

Feedback Survey Report On Kisanvani Programme



Under
'Mass Media Support to Agriculture Extension'
Sponsored by
Ministry of Agriculture, Govt. of India.

[Part:(X): 32nd to 42nd Week (1st November, 06 to 21st January, 07)]



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June, 2007.

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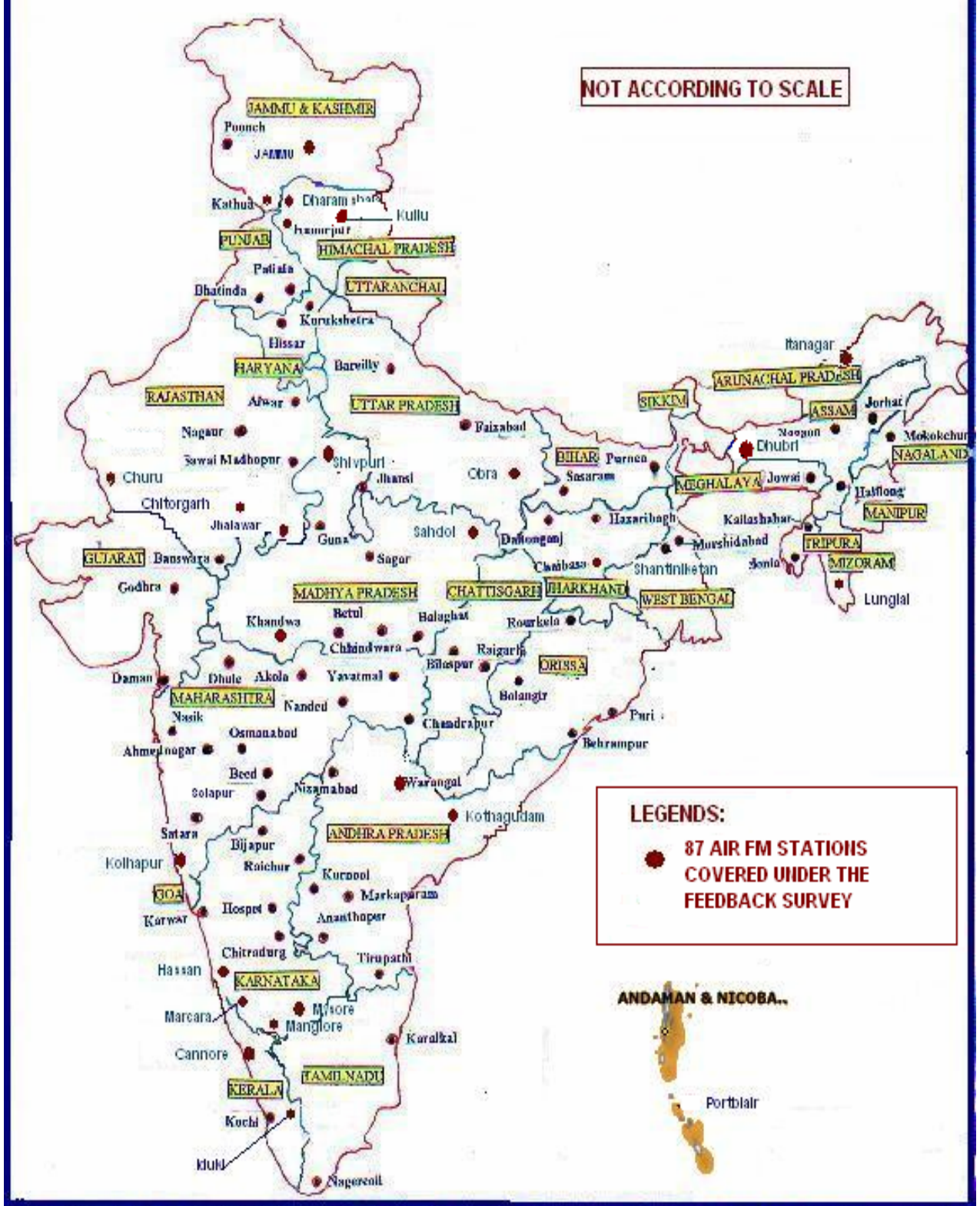
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STUDY PROFILE

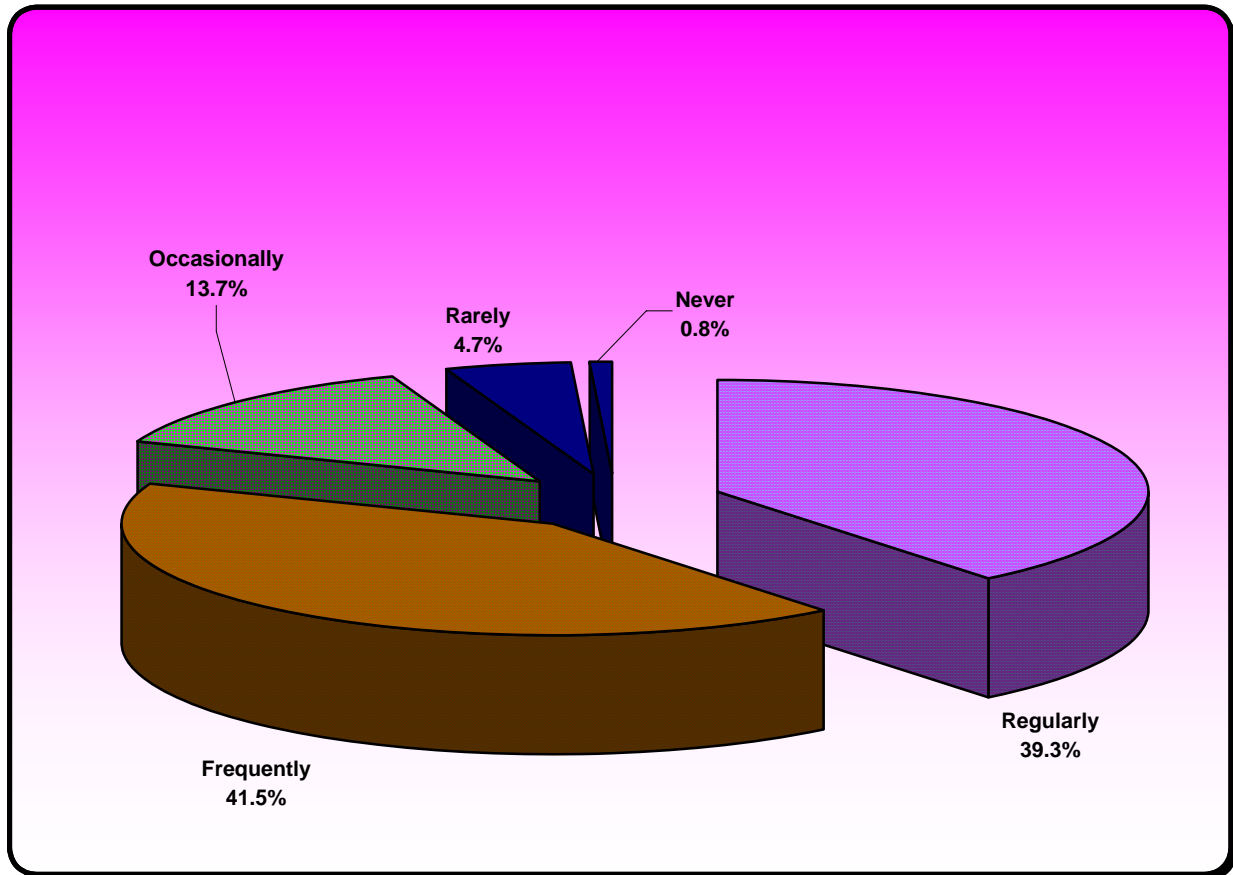
- **Name of the Study** Feedback Survey on Kisanvani Programme under the scheme ‘Mass Media Support to Agriculture Extension’
- **Research Design.** Audience Research Unit, DG, AIR.
- **Period of field survey** 01st November, 2006 to 21st January, 2007 (32nd to 42nd week of study)
- **Place of survey** 1790 Villages in primary coverage zone of 87 AIR, FM Stations spread over 24 States and two Union Territories across the country.
- **Sample Size** 17900 Pre-informed farmers (2 villages per week per FM Station and 10 farmers per village)
- **Research Tool** Pre-coded Structured Questionnaire.
- **Data Collection** By Part-time casual Investigators trained for this purpose & supervised by the Audience Research Units of respective states/assigned units.
- **Data Compilation, Analysis & Report writing.** Computerized at Headquarters, Audience Research Unit, DG, AIR, New Delhi.
- **Preparation of Report** June, 2007

MAP SHOWING AIR FM STATIONS COVERED UNDER KISANVANI FEEDBACK SURVEY



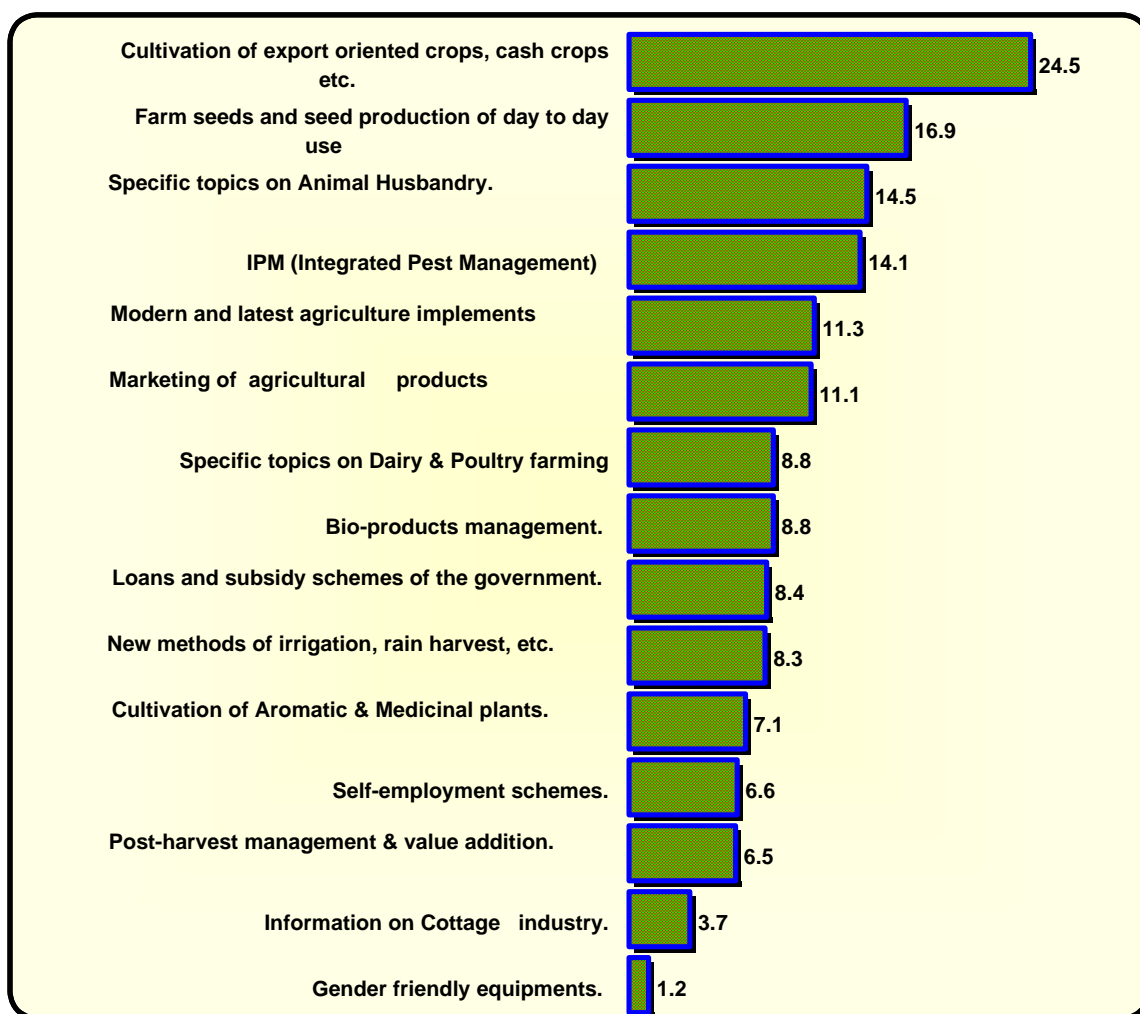
SALIENT FINDINGS

■ **Frequency of listening to Kisanvani:**



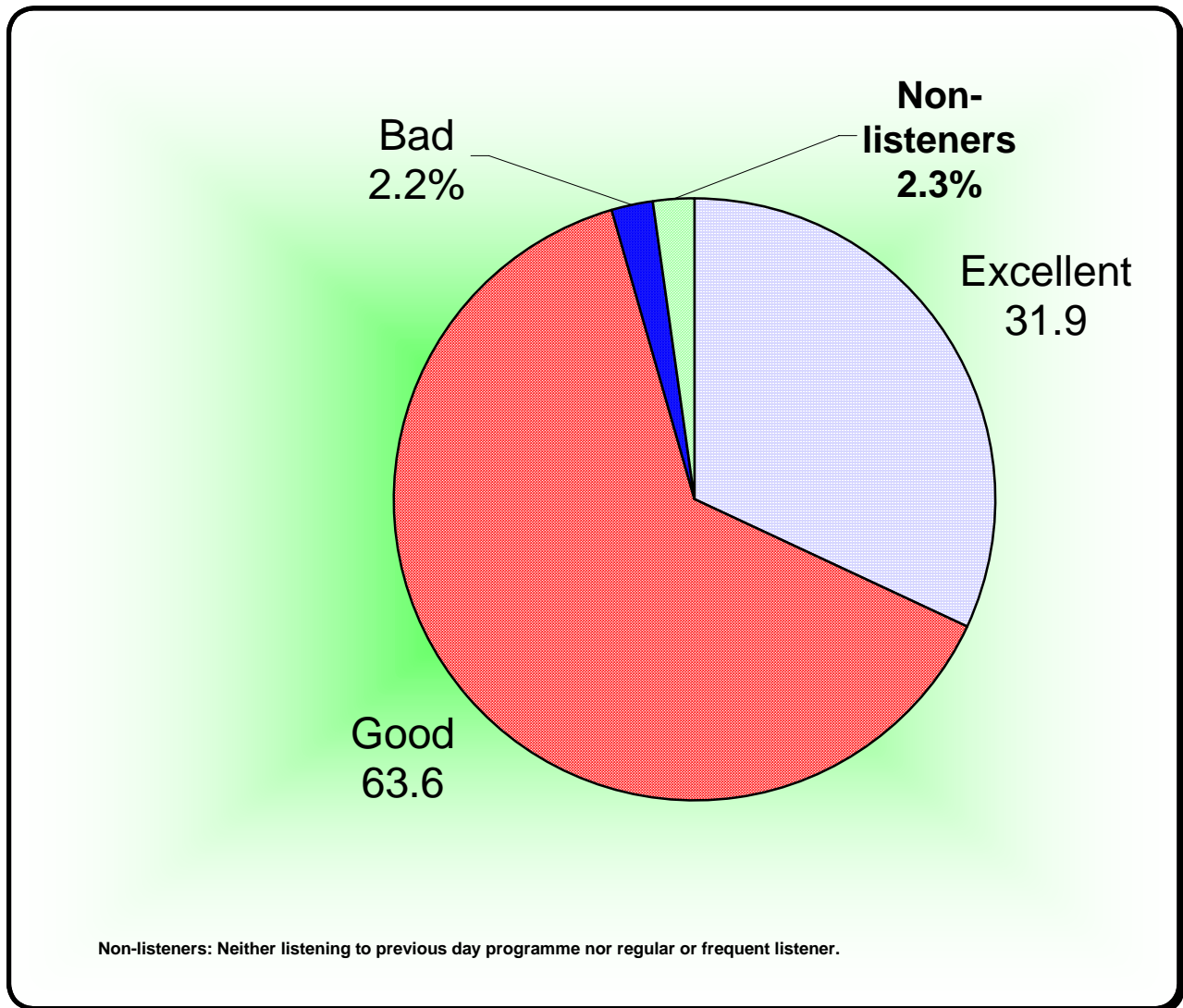
Regular listening (5-7 day a week) to Kisanvani programme was found to be 39.3% during the period from November-06 to January-07. There was a slight increase of 0.1% in regular listening as compared to previous weeks (27th to 31st week- September-October, 2006). Frequent listening (3-4 days a week) was 41.5%, which was marginally lower (2.3%) than the previous weeks. However, regular & frequent listeners combined constituted 80.8% of the total sample respondents.

