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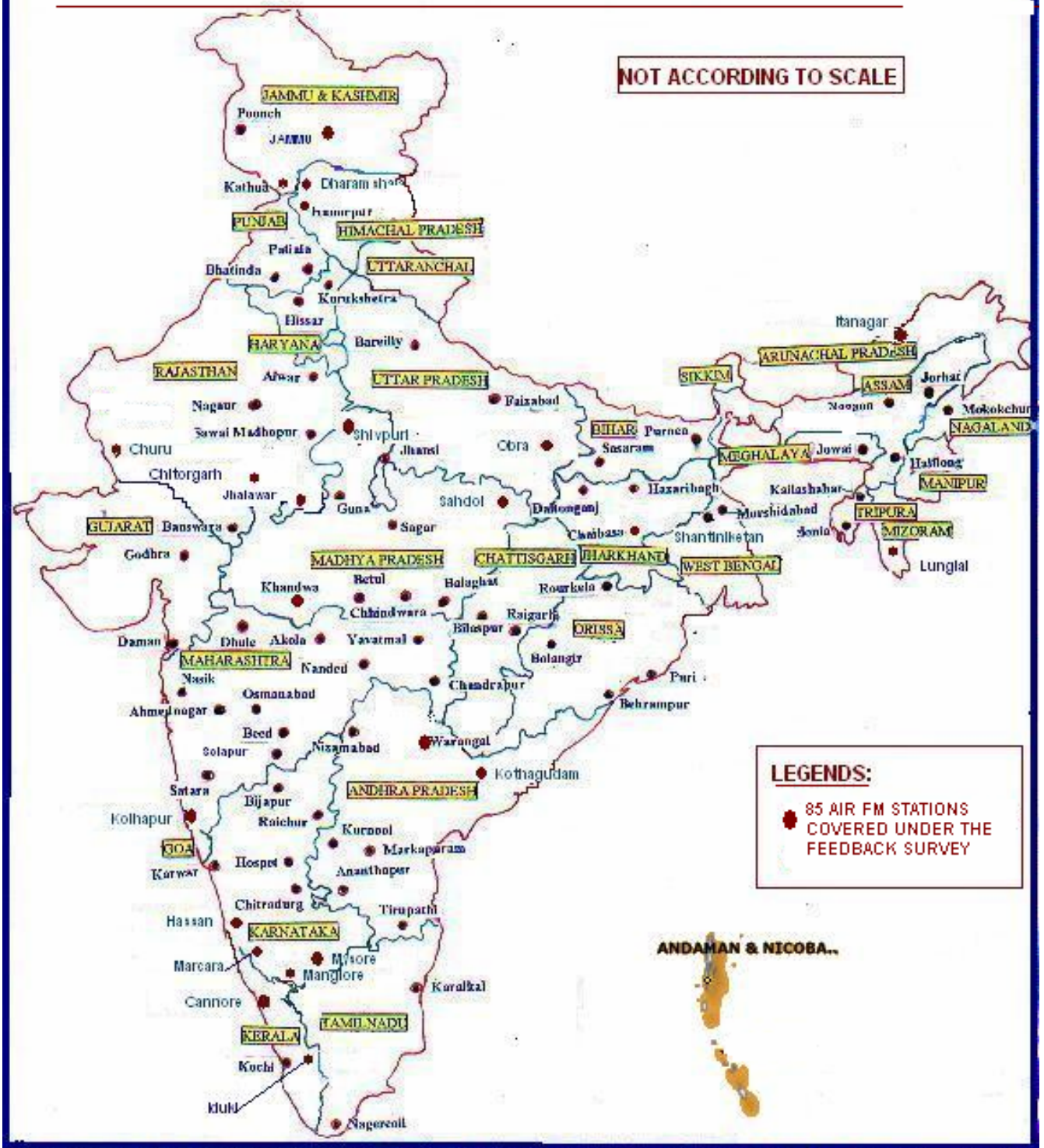
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## **STUDY PROFILE**

- **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** 13<sup>th</sup> week (10<sup>th</sup> - 16<sup>th</sup> March,2006)  
&  
14<sup>th</sup> week (17<sup>th</sup> – 23<sup>rd</sup> April 2006]
- **Place of survey** 339 Villages in primary coverage zone of 85 AIR, FM Stations spread over 24 States and two Union Territories across the country.
- **Sample Size** 3387 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** August, 2006

# MAP SHOWING AIR FM STATIONS COVERED UNDER KISANVANI FEEDBACK SURVEY

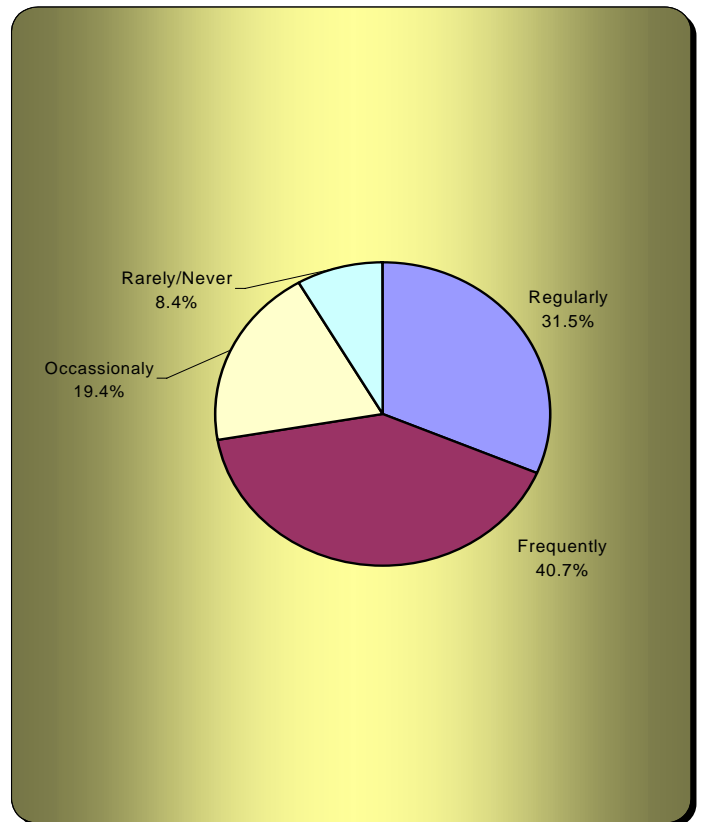
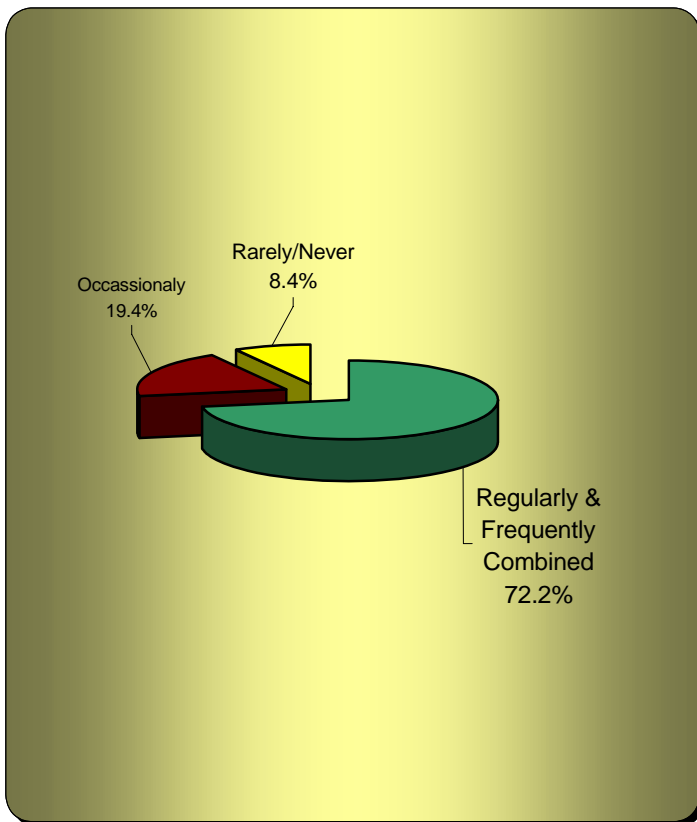


## **SALIENT FINDINGS**



The study revealed that 31.5% of the sample respondents were regular listeners (5-7 day a week), 40.7% were frequent listeners (3-4 days a week) & 19.4% were occasional listeners (1-2 days a week). Regular & frequent listeners together constituted 72.2% of the sample. A marginal increase of 0.5% was observed over the previous weeks (9<sup>th</sup> -12<sup>th</sup>). There was a slight decline in the percentage of regular listeners (1.6%) whereas percentage of frequent listeners increased by 2.1%.

