

Feedback Survey Report ***On*** ***Kisanvani Programme***



Some successful vegetable growers

Under
‘Mass Media Support to Agriculture Extension’
Sponsored by
Ministry of Agriculture, Govt. of India.
[Part :(XIII): 86th to 98th Week (1st January to 31st March, 08)]



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Feedback survey reports are also available on the Internet!

To view or download the reports brought out so far (Part-I to XIII), log on to our website www.allindiaradio.gov.in.

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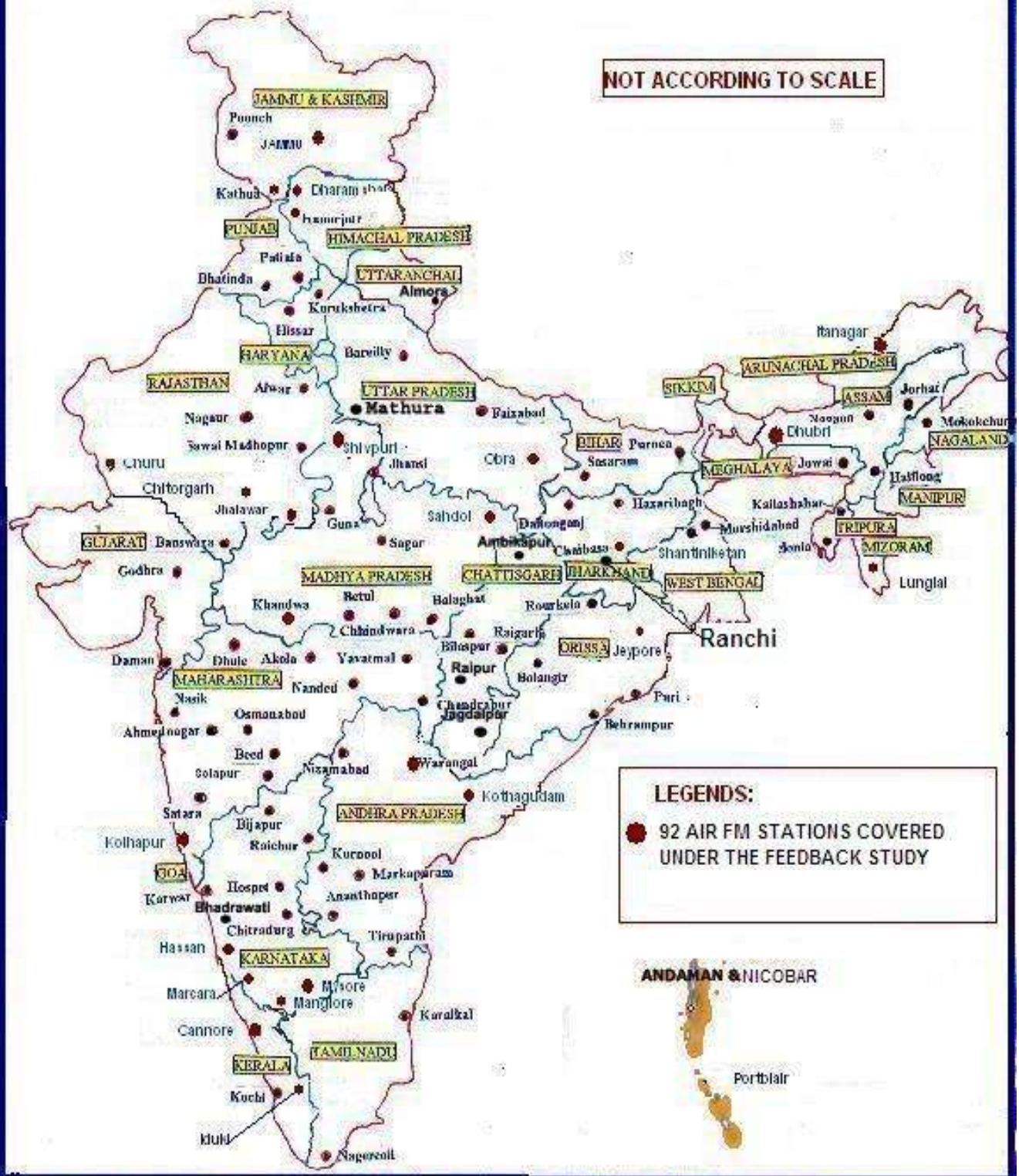
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STUDY PROFILE

■ 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	1 st January to 31 st March, 2008 (86 th to 98 th week of study)
■ Place of survey	2323 Villages in primary coverage zone of 91 AIR, FM Stations spread over 24 States and two Union Territories across the country.
■ Sample Size	23202 sample respondents (<i>Farmers</i>) @ 2 villages per week per 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.	Headquarters, Audience Research Unit, DG, AIR, New Delhi.
■ Preparation of Report	September, 2008

MAP SHOWING AIR FM STATIONS COVERED UNDER KISANVANI FEEDBACK SURVEY

NOT ACCORDING TO SCALE

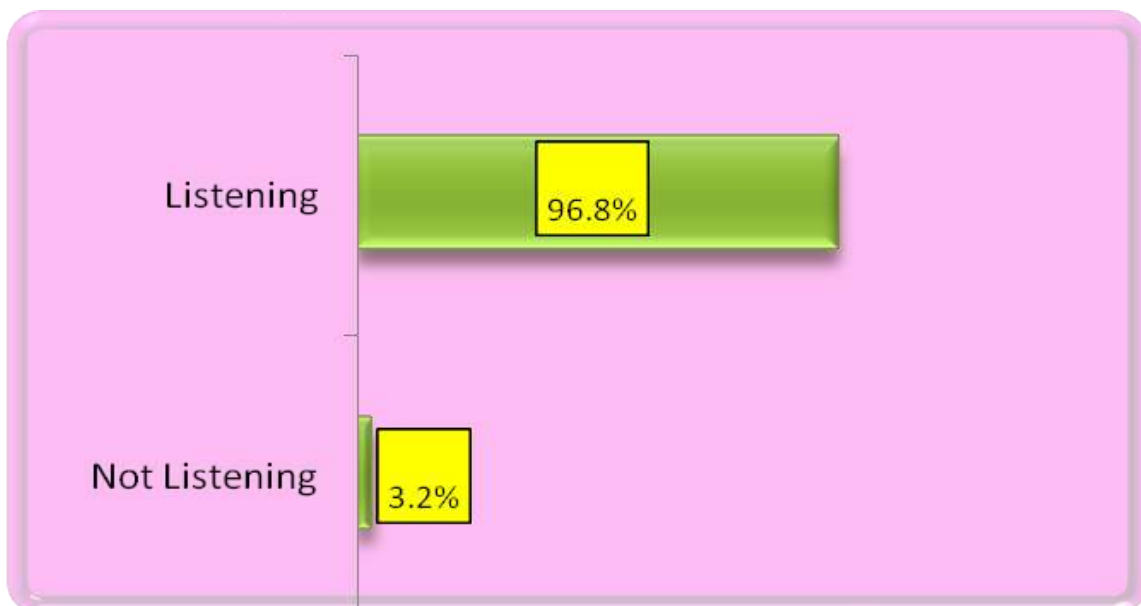


SALIENT FINDINGS

The survey conducted during the reference period (1st January to 31st March, 2008) used the same research methodology including survey schedule as was used during the previous weeks (66th to 85th week – 13th August to 31st December, 2008). The following are the salient findings of study:-



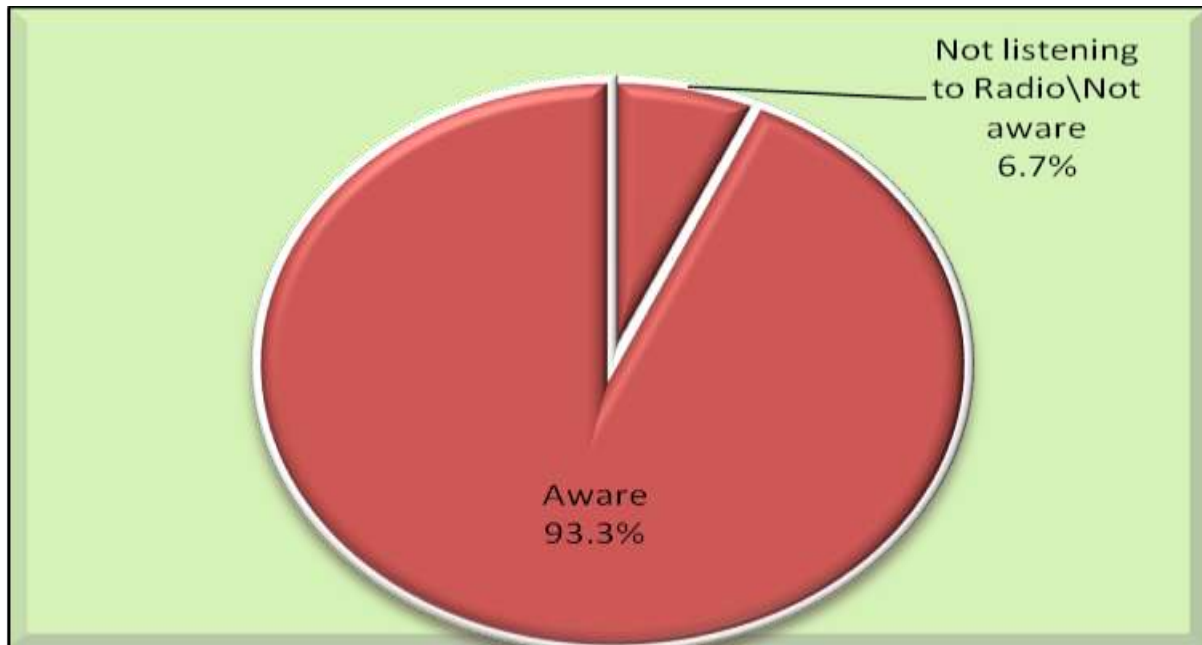
Radio Listening :



Almost all the respondents interviewed were listening to Radio (96.8%). Only a small percentage (3.2%) reported that they did not tune in to radio at all.