■ Item listened under the Kisanvani Programme:



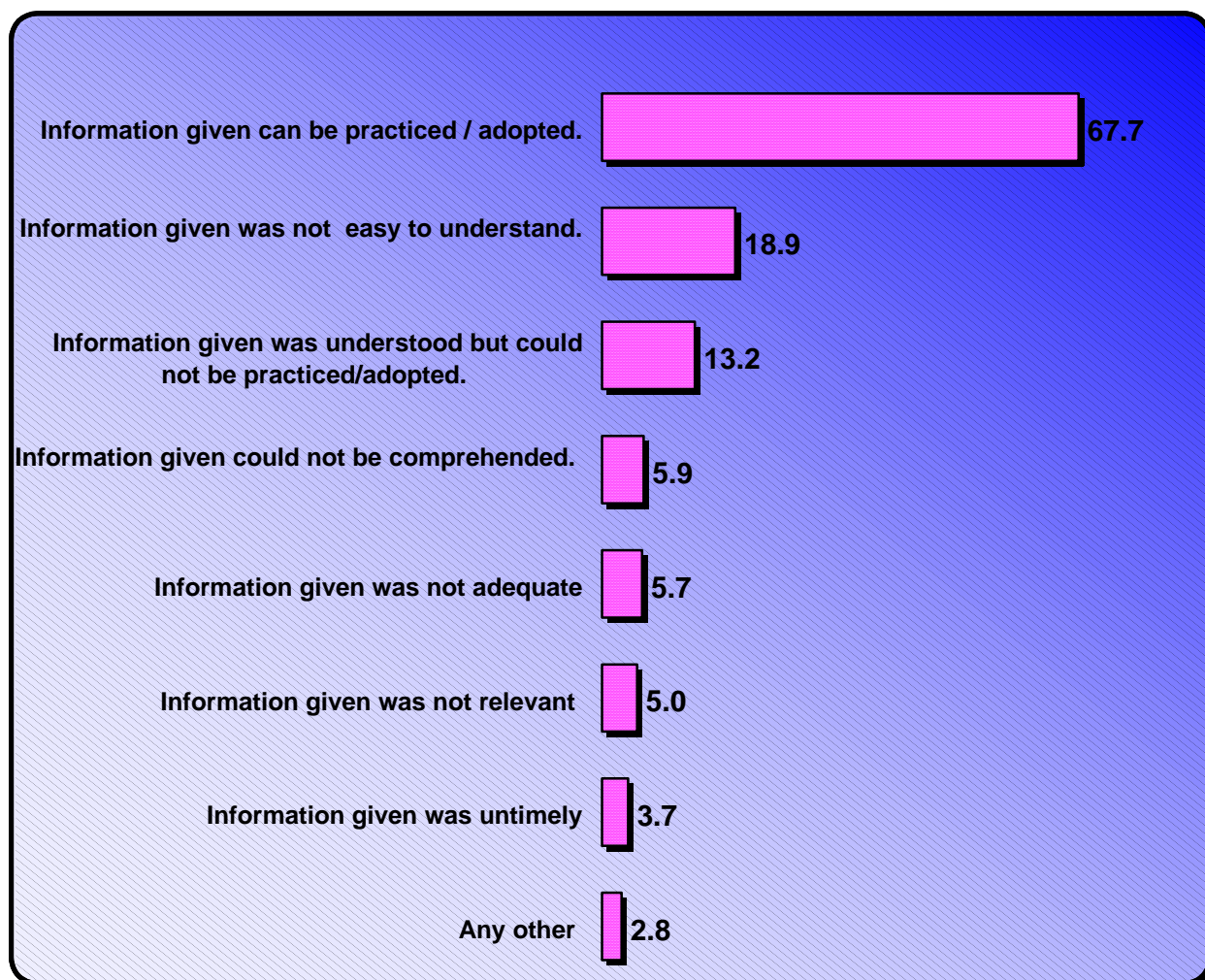
The above diagram shows that the topic ‘Cultivation of export oriented crops, cash crops etc.’ was most listened to topic with 24.5% respondents followed by ‘Farm seed & seed production of day to day use’ (16.9%) and ‘Specific topic on animal husbandry’ (14.5%). The topic ‘Gender friendly equipments’ was found to be least listened to with merely 1.2% respondents. The trend of listening to various topics was more or less similar to the previous weeks.

■ Quality of the information:



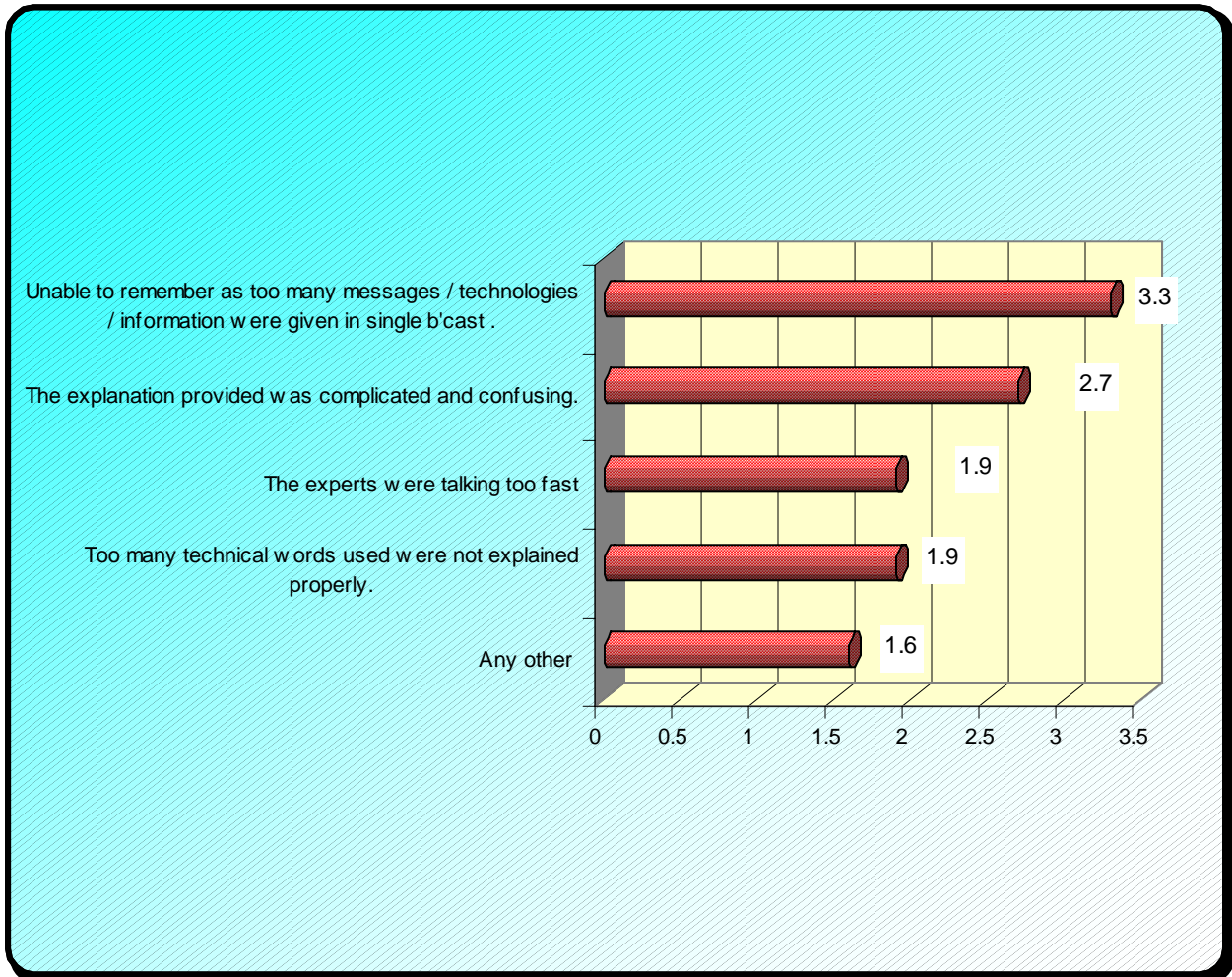
As regards the quality of the Kisanvani programme, majority of the respondents rated the programme as **good** (63.6%) followed by **excellent** (31.9%). However, few of the respondents (2.2%) did not find the quality of the programme satisfactory.

■ Opinion on Kisanvani Programme:



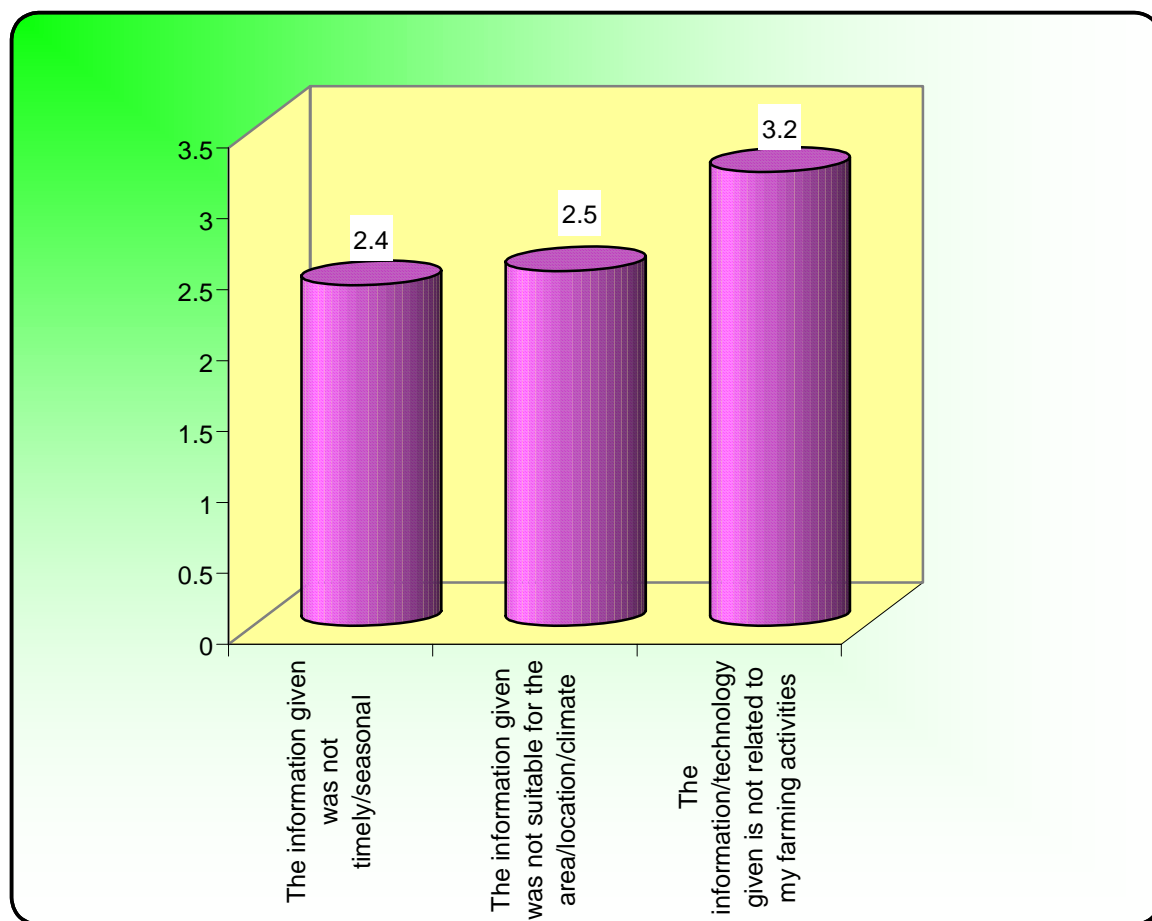
While seeking the opinion of the farmers on the information/subject matter given under the Kisanvani, maximum number of farmers (67.7%) opined that they could practice/adopt the information given in Kisanvani. 13.2% respondents reported that the information given was understood by them but it could not be practised/adopted. There was also a sizable portion of respondents (18.9%) who did not find that the information easy to understand.