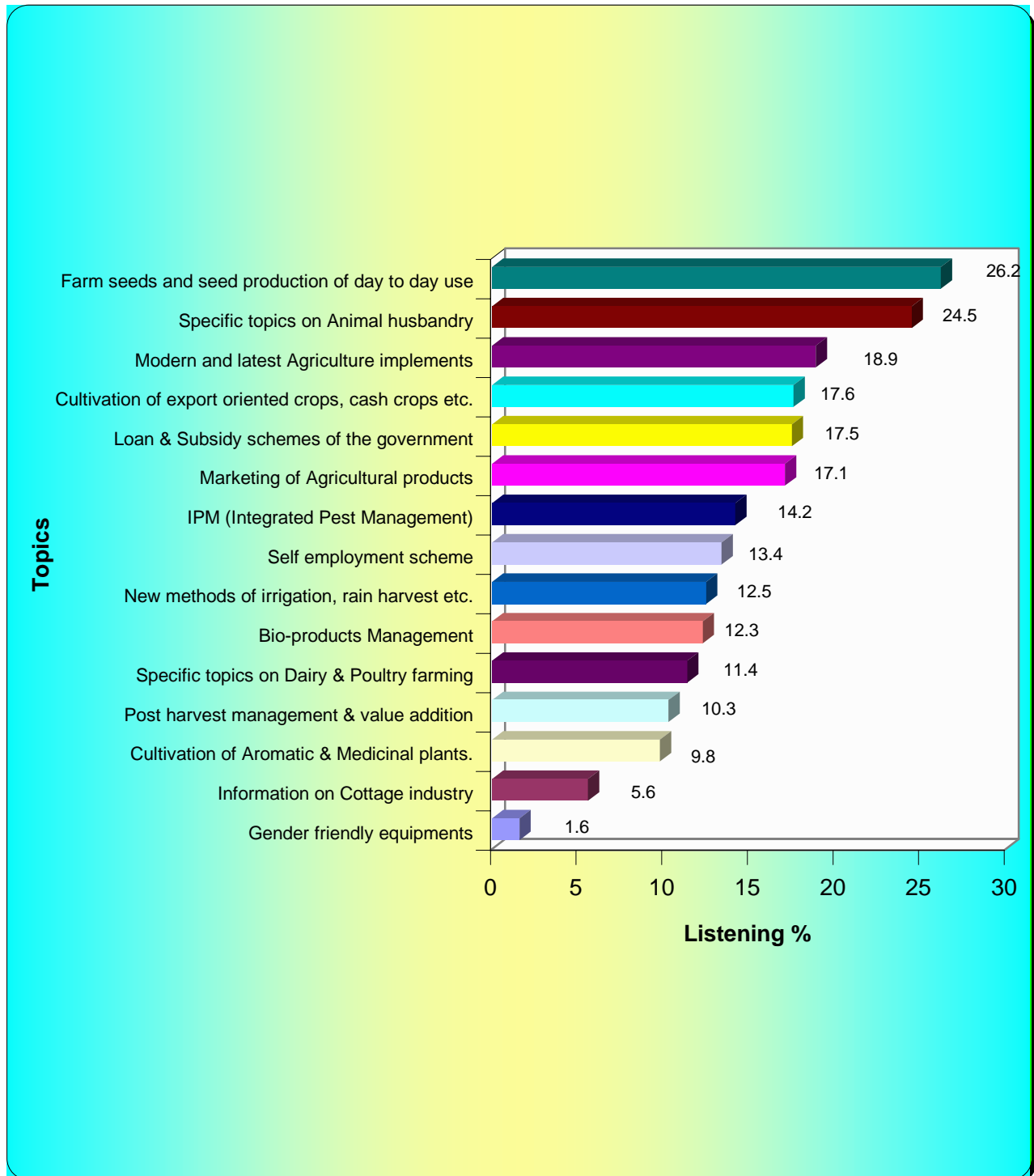
### **Frequency of listening to Kisanvani**





The following diagram depicts various topics listened by the farmers in order of ranking from the highest listening topic to lowest:-

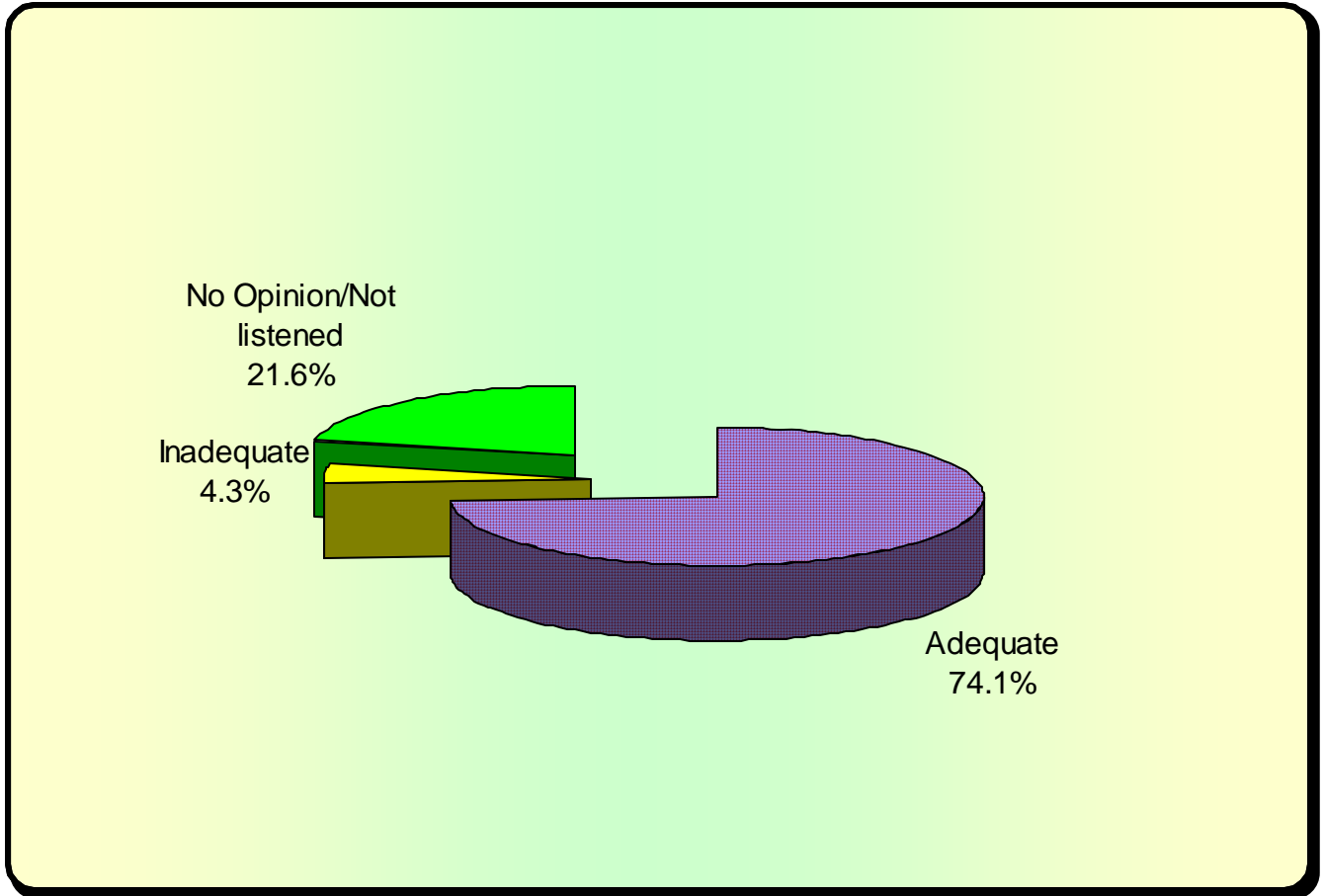
### Item listened under the Kisanvani Programme





The contents of the programme were found to be adequate by the majority of the respondents (74.1%). Only a small percentage (4.3%) was not satisfied with the programme while 21.6% either did not listen to the programme or give any opinion about the programme.

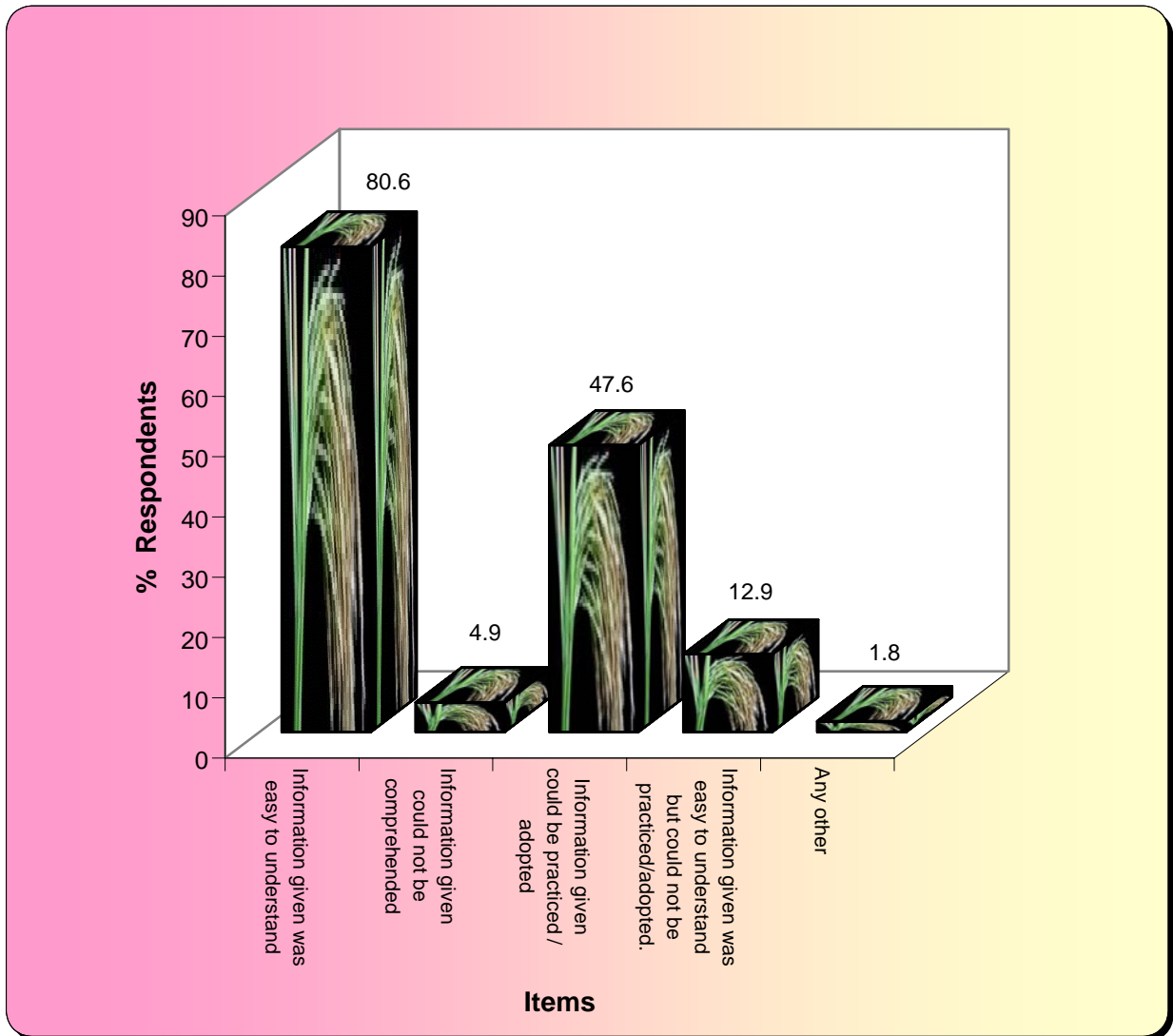
### Adequacy of the programme contents





Eliciting the opinion from the respondents revealed that majority of the respondents found that the information given under the Kisanvani programme was easy to understand (80.6%). Of which, 47.6% reported that the information given could be practiced/adopted whereas 12.9% respondents felt that though the information was easy to understand yet they could not practice/adopt. Only a small percentage close to 5% could not comprehend the information provided under the programme.

