

Effectiveness of Farm Programme *Amachi Mati Amachi Mansa* as perceived by Televiewing Farmers

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Abstract

Television is recognized as an effective mass medium to spread education, promote social change and rural development. A study was taken up on the perception of the viewers about the effectiveness of the agricultural programme Amachi Mati Amachi Mansa, a television programme in Marathi. The specific objectives were to assess the effectiveness of the programme as perceived by televiewing farmers and to know their expectations about the farm programme. The study revealed that the programme was perceived as useful, effective, and motivating. Some of the suggestions relate to duration of the telecast, programme timings, involvement of progressive farmers in the programme etc.

Introduction

The Government of India recognized television as the most effective mass medium to spread education, promote national integration, social change and rural development. Rural development especially in a country like India, mainly depends upon the development of Agriculture. Considering this, "Krishi Darshan" programme was started by Delhi Doordarshan, for the first time, for the benefit of Indian farmers.

In Maharashtra, a special programme on Bombay Doordarshan providing information in Marathi on agriculture and allied subjects started from August 9, 1986 under the title *Amachi Mati Amachi Mansa*, on every Monday to Friday between 6.30 to 7.00 pm. This programme which became very popular later gives seasonal practical knowledge to the farmers regarding agricultural and allied enterprises. The worth of any programme can only be judged by audience response and feed back. It was therefore, felt necessary to study the perception of the viewers about the effectiveness of the agricultural programme *Amachi Mati Amachi Mansa* on television. The specific objectives of the study were:

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1. To appraise the effectiveness of the programme *Amachi Mati Amachi Mansa* as perceived by televiewing farmers.
2. To know the expectations of televiewing farmers about the farm programme.

Methodology

The study was conducted in two randomly selected districts of Marathwada region viz. Parbhani and Hingoli. Two talukas from each district viz. Jintur and Parbhani from Parbhani district and Kalamnuri and Aundha Nagnath from Hingoli district were selected randomly. Three villages from each taluka and 10 televiewing farmers from each village were selected randomly. Thus the total sample comprised of 120 respondents. The data were collected with the help of a structured interview schedule. Descriptive statistics like percentage and frequency was used for analysis of the data.

Findings

Component wise Perceived Effectiveness of Farm Programme

It is seen from Table 1 that a majority of the respondents (75.83 per cent) opined that they fully understood the information; followed by 21.66 per cent respondents who partially understood the information telecast in the programme. There were only 2.51 per cent respondents in 'not understood' category. It is an encouraging finding that a majority of the respondents understood the telecast information.

It was clear that 80.00 per cent of the respondents perceived the farm programme *Amachi Mati Aamchi Mansa* as useful, 19.16 per cent reported the farm programme as somewhat useful.

Majority of the respondents (67.50 per cent) perceived that they got new information through this programme, Ten per cent of the respondents perceived that they did not get new information. About 53.00 per cent respondents stated that the programme was somewhat effective followed by effective (40.83 per cent), while 6.67 per cent perceived the programme as not effective.

It is also seen from Table 1 that 63.33 per cent of the respondents perceived that the topics were completely covered followed by partially covered (30.00 per cent) and only 6.67 per cent of the respondents mentioned that the topics were not completely covered.

Regarding adequacy of time it was noticed that 60.00 per cent of the respondents perceived that the time was adequate, while 30.00 per cent felt that the time given was less than required. Ten per cent of the respondents perceived that the time for the topic was much less than required.

Majority (70.00 per cent) of the respondents perceived that pace of presentation of farm telecast was normal, while 25.83 per cent and 4.1 per cent of the respondents perceived that the pace of presentation was fast and slow, respectively.

As regards relevance of illustrations, it was found that 68.33 per cent of the respondents perceived relevance of illustrations used in the farm telecast, while 16.67 percent of the respondents perceived that illustrations were somewhat relevant. Fifteen per cent of the respondents perceived that illustrations were not relevant.