■ **Reasons for not understanding the information given in the Kisanvani Programme:**



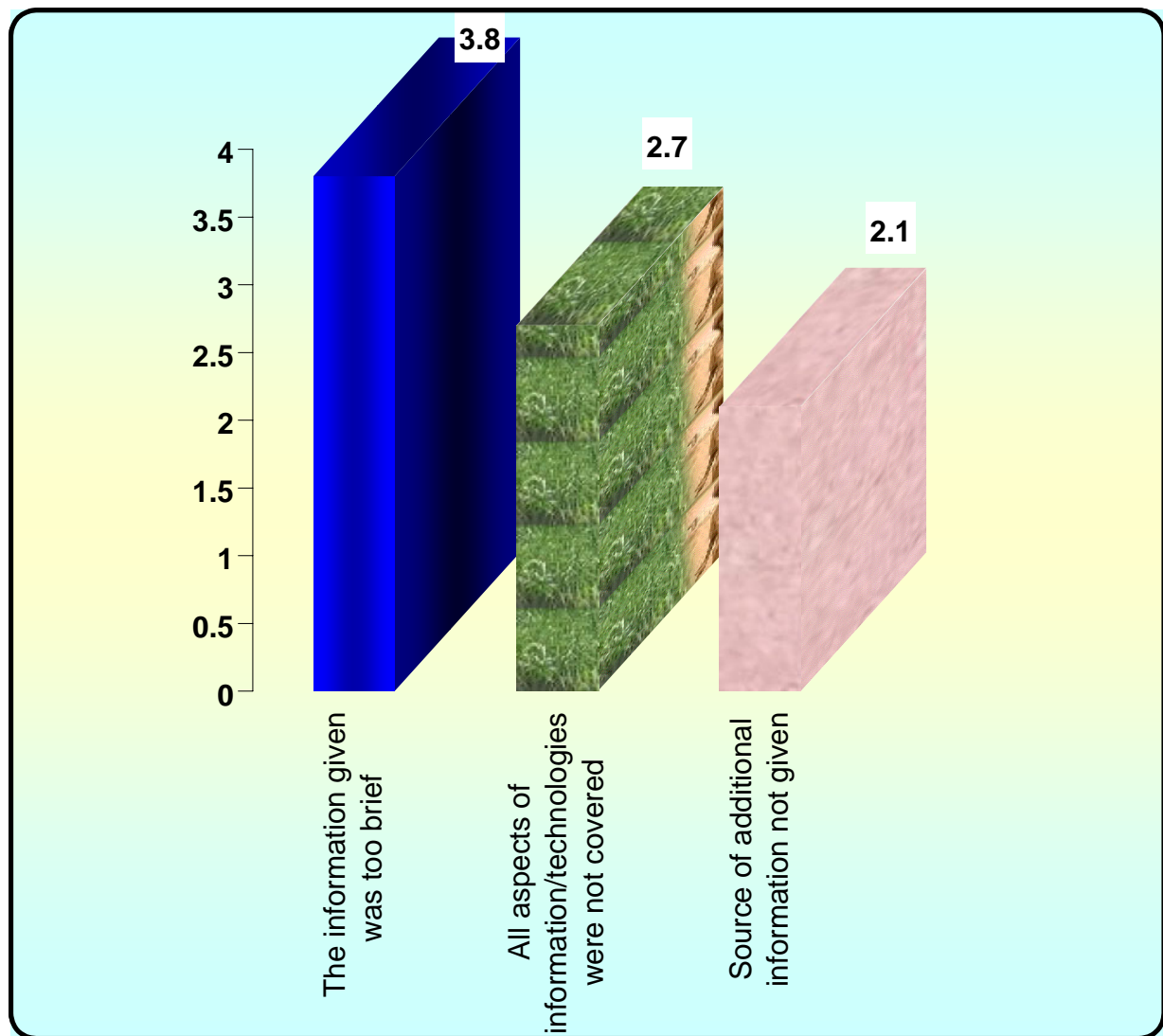
Despite the fact that majority of the respondents felt that information was practicable/adoptable, little more than 5% respondents also reported that they could not comprehend the information provided under Kisanvani. When asked them the reasons for not understanding the information, maximum number of respondents (3.3%) felt that they were unable to remember the information as too many message/ technologies/ information were given in single b'cast. The second major reason was that the explanation provided about the different subject matters was complicated & confusing (2.7%).

■ **Reasons for information not being relevant:**



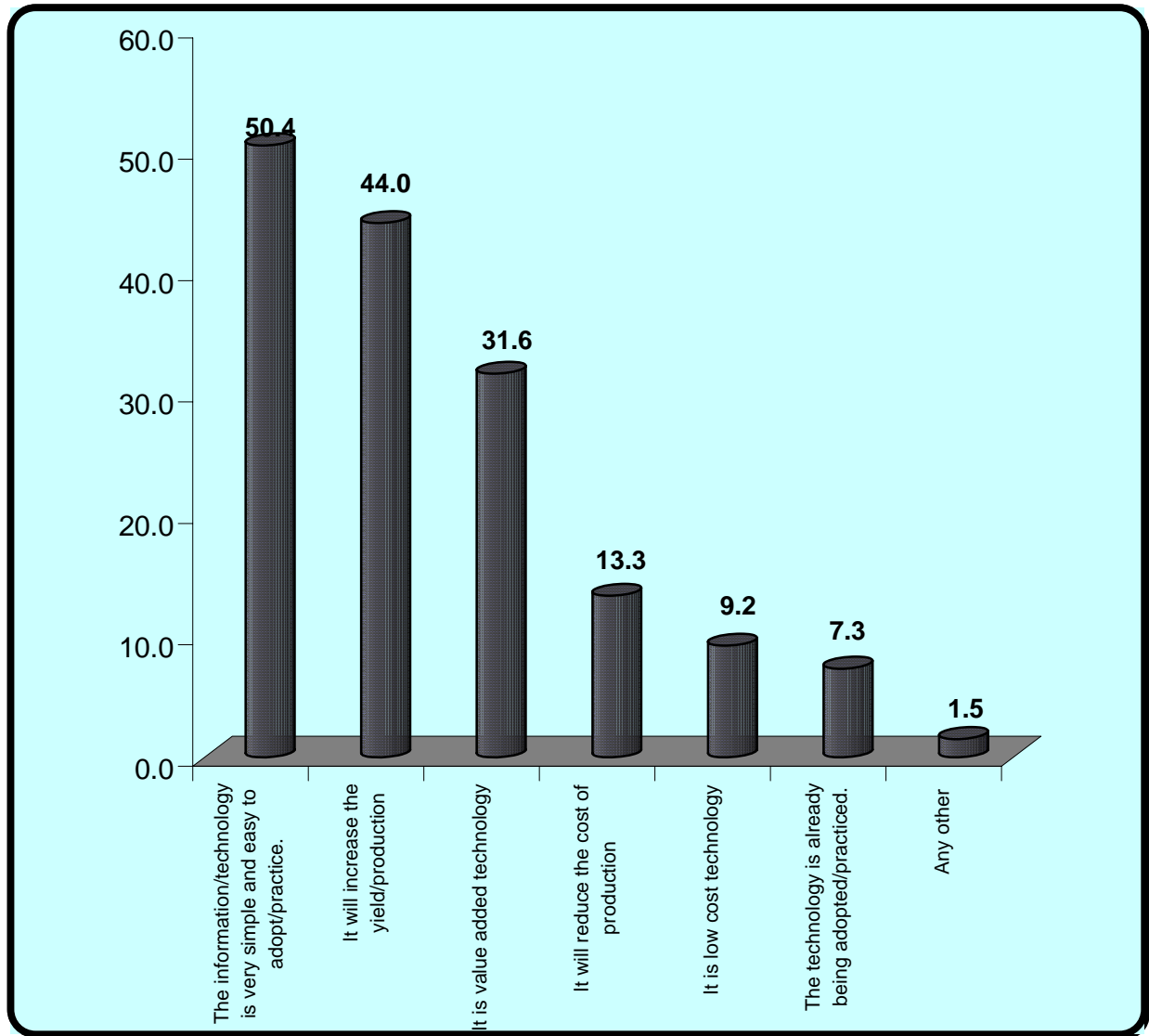
5% of the respondents did not find the information provided under the Kisanvani relevant for them. When asked the reasons, maximum number of respondents (3.2%) felt that the ‘information/ technology given was not related to their farm activities’ followed by ‘the information given was not suitable for the area/location/climate’ (2.5%).

■ **Reasons for information not being adequate:**



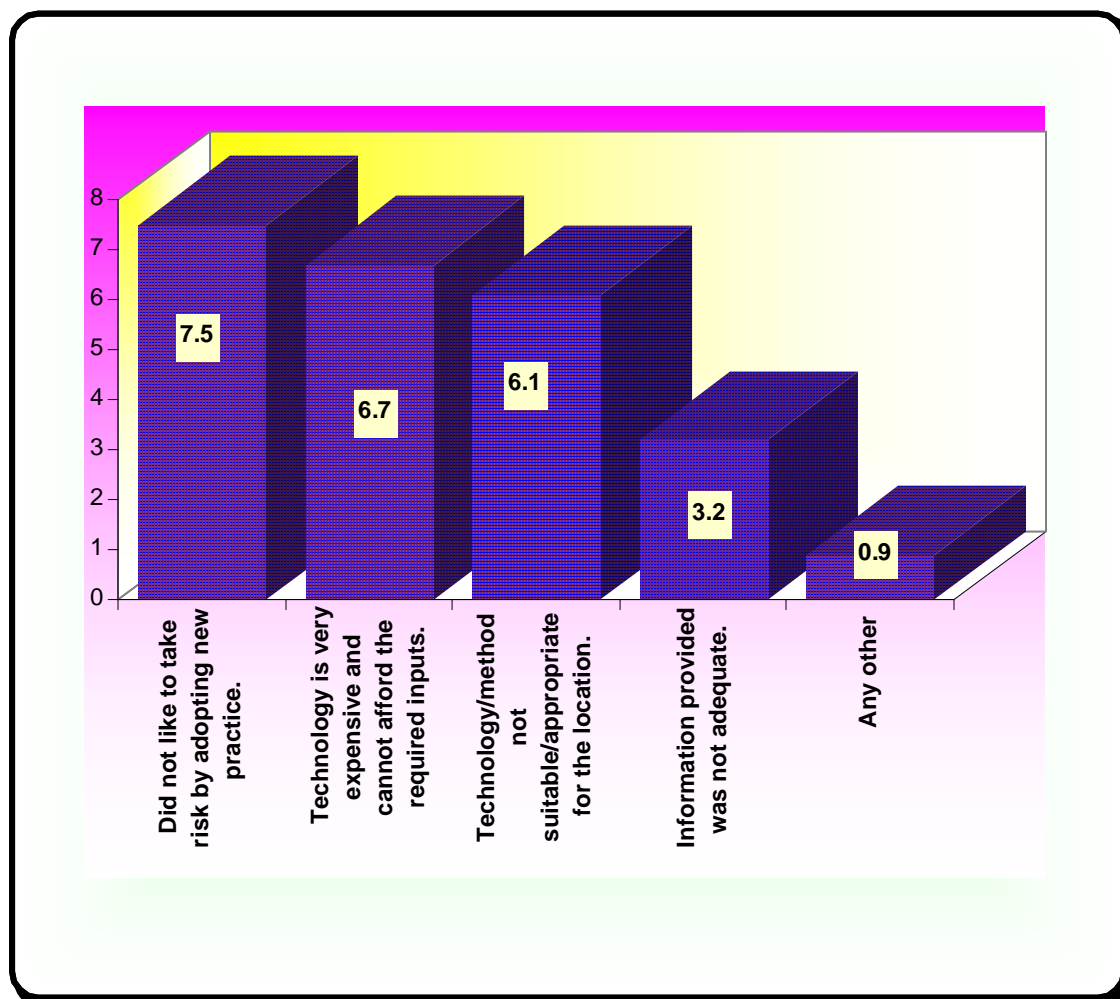
Information given under the Kisanvani was not found to be adequate by 5.7% of the respondents. The reasons cited were that ‘the information given was too brief’ by 3.8% respondents followed by ‘all aspects of information /technologies were not covered’ by (2.7%) respondents.

■ **Reasons for adoption:**



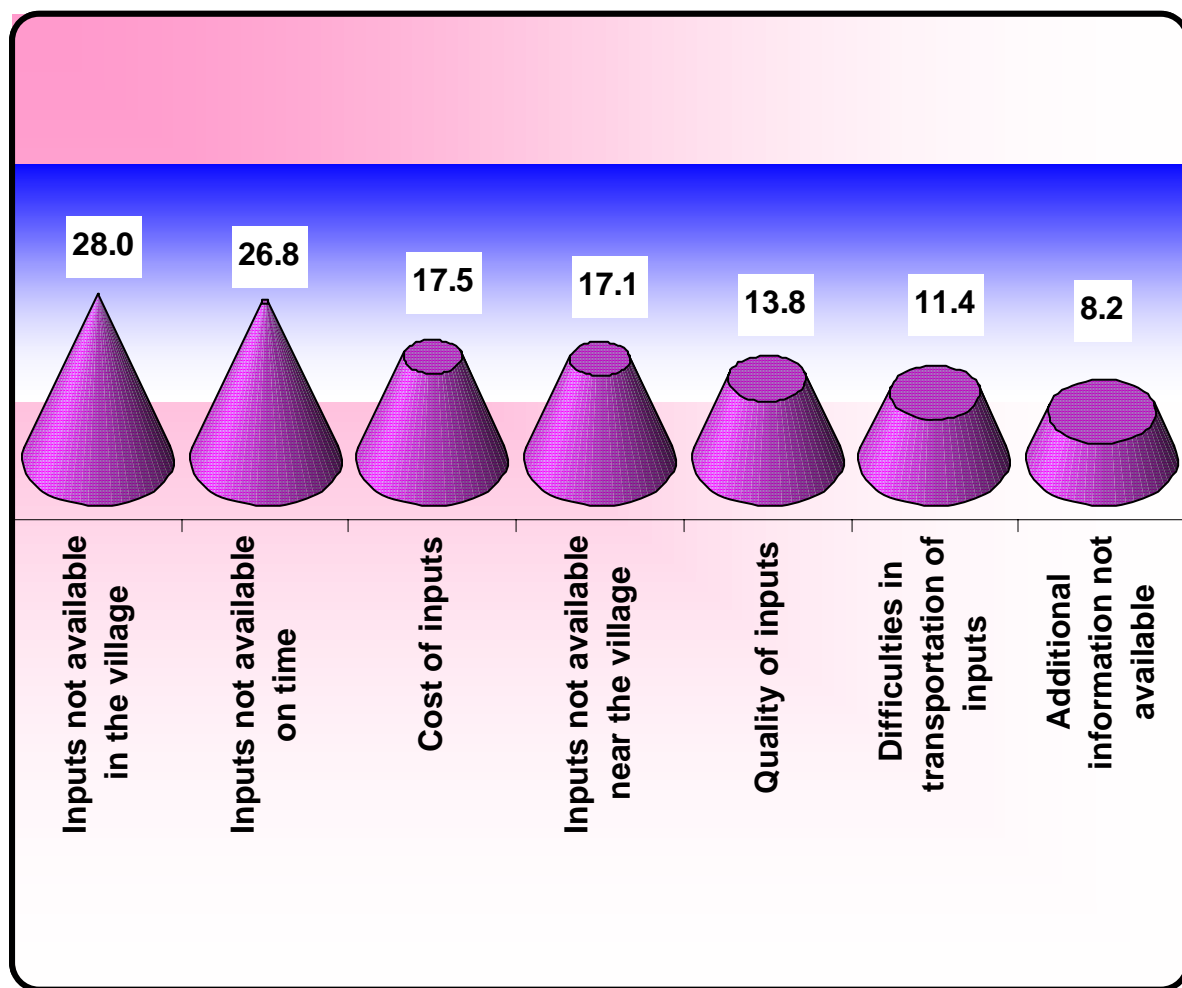
Majority of the respondents (80.5%) felt that the information given under the Kisanvani programme was adoptable/practical. Further enquiry into the matter revealed that the reason reported by maximum number of respondents (50.4%) for adoption of the information/technology was that it was very simple and easy to adopt/practice. The second reason reported was that it would increase the yield/production (44%) followed by it was value added technology (31.6%).

