhra Pradesh to assess the extent of utilization of mass media sources by Farmer Field School (FFS) farmers and non-FFS farmers of groundnut to get the agricultural information. Ex-post-facto research design was used in the present study. 120 FFS and 120 non-FFS farmers were selected randomly for the study from the selected villages where FFS was organized. The data were collected with the help of suitable developed schedule by personal interview method. Collected data were analyzed, tabulated using mean and standard deviation and results were interpreted to analyze the significant difference between FFS and non-FFS farmers. There was significant difference in mass media exposure of FFS and non-FFS farmers of groundnut. Majority (85.83%) of the FFS farmers had medium to high mass media exposure, whereas in case of non-FFS farmers majority (84.17%) of farmers were found to be having medium to low mass media exposure. Television was the most utilized source for receiving agricultural information by the majority of the FFS farmers followed by agricultural exhibitions, newspaper, farm magazines, radio and internet. Still there is great scope to improve medium mass media exposure category to high mass media exposure category by organizing more number of farmer field schools to groundnut farmers.

Key words: *Agricultural information, Farmer Field School, Groundnut and Mass media.*

Farmers field school is best described as “school without walls” where farmers improve their decision making capacity. Farmers field school at field level serve as a “learning center” to the farmers and for technology transfer through demonstrations which is based on the principle of “seeing is believing” and “learning by doing”. FFS is a group activity involving 25- 30 farmers who learn continuously during the cropping period (Gopala *et al.*, 2010). Farmers field school empowers participating farmers with scientific information/knowhow which is the driving force to produce quality product at minimum cost of production to compete in the international market.

Mass media are those channels of communication which can expose large numbers of people to the same information at the same time. They include media which convey information by sound (radio, audio cassettes); moving pictures (television, film, video); and print (posters, newspapers, leaflets). The attraction of mass media to extension services is the high speed and low cost with which information can be

communicated to people over a wide area. Mass media plays an important role in transferring modern agricultural technologies to farming community. Extent of utilization of these mass media sources by the farmers play a very important role in the adoption of the recommended cultivation practices of a particular crop. So the present study was conducted to assess the extent of utilization of mass media sources by Farmer Field School (FFS) farmers and non-FFS farmers of groundnut to get the agricultural information so as to analyze the significant difference between the FFS and non-FFS farmers.

MATERIAL AND METHODS

The study was conducted in the year 2012 - 2013 in Chittoor district of Andhra Pradesh. Ex-post-facto research design was used in the present study. Four mandals each from three revenue divisions of the district *viz* Chittoor, Tirupati and Madanapalli were selected randomly for the study. From each selected mandal one village where FFS was organized was selected randomly for the study.

120 FFS farmers and 120 non-FFS farmers at the rate of 10 from each village were selected randomly for the study. After review of literature and consultation with scientists, six mass media sources were selected. The sources of mass media selected for the study were radio, television, newspapers, farm magazines, agricultural exhibitions and browsing internet for seeking agricultural information. The response of respondents about utilization of different sources of information were recorded on three point continuum viz. frequently, occasionally and never by giving score 3, 2 and 0 respectively. The data were collected with the help of suitable developed schedule by personal interview method. Collected data were analyzed, tabulated using mean and standard deviation and results were interpreted to analyze the significant difference between FFS and non-FFS farmers.

RESULTS AND DISCUSSION

It is evident from the table 1 that there was significant difference in mass media exposure of FFS and non-FFS farmers of groundnut. Majority (85.83%) of the FFS farmers had medium to high mass media exposure, whereas in case of non-FFS farmers majority (84.17%) of farmers were found to be having medium to low mass media exposure. The probable reason might be due to the fact that FFS farmers were in regular touch with department officials, scientists of Regional Agricultural Research Station and Krishi Vigyan Kendra and the intrinsic motivation spurred by these officials might have made them exposed to different mass media sources like radio, television, newspapers, agricultural magazines, exhibitions etc. to get updated on latest technologies. There is still a scope to improve medium mass media exposure category to high mass media exposure and it is possible by organizing more number of farmer field schools in groundnut crop. These findings are in confirmation with the results of Deshmukh *et al.* (2013), Rao *et al.* (2012), Sreenivasulu (2011), Obaiiah (2004).