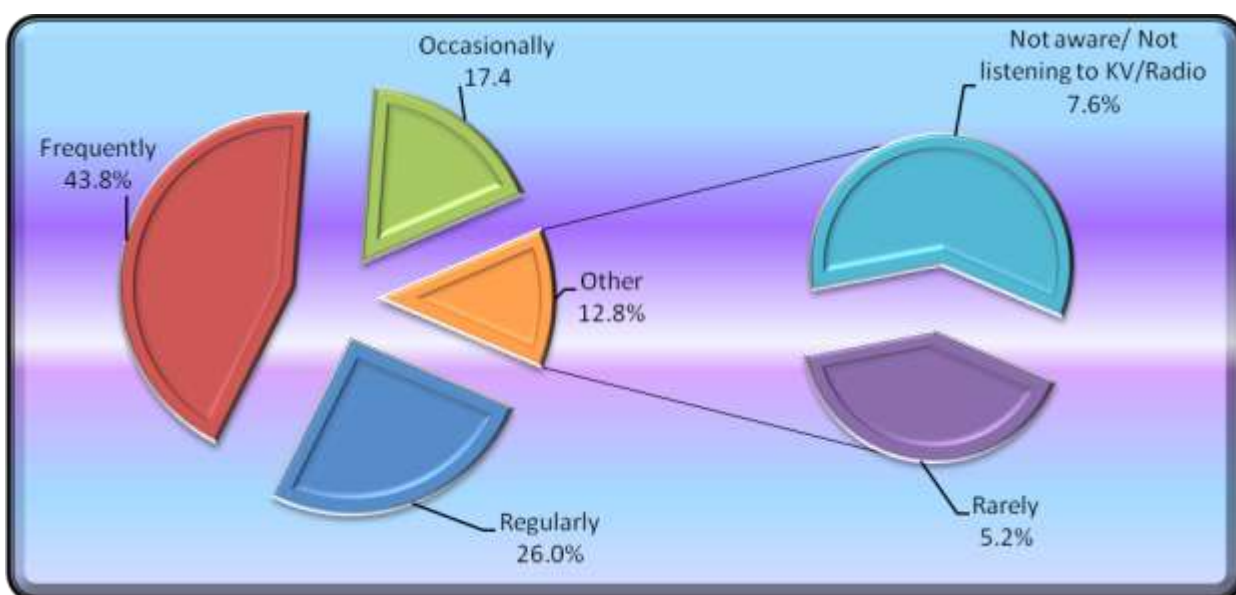


Awareness of Kisanvani Programme :



To make someone listen to a particular programme, it is important to create sufficient awareness about that programme among the target audience through the inter and intra mass media publicity and advertisement. In this direction, All India Radio has been making sustained efforts which resulted in high level of awareness of the Kisanvani Programme among the target farmers which is evident from the study results that as high as 93.3% sample respondents were found to be aware about the Kisanvani Programme. However, 6.7% respondents were either not listening to Radio or not aware of the Kisanvani Programme

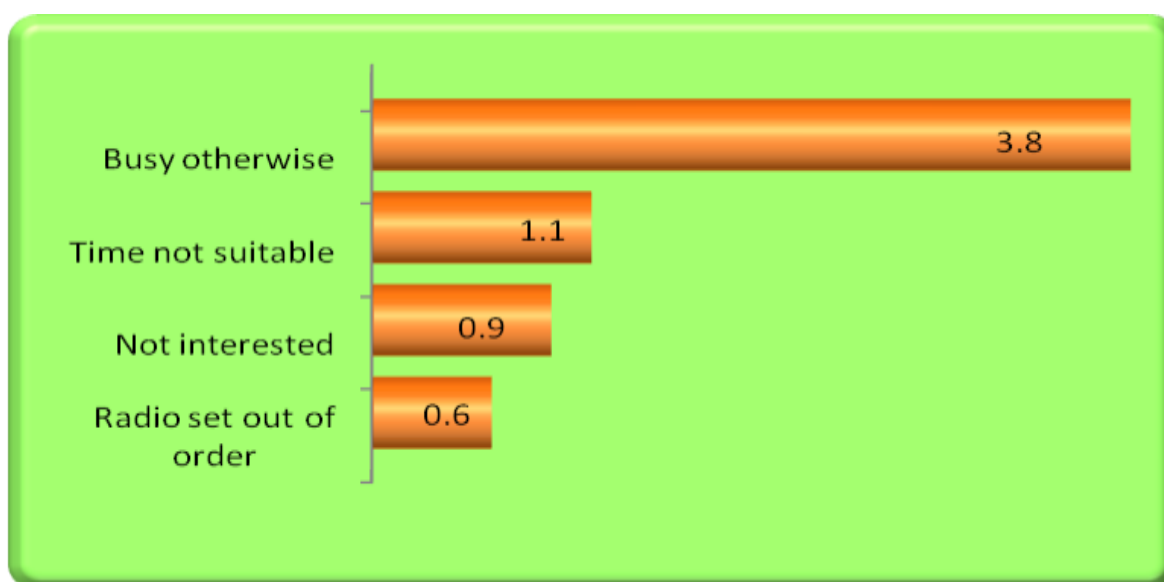
Weekly reach of Kisanvani Programme:



Weekly reach (listening at least once a week) of Kisanvani programme was found to be slightly higher (87.2%) during the reference period as compared to previous weeks (87.1). Weekly reach included regular listeners (5-7 days a week)-26%, frequent listeners (3-4days a week)- 43.8% and occasional listeners (1-2 days week)-17.4%. Percentage of regular listeners marginally declined by 2.2% whereas frequent listeners increased by 3.4% over the previous weeks. However, the increase and decrease in listening is not statistically significant to indicate any conclusive trend.



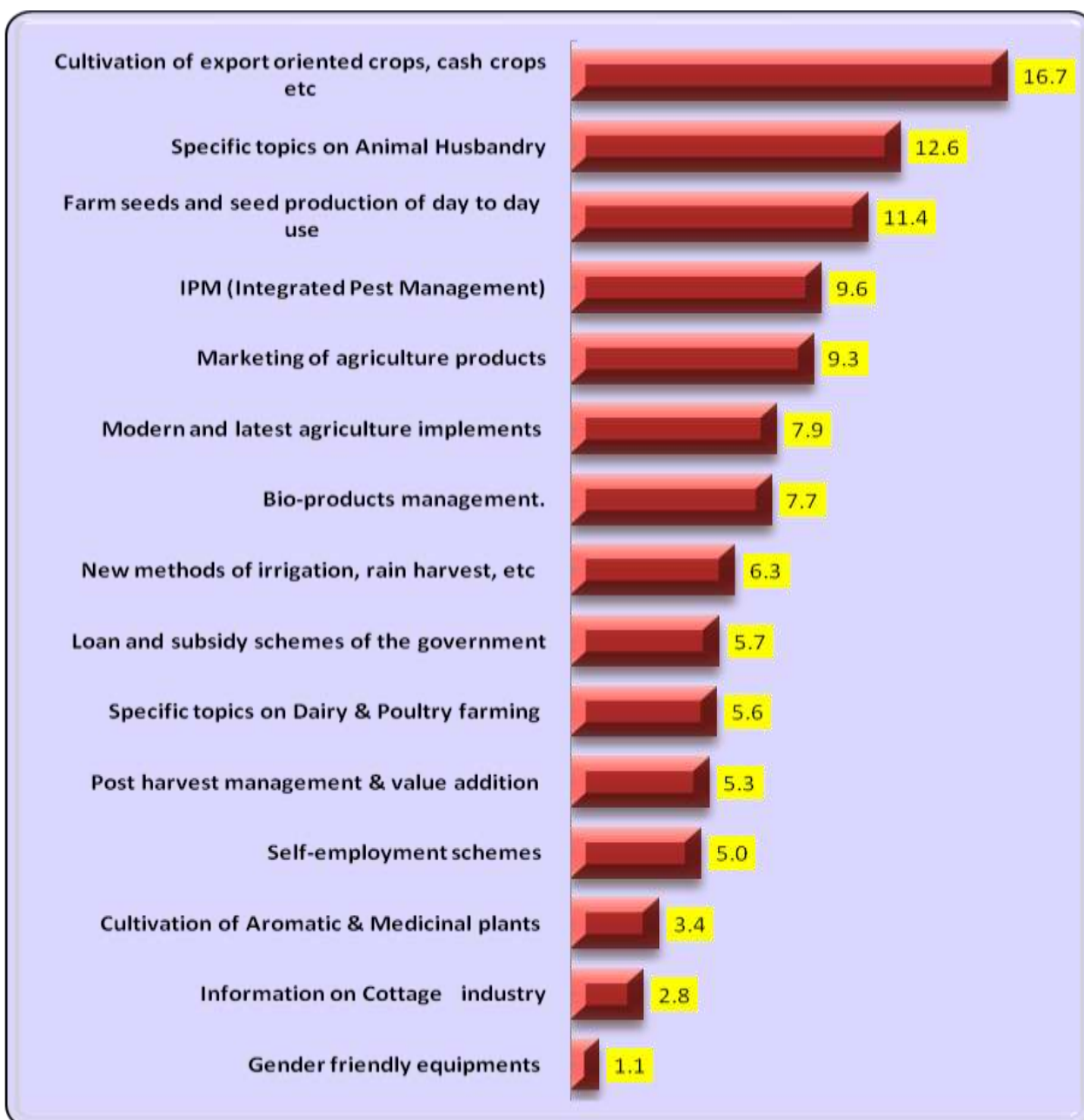
Reasons for not listening to Kisanvani Programme :



Those respondents who were not listening to Kisanvani programme at all or listening rarely (once or twice a month) were further probed for the reasons for not listening to Kisanvani programme. In response, maximum percentage (3.8%) of respondents gave the reason that they were busy otherwise, followed by the reason 'Time was not suitable' (1.1%), 'Not interested' (0.9%) and 'Radio set out of order' (0.6%).