■ Reasons for not adoption:



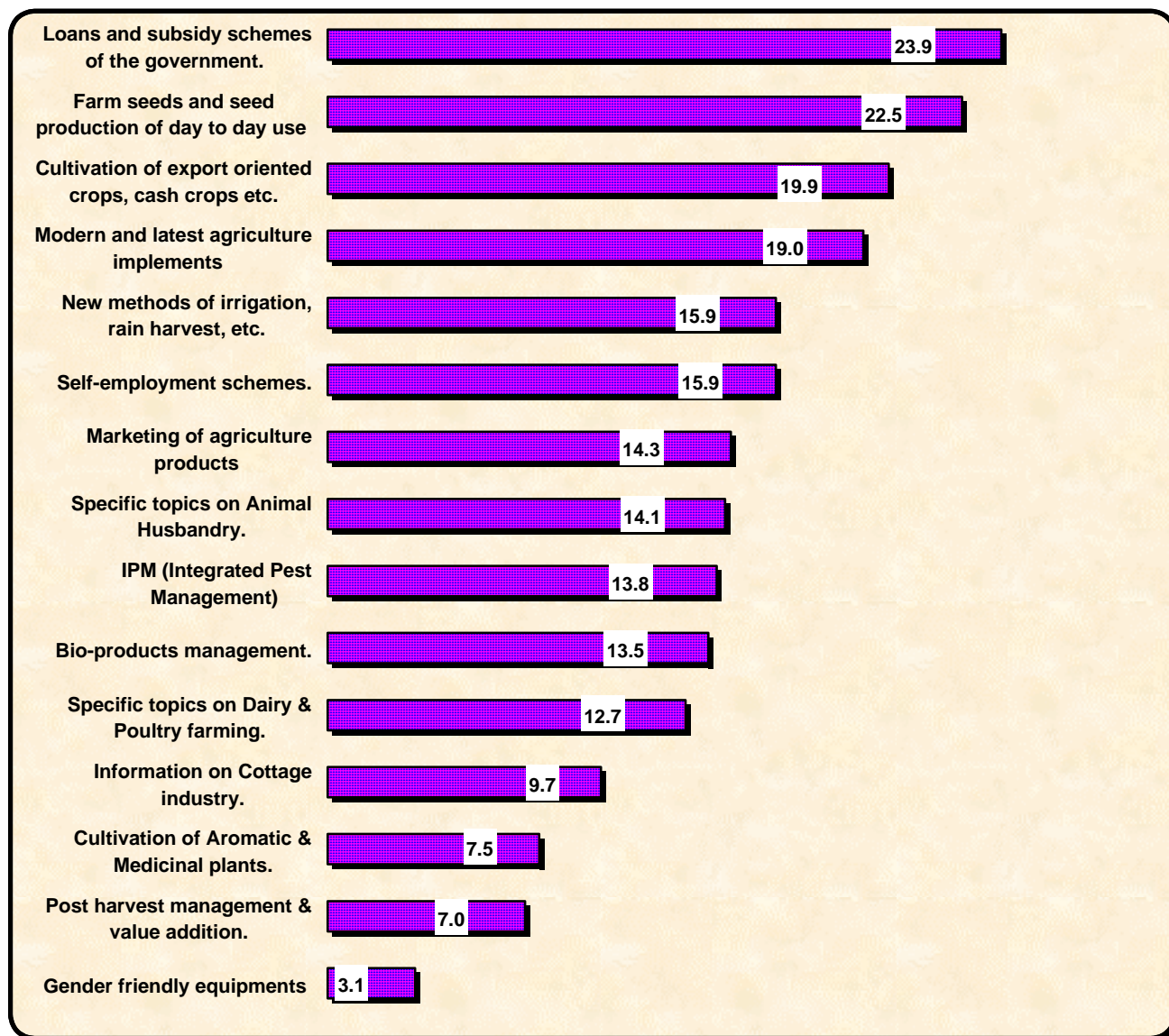
About 17% respondents were also of the view that the information given under Kisanvani programme was not adoptable/practical. Further probe into the reasons for not adoption revealed that maximum number of respondents (7.5%) reported that they did not like to take risk by adopting new practices followed by the reason that the technology referred in the programme was expensive and could not afford the required inputs (6.7%).

■ **Major bottlenecks in adoption:**



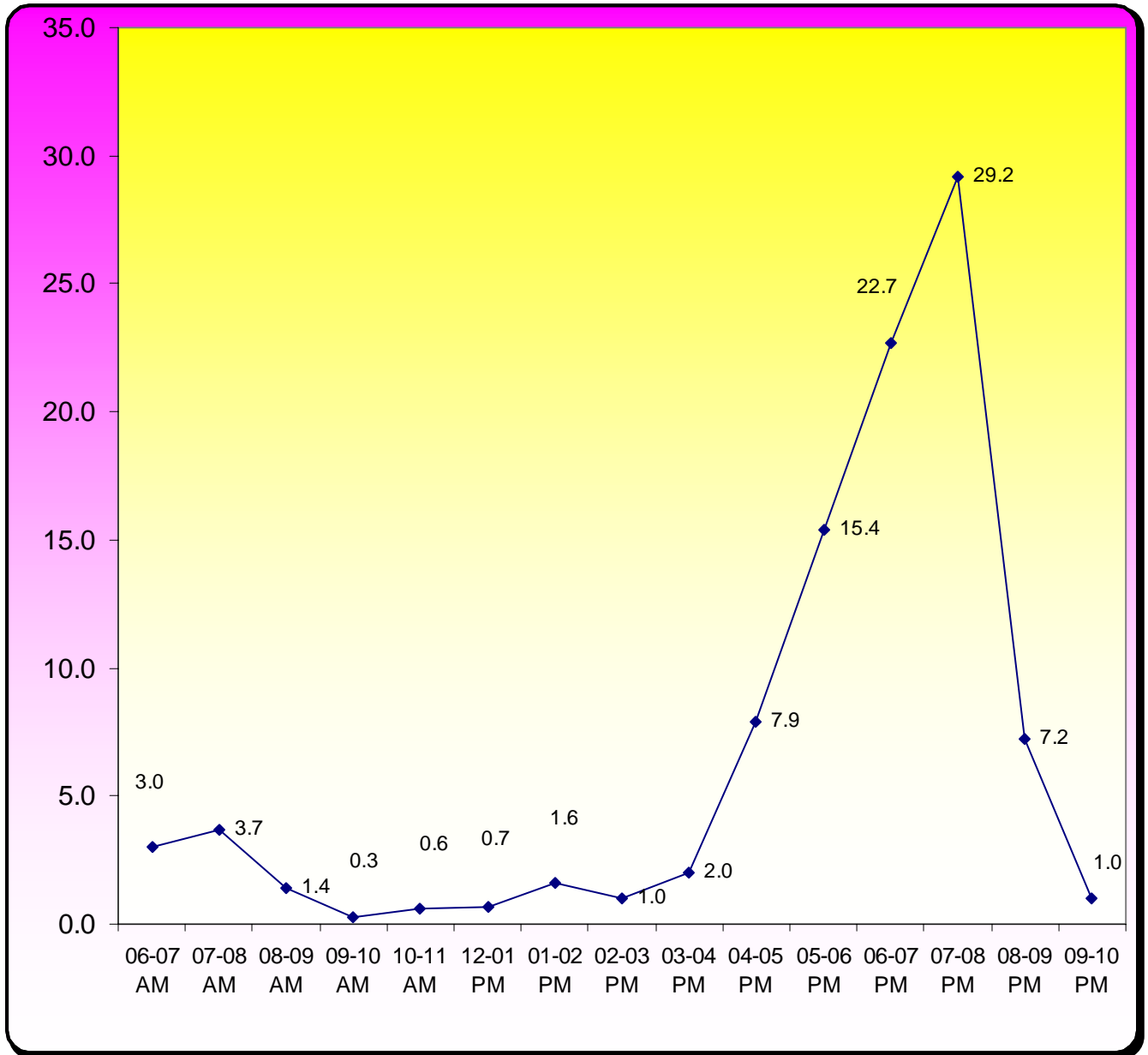
While adopting the new technology/information farmers were facing some bottlenecks. During the survey some bottlenecks were elicited from the sample respondents. The major bottleneck faced by maximum number of respondents (28%) was that the ‘inputs (fertilizers, seeds, pesticides and other farm related facilities) were not available in the village’. The second major bottleneck was that the ‘inputs were not available on time’ (26.8%) followed by ‘cost of inputs’ (17.5%) and ‘inputs were not available near the village (17.1%).

■ ***Topics required to be covered in Kisanvani Programme:***



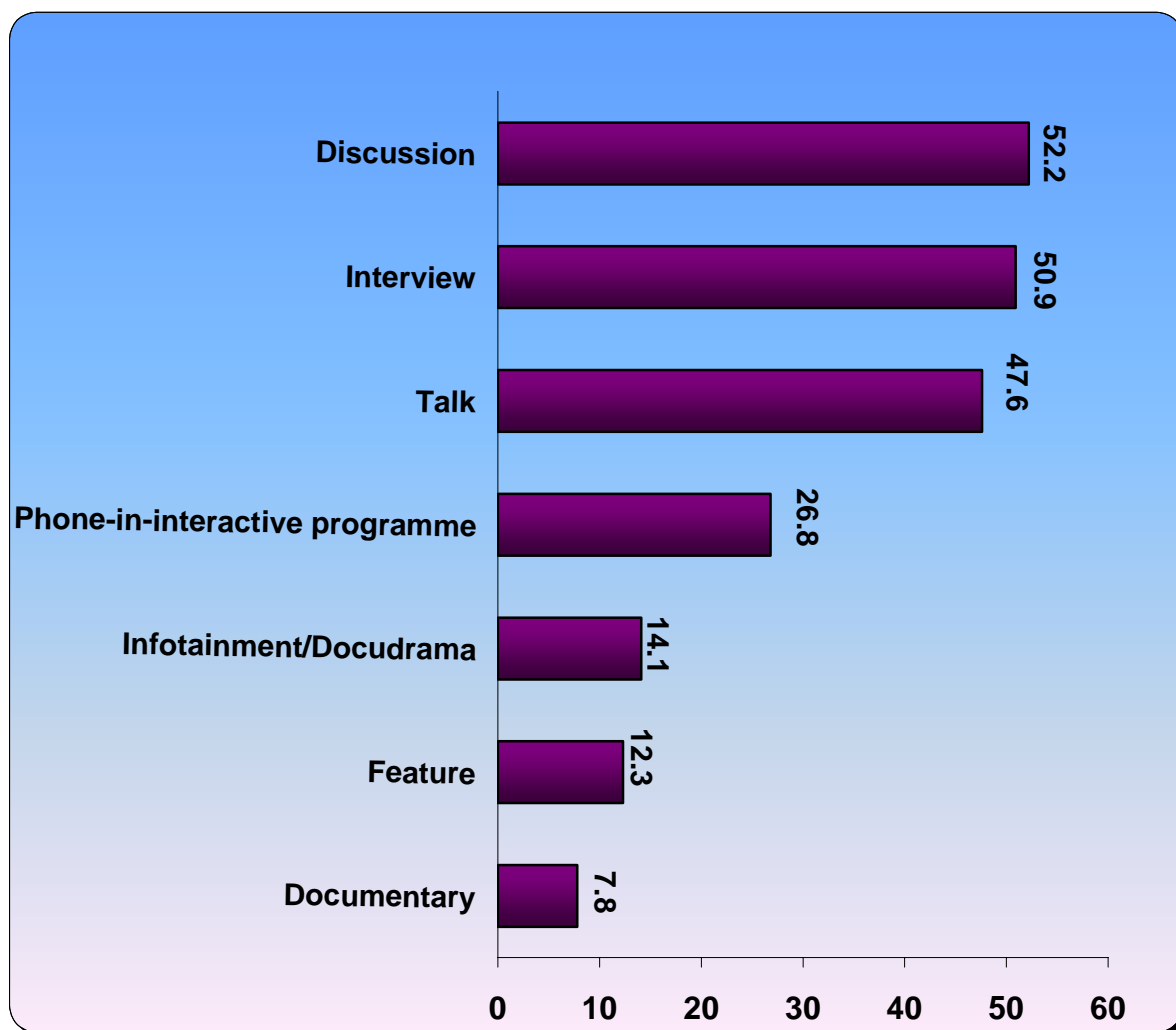
To elicit the liking/interest of the respondents, they were asked to name the topics/items they desired to listen under Kisanvani. In response, highest number of respondents (23.9%) showed their desire to listen to the topic ‘loan and subsidy schemes of the government’ followed by ‘farm seed and seed production of day to day use’ (22.5%) while the topic ‘gender friendly equipments’ preferred to listen by least number of respondents (3.1%).

■ **Most suitable time chunk for Kisanvani Programme:**



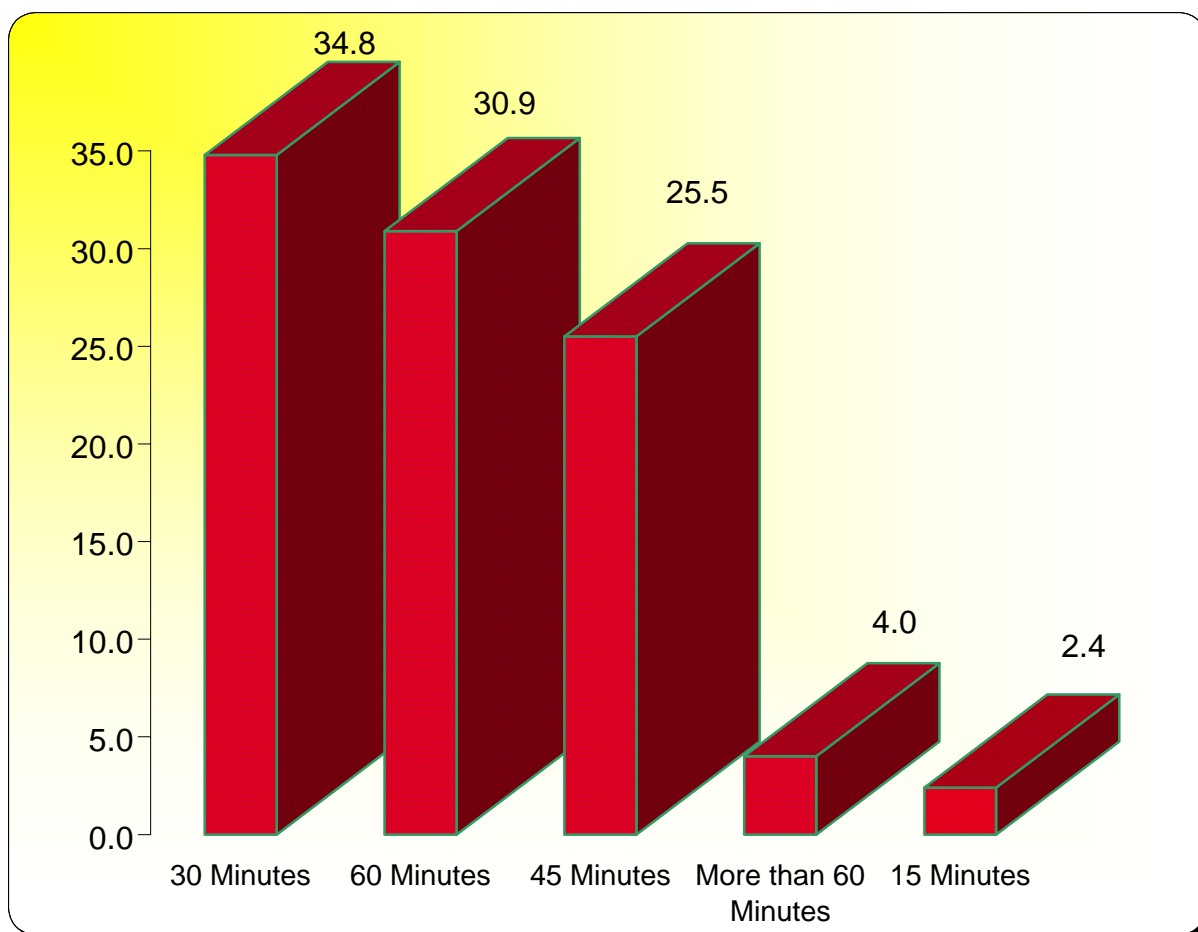
Time chunk 07-08 PM was found to be most suitable by maximum number of respondents (29.2%). This was followed by the time chunk 06-07 PM by 22.7% respondents. It is evident from the above diagram that evening time chunk, particularly, between 05-08 PM are more suitable than the morning time chunks.