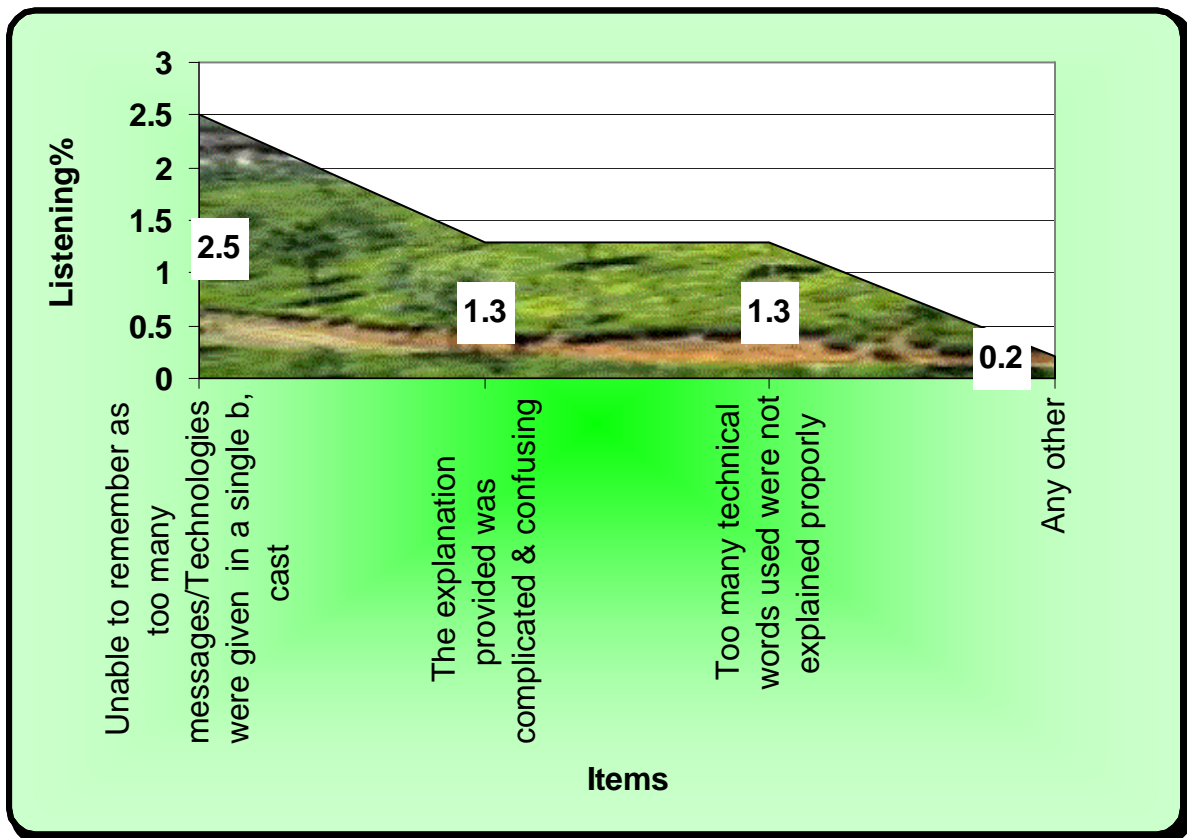
### Opinion on Kisanvani Programme





When asked the reasons for not comprehending the information given under Kisanvani, maximum number of farmers (2.5%) responded that they were unable to remember the information/message as too many messages/technologies were given in single broadcast. 1.3% respondents found that the explanation provided was complicated and confusing and the same percentage of the respondents reported that they could not comprehend the programme as too many technical words used were not explained properly.

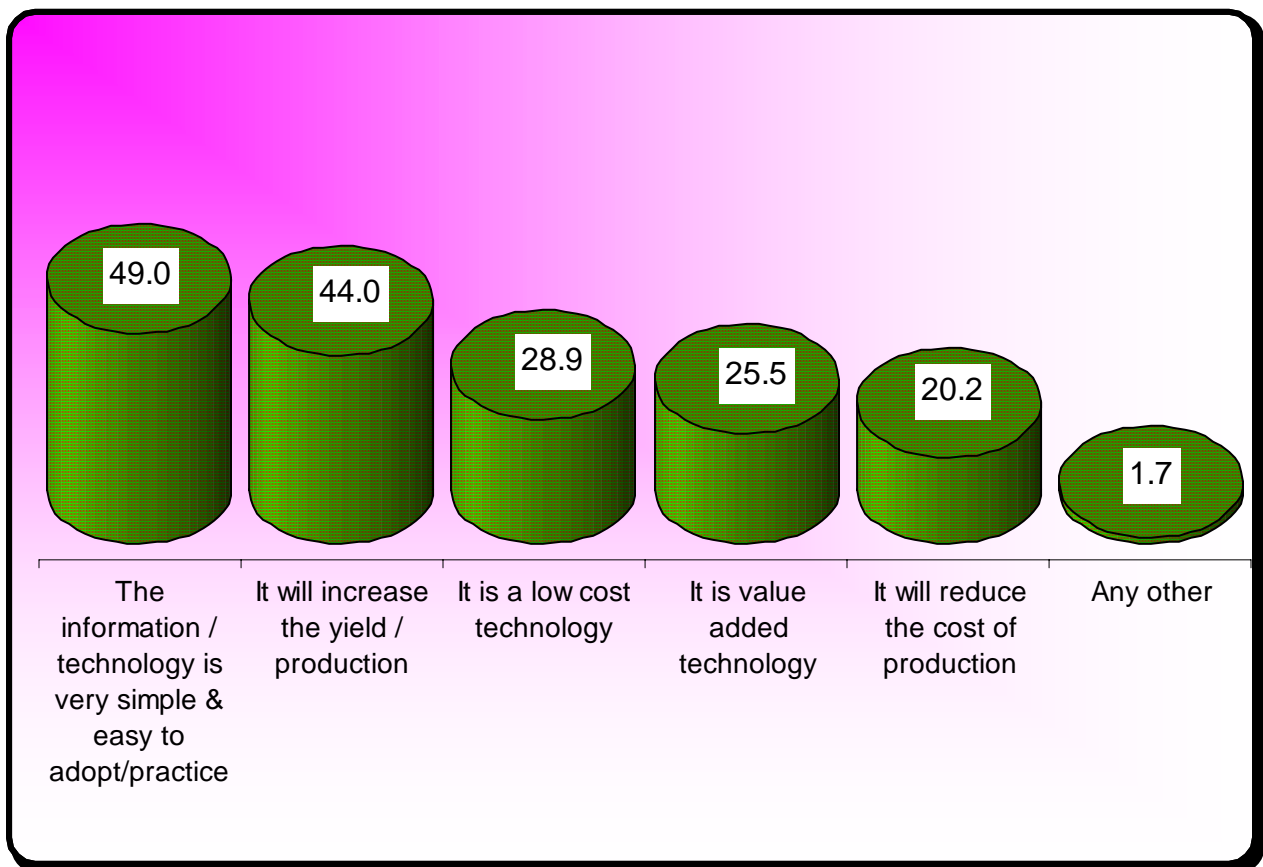
**Reasons for not understanding the information given in the Kisanvani Programme**





Further probe into the reasons for adopting the technology/information revealed that maximum number of sample respondents (49%) found that the information/technology was very simple and easy to adopt/practice followed by those respondents (44%) who felt that it would increase the yield/production, 28.9% of the respondents observed that it was low cost technology and 25.5% were of the view that it was value added technology.

