

International Journal of Agriculture Extension and Social Development

Volume 7; Issue 12; December 2024; Page No. 398-399

Received: 11-10-2024
Accepted: 17-11-2024

Indexed Journal
Peer Reviewed Journal

Suggestions from Agro Sandesh readers to overcome the constraints experienced by them to improve agricultural information

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DOI: <https://doi.org/10.33545/26180723.2024.v7.i12f.1442>

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Abstract

A newspaper is a periodical publication containing written information about current events and is often typed in black ink with a white or gray background. Newspapers as a mass media influence public by disseminating news on local, national and international events. Further, they play an important role in the fields of agricultural development by providing knowledge to the farmers about new techniques. In Gujarat, Sandesh is leading daily newspaper and it was found in 1923. It could also be effective media in changing perception, attitude and actions of people when they are literates. So, a study was conducted to know the reading behaviour of Agro Sandesh in daily newspaper by farmers. The study would also help to know whether the agriculture information is really reaching to its actual beneficiaries and up to what extent. Ex- post facto research design was used for this study. The study was conducted in three talukas of Banaskantha district and reveal suggestion from Agro Sandesh readers.

Keywords: Agro Sandesh, newspaper, farmer, suggestion, reading behaviour

Introduction

Mass media is most important communication media, which easily reach in interior areas and diffuse the message to larger section within the short span of time. It helps to narrow the gap between research results and their application by farmers. In mass media, print media are cheaper in cost and cover large number of people. It is one of most credible sources of information and increased literacy level. It could also be effective media in changing perception, attitude and actions of people when they are literates. Newspaper is one of the cost-effective and appropriate media to transfer the knowledge. Information on agriculture and allied sectors should be brought out from the four walls of a room to the society and the nation through newspapers. Sandesh is leading daily newspaper and found in 1923. The Agro Sandesh was launched at 3rd July 2011 and it is published on every Monday. The present study was carried out to find out the suggestion of respondents about Agro Sandesh newspaper with following objectives:

Objectives

Suggestions from Agro Sandesh Readers To Overcome The Constraints Experienced By Them to improve agricultural information

Methodology

Present study was conducted in Banaskantha district of North Gujarat. Among fourteen talukas of Banaskantha, three talukas viz.; Palanpur, Deesa, Deodar were purposively selected because under these three talukas

maximum number of Sandesh newspaper distribute as compared to other talukas. The farmers of Agro Sandesh readers were the respondents for the study. Five villages from each taluka were selected randomly. From each selected villages ten farmers were selected randomly; thus total 150 farmers sample size was selected for study. An ex-post-facto research design was applied. Objective wise structural schedule was prepared and for data collection a personal contact method was followed. Data was analyzed with using frequency and percentage.

Results and Discussion

As seen from Table 1 that the most important suggestions expressed by Agro Sandesh readers were; more seasonable information should be provided (83.91%), use of more local and familiar words (77.62%), provide regular Agro Sandesh in rural area (66.43%), simplified information about doses of different fertilizer application as well as other scientific procedure (65.03%), publication of information on government schemes (52.44%) were ranked first, second, third, fourth and fifth, respectively. Further, publication of information on water harvesting (41.95%), publication of information on pest and disease management (38.46%), use of short sentences (27.97%), publication of information on scientific agricultural practices (23.07%), use of bigger size letters (20.27%) were ranked as sixth, seventh, eighth, ninth and tenth, respectively. Remaining, short review of plant medicines or herbal treatments should be included (9.09%), use of colour photographs (6.99%), publication of more information in success stories category (3.49%) and

illustration with a greater number of photographs (2.09%) respectively. were ranked eleventh, twelfth, thirteenth and fourteenth,

Table 1: Suggestions from Agro Sandesh readers to overcome the constraints experienced by them to improve agricultural information

Sr. No.	Suggestions	Frequency	Per cent	Rank
1	More seasonable information should be provided	120	83.91	I
2	Use of more local and familiar words	111	77.62	II
3	Provide regular Agro Sandesh in rural area	95	66.43	III
4	Simplified information about doses of different fertilizer application as well as other scientific procedure.	93	65.03	IV
5	Publication of information on government schemes	75	52.44	V
6	Publication of information on water harvesting	60	41.95	VI
7	Publication of information on pest and disease management	55	38.46	VII
8	Use of short sentences	40	27.97	VIII
9	Publication of information on scientific agricultural practices	33	23.07	IX
10	Use of bigger size letters	29	20.27	X
11	Short review of plant medicines or herbal treatments should be included	13	9.09	XI
12	Use of colour photographs	10	6.99	XII
13	Publication of more information in success stories category	5	3.49	XIII
14	Illustration with more number of photographs	3	2.09	XIV

Conclusion

In conclusion, the suggestions from *Agro Sandesh* readers highlight key areas for improvement in the newspaper. The most important recommendations include providing more seasonal information (83.91%), using more local and familiar language (77.62%), ensuring regular delivery in rural areas (66.43%), simplifying information on fertilizer applications and scientific procedures (65.03%), and publishing information on government schemes (52.44%). Other notable suggestions include covering topics like water harvesting, pest and disease management, and scientific agricultural practices, along with improvements in language simplicity and visual appeal. Additionally, readers expressed interest in the inclusion of plant medicine reviews, color photographs, success stories, and more illustrations. These suggestions provide valuable insights for enhancing the relevance and accessibility of Agro Sandesh for its audience.

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