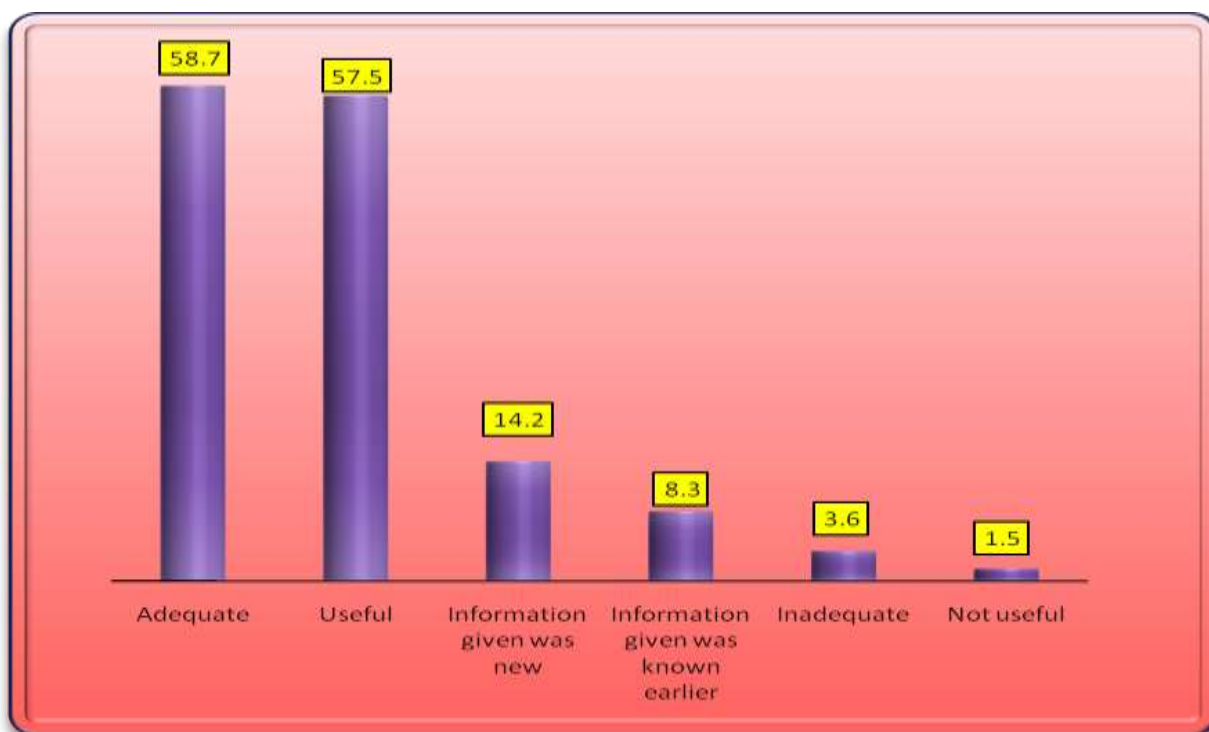
Various topics listened yesterday under Kisanvani Programme:



To find out the actual listening to Kisanvani Programme, sample respondents were asked whether they listened to Kisanvani Programme yesterday (day before interview). In reply, more than half of them (61.4%) responded affirmatively.

Further, they were asked, if listened previous day programmes, which topics did they listen to. Highest number of respondents (16.7%) reported that they listened to the topic ‘Cultivation of export oriented crops, cash crop etc.’ Second most listened item was ‘Specific topics on Animal Husbandry’ (12.6%) followed by the topic ‘Farm seeds and seed production of day to day use’ (11.4%) and IPM (Interegrated Pest Management) 9.6%. Least listened to topic was ‘Gender friendly equipments’ (1.1%). By and large same trend was observed during the previous weeks also.

 *Adequacy and usefulness of the information :*

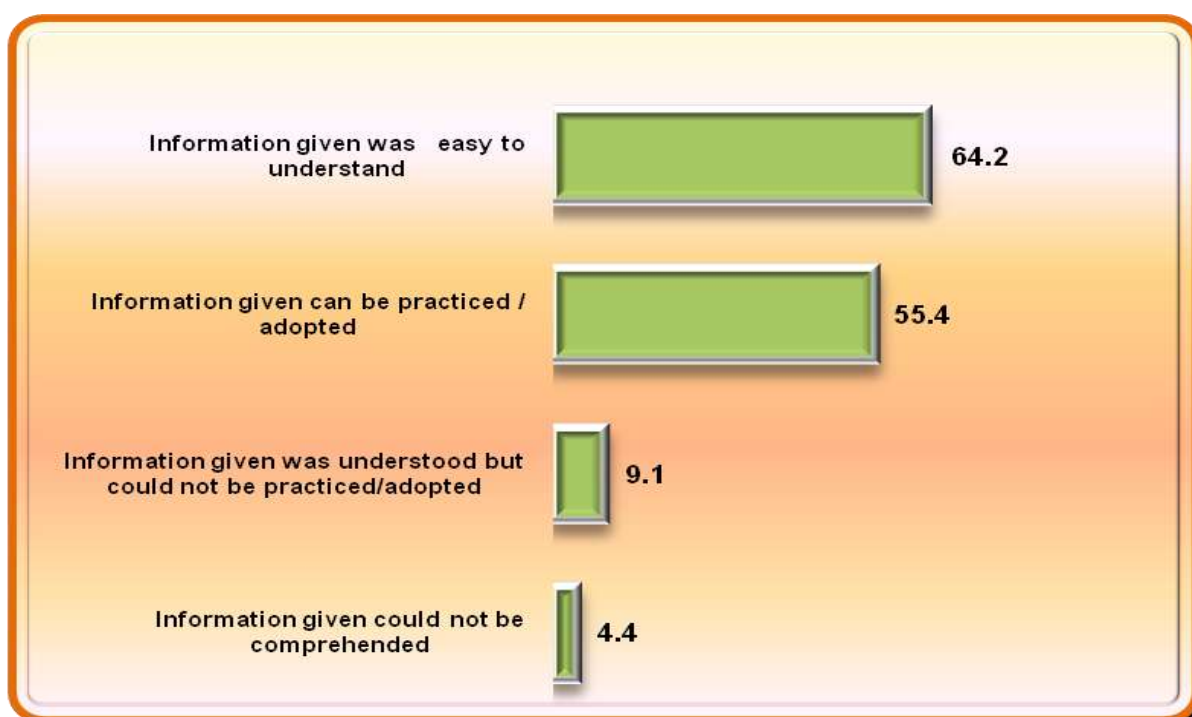


Under the Kisanvani Programme, various topics are mounted according to season, agro-ecological condition of the area and demand of listeners. Opinions were elicited from the respondents whether they found the programme adequate and

useful. Close to 60% respondents found the information adequate and almost same percentage of respondents also found the programme useful. Nearly 15% respondents reported that the information given under the Kisanvani programme was new. These findings show that the farmers really got benefited from the information provided under Kisanvani programme.



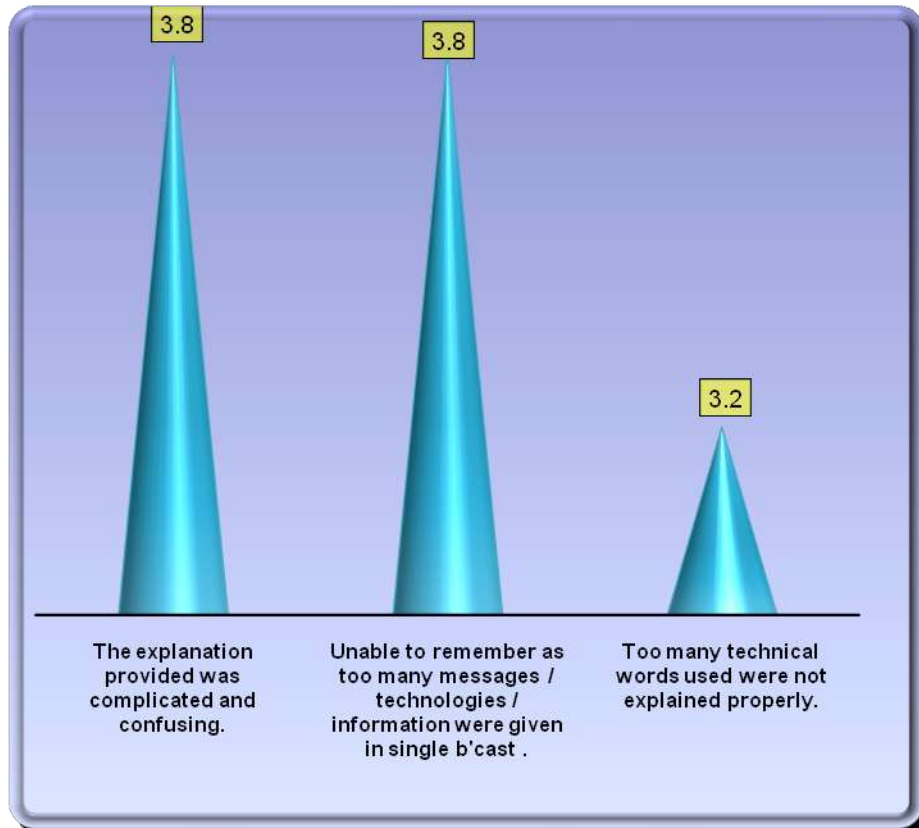
Opinion on the Kisanvani Programme :



Further views of the respondents were solicited on the information/subject matter given in the Kisanvani programme. Majority of the respondents (64.2%) stated that ‘Information given was easy to understand’ and a little more than 55% opined that information given could be practised/adopted. However, nearly 9% respondents were those who understood the information but could not bring it to practice/ adoption and a little less than 5% could not comprehend the information at all.



