



## Problems and Suggestions of Different Farm Publications Readers of Karnataka

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### ABSTRACT

The present study was focused on the objective to know the problems of reader farmers of farm publications and their suggestions. The study was conducted in Dakshina Kannada and Dharwad districts of Karnataka. In these districts, the three farm publications namely newspapers, farm magazine and leaflet/folders were selected to know the problems of reader farmers and their suggestions. Primary data for the study were collected through a sample of 120 reader farmers in 8 villages in the study area. Simple random sampling procedure was used in collecting data. The study indicated that majority 80.83 per cent of the respondents expressed that "Sometimes information published was neither timely nor practical" as first highest problem followed by "articles are not related to average land holding farmers" (70.00%), "no information about cost-benefit ratio for new enterprises / technology / crops" (65.83%) and others. The probable reason for this was may be that the articles published in these different Kannada farm publications are not based on opinion of the farmers before it was published. The suggestions offered by the readers to improve standards of farm publications in Kannada, majority 94.16 per cent of them suggested Writing should be based on farmers experience which would help them in understand the information very easily as they feel it was real and close to their feelings.

**Key words:** Farm publications, Readers, Problems, Suggestions, Kannada

Print media in India occupy a prestigious position among the media of today. Today's print media has to combat the challenges of informing, educating and entertaining their readers so that they can participate fully in affairs of the country. Print media appeal to an expanding range of reading taste and internet and thus serve to maintain communication with the readers in the social system in a regular and friendly manner. As far as the extension work is concerned, the print media through farm publications help the extension professionals in making their advisory work more interesting and effective by convincing the target

group of farmers about the new ideas and development in the field of agriculture and allied. However, the impact of farm publications as a print medium on the readers mostly depends upon how the content is presented, understood and interpreted. There has been substantial increase in national literacy rate from 64.83 per cent in 2001 to 74.04 and also in Karnataka it increased from 66.64 per cent in 2001 to 75.36 per cent in 2011 (Anonymous 2011). This clearly indicates that print media can be better utilized for onward transmission of information and offers new promises and prospects for utilization of publications by masses including

farmers. The farm publications are the one which contains information related to various topics of interest not only for the farmers but also for the extension agents. They have contributed in steering their opinion in a particular direction.

The farm publications have been an effective means of communication than spoken words. The written words are helping or make advisory work more interesting to farm people. Unlike the spoken words, it can be preserved for future reference and can be read more leisurely, at any time to refresh memory. It convinces people, motivates and leads them to action. Even though farmers are getting scientific and innovative information from farm publications they are facing problems in terms of availability, understandability and readability. Therefore to make farm publications more effective and to improve the quality of content there is a need to know the problems of reader farmers and suggestions offered by them.

## MATERIALS AND METHODS

The study was conducted in Dakshina Kannada and Dharwad districts purposively because the selected farm magazine and newspaper viz. Adike Patrike and Udayavani published in Dakshina kannada, Krishi Munnade and Samyukta Karnataka was published in Dharwad districts respectively. The second reason was that there were highest literates in these two districts (Census report 2011). Further leaflets and folders are also considered which are published by State agricultural universities, developmental departments, NGO's and input agencies for the study. The present study aims to know the problems and suggestions of reader farmers. Two talukas in each district were selected, under two talukas 2 villages in each taluk were considered. Thus 15 Kannada farm publication reader farmers were selected. Hence a total 120 reader farmers were selected for the study. The data collected from the reader farmers were scored and analyzed using the suitable statistical tools and methods like frequency and percentages.

## RESULTS AND DISCUSSION

A glance at the (Table 1) reveals about problems of reader farmers with respect to agriculture information published in different farm publications. Majority 80.83 per cent of the respondents expressed that "Sometimes information published was neither timely nor practical" as first highest problem. The probable reason for this was may be that the articles published in these different Kannada farm publications are not based on opinion of the farmers before it was published. As preferences of the farmers differ from region to region it is difficult for publication agencies to take the consensus of everyone. These results are similar with the findings of Amaresh (2000).

Seventy per cent of the Kannada farm publication reader farmers expressed "Articles are not related to average land holding farmers". The probable reason was that to adopt any technology many resources are required in which land is important factor. This crucial factor is skeptical by the small and marginal land holders. Similar results were already recorded by Barman and Gogoi (2000). The other reason was that the adoption of technologies involved much risk and time consuming process where the average land holders were unable to adopt it. Thus, they might felt that articles given in the Kannada farm publications are not so much related to average land holding farmers.