It was observed from the table 2 that majority (52.50%) of the FFS farmers got the agricultural information frequently by watching television as a mass media source followed by reading newspaper, reading farm magazines, listening radio and visit to agricultural exhibitions. Majority (81.67%) of the FFS farmers occasionally

utilized agricultural exhibitions as source of information followed by television, Farm magazines, radio, Newspaper and internet as source of information. Majority (86.67%) of FFS farmers never used internet as source for getting agricultural information followed by radio, farm magazines and reading newspapers for agricultural information.

In case of non-FFS farmers 30.83 % of them utilized television frequently as information source followed by newspaper, radio, farm magazines, and agricultural exhibitions respectively. Majority (64.17%) of non-FFS farmers occasionally used agricultural exhibitions as an information source followed by television, radio, newspaper, farm magazines and internet. Majority (99.17%) of non-FFS farmers were never utilized internet as a source of information followed by farm magazines, radio, newspaper, Agricultural exhibitions and television respectively.

Internet was not utilized as a source for receiving agricultural information by the both FFS and non-FFS farmers under frequently category. It might be due to lack of awareness on internet and its usage and non availability of the internet facility for rural community in the villages. These results are in accordance with the Poonam *et al.* (2011) and they reported that email/internet was perceived as least important source of information by 94.38% farmers.

Utilization of radio as a source of agricultural information by the both FFS and non-FFS farmers was comparatively lower than other mass media sources, it might be due to the fact that majority of them not possessing radio. Majority (81.67%) of FFS farmers were occasionally utilized agricultural exhibitions as source information, it is mainly due to motivation of FFS farmers by the agricultural experts towards exhibitions were organized by different institutions like Regional Agricultural Research Station, Department of Agriculture and KrishiVigyan Kendra.

In overall, television was the most utilized source for receiving agricultural information by the majority of the FFS farmers followed by agricultural exhibitions, newspaper, farm magazines, radio and internet respectively. The reason might be now a days every farmer is possessing television and having a habit of watching to acquire needy agricultural information.

Table 1. Distribution of FFS and non-FFS farmers according to their mass media exposure.

S. No.	Category	FFS (N=120)		non-FFS (N=120)		t - value	p - value
		F	%	F	%		
1	Low mass media exposure	17	14.17	37	30.83	7.719**	0.000
2	Medium mass media exposure	76	63.33	64	53.34		
3	High mass media exposure	27	22.50	19	15.83		
	Total	120	100	120	100		
	Mean		10.12		5.33		
	S.D.		4.61		5.00		

F=Frequency %=Per cent

Table 2. Sources of information used by FFS and non-FFS farmers (n=120).

S. No.	Source of information	FFS farmers						non-FFS farmers					
		Frequently		Occasionally		Never		Frequently		Occasionally		Never	
		F	%	F	%	F	%	F	%	F	%	F	%
1	Listening to Farm Radio programmes	22	18.33	47	39.17	51	42.50	13	10.83	33	27.50	74	61.67
2	Watching Television for agriculture information	63	52.50	56	46.67	1	0.83	37	30.83	48	40.00	35	29.17
3	Reading Newspapers for agricultural columns	51	42.50	40	33.33	29	24.17	18	15.00	29	24.17	73	60.83
4	Farm Magazines	31	25.83	48	40.00	41	34.17	8	6.67	11	9.17	101	84.17
5	Agricultural Exhibitions	16	13.33	98	81.67	6	5.00	7	5.83	77	64.17	36	30.00
6	Browsing Internet for agricultural information	0	0.00	16	13.33	104	86.67	0	0.00	4	3.33	116	99.17

F=Frequency %=Per cent

FFS farmers were more effectively utilized the different mass media sources for agricultural information than non-FFS farmers. Young and middle age of FFS farmers with high school and college education might have contributed to the importance of mass media as a source to seek agricultural information.

The results are in line with the findings of Sahadev and Bhimawat (2012) and Shabnam (2011), who reported that television used as main

source of information followed by newspapers, radio and agricultural magazines by the FFS farmers.

Conclusion

The results of present study concluded that there was significant difference in mass media exposure between FFS and non-FFS farmers of groundnut. Majority of the FFS farmers had medium to high mass media exposure, whereas majority of non-FFS farmers had medium to low mass media

exposure to different mass media sources. Television was the most utilized source for receiving agricultural information by the majority of the FFS farmers followed by agricultural exhibitions, newspaper, farm magazines, radio and internet respectively. Internet was least utilized as a source for receiving agricultural information by the both FFS and non-FFS farmers. It is also concluded that there is great scope to improve medium mass media exposure category to high mass media exposure category by organizing more number of farmer field schools to groundnut farmers.

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