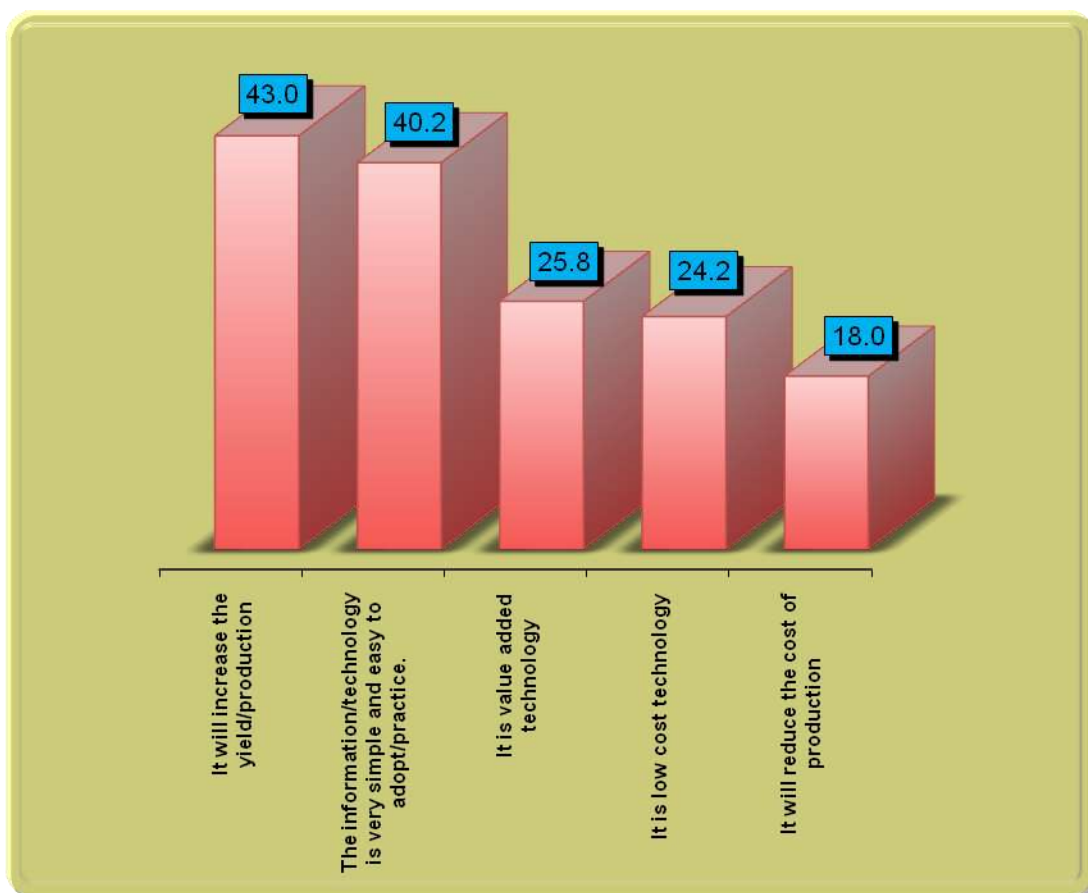
Reasons for not understanding the information given in the Kisanvani Programme :



Those respondents (4.4%) who could not comprehend the information given in the Kisanvani programme were further probed for the reasons for not comprehending the information. The main reasons cited were that they were unable to remember the contents of information as too many messages/technologies/information were given in a single broadcast and the explanation provided was complicated and confusing (3.8% each).



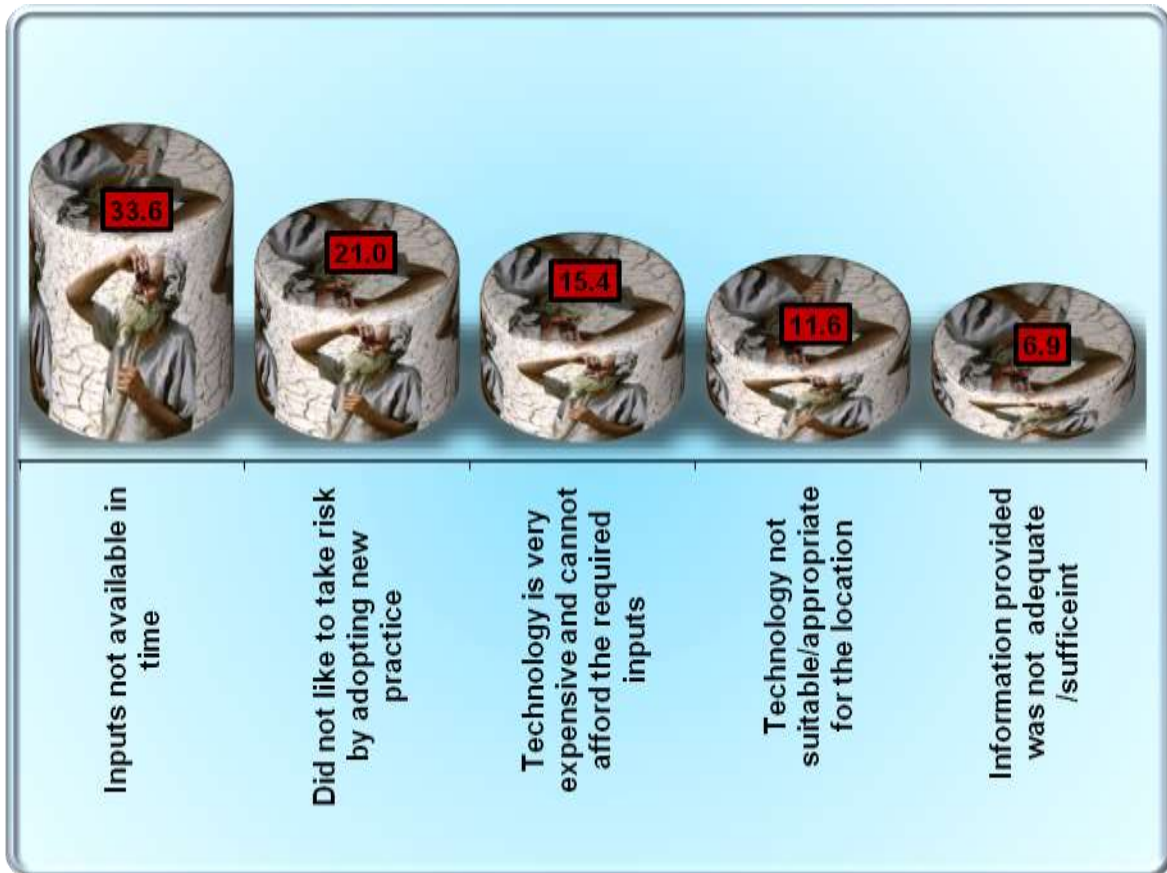
Reasons for adoption :



Nearly 55% respondents opined that the information given in the Kisanvani programme can be practised/adopted. When further enquired the reasons for adopting the technologies/information provided in Kisanvani programme, maximum number of respondents (43%) reported that it will increase the yield/production, followed by ‘The information/technology was very simple and easy to adopt/practice (40.2%), ‘It was value added technology’ (25.8%) and ‘It was low cost technology’ (24.2%).



Major bottlenecks in adoption :



While adopting the new technology/methods of agriculture, farmers normally face many problems. They (respondents) were asked to tell the major problems faced by them. Highest number of respondents (about one-third) stated that inputs were not available to them in time when they tried to adopt new technology/method of cultivation. This was followed by those respondents (nearly one-fifth) who did not like to take risk by adopting new practices. Further more, 15.4% respondents reported that technology was very expensive and they could not afford the required inputs, followed by ‘technology was not suitable or appropriate for the location’ (11.6%).



Topics liked to be covered in Kisanvani Programme :



Kisanvani Programme was started with the objective to b'cast the programmes according to the needs, preference and likings of farmers so that they could listen to the programme & get benefited. Keeping this in view, efforts were made to elicit the preferences & liking of the farmers. The findings of the survey revealed that maximum number of respondents (24.3%) liked to listen to the topic 'Loan

and subsidy scheme of the government’. The second most demanded topic was ‘Specific topic on Animal Husbandry’ (20%). This was followed by ‘Farm seeds and seed production of day to day use’ and ‘Self employment scheme’ (19.1% each); ‘Cultivation of export oriented crops, cash crops etc.’ (18.6%). The trend of likings of various programme was more or less same as of previous weeks except the topic ‘Marketing of agriculture product’ (17.6%), ‘New method of irrigation, rain harvest etc.’ (17.4%) were liked more during the reference period.

Information on the subjects related to woman farmers :



Whether woman farmers were getting adequate information related to their subject matters in Kisanvani Programme. This question was asked exclusively to all the female respondents to know their response. Majority of the female

respondents (50.9%) felt that adequate information was provided in Kisanvani programme related to 'Cattle feed, Biogas, vermi-compost etc.', followed by the subject matter 'woman specific items manufactured at home like papad, pickles, spices, basket etc.' (43.6%) and 'woman and child care' (41.6%).



Major suggestions/comments:



Programmes on the topics like drip irrigation system, pest management and rain water harvesting should be b'cast in Kisanvani Programme at regular intervals.



Give information about crop and cattle insurance schemes.



Provide information about loan and subsidy scheme of the government.



More information on vermi-compost and organic farming should be given.



Detailed information on self-employment scheme of the government should be provided.



Live phone-in-programmes and interview with the progressive farmers should be b'cast in Kisanvani Programme.