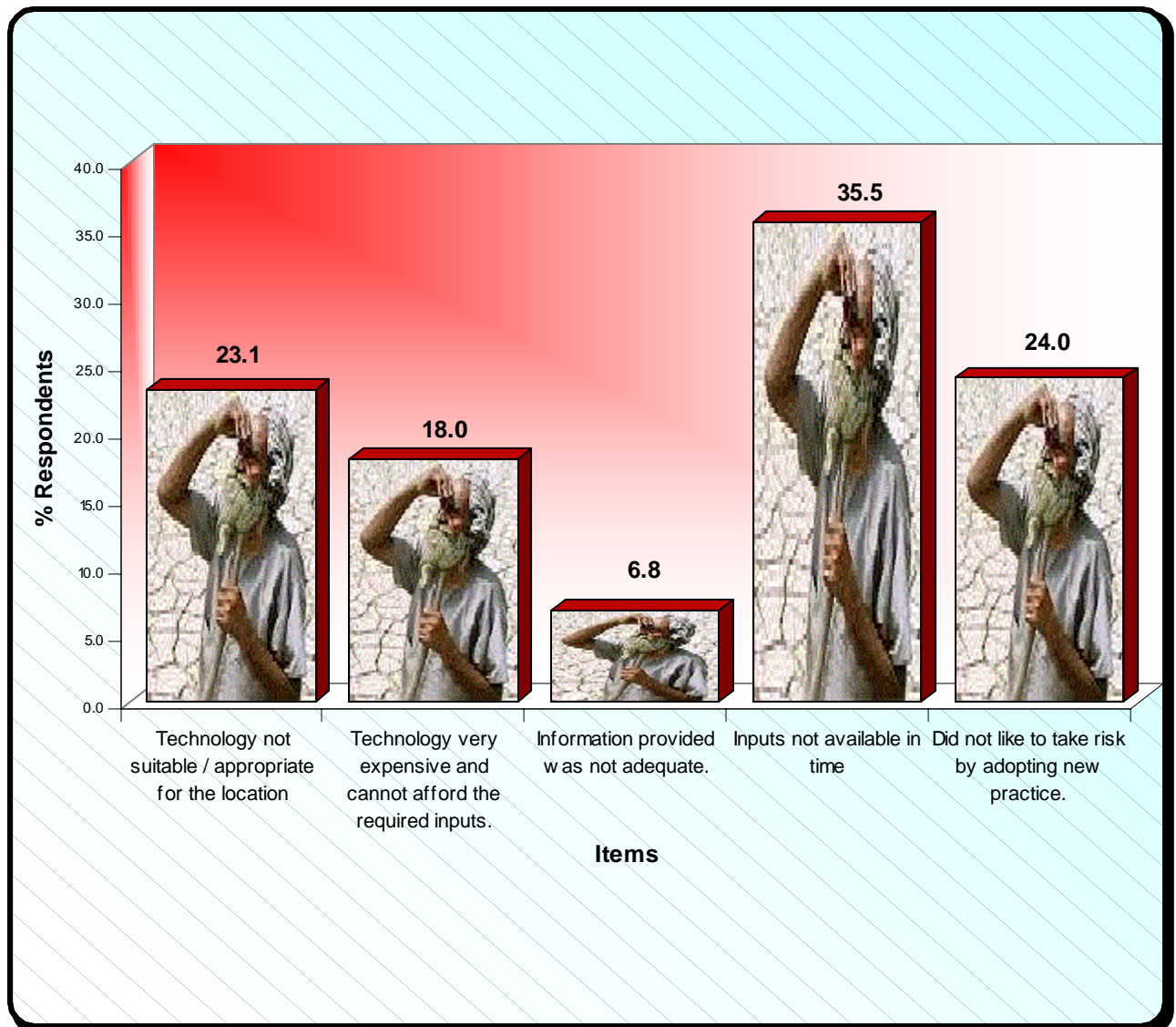
### Reasons for adopting the technology





While adopting the new technology/information, farmers faced some bottlenecks. The major bottleneck faced by maximum number of respondents (35.5%) was that the inputs were not available to the farmers in time. The second major bottleneck was that they did not like to take risk by adopting new practice (24%). The other major bottlenecks were technology not suitable/appropriate for the location (23.1%), technology was very expensive and could not afford the required inputs (18%) and information provided was not adequate (6.8%)

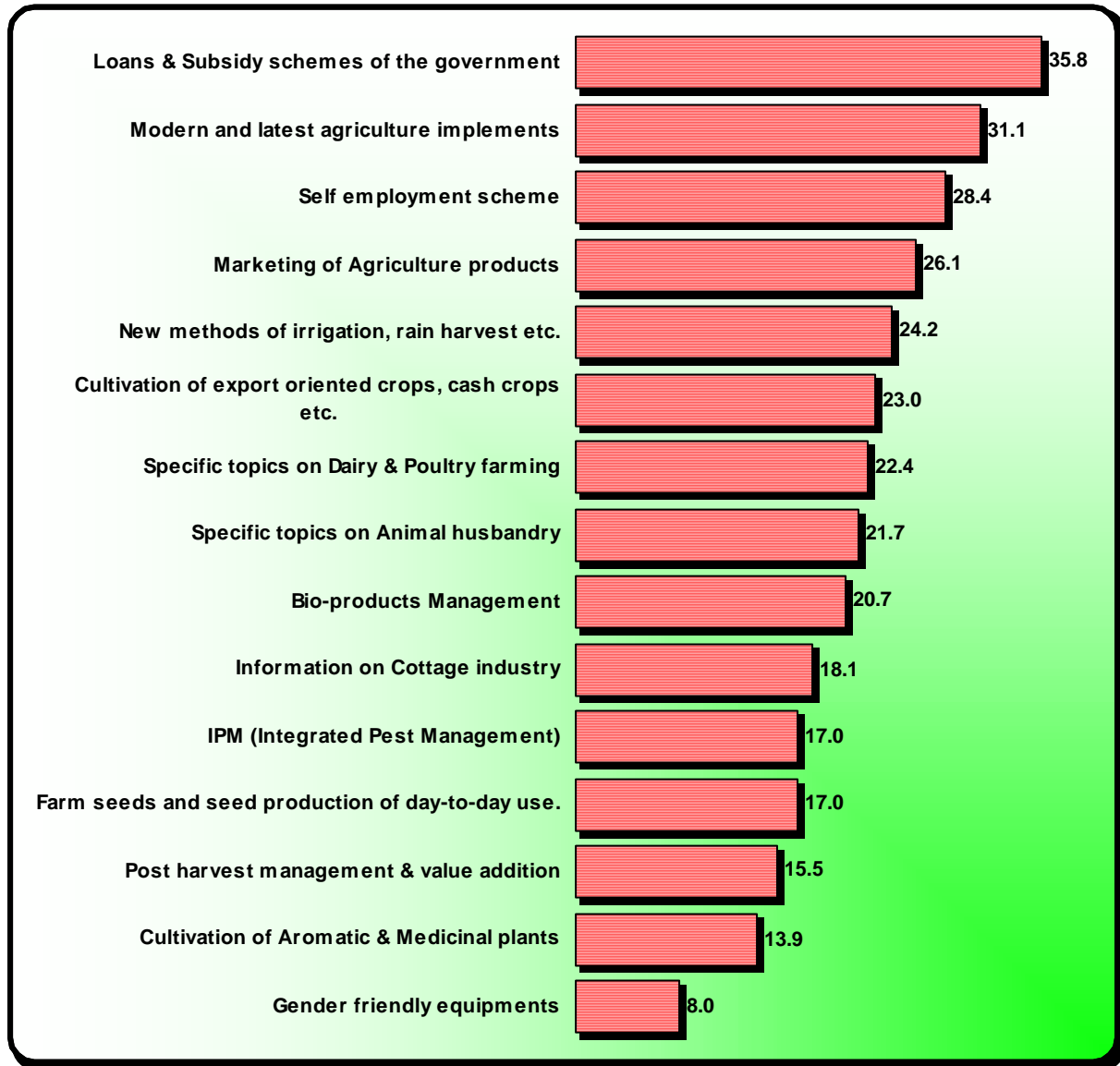
### Major bottlenecks faced in adoption





The topics/items liked to be covered under the programme are depicted with the help of the following diagram: -

**Item /topics liked to be covered under the Kisanvani Programme**





## **Major suggestions/comments: -**

The following suggestions and comments were received from majority of the farmers across the country:-

- Interactive **Phone-in-programme** should be started under Kisanvani.
- Duration of the Kisanvani programme should be increased.
- Information on loan & subsidy scheme of the government should be provided.
- More programmes on dairy and poultry farming should be broadcast.
- Information on '**Kisan Call Centre**' , '**Kisan Credit Card**' and '**Crop Insurance**' should be given under the Kisanvani.

## **Action taken on feedback**

The ongoing feedback survey is being conducted with the objectives to elicit the opinions of the farmers on the content & quality of the programmes being b'cast under the Kisanvani and to identify their information needs, tastes and aspirations so that programmes could be designed and modified accordingly.

In the light of these objectives, Audience Research Unit of All India Radio has been providing regular feedback to the various stakeholders-policymakers, media planners and programme producers for the last six months. The programme producers, who are the core of the project, are being provided feedback in the form of fortnightly consolidated reports from the headquarters, quick feedback reports from the local Audience Research Units and interpersonal communication between the producers and researchers. During the course of study, it has been observed that sending the consolidated report from the headquarters takes considerable time due to non-receipt of feedback data from the remote and far-flung stations timely. To avoid the delays, a **quick feedback system** has been evolved wherein fortnightly feedback survey reports are being submitted locally by the concerned Audience Research Units attached with the station. This approach attained tremendous success. Almost all the stations have now been receiving quick feedback locally. Besides, detailed consolidated fortnightly reports are also being sent by the headquarters.

The success of this approach can be gauged from the fact that almost all the stations have started initiating action on the feedback reports which has resulted in producing and modifying the programmes according to the farmers needs & tastes. Even more than 60% of the stations have submitted the action taken reports after taking due actions. Some of the examples, where feedback translated into action , are cited below:-

- **AIR Mysore** started an innovative new programmes 'Radio Agriculture Information Perception Building Programme' where farmers were motivated to listen to a new rural programme 'Suvvi-suvvali'. After listening to the programme, a practical training & a quiz programme was held. Three best listeners were given away the prizes as Radio-sets.

➤ **AIR Kannur**

- (a) Introducing everyday one successful farmer under the title 'Today's Farmer'.
- (b) Started question answer programme for which prizes are sponsored by fertilizer firms.

➤ **AIR Kurukshetra,** Agriculture specialists were invited in live phone-in-programme to solve the problems of the farmers.