The third highest problem expressed by the Kannada farm publication reader farmer was "No information about cost benefit ratio of new enterprises/technology/crops" (65.83%). The probable reason might be due to that cost benefit ratio is calculated by professionals of the particular field where the farm publication agencies had their own limitation in publishing of the information. Even there is a time limitation, resources, experts to bring this information in presentation form. Hence, the Kannada farm publication agencies may not publish the cost benefit ratio aspects in the relevant articles. These results are in accordance to Hanumanaikar (2009).

Table 1 Problems of agriculture information reader farmers in different Kannada farm publications

Problems	Frequency	Percentage
Sometimes information published was neither timely nor practical	97	80.83
Articles are not related to average land holding farmers	84	70.00
No information about cost-benefit ratio for new enterprises / technology / crops	79	65.83
No detailed information about author for future reference	71	59.16
Lack of comprehensive information	65	54.16
Less information about preparation of organic fertilizers like, bheejamrutha, jeevamrutha etc.	58	48.33
Usage of technical jargons	50	41.66
Less articles in the form of success stories	53	44.16
Lack of information about processing and value addition	47	39.16
Less information about agro forestry, medicinal and aromatic crops	42	35.00

The responses are mutually exclusive

About sixty per cent of the Kannada farm publication reader farmers expressed problem of "No detailed information about author for future reference". The reason for this was few articles which are published in these publications were collected from various sources. With respect to daily newspapers most of the articles related to

agriculture was general agriculture news articles where there is no practice by the publication agencies to give authors information for this type of articles. Thirty five per cent of the reader farmers expressed the problem of "Less information about agro forestry, medicinal and aromatic crops" (Natikar 2001). The reason for this was due to these

crops are having less importance and majority of the farmers do not concentrate more so towards farm publication

agencies might not have published good number of articles on these topics.

**Table 2 Suggestions of farm publication reader farmers to improve standards of farm publications in Kannada**

Problems	Frequency	Percentage
Writing should be based on farmers experience	113	94.16
Publish detailed information by making series of articles instead of one large article with brief information	108	90.00
Publish information written by authenticated source like scientist, department officials etc	98	81.66
Provide necessary information about author	91	75.83
Publication of daily and season wise suggestions to farmers is necessary	85	70.83
Articles should be written in farmers language using local words.	74	61.66
Publish information on time with attractive photos	66	55.00
Publish information on tree species and rare crops which are suitable to specific location.	57	47.50
Use of short sentences and simple language	52	43.33
Publish important information daily on prescribed page only	50	41.66

The responses are mutually exclusive

The information presented in the (Table 2) depicts the suggestions offered by the readers for to improve standards of farm publications in Kannada. Majority of them (94.16%) suggested Writing should be based on farmers experience which would help them in understand the information very easily as they feel it was real and close to their feelings. This would also help them to contact progressive farmers and adopt the technologies. While, 90.00 per cent of them suggested for publishing detailed information by making series of articles instead of one large article with brief information as it creates more interest and curiosity to read the information and also maintain a better tempo of reading. Whereas, 81.66 per cent of them suggested to publish information written by authenticated source like scientist, department officials etc as farmers felt the information written by scientist and department officials are authenticated and trust worthy. These findings are in line with Sandesh (2004).

Other suggestions given by the farmers in the order of ranking were, Provide necessary information about author (75.83%), Publication of daily and season wise suggestions to farmers is necessary (70.83%), Articles should be written in farmers language using local words (61.66%), Publish

information on time with attractive photos (55.50%), Publish information on tree species and rare crops which are suitable to specific location (47.50%), Use of short sentences and simple language (43.33%), Publish important information daily on prescribed page only (41.66%), respectively.

Sometimes information published was neither timely nor practical was the highly perceived problem. The publication agencies should try to publish the information region and season specific. Though it is difficult to consider the opinion of all the farmers it is advisable to consider the opinion of average number of farmers and publish he information according to their need. Similarly, Writing should be based on farmers experience was the suggestion given by majority of the farmers. As the farmers get convince very early when they read the articles written by their fellow farmers, the publication agencies should concentrate more in publishing information. The findings of the study will help the publishing agencies to adjust the contents of their published matter suitably for effective communication in future. The results also help the publishers to resynthesise the content of the publications accordingly.

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