STATE WISE VARIATIONS:

State-wise variations in various items of study are given in the following tables:

Item listened under Kisanvani Programme:

Table: I

S/N o.	Most listened topics	Name of the State/UT	% Listeners
1.	Cultivation of export oriented crops, cash crops etc.	Andhra Pradesh	28.3
2.	Farm seeds and seed production of day to day use	Assam	16.6
3.	Post harvest management value addition	Bihar	4.0
4.	Cultivation of export oriented crops, cash crops etc.	Chhatisgarh	14.2
5.	Farm seeds and seed production of day to day use	Daman	6.2
6.	Farm seeds and seed production of day to day use	Gujarat	20.0
7.	Specific topic on Animal husbandry.	Haryana	25.0
8.	Marketing of agriculture products	Himachal Pradesh	65.8
9.	Cultivation of export oriented crops, cash crops etc.	Jammu & Kashmir	19.9
10.	Cultivation of export oriented crops, cash crops etc.	Jharkhand	30.3
11.	Cultivation of export oriented crops, cash crops etc.	Karnataka	16.5
12.	Bio-product Management	Kerala	23.8
13.	Specific topics on animal husbandry.	Madhya Pradesh	23.5
14.	Cultivation of export oriented crops, cash crops etc.	Maharashtra	22.1
15.	Specific topic on dairy poultry farming.	Meghalaya	25.4
16.	Cultivation of export oriented crops, cash crops etc.	Mizoram	18.5
17.	Farm seeds and seed production of day to day use	Nagaland	23.8
18.	Cultivation of export oriented crops, cash crops etc.	Orissa	27.7
19.	Cultivation of export oriented crops, cash crops etc.	Pondicherry	13.6
20.	Modern and latest agriculture implements	Punjab	28.1
21.	Modern and latest agriculture implements	Rajasthan	16.8
22.	New method of irrigation, rain harvest etc.	Tamilnadu	36.9
23.	Specific topic on animal husbandry	Tripura	13.7
24.	Cultivation of export oriented crops, cash crops etc.	Uttar Pradesh	13.9
25.	Cultivation of export oriented crops, cash crops etc.	West Bengal	31.0

Adequacy and usefulness of the information:

Table: II

S/N	Name of the State/UT	Adequate (%)	Inadequate (%)	Useful (%)	Not useful (%)	Information given was Known earlier (%)	Information given was new (%)
1.	Andhra Pradesh	64.8	9.6	75.8	1.0	12.1	28.7
2.	Assam	87.9	0.1	32.2	0.1	0.4	13.6
3.	Bihar	83.8	4.2	66.9	0.0	19.2	23.3
4.	Chhatisgarh	53.6	1.9	50.0	1.0	7.7	13.2
5.	Daman	7.7	0.0	23.8	0.0	0.4	10.4
6.	Gujarat	39.2	0.0	58.8	0.0	7.3	8.8
7.	Haryana	67.9	0.0	71.5	0.0	0.8	22.9
8.	Himachal Pradesh	34.8	1.7	55.4	1.0	1.7	0.2
9.	Jammu & Kashmir	40.6	3.2	33.7	3.7	5.8	7.3
10.	Jharkhand	54.9	5.2	65.4	2.1	15.9	14.1
11.	Karnataka	61.4	6.9	62.4	1.7	6.7	19.6
12.	Kerala	62.7	1.3	66.4	1.5	8.3	1.7
13.	Madhya Pradesh	72.1	0.5	54.2	0.1	2.6	17.7
14.	Maharashtra	69.4	1.8	70.2	3.6	11.6	10.1
15.	Meghalaya	38.8	8.8	52.5	3.8	3.8	7.5
16.	Mizoram	47.3	21.9	34.6	0.0	25.4	16.5
17.	Nagaland	76.9	0.0	73.5	0.0	13.5	5.0
18.	Orissa	48.8	4.4	53.7	5.3	2.9	13.1
19.	Pondicherry	91.1	0.4	78.7	0.0	7.4	34.1
20.	Punjab	44.3	0.4	29.7	0.4	1.3	4.0
21.	Rajasthan	49.6	4.3	45.8	0.7	7.1	9.9
22.	Tamilnadu	30.4	5.0	34.6	0.8	22.7	12.3
23.	Tripura	69.9	7.9	58.8	0.2	16.0	10.8
24.	Uttar Pradesh	32.5	0.9	52.8	0.2	14.7	5.6
25.	Uttarakhand	52.9	0.0	46.7	0.0	0.0	0.4
26.	West Bengal	52.9	0.8	71.3	0.8	7.7	31.5

Opinion on the Kisanvani Programme:

Table: III

(Multiple response)

S/No.	Name of the State/UT	Information given was easy to understand.	Information given could not be comprehended.	Information given can be practiced / adopted.	Information given was understood but can not be practiced/adopted.
		%	%	%	%
1.	Andhra Pradesh	72.6	3.2	78.0	11.8
2.	Assam	73.2	1.3	51.3	7.3
3.	Bihar	80.6	4.4	54.6	3.3
4.	Chhatisgarh	63.3	4.7	64.0	2.7
5.	Daman	20.4	0.0	1.9	16.5
6.	Gujarat	57.3	19.6	35.4	21.9
7.	Haryana	71.2	0.0	71.3	0.2
8.	Himachal Pradesh	59.0	0.8	28.8	0.0
9.	Jammu & Kashmir	37.0	12.0	29.0	7.6
10.	Jharkhand	57.1	8.7	65.5	5.4
11.	Karnataka	69.8	5.6	59.1	9.6
12.	Kerala	57.6	3.8	60.5	21.8
13.	Madhya Pradesh	81.8	4.3	71.8	4.0
14.	Maharashtra	83.1	0.4	57.7	12.7
15.	Meghalaya	40.8	8.8	50.0	11.7
16.	Mizoram	51.2	22.7	45.4	1.5
17.	Nagaland	77.3	0.0	75.0	1.5
18.	Orissa	48.3	6.9	44.0	7.8
19.	Pondicherry	0.4	0.0	40.7	51.2
20.	Punjab	44.7	2.5	7.3	13.5
21.	Rajasthan	58.8	5.8	44.8	7.0
22.	Tamilnadu	75.0	0.0	60.8	30.4
23.	Tripura	71.9	7.9	59.0	0.0
24.	Uttar Pradesh	37.9	3.0	62.2	3.9
25.	Uttarakhand	54.2	3.3	25.4	2.5
26.	West Bengal	59.0	0.8	41.2	22.1

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.
		%	%	%
1.	Andhra Pradesh	3.7	1.8	4.7
2.	Assam	0.6	1.0	0.1
3.	Bihar	4.0	6.2	2.5
4.	Chhatisgarh	1.5	1.2	3.7
5.	Daman	0.0	0.0	0.0
6.	Gujarat	18.5	0.0	1.2
7.	Haryana	0.0	0.0	0.0
8.	Himachal Pradesh	0.8	1.7	1.7
9.	Jammu & Kashmir	6.8	5.6	7.9
10.	Jharkhand	13.3	6.2	5.7
11.	Karnataka	4.8	4.7	4.9
12.	Kerala	7.9	13.5	6.0
13.	Madhya Pradesh	3.2	4.1	1.6
14.	Maharashtra	0.3	0.1	0.1
15.	Meghalaya	2.9	10.0	6.2
16.	Mizoram	16.5	8.5	15.8
17.	Nagaland	0.0	0.0	0.0
18.	Orissa	3.2	8.6	4.7
19.	Pondicherry	0.0	0.0	0.0
20.	Punjab	1.5	1.3	1.0
21.	Rajasthan	6.6	4.6	2.5
22.	Tamilnadu	0.0	0.0	0.0
23.	Tripura	2.5	10.8	10.2
24.	Uttar Pradesh	3.4	4.1	4.3
25.	Uttarakhand	2.1	4.2	0.0
26.	West Bengal	0.0	0.4	0.8

Reasons for adoption:

Table: V

(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
		%	%	%	%	%
1.	Andhra Pradesh	52.0	37.7	32.2	68.1	37.1
2.	Assam	32.5	4.0	24.5	29.9	1.5
3.	Bihar	59.6	11.0	13.8	54.4	14.2
4.	Chhatisgarh	40.3	9.0	8.9	62.8	19.8
5.	Daman	0.0	0.0	0.0	0.8	1.2
6.	Gujarat	17.7	21.5	23.5	12.7	4.2
7.	Haryana	60.8	43.8	31.0	59.2	12.7
8.	Himachal Pradesh	32.7	0.2	7.3	30.0	7.7
9.	Jammu & Kashmir	17.5	13.1	11.4	22.0	10.0
10.	Jharkhand	31.9	40.3	22.3	55.7	13.3
11.	Karnataka	42.9	38.7	41.7	45.2	26.5
12.	Kerala	45.5	32.2	45.3	54.7	8.5
13.	Madhya Pradesh	54.5	31.2	24.6	51.0	17.2
14.	Maharashtra	48.2	27.3	33.1	32.4	18.7
15.	Meghalaya	14.6	2.1	52.1	57.9	10.4
16.	Mizoram	64.6	51.2	57.7	33.5	21.5
17.	Nagaland	52.3	15.8	18.8	50.0	8.8
18.	Orissa	33.1	26.7	35.9	38.3	28.1
19.	Pondicherry	40.3	14.7	7.0	30.6	22.1
20.	Punjab	9.2	5.6	1.5	2.5	0.8
21.	Rajasthan	37.7	17.8	19.8	37.0	10.1
22.	Tamilnadu	63.1	25.0	15.8	60.8	43.8
23.	Tripura	62.2	35.6	19.1	41.6	38.0
24.	Uttar Pradesh	7.8	10.3	20.2	29.9	12.2
25.	Uttarakhand	20.8	3.3	0.0	31.7	4.6
26.	West Bengal	25.6	1.0	14.2	51.3	10.8

Major bottlenecks :

Table: VI

(Multiple response)

S/No.	Name of the State/UT	Technology not suitable/appropriate for the location.	Technology is very expensive and cannot afford the required inputs.	Information provided was not adequate/sufficient.	Inputs not available in time.	Did not like to take risk by adopting new practice.
		%	%	%	%	%
1.	Andhra Pradesh	6.5	34.7	4.5	23.1	33.6
2.	Assam	9.2	7.1	1.0	9.0	5.9
3.	Bihar	19.0	2.7	6.3	60.6	64.0
4.	Chhatisgarh	2.2	6.8	3.2	43.9	26.2
5.	Daman	6.5	0.8	0.4	24.2	8.8
6.	Gujarat	13.8	2.7	0.0	71.9	15.4
7.	Haryana	0.0	7.3	2.3	20.2	31.7
8.	Himachal Pradesh	0.0	0.2	0.0	50.0	11.7
9.	Jammu & Kashmir	15.5	11.8	7.6	37.6	13.8
10.	Jharkhand	7.6	1.7	8.2	51.0	20.4
11.	Karnataka	12.5	9.9	7.3	30.3	16.9
12.	Kerala	17.8	8.3	9.4	17.2	18.7
13.	Madhya Pradesh	22.4	25.0	13.9	53.8	14.6
14.	Maharashtra	14.6	15.5	10.8	23.9	25.8
15.	Meghalaya	5.4	18.8	7.5	42.1	14.6
16.	Mizoram	11.9	7.7	4.6	73.1	2.7
17.	Nagaland	11.2	28.1	7.7	37.3	24.2
18.	Orissa	10.6	14.5	5.0	27.0	19.7
19.	Pondicherry	13.6	81.4	0.8	17.8	42.6
20.	Punjab	16.6	11.8	1.5	16.2	38.5
21.	Rajasthan	15.2	24.3	9.3	22.8	14.6
22.	Tamilnadu	5.0	8.5	5.0	9.2	24.6
23.	Tripura	3.7	3.3	4.0	89.4	2.7
24.	Uttar Pradesh	4.2	15.4	8.1	35.9	17.7
25.	Uttarakhand	13.8	4.2	0.8	22.5	1.2
26.	West Bengal	13.3	14.0	0.0	26.5	25.8