It can be seen from Table 1 that majority (52.50 per cent) of the respondents perceived that the farm programme *Amachi Mati Amachi Mansa* was entertaining, while 27.50 per cent perceived that the programme was somewhat entertaining. A further 20.00 per cent of the respondents perceived the programme as not entertaining.

Majority (50.83 per cent) of the respondents perceived that the programme was motivating, 40.00 per cent perceived it as somewhat motivating while 9.17 per cent perceived the programme as not motivating.

It was also reported by more than three fourths (77.50 per cent) of the respondents that the topics were as per the season, while 20.00 per cent of respondents perceived only some topics as per the season. Very few (2.50 per cent) of the respondents perceived that the topics were not as per the season.

Table 1 . Distribution of respondents on perceived effectiveness of farm programme (component wise)

Sl. No.	Category	No.	Percent
1	Understandability		
i)	Fully understood	91	75.83
ii)	Partially understood	26	21.66
iii)	Not understood	03	02.51
2	Usefulness		
i)	Useful	96	80.00
ii)	Somewhat useful	23	19.16
iii)	Not useful	01	00.84

3	Newness of information		
i)	New	81	67.50
ii)	Somewhat new	27	22.50
iii)	Not new	12	10.00
4	Effectiveness		
i)	Effective	49	40.83
ii)	Somewhat effective	63	52.50
iii)	Not effective	08	6.67
5	Coverage of Information		
i)	Complete	76	63.33
ii)	Partial	36	30.00
iii)	Incomplete	08	06.67
6	Adequacy of time		
i)	Adequate	72	60.00
ii)	Less than required	36	30.00
iii)	Much less than required	12	10.00
7	Pace of Presentation		
i)	Fast	31	25.83
ii)	Normal	84	70.00
iii)	Slow	05	04.17
8	Relevance of Illustrations		
i)	Relevant	82	68.33
ii)	Somewhat relevant	20	16.67
iii)	Not relevant	18	15.00
9	Entertainment		
i)	Entertaining	63	52.50
ii)	Somewhat entertaining	33	27.50
iii)	Not entertaining	24	20.00
10	Motivational		
i)	Motivating	61	50.83
ii)	Somewhat motivating	48	40.00
iii)	Not motivating	11	09.17
11	Season		
i)	As per season	93	77.50
ii)	Somewhat as per season	24	20.00
iii)	Not as per season	03	02.50

Overall Perceived Effectiveness of the Farm Programme

As regards perceived effectiveness of the farm programme, it can be seen from Table 2 that a majority i.e. 60.00 per cent of the respondents perceived effectiveness as medium, whereas 26.67 per cent perceived effectiveness as high and only 13.33 per cent of the respondents perceived low effectiveness.

Table 2. Distribution of respondents by their overall perceived Effectiveness of farm programme *Amachi Mati Amachi Mansa*.

Sl. No.	Category	No.	Percent
1	Low (up to 25)	16	13.33
2	Medium (26 to 30)	72	60.00
3	High (31 and above)	32	26.67

Expectations of Televiewing Farmers about the Farm Programme

A Expectations about Mode of Presentation of Farm Programme

Majority of the respondents (45.00 per cent) expected that the farm programme *Amachi Mati Amachi Mansa* must be telecast in the form of interview of progressive farmers, followed by discussion between progressive farmers and other farmers (32.05 per cent), direct questions and answers (30.00 per cent), success stories of progressive farmers (25.83 per cent), discussion between Scientist and farmers (25.00 per cent) and interview of scientists (24.16 per cent.)

Seventeen per cent of the respondents expected that there should be inclusion of demonstration while 12.00 per cent of respondents expected straight talk as the mode of presentation.