## Success Stories

### From North-East: AIR, Jowai, Meghalaya

(1)

Smt. Isabella Pakma is farmer from Mokyndeng village. She has now been able to earn enough income to run her family. Her main farming activities are cultivation of potatoes & mustard as well as seasonal vegetables.

On being heard about the Kisanvani programme, she coincidentally tune to the radio and heard about the topic of 'Vermicompost', an organic manure. The programme created keen desire in her to know more about the topic. The very next day, she met the Agriculture Officer who immediately introduced her to an NGO who had been successfully producing the vermicompost. The NGO helped her and gave her proper training on how to produce vermicompost.

Now in addition to her regular farming, Isabella is earning income by producing Vermicompost, which she sells to the farmers of neighbouring villages and even outside her district.

(2)

Shri Churchill Bareh is farmer who earn his living by means of agricultural activities. His farming activities could not progress successfully due to lack of proper information especially on horticultural activities. But through the Kisanvani programme b'cast from AIR, Jowai in local language, he got the information how to improve the plantation of turmeric plants

Without any further delay, Churchill met the DHO. Due to his hard work and sincerity, the Horticulture Department managed to give him a grant in the form of seeds, fertilizer etc. to cultivate improved variety of turmeric and other vegetables.

Now Churchill can produce much more than before. Mostly he sells the turmeric in raw form but some times he sells finished product also. He is now economically sound and happy.

**From Andhra Pradesh (AIR, Kurnool)**

(3)

Shri Y.Nagireddy, S/o Veera Reddy is a regular listener of FM Radio, Kurnool. Following the agricultural practices broadcast on radio, he cultivated chilli, which gave a yield of 20 quintals per hector. He used the hybrid chilli, Jwala and Mallepalem for cultivation and planted the seedlings 90X90 cms. using the pest control. He contacted AIR through phone-in-programme and got the suggestions for cultivation of the crop. He told that he could prevent the caterpillar attack by the following the suggestions got from All India Radio and produced a yield of 20 quintals per hector.

**From Punjab (AIR, Bathinda)**

(4)

Sh. Gurjant Singh a resident of V&P.O.-Kauni, Tehsil-Gidarbahan, Distt. Muktsar is an ardent listener of Radio and listening to Kisanvani programme frequently. In addition to agriculture, his secondary occupation, is weaving.

Earlier Sh. Gurjant singh was depending upon agriculture alone but he could not make his both ends meet with 9 Kanals of agricultural land with the responsibility of upbringing of his 3 children and his wife. His wife was already trained in handloom (Khaddi) work so he started the secondary occupation of handloom. Initially, he started with a 'Toya-khaddi'. He got the inspiration of installing a handloom from All India Radio programme. Being an avid listener of Radio, he continued to listen the Radio programmes and learnt about Pet-loom from the programme, then he installed a Pet-loom (Gode ali Khaddi). As compared to Toya-Khaddi on which hardly one Khase was prepared, Pet-loom was capable of producing 4 Khases in a day. He did not get any loan to start this work only he spent his entire saving to install this handloom.

Sh. Gurjant Singh told that in the entire process of weaving some labour was shared by his family members whereas for excess hard labour they engaged labourers on daily basis. He himself works on contract basis and gets Rs.60-70 as weaving charges per Khase. Thus he earns upto Rs.300/- per day.

## **STATE WISE VARIATIONS:**

Data related to various items of study vary significantly state to state which depend on Agro-ecological zone where survey was conducted. The following tables depict state-wise trends:-

## **Item listened under Kisanvani Programme:**

**Table: I**

<b>S/No.</b>	<b>Most listened topics</b>	<b>Name of the State/UT</b>	<b>% Listeners</b>
	Farm seeds and seed production of day to day use.	1. Uttar Pradesh	40.6
		2. Haryana	50.0
		3. Orissa	23.1
		4. Jammu & Kashmir	51.7
		5. Kerala	22.5
		6. Bihar	30.0
	Modern and latest agriculture implements	7. Rajasthan	54.4
		8. Punjab	37.5
		9. Gujrat	65.0
	Cultivation of export oriented crops, cash crops etc.	10. Maharashtra	33.9
	Marketing of agriculture products	11. Himachal Pradesh	62.5
	Loans & Subsidy Schemes of the Government	12. Karnataka	50.3
		13. Daman	42.5
	Post harvest management & value addition.	14. Madhya Pradesh	16.6
		15. North-East	32.5
		16. Pondicherry	92.5
	Specific topic on Animal husbandry.	17. Jharkhand	41.7
		18. West Bengal	43.8
	Specific topic on Dairy & Poultry farming	19. Andhra Pradesh	34.5
	IPM (Integrated Pest Management)	20. Chhatisgarh	50.0
		21. Tamilnadu	57.5
	Cultivation of Aromatic & Medicinal plants		

## Adequacy of information:

**Table: II**

**(Multiple response)**

<b>S/No.</b>	<b>Name of the State/UT</b>	<b>Adequate (%)</b>	<b>Inadequate (%)</b>	<b>No opinion/ Not listened</b>
1.	Uttar Pradesh	81.2	1.9	16.9
2.	Andhra Pradesh	72.7	5.2	22.1
3.	Karnataka	67.8	16.9	15.3
4.	Maharashtra	81.4	2.5	16.1
5.	North-East	66.3	4.2	29.5
6.	Haryana	100.0	0.0	0.0
7.	Orissa	65.6	6.9	27.5
8.	Rajasthan	75.0	1.3	23.7
9.	Jammu & Kashmir	75.0	5.0	20.0
10.	Punjab	86.3	0.0	13.8
11.	Daman	95.0	0.0	5.0
12.	West Bengal	67.5	7.5	25.0
13.	Pondicherry	82.5	17.5	0.0
14.	Himachal Pradesh	75.0	0.0	25.0
15.	Kerala	41.6	1.7	56.7
16.	Bihar	85.0	0.0	15.0
17.	Jharkhand	74.2	0.8	25.0
18.	Chhatisgarh	77.5	1.3	21.3
19.	Tamilnadu	67.5	0.0	32.5
20.	Gujarat	77.5	0.0	22.5
21.	Madhya Pradesh	77.5	0.9	21.6

## 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 could be practiced / adopted	Information given was easy to understand but could not be practiced/adopted
		% Resp.	% Resp.	% Resp	% Resp
1.	Uttar Pradesh	78.1	1.3	59.4	10.6
2.	Andhra Pradesh	78.7	11.2	12.0	7.5
3.	Karnataka	85.6	3.1	57.8	18.1
4.	Maharashtra	90.5	3.2	55.7	12.0
5.	North-East	82.5	4.4	43.3	9.7
6.	Haryana	100.0	0.0	93.8	0.0
7.	Orissa	56.9	4.4	15.6	15.0
8.	Rajasthan	81.3	13.1	48.4	22.5
9.	Jammu & Kashmir	68.3	7.5	42.5	30.8
10.	Punjab	82.5	0.0	12.5	10.0
11.	Daman	72.5	0.0	17.5	32.5
12.	West Bengal	87.5	5.0	46.3	30.0
13.	Pondicherry	100.0	0.0	100.0	0.0
14.	Himachal Pradesh	71.3	10.0	65.0	7.5
15.	Kerala	45.8	4.2	26.7	5.0
16.	Bihar	81.3	2.5	77.5	7.5
17.	Jharkhand	67.5	0.8	25.0	9.2
18.	Chhatisgarh	96.3	2.5	62.5	8.8
19.	Tamilnadu	60.0	0.0	40.0	42.5
20.	Gujarat	75.0	5.0	0.0	2.5
21.	Madhya Pradesh	89.4	3.1	72.8	4.4

## Reasons for not comprehending the Kisanvani Programme

**Table: IV**

(Multiple response)

S/No.	Name of the State/UT	Unable to remember as too many messages /Technologies were given in a single b'cast.	The explanation provided was complicated & Confusing.	Too many technical words used were not explained properly.
		% Resp.	% Resp.	% Resp
1.	Uttar Pradesh	0.6	0.6	0.0
2.	Andhra Pradesh	3.7	3.4	1.5
3.	Karnataka	1.7	1.1	0.6
4.	Maharashtra	1.6	1.1	1.8
5.	North-East	1.7	0.8	0.6
6.	Haryana	0.0	0.0	0.0
7.	Orissa	2.5	0.0	1.3
8.	Rajasthan	10.3	3.4	3.8
9.	Jammu & Kashmir	1.7	3.3	4.2
10.	Punjab	0.0	0.0	0.0
11.	Daman	0.0	0.0	0.0
12.	West Bengal	3.8	1.3	1.3
13.	Pondicherry	0.0	0.0	0.0
14.	Himachal Pradesh	1.3	0.0	0.0
15.	Kerala	0.0	1.7	1.7
16.	Bihar	1.3	1.3	0.0
17.	Jharkhand	0.0	0.0	0.8
18.	Chhatisgarh	2.5	0.0	0.0
19.	Tamilnadu	0.0	0.0	0.0
20.	Gujarat	2.5	0.0	0.0
21.	Madhya Pradesh	2.2	0.9	1.9

## Reasons for adopting technology/information:

**Table: V**

(Multiple response)