Topics liked to be covered under Kisanvani Programme:

Table: VII

S/No.	Name of the State/UT	Most liked topics	Respondents (%)
1.	Andhra Pradesh	Loan and subsidy schemes of the government.	28.6
2.	Assam	Modern and latest agriculture implements	34.0
3.	Bihar	Information on cottage industry	39.4
4.	Chhatisgarh	Farm seeds and seed production of day to day use.	20.3
5.	Daman	Loan and subsidy schemes of the government.	23.8
6.	Gujarat	Specific topics on Animal Husbandry	23.1
7.	Haryana	Farm seeds and seed production of day to day use.	13.7
8.	Himachal Pradesh	Farm seeds and seed production of day to day use.	47.3
9.	Jammu & Kashmir	Farm seeds and seed production of day to day use.	28.0
10.	Jharkhand	Specific topics on Animal Husbandry	23.4
11.	Karnataka	Loan and subsidy schemes of the government.	39.6
12.	Kerala	Cultivation of export oriented crops, cash crops etc.	19.1
13.	Madhya Pradesh	IPM (Integrated Pest Management)	23.5
14.	Maharashtra	Cultivation of export oriented crops, cash crops etc.	23.0
15.	Meghalaya	Loan and subsidy schemes of the government.	46.7
16.	Mizoram	Specific topics on Dairy & Poultry farming	17.3
17.	Nagaland	Farm seeds and seed production of day to day use.	40.4
18.	Orissa	Bio-products management	21.9
19.	Pondicherry	Cultivation of export oriented crops, cash crops etc.	78.3
20.	Punjab	Marketing of Agricultural products	17.7
21.	Rajasthan	Farm seeds and seed production of day to day use.	20.7
22.	Tamilnadu	Loan and subsidy schemes of the government.	27.3
23.	Tripura	Specific topics on Animal Husbandry	42.2
24.	Uttar Pradesh	Information on cottage industry	31.5
25.	Uttarakhand	Specific topics on Animal Husbandry	45.4
26.	West Bengal	Loan and subsidy schemes of the government.	35.2

Suggestions & comments on Kisanvani Programme:

Various suggestions and comments were received from the farmers (respondents) from different stations. Some common suggestions / comments given by the maximum number of respondents are given below station-wise:

S/N	Name of the State/Station	Suggestions / comments
(A)	<u>Andhra Pradesh</u>	
1.	Tirupati	<ul style="list-style-type: none"> i). Programme on drip irrigation methods may be included in Kisanvani Programme. ii). B'cast programme on diseases affecting sheep and their prevention. iii). Information may be provided on cultivation of new variety of banana and tissue culture in banana. iv). Programme on Poultry farming may be given regularly. v). Give some programme on sunflower cultivation.
2.	Kothagudam	<ul style="list-style-type: none"> i). Broadcast programme on identification and controlling of fake seeds. ii). Information on intercrop management and its advantages should be provided. iii). Provide information about loans and subsidy of the government. iv). B'cast programme on pest management. v). Provide information on cultivation of Jetropha plant. vi). Give information on cattle insurance scheme and its benefits to the farmers.
3.	Nizamabad	<ul style="list-style-type: none"> i). Give information on cultivation of cash crops. ii). Broadcast programme about water management in cultivation of sunflower and onion. iii). Involvement of woman farmers in the Kisanvani Programmes should be ensured. iv). Programme based on the experiences of progressive woman farmers may be b'cast in Kisanvani. v). Suggest seed protection techniques for various crops. vi). Programme on preparation of vermi-compost and its utility should be b'cast.

4.	Warangal	<ul style="list-style-type: none"> i). How to combat zinc deficiency in paddy crop, give suggestions. ii). Programme on self-employment opportunities in agriculture sector for the benefits of rural youth should be given. iii). Provide information on conventional method of protection of seeds of various crops. iv). Advise on preparation of organic manure. v). B'cast programme on floriculture. vi). Give information on cultivation of 'Jetropha' plants.
(B) <u>Karnataka</u>		
1.	Hassan	<ul style="list-style-type: none"> i). Programme on low cost and no cost technology should be given. ii). B'cast programme on cultivation of spices and their marketing. iii). Live phone- in-programme with the experts from Coffee Board and Spices Board should be b'cast. iv). More information on organic farming should be given.
2.	Bijapur	<ul style="list-style-type: none"> i). Programmes on rain-fed cultivations may be b'cast. ii). Provide information about self-employment schemes for the women. iii). Marketing information should be b'cast daily. iv). B'cast programme on rain water harvesting. v). Give information on government loan and subsidy schemes.
3.	Manglore	<ul style="list-style-type: none"> i). B'cast programmes about loan and subsidy schemes of the government v). Programme on sericulture may be given in Kisanvani. vi). More information on organic farming should be given. vii). Film songs should be given in between two interviews. viii). Price of silk-cocoon should be b'cast daily. ix). Broadcast programmes on self employment schemes x). Programme on cultivation of export oriented crops should be b'cast.
4.	Merkara	<ul style="list-style-type: none"> i). Give programme on pest management ii). Programmes on animal husbandry should be b'cast. iii). More information on cottage industry should be given.

5.	Mysore	<ul style="list-style-type: none"> i). Broadcast programmes about loan and subsidy schemes of the government. ii). Live phone- in programme should be aired at least twice a week. iii). More farmers' interviews should be b'cast in Kisanvani programme. iv). Information on organic farming should be provided. v). Broadcast market rates of silk-cocoon daily under Kisanvani. vi). Programme on cultivation of export oriented crops should be given. vii). Broadcast more programme on rain water harvesting.
6.	Chitradurga	<ul style="list-style-type: none"> i). Programme on rain water harvesting & self-employment scheme should be given in Kisanvani. ii). Give the information about how to control caterpillar for sunflower. iii). Broadcast information about cultivation of arc nut plant and its marketing. iv). More phone-in-programmes should be b'cast. v). Information on organic farming should be provided under Kisanvani.
(C) <u>Daman</u>		
1.	Daman	More interviews & talks of local farmer should be included in Kisanvani programme.
(D) <u>Jharkhand</u>		
1.	Ranchi	<ul style="list-style-type: none"> i). Broadcast information about cash crops. ii). Programme on self employment scheme should be aired in Kisanvani programme iii). Give information on cultivation of spices along with medicinal plants. iv). How to use 'Neem' as a pesticide and to get good yield of papaya, give suggestion. v). Simple language should be used in Kisanvani b'cast.
2	Chaibasa	<ul style="list-style-type: none"> i). Information should be provided on crop insurance scheme. ii). Broadcast programme on self employment scheme for women. iii). Provide information on cultivation of medicinal plants. iv). Give information about duck farming. v). Give suggestions about soil examinations and balanced use of fertilizers. vi). Broadcast programme on loan and subsidiary scheme of the government.

3.	Daltonganj	<ul style="list-style-type: none"> i). Farmers' Chaupal should be organised once a week and may be broadcast in Kisanvani Programme. ii). Programme on self – employment scheme should also be broadcast. iii). Reception quality of the programme is not satisfactory. It should be improved. iv). Live-phone –in programme should also be included in the Kisanvani Programme . v). Under the Kisanvani Programme, information related to market rates and weather should also be provided.
4.	Hazaribagh	<ul style="list-style-type: none"> i). Programme should be recorded in the field and broadcast live. ii). Programme related to youth and their participation in agriculture activities should be b'cast in Kisanvani. iii). New folk songs should also be included under the Kisanvani programme. iv). Interview of successful farmers of other districts and states should also be b'cast.
(E) <u>Uttar Pradesh</u>		
1.	Faizabad	<ul style="list-style-type: none"> i). Programme on self employment scheme for the women should be b'cast in Kisanvani. ii). Give information about menthol farming. iii). Provide information about crop insurance. iv). B'cast programme on loan and subsidy schemes of the government. v). Information on 'Kisan call center' should be given. vi). How to prepare organic compost, give information. vii). Provide information about insects affecting paddy crop. viii).Extend time duration of Kisanvani Programme from 30 minutes to 60 minutes. ix). Programme on floriculture should be b'cast.
2.	Bareilly	<ul style="list-style-type: none"> i). How to protect crops from wild animal (Neel Gai), give suggestion. ii). Provide information on vermi-compost. iii).Folk songs in Kisanvani Programme should also be included. iv). Give information about bird-flu. v). Start 'Hello Kisanvani' (Phone-in- programme).

