Role of Krishi Darshan in Transforming Agricultural Technologies: A Study on Agriculture Program in Rural Development

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Abstract

India is an agricultural country where half of the population is based on agriculture for their livelihood. So television is a powerful tool to access the information to farmers through Krishi Darshan. This study aims to analyze how the Krishi Darshan provides the information to the farmers so that they can improve their agriculture practices. The study was conducted in four villages of Allahabad district. Descriptive research design was used for this study. Fifteen farmers from each village were selected and thus a total 60 respondents were selected for the study by the researcher. Interview schedules were used to collect the relevant data and facts. The self interview schedule was developed by the researcher for survey. Statistical analytical tools that are frequency, percentage and chi-square have been used to find the association between knowledge with age and educational level. The results of the data analysis revealed that the maximum numbers of respondents have medium level of knowledge about Krishi Darshan. A non-significant association between educational level and knowledge is found while significant association between age and knowledge. The accuracy of the analysis is dependent upon the accuracy of the data reported by farmers. The results of this study would help increase the quality of Krishi Darshan so that they can provide more information and instructions to the farmers and to increase their farming practices. Interview schedule can be applicable in assessing the other farmers' knowledge of Allahabad district. The study provides information about Krishi Darshan that help to increase the livelihood of farmers. It is an important study for illiterate farmers who cannot use print media and not well informed about the agriculture practices.
Keywords- Krishi Darshan, Knowledge, Agriculture Technologies, Rural Development

Introduction

India is the second largest producer of agricultural products and also has second largest arable land. The planners in developing countries realize that the development of agriculture could be hastened with the effective use of mass media **(Purushothaman *et al*., 2003).**
Television is considered to be effective in communicating the agricultural technology to needy and farmers of remote area in no time and help to bridge the gap between the scientist and farmers and also increasing the knowledge level of farmers. One of the important

objectives of television is to provide essential knowledge and information in order to stimulate greater agricultural production. Agricultural information is disseminated to the farmers through *Krishi Darshan* programme **(Badodiya *et al.,* 2010).**

There are variations in innovation and its adoption determines by various factors. Since the inception of the "Krishi Darshan" is imparting the magnifying role in the upliftment of the 75 per cent agriculture based Indian society. This agriculture based program is serving the core information and solves the queries of remote agrarians regarding the agriculture, horticulture, animal husbandry etc. The aim of the program was to disseminate agricultural information to the rural, farming audience. It is the longest running program in the history Indian television with the collaboration Ministry of Agriculture, Govt. of India (**Singh *et al.*, 2014).**

Objectives-

1. To ascertain the level of knowledge of the respondents about the programme related to agriculture on television.
2. To find out the role of television in disseminating agricultural technologies.

Methodology

Descriptive research design was adopted for the study. The study was carried out in Allahabad district of Uttar Pradesh during the year 2013-14 purposively because such kind of study had not been conducted in this area in past. Chaka block of Allahabad district was selected purposively due to higher use of mass media in which *Hathigan, Purawa Khas, Teduaon, Tilakhwar* villages were selected purposively because such kind of study has not been conducted in these villages. Fifteen farmers from each village were selected purposively who had television. Thus a total study sample comprised of 60. Structured interview schedule was prepared which contain multiple choice questions and open ended questions. The interview schedule was prepared in English and translated into Hindi to the respondents which were used to secure information systematically from the respondents. Personal interview technique was used to collect the data at respondents' home to get reliable data. The pre-testing was conducted on 20 farmers of non-sampled area of Chaka block. The data was tabulated and then analyzed by frequency, percentage, mean and chi-square.

Results and Discussion-

Table 1. Distribution of respondents according to the creation of awareness among the farmers

{N=60}

S. No.	Programme that create the awareness among the farmers	Frequency	Percentage
1.	To be timely informed about the new technologies	5	8.33
2.	Upcoming warning about the farming	10	16.67
3.	To demonstrate the crops	5	8.33
4.	All of the above	40	66.67
	Total	**60**	**100**

The table 1 shows that 66.67 percent respondents reported correctly that Krishi Darshan creates the awareness among the farmers and choose all the above options.

Table 2. Distribution of respondents according to their knowledge level about Krishi Darshan

{N=60}

S. No.	Level of knowledge	Frequency	Percentage
1.	Low (16-20)	11	18.33
2.	Medium (20-24)	34	56.67
3.	High (24-28)	15	25
	Total	60	100.00

Regarding the knowledge level, the above table shows that half of the respondents had medium level of knowledge.

Table 3. Distribution of respondents according to the programme list of Krishi Darshan programmes related to agriculture telecast on television

S. No.	List of Programmes	Yes	
		F	**%**
1.	Farming of Amla	40	66.67
2.	Bank facilities for the farmers	30	50
3.	Agriculture work in farming of Potato crop	45	75
4.	Important suggestions for increasing healthy Paddy crop	35	58.33
5.	Impact of fog on farming	20	33.33
6.	Farming of Rabi crop	23	38.33
7.	Special information on nursery of fruitful trees	26	43.33
8.	Care of mango trees	44	73.33
9.	Importance of chemical free food products	60	100
10.	Care of mango gardens	55	91.67
11.	Farming of onion in scientific way	47	78.33
12.	Farming of tomatoes	39	65

The above table concludes that 33.33 percent respondents watched impact of fog on farming, 38.33 percent watched farming of rabi crop, 43.33 percent watched Special information on nursery of fruitful trees where 50 percent respondents watched Bank facilities for the farmers. 58.33 percent respondents watched Important suggestions for increasing healthy Paddy crop and 65 percent watched Farming of tomatoes. 75 percent respondents watched Agriculture work in farming of Potato crop, where 55 percent watched Care of mango trees and 78. 33 percent watched Farming of onion in scientific way where 91.67 percent respondents watched Care of mango gardens and cent per cent respondent watched Importance of chemical free food products.

Table 4. Association between educational level and knowledge of the respondents about Krishi Darshan

{N=60}

S. No.	Category	Knowledge level						Total of %	Calculated Value	Tabulated value
		Low		Medium		High				
	Educational level	**F**	**%**	**F**	**%**	**F**	**%**		*9.196	5.991
1.	Up to primary	2	3.33	5	8.33	3	15	18.33		
2.	Highschool	5	8.33	13	21.67	16	26.67	56.66		
3.	Graduate	3	5	7	11.67	6	10	26.67		

Result is non-significant at 2 degree of freedom at 5 % probability level = 5.991. There is an association between educational level of farmers and knowledge of farmers. Hence, it is concluded that knowledge is not dependent on education of the farmers.

Table 5. Association between age and knowledge of the respondents about Krishi Darshan

{N=60}

S. No.	Category	Knowledge level						Total of %	Calculated value	Tabulated value
		Low		Medium		High				
	Age in years	**F**	**%**	**F**	**%**	**F**	**%**		*9.196	5.991
1.	Up to primary	2	3.33	5	8.33	4	6.67	18.33		
2.	Highschool	5	8.33	15	25	14	23.33	56.66		
3.	Graduate	3	5	4	6.67	8	25	25		

Result is significant at 2 degree of freedom at 5 % probability level= 5.991. There was a association between age of farmers and knowledge of farmers. Hence, it is concluded that knowledge is dependent on age of the respondents.

Conclusion

It has been concluded that farmers had medium level of knowledge about Krishi Darshan. In association of knowledge and education level, it was found that knowledge is not dependent on educational level but dependent on age.

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