S/No.	Name of the State/UT	The information / technology is very simple & easy to adopt / practice.	It is a low cost technology.	It is value added technology.	It will increase the yield / production.	It will reduce the cost of production.
		% Resp.	% Resp.	% Resp.	% Resp	% Resp.
1.	Uttar Pradesh	44.4	30.0	34.4	46.9	22.5
2.	Andhra Pradesh	47.6	29.6	33.7	36.3	28.1
3.	Karnataka	46.1	36.1	40.0	53.9	29.4
4.	Maharashtra	56.1	28.4	25.7	45.5	11.6
5.	North-East	35.8	29.7	18.6	38.9	17.8
6.	Haryana	97.5	20.0	6.3	66.3	11.3
7.	Orissa	34.4	21.9	27.5	23.8	8.8
8.	Rajasthan	50.6	39.4	30.9	48.4	28.4
9.	Jammu & Kashmir	49.2	19.2	30.0	42.5	9.2
10.	Punjab	35.0	20.0	6.3	12.5	15.0
11.	Daman	65.0	20.0	32.5	20.0	15.0
12.	West Bengal	55.0	11.3	8.8	52.5	17.5
13.	Pondicherry	97.5	27.5	17.5	50.0	30.0
14.	Himachal Pradesh	43.8	25.0	16.3	45.0	0.0
15.	Kerala	33.3	13.3	12.5	7.5	2.5
16.	Bihar	82.5	41.3	2.5	80.0	26.3
17.	Jharkhand	38.3	26.7	21.7	46.7	40.0
18.	Chhatisgarh	70.0	15.0	7.5	65.0	23.8
19.	Tamilnadu	35.0	32.5	5.0	37.5	27.5
20.	Gujarat	50.0	0.0	2.5	20.0	2.5
21.	Madhya Pradesh	47.2	37.5	35.9	52.5	25.3

## Major bottlenecks faced in adoption:

Table: VI

(Multiple response)

S/No.	Name of the State/UT	Technology not suitable / appropriate for the location.	Technology very expensive and cannot afford the required	Information provided was not adequate.	Inputs not available in time	Did not like to take risk by adopting new
		% Resp.	% Resp.	% Resp	% Resp	% Resp
1.	Uttar Pradesh	15.0	24.4	2.5	55.6	31.3
2.	Andhra Pradesh	35.6	18.4	12.4	49.8	22.8
3.	Karnataka	23.9	18.3	9.4	30.8	32.8
4.	Maharashtra	16.1	20.0	4.3	21.8	18.0
5.	North-East	18.1	16.9	7.2	40.3	21.1
6.	Haryana	0.0	0.0	0.0	0.0	0.0
7.	Orissa	22.5	6.3	6.9	20.6	29.4
8.	Rajasthan	41.3	24.1	13.1	35.0	37.2
9.	Jammu & Kashmir	18.3	14.2	5.0	61.7	16.7
10.	Punjab	7.5	10.0	0.0	32.5	40.0
11.	Daman	30.0	7.5	0.0	45.0	22.5
12.	West Bengal	16.3	21.3	5.0	32.5	52.5
13.	Pondicherry	25.0	65.0	20.0	25.0	5.0
14.	Himachal Pradesh	13.8	26.3	3.8	33.8	5.0
15.	Kerala	7.5	2.5	5.8	15.0	15.8
16.	Bihar	56.3	22.5	0.0	92.5	32.5
17.	Jharkhand	21.7	11.7	13.3	27.5	27.5
18.	Chhatisgarh	23.8	37.5	0.0	35.0	26.3
19.	Tamilnadu	10.0	0.0	7.5	0.0	32.5
20.	Gujrat	57.5	10.0	0.0	2.5	2.5
21.	Madhya Pradesh	22.5	17.8	5.0	46.9	13.1

## Topics liked to be covered under Kisanvani Programme:

**Table: VII**

<b>S/No.</b>	<b>Name of the State/UT</b>	<b>Most liked topics</b>	<b>Respondents (%)</b>
1.	North-East	Bio-products management & specific topic on Dairy & Poultry farming.	25.8 each
2.	Orissa	Loan & Subsidy Schemes of the Government	27.5
3.	Rajasthan	Loan & Subsidy Schemes of the Government	43.4
4.	Tamilnadu	Loan & Subsidy Schemes of the Government	40.0
5.	Madhya Pradesh	Loan & Subsidy Schemes of the Government	42.2
6.	Punjab	Loan & Subsidy Schemes of the Government	37.5
7.	Daman	Loan & Subsidy Schemes of the Government	40.0
8.	Andhra Pradesh	Loan & Subsidy Schemes of the Government	42.7
9.	Jammu & Kashmir	Loan & Subsidy Schemes of the Government	51.7
10.	Maharashtra	Loans and subsidy schemes of the government.	36.6
11.	Kerala	Marketing of agriculture products	15.8
12.	Uttar Pradesh	Marketing of agriculture products	28.8
13.	West Bengal	Modern & latest agriculture implements	31.3
14.	Himachal Pradesh	Modern & latest agriculture implements	53.8
15.	Karnataka	Modern & latest agriculture implements	43.9
16.	Gujarat	Modern & latest agriculture implements	37.5
17.	Jharkhand	New method of irrigation, rain harvest etc.	55.0
18.	Haryana	Self employment schemes	33.8
19.	Chhatisgarh	Self employment schemes	36.3
20.	Bihar	Specific topic on Animal husbandry	73.8
21.	Pondicherry	Specific topic on Animal husbandry	65.0

## Suggestions & comments on Kisanvani Programme

Worthwhile suggestions & comments which may contribute significantly for the betterment of the programme are listened below: -

S/ N	Name of the State/Station	Suggestions / comments
<b>A.</b>	<b><u>West Bengal</u></b>	
<b>1.</b>	<b>Murshidabad</b>	(i) Programme on vermiculture and inclusion of more song in the Kisanvani.
		(ii) Programme on high yielding variety of pulses should be b'cast.
		(iii) More programmes on dairy and animal husbandry should be given.
		(iv) Kisanvani should include programme on medicinal plants.
		(v) Programme on bird flue and its precautions.
<b>2.</b>	<b>Shantiniketan</b>	(i) Women related programme should be b'cast.
		(ii) Programme on modern agriculture equipment should be broadcast.
		(iii) Information on how to market agriculture products should be given in the programme.
		(iv) B'cast timings should be from 7:30 PM in the summer season.
		(v) Phone-in-programme should be started.
		(vi) Programme on indigenous method for water conservation should be included in the Kisanvani.
<b>B.</b>	<b><u>Orissa</u></b>	
	<b>Brahmapur</b>	(i) Group Insurance & its implementation should be highlighted
		(ii) Farmers should be educated in latest agricultural methods.
		(iii) Quiz on agricultural subjects should be started.
<b>C.</b>	<b><u>Chhatisgarh</u></b>	
<b>1.</b>	<b>Bilaspur</b>	(i) Programme on improvised seeds of banana should be b'cast.
		(ii) Programme on broom making from bamboo should be given.
		(iii) How to get loan for dairy and poultry farming, information should be provided.
		(iv) Programme on improved variety of guava.
		(v) Programme duration should be increased.

S/ N	Name of the State/Station	Suggestions / comments
		(vi) Programme on seasonal diseases of cattle should be b'cast.
		(vii) Information on loan & subsidy scheme of the govt. should be given.
2.	<b>Raigarh</b>	(i) Programme on crop diseases and symptoms of diseases should be b'cast.
		(ii) Information on cultivation of sunflower and groundnut.
		(iii) Phone-in-programme should be started.
		(iv) Programme on ginger cultivation should be given.
<b>D.</b>	<b><u>Andhra Pradesh</u></b>	
1.	<b>Markapuram</b>	(i) Information on citrus fruit be provided.
		(ii) Information on cultivation of sunflower crop should be given.
		(i) Programme on cultivation of Bajra, Ragi, Arica etc. should be b'cast.
		(ii) Duration of the programme should be increased.
2.	<b>Warangal</b>	(i) Scientist should visit the field and advise the farmers.
		(ii) Programme should be b'cast using simple words.
<b>E.</b>	<b><u>Karnataka</u></b>	
1.	<b>Bijapur</b>	(i) Duration of the programme should be extended.
		(ii) Programme on new methods of irrigation & drip irrigation.
		(iii) Information on loan & subsidy scheme of the government should be provided.
		(iv) Information on pest management should be given.
2.	<b>Hassan</b>	(i) Duration of Kisanvani programme should be increased.
3.	<b>Raichur</b>	(i) Programme on dry land crops should be b'cast.
		(ii) Programme on Animal husbandry should be included under Kisanvani.
		(iii) Awareness programme on Crop Insurance should be b'cast.
		(iv) Programme on cultivation of cash crops.
		(v) Information should be given on 'Kisan Call Centre'.
<b>F.</b>	<b><u>Pondicherry</u></b>	
1.	<b>Karaikal</b>	(i) Information on animal husbandry should be given.
		(ii) Information on paddy policy of the government should be provided.
<b>G.</b>	<b>Tamilnadu</b>	
1.	<b>Nagarcoil</b>	(i) Live programme on Kisanvani should be b'cast.

S/N	Name of the State/Station	Suggestions / comments
<b>H</b>	<b><u>Daman</u></b>	
1.	<b>Daman</b>	(i) Information on poultry farming should be given.
		(ii) Information on fertilizer management should be given.
		(iii) Information on cultivation of medicinal plants should be b'cast.
		(iv) Information on seasonal crop should be given.
<b>I.</b>	<b><u>Bihar</u></b>	
1.	<b>Sasaram</b>	(i) Reception quality should be improved.
		(ii) Duration of the programme should be increased.
<b>J.</b>	<b><u>Harvana</u></b>	
1.	<b>Hissar</b>	(i) Programme on problems of saline water should be b'cast.
		(ii) Ragani in various themes should be b'cast.
		(iii) Kisanvani programme should be in the morning transmission.
		(iv) Duration of the programme should be increased.
<b>K.</b>	<b><u>Himachal Pradesh</u></b>	
1.	<b>Dharmshala</b>	(i) Phone-in-programme should be started.
		(ii) Programme should be b'cast according to seasonal requirement.
		(iii) Group discussion should be organized by inviting farmers, experts & govt. functionaries.
<b>L.</b>	<b><u>Punjab</u></b>	
1.	<b>Bhatinda</b>	(i) Morning transmission should also be started from AIR, Bhatinda.
2.	<b>Patiala</b>	(i) Information on dairy & poultry farming should be b'cast.
<b>M.</b>	<b><u>Madhya Pradesh</u></b>	
1.	<b>Balaghat</b>	(i) Information on places of availability of agricultural equipment, seeds & pesticides should be given.
		(ii) Duration of the programme should be increased to one hour.
		(iii) Detailed information related to employment guarantee scheme should be given.
		(iv) Jokes & folk songs should also be given in between the programme.
2.	<b>Guna</b>	(i) Information on Bio-gas plant should be given.
		(ii) B'cast programme on ways to increase ground water level.
		(iii) Information on Honey Bee farming & Rabbit rearing should be given
		(iv) Information on 'Self-employment Scheme for Rural Women' should be provided.