■ **Preferred programme format:**



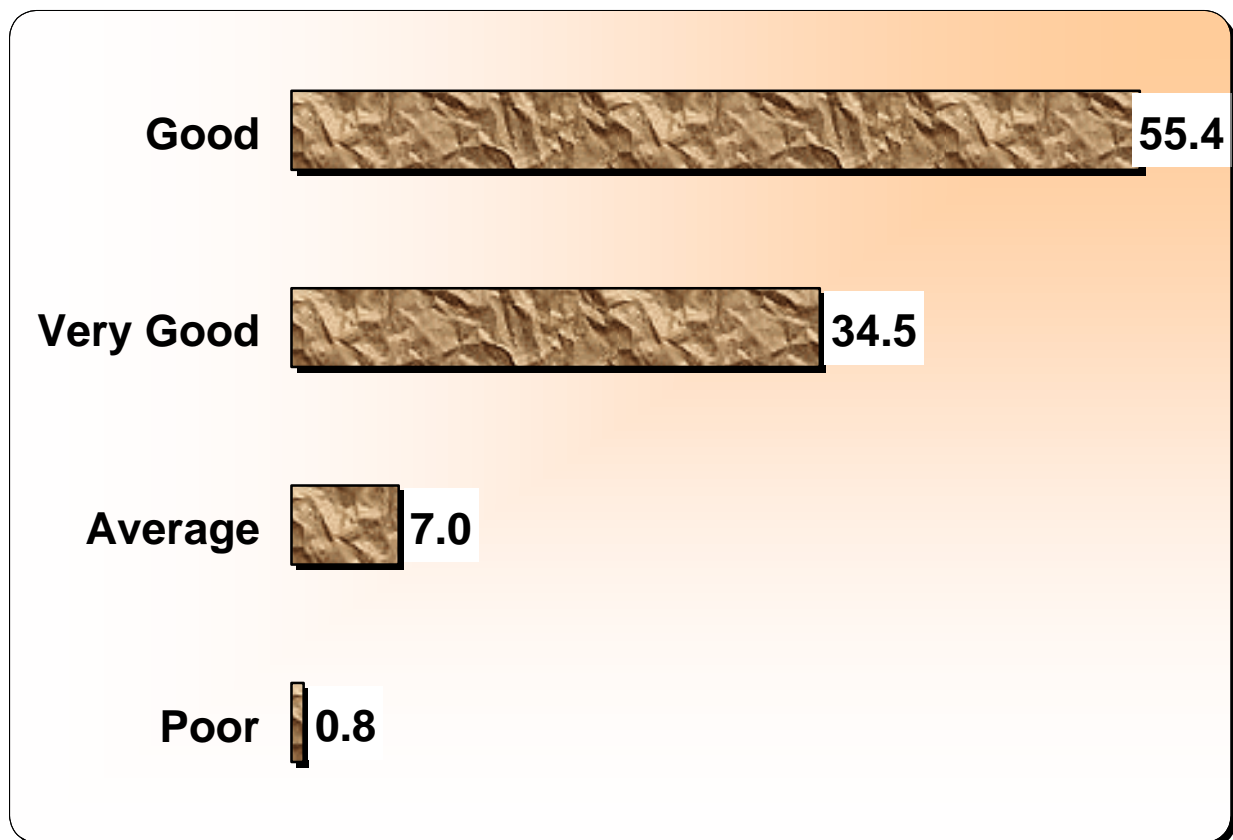
Among the various programme formats on which Kisanvani Programme is being presented, 'Discussion' format was preferred by maximum number of respondents (52.2%) followed by 'Interview' format (50.9%). The most prevalent format 'Talk' was found to be third preference with 47.6% respondents. New and innovative format 'Phone-in-interactive Programme' also attracted substantial number of respondents (26.8%).

■ **Preferred duration of Kisanvani Programme:**



Majority of the respondents' preferred time duration of Kisanvani programme was found to be 30 minutes (34.8%) followed by time duration 60 minutes (30.9%) whereas time durations more than 60 minutes and less than 30 minutes were less preferred.

■ Reception quality of the programme:



More than half (55.4%) of the respondents rated the reception quality of the Kisanvani programme as ‘**Good**’ and more than one third (34.5%) as ‘**Very Good**’. The percentage of respondents who rated the reception quality as ‘**Poor**’ was negligible (less than 1%). Thus overall, reception quality of Kisanvani programme was found to be satisfactory.

■ **Technology / practices adopted**

Some common technologies/practices adopted by most of the farmers having listened to Kisanvani programme are as follows: -

- Use of **drip irrigation** system.
- **Organic manure & vermi-composting.**
- **Hybrid seeds & seed treatment.**
- Use of **power tiller**
- **Rainwater harvesting.**

Major suggestions/comments:

Major suggestions/comments received from almost all the stations are: -

- Information on '**Loan & subsidy scheme of the government**' as well as '**Self-employment schemes**' should be provided.
- More programme on **Organic farming, Rainwater harvesting, Certified seeds & Soil testing** should be b'cast under Kisanvani programme.
- '**Interactive phone-in-programme**' should be started under the Kisanvani programme and its frequency should be increased.

STATE WISE TRENDS:

The following tables indicate the state-wise trends of various items of study:

Item listened under Kisanvani Programme:

Table: I

S/No.	Most listened topics	Name of the State/UT	% Listeners
	IPM (Integrated pest management)	1. Andhra Pradesh	40.9
		2. Tamilnadu	36.1
	Cultivation of export oriented crops, cash crops etc.	3. Karnataka	22.2
		4. Maharashtra	30.4
		5. North-East	13.5
		6. Haryana	82.8
		7. Orissa	51.3
		8. Jammu & Kashmir	40.6
		9. Jharkhand	46.5
		10. Gujrat	41.9
		11. West Bengal	78.3
	Modern and latest agriculture implements	12. Rajasthan	22.9
		13. Bihar	28.4
	Marketing of agriculture products	14. Kerala	9.2
	Farm seeds and seed production of day-to-day use.	15. Himachal Pradesh	58.3
		16. Madhya Pradesh	20.5
	Cultivation of Aromatic & Medicinal plants.	17. Chhatisgarh	30.0
	Specific topic on Animal husbandry.	18. Uttar Pradesh	17.3
		19. Pondicherry	25.5
	‘Cultivation of export oriented crops, cash crops etc.’ and ‘New method of irrigation, rain harvest etc.’	20. Daman	10.0 (Each)
	‘New method of irrigation, rain harvest etc’ and ‘Specific topic on Animal husbandry’	21. Punjab	10.0 (Each)

Quality of the information:

Table: II

(Multiple response)

S/No.	Name of the State/UT	Excellent (%)	Good (%)	Bad
1.	Uttar Pradesh	38.3	58.1	3.4
2.	Andhra Pradesh	33.9	64.0	0.6
3.	Karnataka	32.8	65.7	1.3
4.	Maharashtra	38.0	61.5	0.3
5.	North-East	9.7	80.7	7.3
6.	Haryana	36.1	63.1	0.8
7.	Orissa	31.6	62.3	4.3
8.	Rajasthan	37.0	45.4	2.8
9.	Jammu & Kashmir	28.5	66.0	2.9
10.	Punjab	8.8	91.0	0.3
11.	Daman	63.0	37.0	0.0
12.	Pondicherry	80.9	19.1	0.0
13.	Himachal Pradesh	10.9	79.7	3.8
14.	Kerala	4.1	94.8	1.1
15.	Bihar	61.9	38.1	0.0
16.	Jharkhand	5.2	93.5	0.9
17.	Chhatisgarh	49.8	50.3	0.0
18.	Tamilnadu	24.4	75.6	0.0
19.	Gujarat	49.4	50.6	0.0
20.	Madhya Pradesh	63.3	35.9	0.7
21.	West Bengal	4.3	94.3	1.2

Opinion on the Kisanvani Programme:

Table: III

(Multiple response)

S/No.	Name of the State/UT	Information given was not easy to understand.	Information given could not be comprehended.	Information given can be practiced / adopted.	Information given was understood but could not be practiced/adopted	Information given was not adequate	Information given was not relevant	Information given was untimely
		% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.
1.	Uttar Pradesh	47.3	20.6	28.5	5.0	4.5	7.4	3.3
2.	Andhra Pradesh	4.0	6.3	82.8	3.4	5.0	2.8	4.6
3.	Karnataka	40.1	4.9	66.6	14.7	5.5	8.3	3.5
4.	Maharashtra	4.0	1.4	64.0	13.9	5.0	4.5	5.0
5.	North-East	8.7	3.4	66.7	14.6	14.0	8.0	2.9
6.	Haryana	0.0	0.0	100.0	0.0	0.0	0.0	0.0
7.	Orissa	2.7	0.2	78.4	8.7	5.7	3.6	0.8
8.	Rajasthan	33.3	8.1	56.7	17.9	4.5	3.8	2.2
9.	Jammu & Kashmir	22.2	8.3	57.5	19.5	6.2	12.8	11.1
10.	Punjab	34.8	0.0	27.0	9.3	0.0	0.0	0.0
11.	Daman	0.0	0.0	36.0	64.0	0.0	0.0	0.0
12.	Pondicherry	0.0	0.0	69.1	30.9	0.0	0.0	0.0
13.	Himachal Pradesh	0.9	0.0	88.5	2.9	0.3	0.3	0.0
14.	Kerala	4.7	2.4	67.9	17.3	4.8	9.2	0.8
15.	Bihar	62.8	13.8	76.3	40.9	12.8	4.4	15.6
16.	Jharkhand	2.9	0.0	82.1	11.5	2.3	1.7	14.8
17.	Chhatisgarh	16.5	14.8	79.3	17.5	12.5	5.0	1.3
18.	Tamilnadu	0.6	0.0	82.2	16.1	9.4	10.6	26.7
19.	Gujarat	6.3	40.6	45.0	10.0	21.9	13.8	2.5
20.	Madhya Pradesh	38.8	7.2	82.9	1.7	0.8	0.1	0.4
21.	West Bengal	5.2	24.0	56.4	38.1	5.2	8.6	1.0

Reasons for not understanding the information

Table: IV

(Multiple response)

S/No.	Name of the State/UT	Unable to remember as too many messages / technologies/ information were given in single b'cast .	The explanation provided was complicated and confusing.	Too many technical words used were not explained properly.	The experts were talking too fast
		% Resp.	% Resp.	% Resp	
1.	Uttar Pradesh	4.5	8.4	5.9	5.9
2.	Andhra Pradesh	2.0	0.6	1.3	1.3
3.	Karnataka	3.1	4.1	1.3	1.3
4.	Maharashtra	1.8	0.2	0.9	0.9
5.	North-East	5.5	2.9	1.1	1.1
6.	Haryana	0.0	0.0	0.0	0.0
7.	Orissa	0.8	1.3	0.7	0.7
8.	Rajasthan	6.1	7.9	2.9	2.9
9.	Jammu & Kashmir	14.6	7.4	9.8	9.8
10.	Punjab	0.0	0.0	0.0	0.0
11.	Daman	0.0	0.0	0.0	0.0
12.	Pondicherry	0.0	0.0	0.0	0.0
13.	Himachal Pradesh	0.0	0.0	0.8	0.8
14.	Kerala	3.0	0.5	0.8	0.8
15.	Bihar	3.8	11.3	4.1	4.1
16.	Jharkhand	1.2	0.0	1.1	1.1
17.	Chhatisgarh	8.3	0.8	10.3	10.3
18.	Tamilnadu	0.6	0.0	0.6	0.6
19.	Gujarat	6.3	0.0	3.1	3.1
20.	Madhya Pradesh	0.5	0.5	0.1	0.1
21.	West Bengal	1.2	1.7	3.8	3.8

Reasons for information not being relevant:

Table: V

(Multiple response)

S/No.	Name of the State/UT	The information/technology given is not related to my farming activities	The information given was not timely/seasonal	The information given was not suitable for the area/location/climate.
		% Resp.	% Resp.	% Resp.
1.	Uttar Pradesh	6.4	7.4	7.0
2.	Andhra Pradesh	1.5	0.0	1.8
3.	Karnataka	6.3	4.4	3.9
4.	Maharashtra	2.1	1.4	1.5
5.	North-East	2.8	3.6	5.1
6.	Haryana	0.0	0.0	0.0
7.	Orissa	2.1	1.5	0.9
8.	Rajasthan	2.0	2.4	1.3
9.	Jammu & Kashmir	10.9	8.5	8.9
10.	Punjab	0.0	0.0	0.0
11.	Daman	0.0	0.0	0.0
12.	Pondicherry	0.0	0.0	0.0
13.	Himachal Pradesh	0.3	0.0	0.0
14.	Kerala	5.9	0.9	1.7
15.	Bihar	16.9	5.6	1.3
16.	Jharkhand	0.3	0.8	0.5
17.	Chhatisgarh	0.3	2.3	3.8
18.	Tamilnadu	1.1	9.4	9.4
19.	Gujarat	12.5	1.3	1.3
20.	Madhya Pradesh	0.1	0.1	0.0
21.	West Bengal	8.1	0.2	1.0

Reasons for information not being adequate:

Table: VI

(Multiple response)

S/No.	Name of the State/UT	The information given was too brief	All aspects of information/technologies were not covered	Source of additional information not given
		% Resp.	% Resp.	% Resp.
1.	Uttar Pradesh	4.3	4.4	3.4
2.	Andhra Pradesh	2.6	1.5	1.0
3.	Karnataka	5.5	4.8	2.7
4.	Maharashtra	2.6	2.1	1.4
5.	North-East	9.5	4.7	3.6
6.	Haryana	0.0	0.0	0.0
7.	Orissa	2.7	2.9	1.7
8.	Rajasthan	1.7	2.1	2.5
9.	Jammu & Kashmir	6.0	6.2	5.7
10.	Punjab	0.0	0.0	0.0
11.	Daman	0.0	0.0	0.0
12.	Pondicherry	0.0	0.0	0.0
13.	Himachal Pradesh	0.3	0.2	0.2
14.	Kerala	2.6	0.8	1.2
15.	Bihar	10.6	11.6	0.3
16.	Jharkhand	1.1	0.6	0.8
17.	Chhatisgarh	9.3	6.0	9.8
18.	Tamilnadu	7.8	1.1	6.1
19.	Gujrat	17.5	0.6	11.3
20.	Madhya Pradesh	0.2	0.2	0.1
21.	West Bengal	1.9	3.6	0.5