Table 3. Expectations of Televiewing Farmers about Mode of Presentation

Sl.No.	Particulars	No.	Percent
1	Interview of scientists	29	24.16
2	Interview of progressive farmers	54	45.00
3	Discussion between progressive farmers and other farmers	39	32.05
4	Discussion between scientists and farmers	30	25.00
5	Inclusion of demonstration	21	17.05
6	Success stories of progressive farmers	31	25.83
7	Straight talk	14	11.66
8	Questions and Answers	36	30.00
9	Through lyrics	05	04.16
10	Through drama	06	05.00

B. Expectations of Televiewing Farmers about Duration of Telecast

It was observed that 11.66 per cent of respondents suggested sixty minutes duration for the programme and 6.66 per cent respondents expected the programme to be of 45 minutes instead of 30 minutes as may be seen in Table 4.

Table 4. Expectations of Televiewing Farmers about Duration of Telecast of Farm Programme

Sl. No.	Duration of telecast	No.	Percent
1	One hour per day	14	11.66
2	Forty-five minutes per day	08	06.67

C. Expectations of Televiewing Farmers about session of Telecast of Farm programme

Most of the respondents (94.16 per cent) reported that present session of telecast i.e. evening session is suitable for them. Very few (5.83 per cent) respondents expressed that programme should be in the morning or afternoon session (Table 5).

Table 5. Expectations of televiewing farmers about session of telecast of farm programme

Sl.No.	Session of telecast	No.	Percent
1	Morning	04	03.33
2	Afternoon	03	02.50
3	Present time of session is suitable	113	94.16

D. General Expectations of Televiewing Farmers

It was reported by 35.00 per cent of the respondents (Table 6) that there should not be any advertisement during the programme; 31.67 per cent respondents suggested that the next day's programme schedule may be announced, while 24.16 per cent respondents expected that there should be use of important visual clippings during talks. However, 26.67 per cent respondents suggested that the evening session of the programme should be started at 7.30 p.m. instead of 6.30 p.m.

Table 6. General expectations of Televiewing farmers

Sl. No.	Particulars	No.	Percent
1	No advertisement during programme	42	35.00
2	Use of visual clippings during talk	29	24.17
3	Showing of next day's program schedule	38	31.67
4	Evening session of farm telecast should start at 7.30 p.m.	32	26.67

Conclusions

Majority of the respondents perceived the farm programme *Amachi Mati Amachi Mansa* as useful, fully understood, involving new information, some what effective, giving complete coverage of information, adequate time, having normal pace of presentation, entertaining, motivating, as per season with relevance of illustrations.

As regards overall perceived effectiveness of the farm programme it was observed that a majority of the respondents were from the category of medium effectiveness followed by high and low category.

As regards the mode of presentation, it was found that forty-five per cent of the respondents expected that the farm programme *Amachi Mati Amachi Mansa* should be in the form of interview of progressive farmers followed by discussion between progressive farmers and other farmers, questions and answers, success stories of progressive farmers and discussion between scientists and farmers. About one fifth of respondents expected that the duration of telecast should be 45 minutes to one hour instead of 30 minutes. About six per cent of the respondents suggested that the session of telecast should be shifted from evening to morning or afternoon.

About one third of the respondents suggested that there should not be any advertisement during the programme, 31.67 per cent respondents suggested that there should be showing of next day's schedule of farm programme and 24.17 per cent respondents suggested that visual clippings should be used during the talk.

Implications

1. Producers of farm telecast should take care and see that the programme is made more entertaining to farmers by presenting it in the form of songs and drama preferably on the lines of folk art.

2. The producers and the specialists involved in the programme should make an effort, to collect or prepare relevant illustrations for exhibiting them during the programme.
3. The Programme organizer should orient the specialist on the level of comprehension of the audience and keep the speed of delivery matching with it. Reiterating important points may help to imbibe important subject matter on the part of the audience.
4. The producers of farm telecast should preferably involve progressive farmers in the programme.
5. The management authority may think of expanding the span of the programme for the benefit of televiewing farmers preferably scheduling it at 7.30 p.m. instead of 6.30 p.m.
6. The producers should show the next day's schedule at the end of the farm programme, so that televiewers can get an idea of the next farm programme and watch the programmes / topics of their preference.

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