		(v) Suggest ways to get good yield of mango & blackberry.
		(vi) Method of extracting pupen from papaya.
		(vii) B'cast information on 'Jatropha' farming
		(viii) Provide information on cultivation of ginger and garlic.
<b>3.</b>	<b>Shahdol</b>	(i) Programme on self-employment scheme should be included under the Kisanvani.
		(ii) Information on vermi-compost manure should be given.
		(iii) Information on how to make manure should be given.
		(iv) Suggest ways to irrigate land in water scarcity areas.
		(v) Programme should be broadcast in local dialect.
		(vi) Information on farming of medicinal plant should be given.
		(vii) The broadcast timings of the programme should be changed to 8 PM.
<b>4.</b>	<b>Sagar</b>	(i) Increase the duration of the programme.
		(ii) Provide the names of the govt. & private agencies from where improved variety of seed can be procured.
		(iii) Information on vegetables, which required less water, should be given.
		(iv) Duration of the programme should be increased.
		(v) Programme on animal husbandry should be included under Kisanvani.
		(vi) Interactive phone-in-programme should be b'cast.
<b><u>N.</u></b>	<b><u>Uttar Pradesh</u></b>	
<b>1.</b>	<b>Obra</b>	(i) Information on dairy farming & diseases affecting cattle should be provided.
		(ii) Programme on sunflower cultivation should be broadcast.
<b>2.</b>	<b>Faizabad</b>	(i) Programme on tobacco farming should be included under Kisanvani.
		(ii) Information on good milk producing breed of cows and good variety of sugarcane should be given.
		(iii) Programme on wheat diseases and measures for prevention should be given.
		(iv) Information on guava cultivation and crops which is suitable for the rocky soil should be given.
<b>3.</b>	<b>Bareilly</b>	(i) Details about preparation of compost manure should be given.
		(ii) Information on good sugarcane variety more suitable for the area should be given.
		(iii) Duration of the programme should be increased.
		(iv) More folk songs should be included in the programme.
		(v) Information on 'Jatropha' should be given.
		(vi) English words should be avoided in the programme.
<b><u>O.</u></b>	<b><u>Maharashtra</u></b>	
<b>1.</b>	<b>Dhule</b>	(i) Programme on water management should be included under Kisanvani.

		(ii) Method of preparation of organic fertilizers should be provided.
		(iii) Phone-in-programme should be started.
<b>2.</b>	<b>Nanded</b>	(i) B'cast programme on Animal husbandry.
		(ii) Information about new seeds & good fertilizer should be given.
		(iii) Information on rainwater harvesting should be provided.
		(iv) Information on Self-employment Scheme of Government.
<b>P.</b>	<b>North-east</b>	
<b>1.</b>	<b>Mokokchung</b>	(i) Information on 'Kisan Credit Card' should be provided.
		(ii) Programme on 'Jhum' cultivation should be b'cast.
<b>2.</b>	<b>Halflong</b>	(i) Programme on 'Jhum' cultivation should be b'cast
		(ii) Timing of b'cast should be extended.
<b>3.</b>	<b>Jorhat</b>	i) How to increase production of beetle nut, programme should be broadcast.
		ii) Suggest methods to get rid of the worms from the banana plant.
		iii) More information on government loan scheme should be given.
		iv) To encourage the fishery, information should be given in the programme.

# **TABLES**

## **(Consolidated)**

**Table:1**  
**Profile of the Respondents**

**Base: 3387**

<b>Gender</b>	<b>No.</b>	<b>%</b>
Male	2931	86.5
Female	456	13.5

<b>Age group</b>	<b>No.</b>	<b>%</b>
18-30 years	805	23.8
31-45 years	1545	45.6
46 year & above	1037	30.6

<b>* Ownership of Radio</b>	<b>No.</b>	<b>%</b>
Radio with FM	3263	96.3
Radio without FM	124	3.7

<b>Ownership of TV</b>	<b>No.</b>	<b>%</b>
TV only	1687	49.8
TV with Cable	618	18.3
No TV	1082	31.9

<b>Education</b>	<b>No.</b>	<b>%</b>
Graduate & above	404	11.9
Below graduate but matric	1017	30.0
Below matic but literate	1563	46.2
Illiterate	403	11.9

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

**TABLE: 1 CONTINUED**

<b>Occupation</b>	<b>No.</b>	<b>%</b>
Farmer	3080	90.9
Service	190	5.6
Business	117	3.5

<b>Land ownership</b>	<b>No.</b>	<b>%</b>
Marginal farmer	1085	32.0
Small farmer	1059	31.3
Medium farmer	915	27.0
Large farmer	182	5.4
Share Cropper	146	4.3

<b>Agriculture equipment ownership</b>	<b>No.</b>	<b>%</b>
Tractor	376	11.1
Diesel Pump	697	20.6
Tube well	744	22.0
Others	1128	33.3

**Table: 2**

**Frequency of listening to Kisanvani programme**

**Base: 3387**

<b><u>Frequency</u></b>	<b><u>No.</u></b>	<b><u>%</u></b>
Regularly (5-7 days a week)	1064	31.5
Frequently (3-4 days a week)	1380	40.7
Occasionally (1-2 days a week)	658	19.4
Rarely (Once or twice in a month)/Never	285	8.4

**TABLE : 3**

**Items listened under Kisanvani Programme**

(Multiple response)

**Base: 3387**

<b><u>Items</u></b>	<b><u>No.</u></b>	<b><u>%</u></b>
Modern and latest Agriculture implements	641	18.9
Farm seeds and seed production of day to day use	889	26.2
Cultivation of export oriented crops, cash crops etc.	595	17.6
Bio-products Management	416	12.3
Marketing of Agricultural products	580	17.1
Loan & Subsidy schemes of the government	592	17.5
Self employment scheme	454	13.4
Information on Cottage industry	188	5.6
New methods of irrigation, rain harvest etc.	425	12.5
Post harvest management & value addition	350	10.3
Specific topics on Animal husbandry	829	24.5
Specific topics on Dairy & Poultry farming	386	11.4
IPM (Integrated Pest Management)	482	14.2
Cultivation of Aromatic & Medicinal plants.	332	9.8
Gender friendly equipments	53	1.6

**Table : 4**  
**Adequacy of the programme**

**Base: 3387**

<b><u>Adequacy</u></b>	<b><u>No</u></b>	<b><u>%</u></b>
Adequate	2509	74.1
Inadequate	145	4.3
No Opinion/Not listened	733	21.6

**Table : 5**  
**Opinion on information given under Kisanvani Programme**  
(Multiple response)

**Base: 3387**

<b><u>Opinion</u></b>	<b><u>No.</u></b>	<b><u>%</u></b>
Information given was easy to understand	2731	80.6
Information given could not be comprehended	165	4.9
Information given could be practiced / adopted	1611	47.6
Information given was easy to understand but could not be practiced/adopted.	436	12.9
Any other	60	1.8

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

**Base: 3387**

<b><u>Reasons</u></b>	<b><u>No.</u></b>	<b><u>%</u></b>
Unable to remember as too many messages / Technologies were given in a single b'cast.	84	2.5
The explanation provided was complicated & Confusing.	44	1.3
Too many technical words used were not explained properly.	45	1.3
Any Other	6	0.2

**TABLE : 7**  
***Reasons for adopting the technology / information provided***  
(Multiple response)

**Base: 3387**

<b><u>Reasons</u></b>	<b><u>No.</u></b>	<b><u>%</u></b>
The information / technology is very simple & easy to adopt / practice.	1659	49.0
It is a low cost technology.	979	28.9
It is value added technology.	865	25.5
It will increase the yield / production.	1491	44.0
It will reduce the cost of production.	685	20.2
Any other	103	3.0

**Table : 8**  
***Major bottlenecks faced in adoption***  
(Multiple response)

**Base: 3387**

<b><u>Items</u></b>	<b><u>No.</u></b>	<b><u>%</u></b>
Technology not suitable / appropriate for the location.	781	23.1
Technology very expensive and cannot afford the required inputs.	608	18.0
Information provided was not adequate.	232	6.8
Inputs not available in time	1204	35.5
Did not like to take risk by adopting new practice.	814	24.0
Any other	320	9.4

**TABLE : 9**  
***Topics required to be covered***  
(Multiple response)

**Base: 3387**

<b>Items</b>	<b>No.</b>	<b>%</b>
Modern and latest agriculture implements	1053	31.1
Farm seeds and seed production of day-to-day use.	577	17.0
Cultivation of export oriented crops, cash crops etc.	779	23.0
Bio-products Management	702	20.7
Marketing of Agriculture products	885	26.1
Loans & Subsidy schemes of the government	1211	35.8
Self employment scheme	962	28.4
Information on Cottage industry	614	18.1
New methods of irrigation, rain harvest etc.	818	24.2
Post harvest management & value addition	524	15.5
Specific topics on Animal husbandry	734	21.7
Specific topics on Dairy & Poultry farming	759	22.4
IPM (Integrated Pest Management)	576	17.0
Cultivation of Aromatic & Medicinal plants	471	13.9
Gender friendly equipments	271	8.0