(F) <u>NorthEast</u>		
1.	Halflong	<ul style="list-style-type: none"> i). Duration of Kisanvani Programme should be increased. ii). Provide information about cottage industry. iii). Information about intensive cultivation and multiple cropping should be provided.
2.	Jorhat	<ul style="list-style-type: none"> i). Information on rubber plantation should be given. ii). Broadcast programme on how to take care of black pepper plants. iii). Programme on self-employment schemes should be broadcast in detail. iv). Information should be provided about tea plantation.
3.	Belonia	<ul style="list-style-type: none"> i). Give more suggestions about SRI method of paddy cultivation. ii). Duration of the Kisanvani programme should be increased iii). Folk song should be played in between the Kisanvani Programme. iv). Special programme on various irrigation methods suitable for the region should be b'cast.
4.	Agartala	<ul style="list-style-type: none"> i). More interviews with farmers should be b'cast ii). Programme on preservation of fruits and vegetables should be given. iii). Time of broadcast should be changed to 6.30 pm. iv). More phone- in programmes should be included to answer the queries of the of farmers. v). In depth programme on rain water harvesting should be given.
6.	Lunglei	<ul style="list-style-type: none"> i). Knowledge support should be given for easy and fast marketing of different handicraft goods produced by the farming community ii). Programme on minimum water-based fish farming technique should be included in Kisanvani.
(G) <u>Rajasthan</u>		
1.	Nagaur	<ul style="list-style-type: none"> i). More field based programme should be broadcast. ii). Programme should be given on seeds & fertilizer problems. iii). More programme should be given on animal husbandry. iv). Information should also be given on cottage industry. v). Phone in programme should be introduced in Kisanvani. vi). Programme should be given in local dialect. vii). Information should be given on use of salty water.

2.	Jaisalmer	<ul style="list-style-type: none"> i). Give detailed information about the storage of vegetables. ii). Information about biogas plant should be given in Kisanvani iii). Broadcast programme on seed management. iv). Provide information about the sprinkler method of irrigation.
3.	Jhalawar	<ul style="list-style-type: none"> i). Programme on cultivation of ladyfinger and tomato should be b'cast. ii). Provide information on loan & subsidy scheme of the government iii). Give information on soil testing and seed treatment and improved variety of seeds. iv). Day and date of Phone-in-programme should repeatedly be announced under the Kisanvani programme. v). Provide information on post harvest management & marketing, particularly wheat. vi). Phone-in-programme should be included at least once a week.
4.	Banswara	<ul style="list-style-type: none"> i). Give more information about maize crop. ii). Time duration of Kisanvani Programme should be increased by 30 minutes. iii). Information on cottage industries should be provided. iv). Programme should be given about 'Moong' and 'Urad' daal (pulses) cultivation with latest technique. v). How to protect crops from termite (Deemak), suggest suitable measures. vi). Information on Crop Insurance Scheme should be provided. vii). More information should be provided about pesticide.
(H) Gujrat		
1.	Godhra	<ul style="list-style-type: none"> i). Programme on pest management should be given. ii). Devotional songs should also be played in between the Kisanvani Programme. iii). Interviews of the local farmers should be included in Kisanvani. iv). Programmes on animal husbandry should be b'cast. v). Gujrati film music may also be included in the Kisanvani Programme. vi). Important programmes may be repeated at least once a week

(I) Punjab		
1.	Bathinda	<ul style="list-style-type: none"> i). Provide information on pesticides. ii). Programme about animal diseases should be broadcast. iii). Give suggestions on organic farming. iv). Repetition of programme should be stopped. v). Information about new methods of irrigation should be given vi). Provide information about poultry and dairy farming. vii). B' cast programme on self employment scheme. viii). Give information on loan and subsidy schemes of the government. ix). Information about good quality cotton seeds should be given.
2.	Patiala	<ul style="list-style-type: none"> i). Provide information about seed management ii). Interview with successful farmer should be b'cast. iii). Give information on loan and subsidy scheme of the government. iv). Difficult technical words should be explained in simple language.
(J) Himachal Pradesh		
1.	Dharmshala	<ul style="list-style-type: none"> i). Information should be provided about cottage and small scale industries. ii). Programme on good breeds of cattle should also be included. iii). Information on good variety of fertilizers should be given. iv). Programme on role of women in agriculture should be b'cast. v). Suggest improved variety of seeds.
2.	Hamirpur	<ul style="list-style-type: none"> i). How to setup small scale industry, b'cast the programme. ii). Programme on rain water harvesting should also be included in Kisanvani. iii). Given information about farming of medicinal /herbal plants. iv). How to prepare organic manure, give suggestion. v). Provide information on how to protect the crop from monkeys & wild animals. vi). Phone-in-programme should be started under the Kisanvani programme

(K) Madhya Pradesh		
1.	Guna	<ul style="list-style-type: none"> i). Provide information on cattle and crop insurance. ii). How to prepare organic manure, give suggestion. iii). Provide information about various schemes of the government for the small & marginal farmers. iv). Give information about bird flue and prevention thereof. v). Duration of the Kisanvani programme should be increased to 1 hour. vi). Give information about 'Ratanjot' and 'White Musli'. vii). Start phone in programme under Kisanvani. viii). Provide information on small and household industries.
2.	Sagar	<ul style="list-style-type: none"> i). How to protect the crops from the rodents, provide necessary details. ii). Given suggestions on preparation of organic manure. iii). Provide information on seed treatment and improved variety of seeds of soybean. iv). More phone lines should be opened for the phone-in-programme in Kisanvani so that easy contact could be made. v). Provide information on crops which are suitable for the dry land. vi). Provide information on cultivation of medicinal plants and marketing aspects.
3.	Shahdol	<ul style="list-style-type: none"> i). Give information for the preparation of organic manure. ii). Provide information about soil testing. iii). B'cast programme on various employment schemes of the government iv). Information on cost-effective small scale industries should be given v). Provide information about immunisation programme for the cattle. vi). Give details about 'Crop Insurance Scheme' of the government. vii). How to get 'Kisan Credit Card', necessary information should be given in Kisanvani viii). Marketing information about herbal crops should be provided.
4.	Balaghat	<ul style="list-style-type: none"> i). Folk music may also be b'cast in Kisanvani Programme. ii). Information on self-employment schemes should be given. i). Film songs may also be broadcast in Kisanvani Programme. ii). The programme "Tasvir ek gaon ki" should be aired twice a week

5.	Betul	<ul style="list-style-type: none"> i). Provide information on water management for wheat crop. ii). Give information about loan scheme for purchasing seeds for cash crops. iii). How to select improved variety of seeds for paddy cultivation, give suggestions. iv). Broadcast programme on nursery business. v). How to save water by sprinkler system, provide information. vi). Information on 'Radio Kisan Club' should be given. vii). Broadcast programme on animal husbandry as secondary occupation of farmers. viii). Information on drip irrigation systems and rain water harvesting should be given.
6.	Chhindwara	<ul style="list-style-type: none"> i). Information on crops which require minimum water should be given. ii). B'cast programme on controlling of green larva affecting gram crops should be provided. iii). Give suggestion for removing weed by traditional organic method. iv). How to prepare vermi-compost, give suggestions. v). Provide details on selection of good quality seeds and their treatment. vi). Broadcast the measures taken by the government to abolish the system of middleman and brokers from the market. vii). Information on cash crop cultivation during summer and monsoon seasons may be given.
(L) Maharashtra		
1.	Ahmednagar	<ul style="list-style-type: none"> i). Provide information about soil testing. ii). Information about Integrated Pest Management on sugarcane crop should be given. iii). Give information about crops which grow well in less water. iv). Provide information about various milk products. v). Information about small scale industries should be given.
2.	Osmanabad	
3.	Beed	<ul style="list-style-type: none"> i). Programme on various topics should be b'cast through phone-in programme. ii). Give information on various irrigation systems suitable for the reasons. iii). B'cast programme on cash crops.

4.	Chanderpur	<ul style="list-style-type: none"> i). Provide information on pest control in Soybean crop. ii). B'cast programme on loan and subsidy scheme of the government. iii). Inform about vermi-compost project. iv). Give information on rainwater harvesting and watershed management. v). Information should be given on 'Kisan Credit Card'. vi). Give details about 'Crop Insurance' scheme vii). How to select certified seeds, give suggestions. viii). Broadcast programme on sericulture.
5.	Dhule	<ul style="list-style-type: none"> i). Give detailed information on cotton crop. ii). B'cast programme on fish farming. iii). Provide information about bank loan schemes for the farmers. iv). Give information about most suitable crops for the dry land.
6.	Kolhapur	<ul style="list-style-type: none"> i). Give information on construction of modern cow shed. ii). B'cast programme on local language and also include folk music to make it more interesting. iii). Provide information on loan and subsidy of the government. iv). Information should be given about the good quality of seeds. v). Give programme on poultry farming.
7.	Nanded	<ul style="list-style-type: none"> i). Provide information on small scale industries. ii). Programme on floriculture should be given. iii). How to take care of BT cotton, give suggestions. iv). B'cast programme on government schemes for 'Bachat Mahila Guts' v). Suggest method of preparation of vermi-compost vi). Programme on self-employment scheme should be b'cast.
8.	Nasik	<ul style="list-style-type: none"> i). Suggest some crops which take less water. ii). B'cast a programme on harmful effects of using excessive chemical fertilizers. iii). Give detailed information on sugarcane and tomato crops. iv). Organize 'Krishi Mela' at district level.

9.	Yavatmal	<ul style="list-style-type: none"> i). Information about marketing of home made products like papad, Pickles and spices should be given. ii). Give the information about Turmeric cultivation. iii). Inform about improved varieties of Nishigandha flower and its marketing. iv). Information about low cost and high yielding cotton variety should be provided. v). Information on various irrigation systems may be given. vi). Increase the time duration of Kisanvani Programme by 30 minutes
10.	Akola	<ul style="list-style-type: none"> i). Give information about cultivation of soybean, Jawar and sugarcane crops ii). Programme on animal husbandry should be b'cast. iii). Information on self-employment scheme may be provided. iv). Give information about sunflower crop cultivation. v). B'cast programme on rain water harvesting.
(M) Chattisgarh		
	Bilaspur	<ul style="list-style-type: none"> i). Give information on Small and Cottage Industry. ii). Programme on cultivation of aromatic & medicinal plants should be given. iii). Provide details of self-employment schemes of government. iv). B'cast programme on farm seeds and seed production. v). Give information on cash crops production and their marketing. vi). Programme on turmeric cultivation should be given.
	Raipur	<ul style="list-style-type: none"> i). Programme should be given in local and simple language. ii). Start Phone- in programme under Kisanvani twice a week. iii). More information on horticulture should be given. iv). Programme on self-employment and Small Scale Industries should be given. v). 'Pandwani Programms' should also be included in Kisanvani.