Information adoptable/practical

Table : VII

S/No.	Name of the State/UT	Information adoptable/practical	Information not adoptable/practical
		% Resp.	% Resp.
1.	Uttar Pradesh	87.6	12.1
2.	Andhra Pradesh	89.8	8.7
3.	Karnataka	80.1	19.7
4.	Maharashtra	82.5	17.3
5.	North-East	80.8	16.9
6.	Haryana	99.7	0.3
7.	Orissa	78.3	20.0
8.	Rajasthan	69.8	15.5
9.	Jammu & Kashmir	72.8	24.6
10.	Punjab	70.0	30.0
11.	Daman	36.5	63.5
12.	Pondicherry	61.8	38.2
13.	Himachal Pradesh	84.7	9.7
14.	Kerala	66.8	33.2
15.	Bihar	97.2	2.8
16.	Jharkhand	84.7	14.8
17.	Chhatisgarh	81.8	18.3
18.	Tamilnadu	82.8	17.2
19.	Gujrat	93.1	6.9
20.	Madhya Pradesh	91.4	8.5
21.	West Bengal	58.8	41.0

Reasons for adoption

Table: VIII

(Multiple response)

S/No.	Name of the State/UT	The information/technology is very simple and easy to adopt/practice.	It is low cost technology	It is value added technology	It will increase the yield/production	It will reduce the cost of production	The technology is already being adopted/practiced
		% Resp.	% Resp.	% Resp	% Resp	% Resp.	% Resp.
1.	Uttar Pradesh	25.5	17.6	34.5	33.1	23.5	7.0
2.	Andhra Pradesh	52.7	6.3	27.5	45.7	20.9	1.3
3.	Karnataka	57.9	11.4	50.1	56.5	23.1	9.1
4.	Maharashtra	44.4	10.2	32.3	41.2	10.9	6.1
5.	North-East	38.3	8.9	31.1	55.8	10.0	3.5
6.	Haryana	99.4	0.3	38.3	68.9	27.2	0.0
7.	Orissa	54.2	4.3	33.3	25.0	6.2	1.5
8.	Rajasthan	63.1	4.6	28.9	50.4	9.4	6.0
9.	Jammu & Kashmir	36.9	9.4	27.8	43.8	14.3	11.4
10.	Punjab	55.5	5.8	3.8	1.8	1.5	5.3
11.	Daman	0.5	2.5	8.5	9.0	14.5	1.5
12.	Pondicherry	49.1	10.0	12.7	45.5	32.7	10.5
13.	Himachal Pradesh	72.0	7.1	21.4	55.8	2.3	48.9
14.	Kerala	51.1	2.4	26.8	14.8	2.4	6.5
15.	Bihar	31.9	40.9	58.4	72.5	53.8	13.4
16.	Jharkhand	54.4	2.3	16.8	30.6	3.3	7.4
17.	Chhatisgarh	66.5	6.0	21.8	74.3	20.5	0.0
18.	Tamilnadu	58.9	18.9	23.9	63.9	26.7	41.7
19.	Gujarat	10.6	44.4	61.3	34.4	13.1	6.9
20.	Madhya Pradesh	58.5	10.4	36.5	40.6	7.5	1.5
21.	West Bengal	24.3	13.3	13.8	8.8	4.5	13.1

Reasons for not adoption

Table: IX

(Multiple response)

S/No.	Name of the State/UT	Technology/metho d not suitable/approp riate for the location.	Technology is very expensive and cannot afford the required inputs.	Information was provided not adequate.	Did not like to take risk by adopting new practice.
		% Resp.	% Resp.	% Resp	% Resp
1.	Uttar Pradesh	4.6	9.3	5.5	5.5
2.	Andhra Pradesh	4.8	2.5	1.0	3.0
3.	Karnataka	6.8	4.4	2.1	9.8
4.	Maharashtra	6.4	4.8	1.9	6.0
5.	North-East	4.4	7.5	2.0	3.8
6.	Haryana	0.0	0.0	0.0	0.0
7.	Orissa	3.1	2.7	5.1	7.6
8.	Rajasthan	6.8	10.0	7.1	10.5
9.	Jammu & Kashmir	7.2	9.1	7.2	7.8
10.	Punjab	4.3	3.8	0.0	19.5
11.	Daman	10.0	29.5	0.0	25.0
12.	Pondicherry	5.5	14.5	0.9	29.1
13.	Himachal Pradesh	0.0	1.1	0.2	0.0
14.	Kerala	8.9	7.1	5.2	8.8
15.	Bihar	1.3	13.1	1.3	14.7
16.	Jharkhand	7.0	2.7	2.1	3.5
17.	Chhatisgarh	12.8	7.8	13.5	13.0
18.	Tamilnadu	14.4	1.1	2.2	14.4
19.	Gujarat	1.9	5.6	0.6	6.3
20.	Madhya Pradesh	4.0	6.4	1.9	3.4
21.	West Bengal	32.9	26.7	6.2	24.3

Major bottlenecks in adoption

Table: X

(Multiple response)

S/No.	Name of the State/UT	Inputs not available on time	Inputs not available in the village	Inputs not available near the village	Difficulties in transportation of inputs	Quality of inputs	Cost of inputs	Additional information not available
		% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.
1.	Uttar Pradesh	23.0	30.5	23.1	23.5	12.4	2.4	0.0
2.	Andhra Pradesh	17.0	31.7	11.7	2.2	17.8	10.6	5.8
3.	Karnataka	27.2	20.5	9.8	11.6	29.1	24.8	13.5
4.	Maharashtra	17.7	17.6	8.1	3.7	11.7	23.4	9.9
5.	North-East	21.1	18.6	17.5	19.2	10.3	12.6	3.0
6.	Haryana	2.2	26.7	1.9	0.0	1.7	3.9	22.2
7.	Orissa	28.8	36.7	30.6	5.9	1.7	1.9	0.5
8.	Rajasthan	33.6	25.6	27.6	21.1	12.9	19.8	9.3
9.	Jammu & Kashmir	67.2	40.6	24.6	11.4	17.8	20.9	9.7
10.	Punjab	12.8	50.5	1.3	4.3	32.3	5.5	13.5
11.	Daman	5.0	32.0	19.0	5.0	1.0	23.5	14.5
12.	Pondicherry	36.4	66.8	20.5	8.2	1.4	29.5	1.4
13.	Himachal Pradesh	29.5	45.2	32.0	9.1	8.2	27.9	0.0
14.	Kerala	1.5	4.1	4.1	0.3	0.6	2.3	10.9
15.	Bihar	41.3	42.8	56.9	58.8	33.1	14.7	0.0
16.	Jharkhand	24.7	29.4	9.1	2.3	13.0	20.5	29.2
17.	Chhatisgarh	61.0	29.8	2.8	4.8	3.3	37.5	14.3
18.	Tamilnadu	6.7	5.0	1.7	0.6	0.6	8.3	0.6
19.	Gujarat	18.1	18.1	18.1	9.4	29.4	38.8	26.3
20.	Madhya Pradesh	37.5	39.0	23.5	8.9	11.6	18.1	6.2
21.	West Bengal	44.0	40.2	14.8	27.4	26.9	41.0	0.0

Topics liked to be covered under Kisanvani Programme:

Table: XI

S/No.	Name of the State/UT	Most liked topics	Respondents (%)
1.	Uttar Pradesh	New methods of irrigation, rain harvest, etc.	15.3
2.	Andhra Pradesh	Loan and subsidy schemes of the government.	14.9
3.	Karnataka	Modern & latest agriculture implements	41.8
4.	Maharashtra	New methods of irrigation, rain harvest, etc.	9.2
5.	North-East	Loans and subsidy schemes of the government.	29.8
6.	Haryana	Farm seeds and seed production of day to day use	41.7
7.	Orissa	Loans and subsidy schemes of the government.	20.5
8.	Rajasthan	Farm seeds and seed production of day to day use.	33.5
9.	Jammu & Kashmir	Loans and subsidy schemes of the government.	37.8
10.	Punjab	Loans and subsidy schemes of the government.	28.3
11.	Daman	Specific topics on Animal Husbandry.	17.0
12.	Pondicherry	Cultivation of export oriented crops, cash crops etc.	59.1
13.	Himachal Pradesh	Farm seeds and seed production of day to day use.	75.6
14.	Kerala	IPM (Integrated Pest Management).	13.0
15.	Bihar	i) Specific topics on Animal Husbandry. ii) Self-employment schemes.	58.4 each
16.	Jharkhand	Loans and subsidy schemes of the government.	30.9
17.	Chhatisgarh	Cultivation of export oriented crops, cash crops etc.	22.3
18.	Tamilnadu	IPM (Integrated Pest Management)	82.8
19.	Gujarat	Self-employment schemes.	33.1
20.	Madhya Pradesh	Farm seeds and seed production of day to day use	18.0
21.	West Bengal	Cultivation of export oriented crops, cash crops etc.	32.9

Most suitable time chunk:

Table: XII

S/N	Name of the State/UT	06-07 AM	07-08 AM	08-09 AM	09-10 AM	10-11 AM	12-01 PM	01-02 PM	02-03 PM	03-04 PM	04-05 PM	05-06 PM	06-07 PM	07-08 PM	08-09 PM	09-10 PM
		% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.	% Resp.
1.	Uttar Pradesh	4.0	5.0	2.3	0.4	2.1	2.0	4.9	7.3	2.9	12.5	7.3	40.0	7.1	2.1	0.0
2.	Andhra Pradesh	10.6	5.1	1.4	0.5	2.8	2.0	2.2	0.7	0.7	2.6	2.2	6.3	26.6	31.1	3.7
3.	Karnataka	1.7	1.1	0.5	1.2	0.2	1.1	0.1	0.5	0.1	0.0	1.1	30.8	57.9	3.2	0.3
4.	Maharashtra	3.0	4.3	2.7	0.4	0.0	0.0	0.2	0.7	0.4	0.5	0.9	16.4	65.3	5.0	0.1
5.	North-East	1.7	1.5	0.1	0.0	0.4	0.9	2.9	0.4	0.1	0.4	17.3	44.0	23.3	4.6	0.0
6.	Haryana	0.0	0.6	0.0	0.0	0.0	0.0	6.7	6.1	0.0	0.0	0.3	36.4	50.0	0.0	0.0
7.	Orissa	0.0	2.0	0.3	0.0	0.2	0.3	0.7	2.4	2.6	59.1	30.2	0.3	0.0	0.0	0.0
8.	Rajasthan	0.3	4.1	1.1	0.1	0.3	0.0	0.2	0.1	0.5	2.6	15.2	16.6	19.3	20.5	4.3
9.	Jammu & Kashmir	6.2	0.9	0.9	0.5	1.8	3.8	5.1	0.6	1.4	4.0	26.6	36.3	6.5	0.5	2.3
10	Punjab	0.8	0.0	0.0	0.0	0.0	0.5	0.3	0.5	0.0	5.0	27.8	18.0	47.0	0.0	0.3
11	Daman	1.0	7.5	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	8.5	64.0	18.0	0.0
12	Pondicherry	17.3	1.8	0.0	0.0	0.0	0.0	2.3	0.9	0.0	0.0	0.5	2.3	71.8	2.7	0.5
13	Himachal Pradesh	0.0	6.5	4.5	2.1	0.2	0.6	0.6	1.4	19.4	33.6	9.4	8.8	5.2	2.1	0.0
14	Kerala	2.9	14.4	0.6	0.0	0.6	0.0	0.0	0.0	6.7	31.8	33.3	1.4	3.0	3.6	1.7
15	Bihar	10.6	5.9	1.9	0.0	0.3	0.9	20.0	1.9	0.0	0.0	3.8	43.1	11.3	0.3	0.0
16	Jharkhand	3.0	1.7	0.0	0.2	0.2	0.6	0.0	0.2	0.2	0.3	38.3	33.2	16.8	5.0	0.0
17	Chhatisgarh	0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	94.3	1.0	0.0	0.0	0.0
18	Tamilnadu	1.7	2.8	0.0	0.0	0.0	0.0	0.0	6.7	0.0	1.7	7.8	46.1	22.2	7.8	0.0
19	Gujarat	1.3	3.8	1.3	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.6	85.0	6.9	0.0
20	Madhya Pradesh	3.5	7.1	4.2	0.2	0.5	0.5	0.2	0.0	2.6	2.7	18.4	32.5	22.4	5.2	0.0
21	West Bengal	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	10.0	41.7	47.1	0.5	0.0	0.0	0.0

Programme format

Table: XIII

(Multiple response)

S/No.	Name of the State/UT	Talk	Discussion	Interview	Feature	Documentary	Infotainment/ Docudrama	Phone-in-interactive programme
		% Resp.	% Resp.	% Resp	% Resp	% Resp.	% Resp.	% Resp.
1.	Uttar Pradesh	48.0	35.0	38.0	13.6	10.1	12.5	12.6
2.	Andhra Pradesh	41.4	33.6	30.1	6.6	5.9	7.4	30.2
3.	Karnataka	51.4	46.1	68.7	12.0	6.0	9.6	54.5
4.	Maharashtra	36.0	64.9	59.0	10.8	9.3	21.6	27.3
5.	North-East	37.2	65.0	45.6	11.2	11.4	5.0	8.6
6.	Haryana	94.4	55.6	85.0	0.6	0.0	13.3	46.1
7.	Orissa	30.8	47.1	52.3	27.4	13.3	14.7	19.5
8.	Rajasthan	51.3	44.9	43.1	7.6	4.8	18.9	15.3
9.	Jammu & Kashmir	48.5	53.8	55.2	6.2	5.4	7.7	19.8
10.	Punjab	95.8	68.8	89.8	2.5	4.0	0.0	22.0
11.	Daman	36.5	44.0	61.5	9.0	11.5	1.5	29.5
12.	Pondicherry	38.2	77.3	57.3	0.9	2.7	8.2	45.0
13.	Himachal Pradesh	58.9	45.0	58.0	13.2	5.2	4.4	40.9
14.	Kerala	41.1	43.5	58.3	21.1	16.5	12.0	14.5
15.	Bihar	77.8	38.8	29.1	5.3	1.3	29.4	57.2
16.	Jharkhand	44.2	57.4	62.9	8.3	8.8	7.0	18.0
17.	Chhatisgarh	60.0	37.5	26.5	38.0	25.3	51.5	42.0
18.	Tamilnadu	18.9	40.6	67.8	38.3	17.2	77.8	24.4
19.	Gujarat	56.3	5.6	36.3	50.0	0.0	0.0	5.6
20.	Madhya Pradesh	62.0	61.9	40.9	14.7	3.0	24.1	30.2
21.	West Bengal	13.8	73.3	29.5	3.8	1.9	1.2	26.9

Duration of the programme:

Table:XIV

S/No.	Name of the State/UT	15 Minutes	30 Minutes	45 Minutes	60 Minutes	More than 60 Minutes
		% Resp.	% Resp.	% Resp	% Resp	% Resp.
1.	Uttar Pradesh	3.3	14.8	15.6	49.3	16.9
2.	Andhra Pradesh	5.3	34.4	32.9	23.3	2.6
3.	Karnataka	0.9	15.5	47.2	26.6	9.6
4.	Maharashtra	0.7	49.1	13.1	35.5	1.4
5.	North-East	7.1	41.4	19.4	26.0	3.7
6.	Haryana	0.0	11.1	0.3	85.0	3.6
7.	Orissa	0.3	78.7	14.1	5.1	0.0
8.	Rajasthan	0.7	37.2	18.2	19.9	9.1
9.	Jammu & Kashmir	3.1	39.7	37.2	17.2	0.2
10.	Punjab	0.0	0.8	0.8	98.5	0.0
11.	Daman	4.0	71.5	20.5	4.0	0.0
12.	Pondicherry	25.5	65.0	9.1	0.5	0.0
13.	Himachal Pradesh	3.3	41.7	27.3	19.4	2.7
14.	Kerala	0.5	94.4	3.2	2.0	0.0
15.	Bihar	1.9	44.4	52.5	1.3	0.0
16.	Jharkhand	0.2	9.4	10.2	76.1	3.8
17.	Chhatisgarh	0.0	5.8	44.0	50.3	0.0
18.	Tamilnadu	0.0	30.6	25.0	36.1	8.3
19.	Gujarat	6.3	63.1	26.9	3.8	0.0
20.	Madhya Pradesh	0.8	11.8	50.1	35.9	1.3
21.	West Bengal	0.0	9.3	26.2	64.3	0.0

Reception quality of the programme:

Table: XV

S/No.	Name of the State/UT	Very Good	Good	Average	Poor
		% Resp.	% Resp.	% Resp	% Resp
1.	Uttar Pradesh	40.3	49.6	8.6	1.3
2.	Andhra Pradesh	27.5	64.2	5.0	1.8
3.	Karnataka	35.6	61.5	2.4	0.4
4.	Maharashtra	43.4	53.7	2.8	0.0
5.	North-East	16.5	67.0	12.5	1.6
6.	Haryana	35.0	63.3	1.7	0.0
7.	Orissa	18.7	68.7	10.0	0.8
8.	Rajasthan	36.6	36.5	11.4	0.8
9.	Jammu & Kashmir	36.6	46.9	11.5	2.3
10.	Punjab	5.8	84.5	8.8	1.0
11.	Daman	81.0	19.0	0.0	0.0
12.	Pondicherry	89.1	10.5	0.5	0.0
13.	Himachal Pradesh	31.2	59.8	3.2	0.2
14.	Kerala	9.4	85.2	5.5	0.0
15.	Bihar	57.5	38.8	3.4	0.3
16.	Jharkhand	4.8	79.1	14.2	1.4
17.	Chhatisgarh	47.0	51.8	1.3	0.0
18.	Tamilnadu	82.2	16.7	1.1	0.0
19.	Gujarat	48.1	51.9	0.0	0.0
20.	Madhya Pradesh	61.8	32.2	5.3	0.6
21.	West Bengal	9.8	68.8	20.5	0.7

Information/Technology adopted by farmers :

S/N	Name of the State/Station	Information/Technology
(A)	<u>Andhra Pradesh</u>	
1.	Anantpur	- Farm yard manure (FYM) through sprinkler
		- Using vermi-compost manure
2.	Kurnool	- Seed treatment
		- Vaccination of animals
3.	Mercapuram	- Drip irrigation system.
(B)	<u>Karnataka</u>	
1.	Hassan	- Improved practice of potato cultivation.
		- Mixed cropping
		- Low-cost/No-cost technique.
		- Recycling of wastes
		- Preparation of organic manure.
		- Dry land farming practices.
		- Direct marketing.
2.	Karwar	- Post harvest management in paddy cultivation.
5.	Raichur	- Use of hybrid seeds
		- Seed treatment.
		- Use of power tiller.
		- Soil testing.
		- IPM in red gram & groundnut.
(C)	<u>Jharkhand</u>	
1.	Chaibasa	- Use of chemical fertilizer.
		- Use of hybrid seeds.
2.	Daltonganj	- Use of hybrid seeds for maize, paddy, wheat & potato.
3.	Hazaribagh	- Use hybrid seeds of paddy & tomato.
(D)	<u>Uttar Pradesh</u>	
1.	Faizabad	- Organic farming.
		- Spray machine.
		- Use of harvester.
		- Use of power tiller.
		- Sericulture.

2.	Bareilly	- Spray machine.
		- Seed drill.
		- Power tiller
(E)	<u>North-East</u>	
1.	Itanagar	- Use of spray machine.
		- Use of power tiller.
		- Use of thresher.
2.	Jorhat	- Use of pump-set.
		- Spray machine.
		- Use of improved variety of seeds.
		- Use of power tiller.
(F)	<u>Rajasthan</u>	
1.	Chittorgarh	- Seed drill
		- Drip irrigation
		- Use of spray machine.
(G)	<u>Himachal Pradesh</u>	
1.	Dharmshala	- Use of power tiller.
		- Rainwater harvesting.
		- Use of improved variety of seeds.
2.	Hamirpur	- Formation of Self Help Groups of farmers
		- Use of power tiller & thresher.
		- Rainwater harvesting.
3.	Kullu	- Production of organic manure
		- Use of improved variety of seeds and good fertilizer.
		- Live stock insurance.
		- Use of credit facilities from bank.
(H)	<u>Madhya Pradesh</u>	
1.	Khandwa	- Use of spray machine.
		- Drip irrigation system
		- Seed drill system.
2.	Chhindwara	- Drip irrigation system.
		- Spray of urea fertilizer.
		- Care of pet animal.
		- Rain water harvesting.
		- Insecticides for soybean crop
3.	Betul	- Insecticides on chilli crops.

		- Production of organic compost
		- Bio-compost fertilizers
		- Rain water harvesting
		- Balance diet for animal
(I)	<u>Maharashtra</u>	
1.	Dhule	- Drip irrigation (Thimbak) method.
2.	Kolhapur	- New irrigation system.
		- IPM for sugarcane.
		- Soil testing.
3.	Nanded	- Use of thresher
		- Drip irrigation (Thimbak) method.
4.	Yeotmal	- Use of B.T. seeds for cotton.
		- Use of vermi-compost.
		- Drip irrigation system.
		- Use of improved seeds.
		- Use of hybrid seeds for soybean, tur & cotton.
5.	Chanderpur	- New method of cultivation of paddy & its pest control.
		- Vegetable particularly onion cultivation by new techniques.
		- Care of pet animals.
(J)	<u>Chattisgarh</u>	
1.	Raigarh	- Use of thresher.
		- Use of power tiller.
		- Use of harvester.
(K)	<u>Orissa</u>	
1.	Rourkela	- Adopted hybrid seeds of ladies finger, tomato paddy & brinjal.
		- Use of power tiller.
		- Use of pesticides for brinjal cultivation.
		- Use of spray machine.
		- Use of thresher.
(L)	West Bengal	
1	Shantiniketan	- Use of spray machine
		- Hybrid paddy potato and brinjal seeds.
(M)	Pondicherry	
1	Karaikal	- Use of tractor.
		- Use of power tiller
		- Machine for pesticides.

Suggestions & comments on Kisanvani Programme

S/N	Name of the State/Station	Suggestions / comments
(A) <u>Andhra Pradesh</u>		
		i) Information should be provided on water conservation methods.
		ii) Provide information on seed treatment for groundnut crop.
		iii) Programme on water management system in the paddy crop should be given.
		iv) Information on latest technique of agriculture should be provided.
		v) Programme on soil & water-testing methods should be b'cast.
2.	Mercapuram	i) Increase duration of Kisanvani programme.
		ii) Information on horticulture & medicinal plants should be given.
		iii) Information on soil testing may be provided.
		iv) Provide information on brinjal cultivation.
		v) Information should be given about cash crops.
3.	Tirupathy	i) Information on mango cultivation should be provided.
		ii) Provide information on paddy cultivation.
(B) <u>Karnataka</u>		
1.	Bijapur	i) More information on 'Self Employment Scheme' should be given.
		ii) Provide information on crop rotation techniques.
		iii) More information on animal husbandry should be provided.
2.	Hassan	i) Agriculture news should be b'cast in Kisanvani.
		ii) Duration of the programme should be increased.
		iii) Give more information on organic manure.
		iv) Letter based question-answer programme should be started.
		v) Live phone-in and phone-out programme should be included in Kisanvani.
		vi) Area specific programme may be b'cast.
3.	Karwar	i) Interview with expert on soil fertility should be b'cast.
		ii) More topics on poultry farming should be covered under Kisanvani.
4.	Raichur	i) Broadcast programme on seed production methods for groundnut.
		ii) Agriculture based live phone-in-programme should be b'cast.
		iii) Information on 'Kisan Credit Card' should be given.
		iv) Provide information about availability of different irrigation system for variety of crops.
		v) Programme on cash crop should be given.
		vi) Give information about government subsidy schemes for agriculture.
5.	Mysore	i) Interview of progressive farmers should be b'cast.
		ii) Live agriculture quiz programme should be b'cast.

6.	Chitradurga	i) B'cast phone-in-programme under Kisanvani.
		ii) Provide information about loan & subsidy of the government.
		iii) Information should be given on rainwater harvesting.
7.	Manglore	i) Provide information about 'Kisan Call Centre' & its benefits.
		ii) More programme on horticulture should be given.
		iii) Timings of b'cast Kisanvani programme should be changed to 8 to 9 PM.
(C) Daman		
1.	Daman	i) Timings of b'cast should be changed to 7 to 8 PM.
		ii) Duration of the programme may be increased.
		iii) Phone-in-programme should be started under Kisanvani.
		iv) More and more field based programme should be started.
(D) Jharkhand		
1.	Chaibasa	i) General village level day-to-day problem of farmers should be discussed.
		ii) Programme based on 'Ho' dialect should be b'cast separately.
		iii) Common diseases of goat and preventive measure thereof should be highlighted.
		iv) Programme on Kitchen gardening may also be included in Kisanvani.
2.	Daltonganj	i) Information about mobile soil camp should be given.
		ii) Programme on sundry preservation technique should be mounted in Kisanvani.
		iii) Prospects of sunflower cultivation should be highlighted.
		iv) Programme should be presented in question answer format.
3.	Hazaribagh	i) Programme on pre and post harvest management should be given.
		ii) Programme should be present in question answer format.
		iii) Class room type programme should be b'cast for female farmers.
		iv) Detailed programme should be given on soil testing.
(E) Uttar Pradesh		
1.	Obra	(i) Information should be given on dairy farming and diseases affecting cattle.
		(ii) Provide information about zero tilling.
2.	Faizabad	(i) Quiz programme should also be included under Kisanvani programme.
		(ii) Number of folk songs should be increased in the Kisanvani programme.
		(iii) Live phone-in-programme should be started in Kisanvani.
		(iv) The timing of Kisanvani should be changed to day transmission 2-3PM.
		(v) Information on 'self-employment schemes' & availability of loan for the same should be b'cast.
		(vi) Information on small-scale industry should be given.
		(vii) Kisanvani programme should be presented with woman farmers.
3.	Bareilly	i) From where to procure jetropha plants, give suggestion.
		ii) Information on rainwater harvesting should be given.
		iii) Provide information on self-employment scheme.

		iv) Provide information about inter-cropping with sugarcane crop.
		v) Give information on good breed of cattle & prevention of various diseases affecting them.
		vi) Information should be given on good variety of potato.
		vii) Give detailed information on 'Poplar' cultivation.
		viii) How to prevent foot & mouth disease in cattle and its treatment.
		ix) Information on cultivation of capsicum should be given.
(F) North-East		
1.	Mokokchung	i) Information should be given on rural sanitation.
		ii) Information on 'loan & subsidy schemes' should be given.
2.	Dhubri	i) Suggest the name of pesticides effective against diseases like 'Noni-dhora', 'Naya-khowa' etc. in the Kisanvani.
		ii) Kisanvani programme should be b'cast twice a week.
		iii) Information on loan & subsidy schemes should be given
		iv) More information should be given on bio-fertilizer/organic manure.
3.	Itanagar	i) Kisanvani programme should be presented in simple language.
		ii) Reception quality of the Kisanvani should be improved.
		iii) What type of agro-based fertilizers should be used in hilly region, provide information.
		iv) Information on transportation & marketing of agricultural products should be given.
		v) Interview of successful farmers should be b'cast.
4.	Jorhat	i) Information about amount of fertilizers to be used for the cultivation of paddy & potato, should be given.
		ii) Programme on marketing of agriculture product especially green vegetables should be given.
		iii) Information on procurement of improved variety of seeds in affordable prices, should be provided.
5.	Nagaon	i) Provide information about various government schemes for the farmers.
		ii) Information on cost effective method of water conservation should be given.
		iii) Provide information on insurance of cattle.
		iv) Programme on soil testing & its fertility should be b'cast
		v) Discussion with Doctors on seasonal diseases should be included in programme.
		vi) Information on use of hybrid seed be provided.
5.	Jowai	i) Programme should be b'cast timely & according to the season.
6.	Lunglei	i) Field based interview should be b'cast.
7.	Belonia	i) B'cast folk music in between the programme.
		ii) Quiz programme should also be started in Kisanvani programme.
		iii) Interview of successful farmers should be b'cast in Kisanvani programme.
(G) Rajasthan		
1.	Banswara	i) Programme on how to make clay utensils should be given.
		ii) How to protect the trees from termite attack, provide solution.