(N) Orissa	
1. Rourkela	<ul style="list-style-type: none"> i). Marketing scope of locally grown medicinal herbs should be given. ii). Information on seed management techniques should be provided. iii). Provide information on hybrid seeds for paddy cultivation. iv). Programme on pisciculture may be broadcast. v). Necessary guidance may be provided for the preparation of bio-fertilizers. vi). Suggest marketing prospects of medicinal plants
(O) Pondicherry	
Karaikal	<ul style="list-style-type: none"> i). Information on paddy, black gram and cotton cultivation may be given. ii). Provide information about hybrid seeds of paddy and pest management in it. iii). Give details about floriculture. iv). Modern cultivation technique of coconut, cotton and banana may be b'cast.
(P) West Bengal	
1. Shantiniketan	<ul style="list-style-type: none"> i). Details of availability of certified 'Boro' paddy seeds may be given. ii). Information on common seasonal diseases affecting cattle and preventive measures thereof may be given. iii). Pest control methods in pulses and oil seeds should be given. iv). Detailed information on rain water harvesting technique should be provided. v). Crops suitable for cultivation in dry land may be suggested.
2. Murshidabad	<ul style="list-style-type: none"> i). Controlling measures for paddy stem borers may be suggested in Kisanvani Programme. ii). Marketing scope of bitter gourd should be given in detail. iii). Prospect of floriculture may be discussed in detail in Kisanvani. iv). Land preparation technique for the sunflower cultivation and fertilizer dose may be explained in the programme. v). Programme on Employment Guarantee Scheme should be b'cast. vi). Marketing prospects of bamboo products may be discussed.

(Q)	<u>Tamilnadu</u>	
1.	Nagercoil	<ul style="list-style-type: none"> i). Phone-in live programme may be broadcast ii). Programme on control of wild animals to save the crops should be given. iii). Government loan and subsidy scheme may be explained in detail. iv). B'cast programme on low cost medicinal plants cultivation and their marketing prospects. v). Give programme on organic manure and bio-product Management.
R	<u>Bihar</u>	
1.	Sasaram	<ul style="list-style-type: none"> i). Duration of the Kisanvani programme should be increased. ii). Programme on cultivation of brinjal & onion should be given. iii). Reception quality of the programme should be improved. iv). Kisanvani programme should be b'cast in the morning transmission also. v). Folk song should also be included in between the Kisanvani programme. vi). Programme on animal husbandry should also be b'cast.
2.	Purnea	<ul style="list-style-type: none"> i). Programme should be b'cast on fishery. ii). Reception quality of the programme should be improved. iii). Programme on cultivation of brinjal should be b'cast. iv). Duration of the Kisanvani programme should be increased by 30 minutes. v). Programme on cultivation of banana should be given. vi). Provide information on various diseases effecting cattle.
S	<u>Uttrakhand</u>	
	Almora	<ul style="list-style-type: none"> i). During the summer and monsoon season, the timing of the Kisanvani Programme should be 7:00 to 7:30. ii). Farmers should be given information related to various self-employment schemes of government. iii). Programme should be given on poultry farming and bee keeping. iv). B'cast programme on herbal farming and its marketing prospects. v). Provide information about cattle fodder so that green grass could be made available to farmers through out the year.

TABLES (Consolidated)

Table: 1
Profile of the Respondents

Base: 23202

Gender	No.	%
Male	18716	80.7
Female	4486	19.3

Age group	No.	%
18-30 years	5687	24.5
31-45 years	10857	46.8
46 year & above	6658	28.7

Ownership of Radio	No.	%
Radio	20292	87.5
Radio with out FM	2119	9.1
FM Radio in Mobile phone	791	3.4

Ownership of TV	No.	%
T.V. only	9575	41.3
T.V with cable	4057	17.5
T.V with Dish Antenna/ DTH	2330	10.0
No T.V	7240	31.2

Education	No.	%
Graduate & above	2000	8.6
Below Graduate but matric	6788	29.3
Below matric but literate	11475	49.4
Illiterate	2939	12.7

Table 1 continued

Occupation	No.	%
Farmer	20974	90.4
Service	890	3.8
Business	699	3.0
Agriculture Labourer	639	2.8

Land ownership	No.	%
Marginal Farmer	7291	31.4
Small Farmer	7963	34.3
Medium Farmer	5796	25.0
Large Farmer	960	4.1
Share cropper	1192	5.2

Agriculture equipment ownership	No.	%
Tractor	2562	11.0
Pumpset	7674	33.1
Tube well	5541	23.9
Thrasher	1935	8.3
Power Tiller	673	2.9
Spray Machine	4659	20.1
Harvester	525	2.3

Table: 2
Listening to Radio

Base: 23202

<u>Listening</u>	<u>No.</u>	<u>%</u>
Yes	22461	96.8
No	741	3.2

Table: 3
Awareness of Kisanvani Programme

Base: 23202

<u>Awareness</u>	<u>No.</u>	<u>%</u>
Yes	21655	93.3
No	806	3.5

Table: 4
Frequency of listening to Kisanvani Programme

Base: 23202

<u>Frequency</u>	<u>No.</u>	<u>%</u>
Regularly (5-7 days a week)	6037	26.0
Frequently (3-4 days a week)	10170	43.8
Occasionally (1-2 days a week)	4045	17.4
Rarely (Once or twice a month)	1200	5.2
Not aware/Not listening to KV/Radio	1750	7.6

Table: 5
Reasons for not listening to Kisanvani Programme
(Multiple response)

Base: 23202

<u>Reason</u>	<u>No.</u>	<u>%</u>
Not interested	215	0.9
Time is not suitable	246	1.1
Busy otherwise	871	3.8
Radio set out of order	150	0.6

Table: 6
Previous day/Yesterday listening to Kisanvani Programme

Base: 23202

<u>Listening</u>	<u>No.</u>	<u>%</u>
Listened	14248	61.4
Not listened	7066	30.5

TABLE: 7
Items listened under Kisanvani Programme

(Multiple response)

Base: 23202

<u>Items</u>	<u>No.</u>	<u>%</u>
Modern and latest agriculture implements	1842	7.9
Farm seeds and seed production of day to day use	2640	11.4
Cultivation of export oriented crops, cash crops etc.	3876	16.7
Bio-products management.	1788	7.7
Marketing of agriculture products	2166	9.3
Loans and subsidy schemes of the government.	1330	5.7
Self-employment schemes.	1168	5.0
Information on Cottage industry.	648	2.8
New methods of irrigation, rain harvest, etc.	1473	6.3
Post harvest management & value addition.	1219	5.3
Specific topics on Animal Husbandry.	2918	12.6
Specific topics on Dairy & Poultry farming.	1309	5.6
IPM (Integrated Pest Management)	2218	9.6
Cultivation of Aromatic & Medicinal plants.	794	3.4
Gender friendly equipments.	252	1.1

Table : 8

Adequacy and usefulness of the information

Base: 23202

<u>Opinion</u>	<u>No</u>	<u>%</u>
Adequate	13612	58.7
Inadequate	841	3.6
Useful	13339	57.5
Not useful	346	1.5
Information given was known even earlier	1917	8.3
Information given was new	3287	14.2

Table : 9

Opinion on Kisanvani Programme

(Multiple response)

Base: 23202

<u>Opinion</u>	<u>No.</u>	<u>%</u>
Information given was easy to understand.	14889	64.2
Information given could not be comprehended.	1031	4.4
Information given can be practiced / adopted.	12848	55.4
Information given was understood but can not be practiced/ adopted.	2100	9.1

Table : 10

Reasons for not understanding the information given in the Programme

(Multiple response)

Base: 23202

<u>Reasons</u>	<u>No.</u>	<u>%</u>
Unable to remember as too many messages / technologies / information were given in single b'cast .	893	3.8
The explanation provided was complicated and confusing.	877	3.8
Too many technical words used were not explained properly.	749	3.2

Table: 11

Reasons for adoption

(Multiple response)

Base: 23202

<u>Reasons</u>	<u>No.</u>	<u>%</u>
The information/technology is very simple and easy to adopt/practice.	9320	40.2
It is low cost technology	5622	24.2
It is value added technology	5990	25.8
It will increase the yield/production	9975	43.0
It will reduce the cost of production	4165	18.0

Table : 12

Major bottlenecks in adoption

(Multiple response)

Base: 23202

<u>Bottlenecks</u>	<u>No.</u>	<u>%</u>
Technology not suitable/appropriate for the location.	2701	11.6
Technology is very expensive and cannot afford the required inputs.	3572	15.4
Information provided was not adequate/ sufficient.	1590	6.9
Inputs not available in time.	7786	33.6
Did not like to take risk by adopting new practice.	4861	21.0

Table : 13
Topics liked to be covered under Kisanvani Programme
(Multiple response)

Base: 23202

Topic	No.	%
Modern and latest agriculture implements	3269	14.1
Farm seeds and seed production of day to day use	4425	19.1
Cultivation of export oriented crops, cash crops etc.	4319	18.6
Bio-products management.	3238	14.0
Marketing of agriculture products	4074	17.6
Loans and subsidy schemes of the government.	5642	24.3
Self-employment schemes.	4422	19.1
Information on Cottage industry.	3265	14.1
New methods of irrigation, rain harvest, etc.	4042	17.4
Post harvest management & value addition.	2968	12.8
Specific topics on Animal Husbandry.	4647	20.0
Specific topics on Dairy & Poultry farming.	3645	15.7
IPM (Integrated Pest Management)	3325	14.3
Cultivation of Aromatic & Medicinal plants.	2003	8.6
Gender friendly equipment	943	4.1

Table : 14
Whether Kisanvani Programme includes adequate information on the following subjects related to woman farmers
(Multiple response)

BASE: 4486
(Female respondents only)

Subjects	No.	%
Woman and child care	1864	41.6
Gender friendly equipment	1309	29.2
Agriculture training for woman	1819	40.5
Cattle feed, Biogas, vermi-compost etc.	2285	50.9
Woman specific items manufactured at home like Papad, Pickles, Spices , Basket etc.	1957	43.6