3.	Jaisalmer	i)	Information should be given on cattle diseases.
		ii)	More information on soil fertility & how to increase the yield of agriculture product should be given.
		iii)	More information on soil testing method should be given.
4.	Jhalawar	i)	Provide information on insecticides & pesticides & their quantity to be used.
		ii)	Information on seasonal crop cultivation to gain more profit should be given.
		iii)	More information on vegetable growing should be provided.
		iv)	Programme should be b'cast based on interview with agricultural experts.
		v)	Include programme on 'Self-employment schemes' for woman in Kisanvani.
		vi)	Where to get hybrid seeds, provide information.
(H) Gujrat			
1.	Godhra	i)	Devotional & folk songs may also be included in the Kisanvani programme.
		ii)	Important topic of Kisanvani programme may be repeated for better appreciation.
		iii)	Discussion with progressive & experienced farmers should be b'cast.
		iv)	Information on 'Self-employment Scheme' should be given.
		v)	Highlights of the week's programme should be given.
(I) Punjab			
1.	Bhatinda	i)	Agriculture news should be incorporated in between the Kisanvani.
		ii)	Old film songs should also be played in Kisanvani.
		iii)	Interview with successful farmers should also be b'cast.
2.	Patiala	i)	Information on sugarcane cultivation should be given.
		ii)	Information on government irrigation schemes should be provided.
		iii)	Provide information on improved variety of wheat seeds.
(J) Himachal Pradesh			
1.	Dharmshala	i)	Suggestion should be given in the programme about proper utilization of fertilizer.
		ii)	B'cast programme on soil testing and its benefits.
		iii)	More information should be provided about drip irrigation and self-employment schemes of the government.
		iv)	Progressive farmers should be invited for discussion & the same should be b'cast in Kisanvani.
		v)	Duration of the phone-in-programme may be increased.
2.	Hamirpur	i)	More & more Pahari folk songs should be included in Kisanvani.
		ii)	Simple words should be used while b'casting talks & discussion.
		iii)	Provide information about improved variety of seeds & their availability.
		iv)	Farmers participation should be ensured in Kisanvani.
		v)	Information should be provided about organic farming.

		vi) Details about loan and subsidy schemes of government may be given.
		vii) Information should be given on self-employment schemes of the government.
3.	Kullu	i) More information should be given about dairy farming and rearing of goat & sheep.
		ii) Technical terms should be explained in local dialect.
		iii) The same topic should not be repeated frequently.
		iv) More information should be given on organic farming.
		v) Provide details about cash crops & their marketing.
		vi) Information should be given on 'Bee keeping'.
(K) Madhya Pradesh		
1.	Balaghat	i) Local folk songs should be included in Kisanvani programme.
		ii) Interview of the progressive farmers should be b'cast time to time.
		iii) Kisanvani programme should be b'cast twice a day.
		iv) Information related to pests affecting crops and their prevention should be given.
2.	Guna	i) Method of preparation of organic manure should be suggested.
		ii) Agriculture news including market rates should be started in Kisanvani.
		iii) Suggest methods to remove weeds from the crops.
		iv) Information related to procurement of fertilizers, seeds & pesticides should be given.
4.	Sagar	i) Number of folk songs should be reduced in Kisanvani and agriculture related topics should be covered more.
		ii) Name of pesticides should be given in Hindi and should be read in slow speed.
5.	Chhindwara	i) Information on government employment schemes should be given.
		ii) Programme on dairy farming and loan & subsidy for it should be b'cast.
		iii) Information on insecticides for all type of crops should be provided.
6.	Betul	i) B'cast information on various irrigation systems.
		ii) Information on marketing and cultivation of garlic crop should be given.
		iii) Adverse effects of chemical fertilizer over the fertility of soil should be propagated.
		iv) Folk music should be included in Kisanvani programme.
		v) Information on cross breed animal for dairy farming should be provided.
		vi) Information on mushroom cultivation should be provided.
		vii) Programme on medicinal plants especially 'Amla' & 'Shikakai' should be b'cast.
(L) Maharashtra		
1.	Dhule	i) Diseases affecting cotton crop should be discussed in detail.
		ii) Phone-in-programme should be started under the Kisanvani.

2.	Chanderpur	i) Information should be given about turmeric & potato cultivation.
		ii) Provide details about fishery.
		iii) Give suggestion how to start library for the farmers in the village and details of govt. grants for it.
		iv) Programme on soil testing may be given.
3.	Satara	i) Only one topic should be covered at a time in Kisanvani.
		ii) Language of Kisanvani presentation should be simple and as per the local needs.
		iii) Interview of farmers should be b'cast in Kisanvani programme.
		iv) Information on low cost technology may be given.
4	Ahmednagar	i) Information about banana crop, its diseases and control should be given.
		ii) Details of 'Integrated Pest Management' should be provided.
		iii) Give information about new variety of sugarcane.
		iv) Information should be provided on bio-gas (Gobar Gas).
		v) Which sprinkler is more suitable for drip irrigation, give suggestion.
5.	Kolhapur	i) Give information about soil conservation.
		ii) Interview of progressive farmers should be b'cast in Kisanvani.
		iii) Farmers queries should be replied through phone-in-programme.
6.	Osmanabad	i) Information on high yield variety of vegetables should be given.
		ii) How to take maximum yield using less water, give suggestion.
7.	Beed	i) Phone-in-programme should be started in Kisanvani.
		ii) Marathi folk music should be given in Kisanvani programme.
		iii) Interview of agriculture experts should be b'cast.
		iv) Information on 'loan & subsidy schemes' of the government should be given.
8.	Yeotmal	i) Export zone should be established for the agricultural product in Yeotmal district.
		ii) Detailed information should be given about fishery and dairy farming especially high milk producing cows & buffalos.
		iii) B'cast detailed information about ostrich farming project.
		iv) Give more details about mushroom & orange cultivation & their marketing.
		v) Detailed information about dairy products & their marketing should be given.
(M)	<u>Bihar</u>	
1.	Sasaram	i) Duration of the programme should be increased.
		ii) Suggestion should be given how to produce good variety of brinjal & turmeric.
		iii) Programme on soil testing before sowing paddy & wheat should be given.
		iv) Reception quality of the programme should be improved during the Kisanvani.
2.	Purnea	i) Phone-in-programme should be started.

		ii) Programme on potato cultivation with latest technology should be b'cast.
		iii) Information on horticulture particularly Mango & Lichi growing should be provided.
		iv) Provide information on cultivation of Aromatic plants.
		v) Duration of the programme should be increased.
(N)	<u>Chattisgarh</u>	
1.	Raigarh	i) Local dialect should be used in compering.
		ii) Detailed information should be provided on cultivation of groundnut, wheat & sunflower.
		iii) Interview of progressive farmers should be b'cast.
		iv) Give information about good breed of cows & technique of increasing milk production.
		v) Reasons for lime trees not bearing fruits or falling before ripening should be given.
2.	Bilaspur	i) Information about self-employment scheme for women should be given.
		ii) Programme on fishery & goat rearing should be given.
		iii) Provide information about the crops particularly paddy which require less water and cost effective.
(O)	<u>Orissa</u>	
1.	Rourkela	i) Programme on alternative irrigation facilities should be given.
		ii) Participation of farmers in the Kisanvani programme should be ensured.
		iii) Phone-in-programme should be started.
		iv) Farmers should be invited in studio to share their experiences.
		v) Repetition of programme should be avoided.
(P)	<u>Pondicherry</u>	
<u>1.</u>	Karaikal	i) Mount more programme on horticulture.
		ii) Information should be given on various diseases affecting cattle & their prevention.
		iii) Suggest modern technique of sugarcane cultivation.
		iv) More information should be provided about cotton and banana cultivation.
(Q)	<u>Tamilnadu</u>	
1.	Nagarcoil	i) More programmes on cottage industry may be given.
		ii) A programme on farmers' suggestion & queries may be included in Kisanvani.
(R)	<u>West Bengal</u>	
1.	Shantiniketan	i) Provide information on pest control of mustered crop.
		ii) Programme should be b'cast on cultivation of sunflower.
		iii) How to cultivate paddy during dry season, give information.
		iv) Give detail about various types of govt. loan & subsidy schemes.
		v) Information should be given about 'Kisan Credit Card'.
		vi) Phone-in-programme should be introduced in Kisanvani.

		vii) Programme should be b'cast with local accent.
		viii) Farmers should be involved in Kisanvani programme.
2.	Murshidabad	i) More and more field-based programmes should be b'cast.
		ii) Technical terms should be explained in easy language.
		iii) Weather bulletin should be b'cast regularly in the Kisanvani programme.
		iv) Toll free phone-in-facilities should be made available for Kisanvani programme.
		v) Programme on marketing of agricultural products should be b'cast.

TABLES

(Consolidated)

Table:1
Profile of the Respondents

Base: 17900

Gender	No.	%
Male	15183	84.8
Female	2717	15.2

Age group	No.	%
18-30 years	4433	24.8
31-45 years	7989	44.6
46 year & above	5478	30.6

* Ownership of Radio	No.	%
Radio with FM	17060	95.3
Radio without FM	840	4.7

Ownership of TV	No.	%
TV only	8698	48.6
TV with Cable	2874	16.1
No TV	6328	35.3

Education	No.	%
Graduate & above	1682	9.4
Below graduate but matric	5347	29.9
Below matric but literate	8687	48.5
Illiterate	2184	12.2

*Only Radio households were covered under the survey as such ownership of Radio with FM & without FM was 100%.

TABLE: 1 CONTINUED

Occupation	No.	%
Farmer	16664	93.1
Service	658	3.7
Business	578	3.2

Land ownership	No.	%
Marginal farmer	5613	31.3
Small farmer	5635	31.5
Medium farmer	4907	27.4
Large farmer	851	4.8
Share Cropper	894	5.0

Agriculture equipment ownership	No.	%
Tractor	2146	12.0
Pump-set	6475	36.2
Tube well	3662	20.5
Thrasher	1024	5.7
Power tiller	364	2.0
Spray Machine	2773	15.5
Harvester	508	2.8
Any other	5312	29.7

Table: 2

Frequency of listening to Kisanvani programme

Base: 17900

<u>Frequency</u>	<u>No.</u>	<u>%</u>
Regularly (5-7 days a week)	7038	39.3
Frequently (3-4 days a week)	7422	41.5
Occasionally (1-2 days a week)	2445	13.7
Rarely (Once or twice in a month)	844	4.7
Never	151	0.8

TABLE : 3

Items listened under Kisanvani Programme

(Multiple response)

Base: 17900

<u>Items</u>	<u>No.</u>	<u>%</u>
Modern and latest agriculture implements	2025	11.3
Farm seeds and seed production of day to day use	3025	16.9
Cultivation of export oriented crops, cash crops etc.	4381	24.5
Bio-products management.	1575	8.8
Marketing of agriculture products	1981	11.1
Loans and subsidy schemes of the government.	1503	8.4
Self-employment schemes.	1177	6.6
Information on Cottage industry.	662	3.7
New methods of irrigation, rain harvest, etc.	1483	8.3
Post harvest management & value addition.	1171	6.5
Specific topics on Animal Husbandry.	2596	14.5
Specific topics on Dairy & Poultry farming.	1574	8.8
IPM (Integrated Pest Management)	2523	14.1
Cultivation of Aromatic & Medicinal plants.	1274	7.1
Gender friendly equipments.	223	1.2

Table : 4
Quality of the information

Base: 17900

<u>Quality</u>	<u>No</u>	<u>%</u>
Excellent	5713	31.9
Good	11385	63.6
Bad	390	2.2

Table : 5
Opinion on information/subject matter given under Kisanvani Programme
(Multiple response)

Base: 17900

<u>Opinion</u>	<u>No.</u>	<u>%</u>
Information given was not easy to understand.	3389	18.9
Information given could not be comprehended.	1050	5.9
Information given can be practiced / adopted.	12112	67.7
Information given was understood but could not be practiced/adopted.	2369	13.2
Information given was not adequate	1013	5.7
Information given was not relevant	891	5.0
Information given was untimely	657	3.7
Any other	508	2.8

Table : 6
Reasons for not understanding the information given in the programme / subject matter covered
(Multiple response)

Base: 17900

<u>Reasons</u>	<u>No.</u>	<u>%</u>
Unable to remember as too many messages / technologies / information were given in single b'cast .	585	3.3
The explanation provided was complicated and confusing.	475	2.7
Too many technical words used were not explained properly.	346	1.9
The experts were talking too fast	346	1.9
Any other	289	1.6

Table: 7
Reasons for information not being relevant

(Multiple response)

Base: 17900

<u>Reasons</u>	<u>No.</u>	<u>%</u>
The information/technology given is not related to my farming activities	575	3.2
The information given was not timely/seasonal	421	2.4
The information given was not suitable for the area/location/climate.	442	2.5

Table : 8
Reason for information not being adequate

(Multiple response)

Base: 17900

<u>Items</u>	<u>No.</u>	<u>%</u>
The information given was too brief	679	3.8
All aspects of information/technologies were not covered	488	2.7
Source of additional information not given	382	2.1

Table : 9
Information adoptable/practical

Base: 17900

<u>Respondents opinion</u>	<u>No.</u>	<u>%</u>
Yes, Adoptable/practical	14412	80.5
No, Not adoptable/practical	3076	17.2

Table : 9.1
Reasons for adoption
(Multiple response)

Base: 17900

Reason	No.	%
The information/technology is very simple and easy to adopt/practice.	9023	50.4
It is low cost technology	1652	9.2
It is value added technology	5648	31.6
It will increase the yield/production	7873	44.0
It will reduce the cost of production	2381	13.3
The technology is already being adopted/practiced.	1314	7.3
Any other	271	1.5

Table : 9.2
Reasons for not adoption
(Multiple response)

Base: 17900

Reason	No.	%
Technology/method not suitable/appropriate for the location.	1097	6.1
Technology is very expensive and cannot afford the required inputs.	1197	6.7
Information provided was not adequate.	570	3.2
Did not like to take risk by adopting new practice.	1348	7.5
Any other	158	0.9

Table : 9.3
Major bottlenecks in adoption
(Multiple response)

Base: 17900

Bottlenecks	No.	%
Inputs not available on time	4795	26.8
Inputs not available in the village	5010	28.0
Inputs not available near the village	3068	17.1
Difficulties in transportation of inputs	2048	11.4
Quality of inputs	2472	13.8
Cost of inputs	3136	17.5
Additional information not available	1474	8.2

Table : 10
Topics required to be covered in Kisanvani Programme
(Multiple response)

Base: 17900

Topic	No.	%
Modern and latest agriculture implements	3394	19.0
Farm seeds and seed production of day to day use	4025	22.5
Cultivation of export oriented crops, cash crops etc.	3563	19.9
Bio-products management.	2418	13.5
Marketing of agriculture products	2555	14.3
Loans and subsidy schemes of the government.	4277	23.9
Self-employment schemes.	2841	15.9
Information on Cottage industry.	1744	9.7
New methods of irrigation, rain harvest, etc.	2855	15.9
Post harvest management & value addition.	1260	7.0
Specific topics on Animal Husbandry.	2515	14.1
Specific topics on Dairy & Poultry farming.	2276	12.7
IPM (Integrated Pest Management)	2479	13.8
Cultivation of Aromatic & Medicinal plants.	1348	7.5
Gender friendly equipments	549	3.1

Table : 11
Most suitable time chunk for Kisanvani Programme

Base: 17900

Topic	No.	%
06-07 AM	531	3.0
07-08 AM	668	3.7
08-09 AM	246	1.4
09-10 AM	62	0.3
10-11 AM	100	0.6
12-01 PM	134	0.7
01-02 PM	281	1.6
02-03 PM	174	1.0
03-04 PM	356	2.0
04-05 PM	1422	7.9
05-06 PM	2761	15.4
06-07 PM	4067	22.7
07-08 PM	5225	29.2
08-09 PM	1289	7.2
09-10 PM	172	1.0

Table : 12
Preferred Programme formats

(Multiple response)

Base: 17900

Formats	No.	%
Talk	8516	47.6
Discussion	9350	52.2
Interview	9113	50.9
Feature	2205	12.3
Documentary	1389	7.8
Infotainment/Docudrama	2531	14.1
Phone-in-interactive programme	4790	26.8

Table : 13
Preferred duration of Kisanvani programme

Base: 17900

Duration	No.	%
15 Minutes	437	2.4
30 Minutes	6226	34.8
45 Minutes	4570	25.5
60 Minutes	5536	30.9
More than 60 Minutes	719	4.0

Table : 14
Reception quality of the programme

Base: 17900

Reception quality	No.	%
Very Good	6179	34.5
Good	9910	55.4
Average	1261	7.0
Poor	138	0.8