## List of villages covered during 13th & 14th week of survey

S.NO.	State	AIR, Stations covered	13th Week		14th Week		Total Resp. 13th & 14th week		
			Villages covered	No. Resp.	Villages covered	No. Resp			
1	Uttar Pradesh	Bareilly	Abhaypur	10	Kareilly	10	20		
			Dhaura Tanda	10	Etauya Shukhdevpura	10	20		
		Faizabad	Ganza	10	Chawdhary ka purwa	10	20		
			Delhigirdhar	10	Shivedaspur	10	20		
			Jhansi	Barata	10	Gania	10	20	
				Simrabari (BHEL)	10	Myorpur	10	20	
				Obra	Mooni Semar	10	Khailar	10	20
				Medanibhan	10	Dagariya	10	20	
				<b>Sub-total</b>		<b>80</b>	<b>80</b>	<b>160</b>	
		2	Madhya Pradesh	Shahdol	Katahri	10	Gohparu	10	20
Lalpur	10				Kalyanpur	10	20		
Guna	Tilli Kheda			10	Hilgana	10	20		
	Barkheda Hat			10	Sounthi	10	20		
Sagar	Bamhori Regun			10	Karrapur	10	20		
	Lehdara			10	Gambhiriya	10	20		
Khandwa	Borgaon			10	Dhekalgaoon	10	20		
	Bhanbarad			10	Bangarda	10	20		
Shivpuri	Aakursi			10	Unchikharai	10	20		
	Girwani			10	Dabarpura	10	20		
Chindwara	Bisapur Kala			10	Ubhegaon	10	20		
	Lonia			10	Rajna	10	20		
Betul	Kolgaon			10	Musakhedi	10	20		
	Gorakhar			10	Borpali	10	20		
Balaghat	Jarera			10	Singodi	10	20		
	Hardoli			10	Kawliwara	10	20		
				<b>Sub-total</b>		<b>160</b>	<b>160</b>	<b>320</b>	
3	Andhra Pradesh			Markapuram		10			
					Thumalacheruvu			10	20
			Meerjageta	10	Peddaraveedu	10	20		
		Kothagudda m	Nayakulagudam	10	Gampena Harijanawada	10	20		

		Regalla Pedatanda	10	Lingagudem	10	20	
	Nizamabad	Oddadpally	10	Dupally	10	20	
		Narsing Pally	10	Mailaram	10	20	
	Warrangal	Pegadapally	10	Katrapelly	10	20	
		Bandarupally	10	Chinnapendial	10	20	
	Thirupathi	Pedda Gorpada	10	Chindepalli	10	20	
		Pachi Kapalam	10	Modugulapalem	10	20	
	Anantpur	Marutla-I	10	Hampapuram	10	20	
		Dugomorri	10	Ragolapadu	10	20	
	Kurnool	Lingamvai	10	Boravalli	7	17	
		Allur	10	NR		10	
	<b>Sub-total</b>		<b>140</b>		<b>127</b>	<b>267</b>	
<b>4</b>	<b>Himachal Pradesh</b>	Dharamsala	Rajol	10	Jamanabad	10	20
		Dola	10	Dehra	10	20	
	Hamirpur	Bajuri	10	Kandrala	10	20	
		Chamyana	10	Samerela	10	20	
	<b>Sub-total</b>		<b>40</b>		<b>40</b>	<b>80</b>	
<b>5</b>	<b>Punjab</b>	Patiala	Faridpur	10	Opli	10	20
			Kehri Manian	10	Ucha Grano	10	20
	Bathinda	Giupatti	10	Mehma Sarja	10	20	
		Suran	10	Mehma Sarkari	10	20	
	<b>Sub-total</b>		<b>40</b>		<b>40</b>	<b>80</b>	
<b>6</b>	<b>Haryana</b>	Hisar	Bhojraj	10	Tokas	10	20
			Matrashyam	10	Alipur	10	20
	Kurukshetra	Kangthala	10	Bhagal	10	20	
		Dhanaura	10	Isargarh	10	20	
	<b>Sub-total</b>		<b>40</b>		<b>40</b>	<b>80</b>	
<b>7</b>	<b>Karnataka</b>	Manglore	Ashwathapura	10	Sornad	10	20
			Polali	10	Adyar Padau	10	20
	Mysore	Arepura	10	Madarahally	10	20	
		Devalapura	10	Nagarakere	10	20	
	Chitradurga	Beemasamura	10	Belaghatta	10	20	
		Nandam Hosur	10	Guddada Rangwanahally	10	20	
	Mercara	Govuwale Surlaki	10	Nalkery	10	20	
		Peraje	10	Mythady	10	20	
	Bijapur	Toravi	10	Hadagali	10	20	
		Kadlewadi	10	Jumanal	10	20	
	Raichur	Gunjalli	10	Hemberal	10	20	

		Muranpur	10	Ashapur	10	20
	Hassan	Chicknahally	10	Doddabyadagere	10	20
		Shenavina Kuppe	10	Chouragal	10	20
	Karwar	Ulga	10	Thorkbag	10	20
		Kheni (Bhavikeri)	10	Hosali	10	20
	Hospet	Mariyamma Halli	10	Kukanapalli	10	20
		Haatahalli	10	Indaragi	10	20
	<b>Sub-total</b>		<b>180</b>		<b>180</b>	<b>360</b>
<b>8</b>	<b>Jammu &amp; Kashmir</b>	Poonch	Slotri	10	Darha	10
			Nagri	10	Guntriyar	10
	Jammu	Sagoon	10	Khore	10	20
		Panjod	10	Sangar	10	20
	Kathua	Partyal	10	Hutt	10	20
		Gadyal	10	Londi	10	20
	<b>Sub-total</b>		<b>60</b>		<b>60</b>	<b>120</b>
<b>9</b>	<b>Orissa</b>	Raurkela	Raibahal	10	Padampur	10
			Alanda	10	Sannuagaon	10
	Bolangir	Dudukasira	10	Mankadchuan	10	20
		Jhankarpali	10	Aigaon	10	20
	Brahamapur	Sukunda	10	Gurunthi	10	20
		Anantei	10	Jogipally	10	20
	Puri	Jogannatapur	10	Baghamunda	10	20
		Udayanathpur	10	Dighalo Patna	10	20
	<b>Sub-total</b>		<b>80</b>		<b>80</b>	<b>160</b>
<b>10</b>	<b>North-East</b>	Jorhat	Kakajan	10		10
			Duliagaon		Gharphaliagaon	20
			Pakhimari Gaon	10	namgorumora	10
	Nagaon	Jamkhola	10	Chaubori	10	20
		Godhoria Gaon	10	Kamgaon	10	20
	Itanagar	Daba Gamlin	10	Gori	10	20
		Garu	10	Vivek Vihar	10	20
	Mokok Chung	Alichen	10	Khensa	10	20
		Truemen	10	Angyong	10	20
	Halflong	Wari	10	namodilo-I	10	20
		Boro-Rabi (Upper)	10	Routilla-II	10	20
	Lunglei	S' Vanilaiphari	10	Mualthuam	10	20
		Laungltari	10	Kawlhawk	10	20
	Jowai	Mookyndeng	10	Amlarem	10	20

			Mynsngat	10	Mihmyntdu	10	20
		Belonia	Cittamara	10	Krishna Nagar	10	20
			Haripur	10	Niher Nagar	10	20
		Kailashahar	Tarininagar	10	Saidar Cherra	10	20
			Ratachara	10	Tarini Nagar	10	20
		<b>Sub-total</b>		<b>180</b>		<b>180</b>	<b>360</b>
<b>11</b>	<b>Rajasthan</b>	Jaisalmer	Chaugharia	10	Thiyat	10	20
			Kandiyala	10	Chandan	10	20
		Nagaur	Indas	10	Kadarpura	10	20
			Kharnal	10	Balaya	10	20
		Banswara	Kali Dongari	10	Bokhat	10	20
			Devgarh	10	Gamari	10	20
		Chittorgarh	Karkhanda	10	Karoli	10	20
			Indora	10	Bansen	10	20
		Sawaimadh opur	Manoli	10	Madhosingpura	10	20
			Jastana	10	Ramsinghpura	10	20
		Jhalawar	Jhumki	10	Titarwasa	10	20
			Bireya Khari Kala	10	Titari	10	20
		Alwar	Babala	10	Malakhera	10	20
			Kesroli	10	Kalsara	10	20
		Churu	Dhadhariy Charnane	10	Kharia	10	20
			Jasasar	10	Rampura Bass	10	20
		<b>Sub-total</b>		<b>160</b>		<b>160</b>	<b>320</b>
<b>12</b>	<b>Bihar</b>	Sasaram	Kawai	10	Musaddi Tola	10	20
			Mallabgarh	10	Semari	10	20
		Purnia	Rautara	10	Shadpur Rajawara	10	20
			Paltaniya	10	Bhatwar	10	20
		<b>Sub-total</b>		<b>40</b>		<b>40</b>	<b>80</b>
<b>13</b>	<b>Kerla</b>	Cannanore	New Nadovil	10	Panniyoor	10	20
			Kayaralam	10	Sivapuram	10	20
		Kochi	Varappetty	10	Kurekkadu	10	20
			Nedumpassery	10	Kadavoor	10	20
		Devikulam/I dukki	Vandanmedu	10	Peermadu	10	20
			Anakkara	10	Vagaman	10	20
		<b>Sub-total</b>		<b>60</b>		<b>60</b>	<b>120</b>
<b>14</b>	<b>Pondicher y</b>	Karaikal	Aanaimattam	10	Ammaiyappan	10	20
			Ottankadli	10	Kavanoor	10	20

	<b>Sub-total</b>			<b>20</b>		<b>20</b>	<b>40</b>
<b>15</b>	<b>West Bengal</b>	Shantiniketan	Daranda	10	Ukta	10	20
			Kasba	10	Batagram	10	20
		Murshidabad	Chhamogram	10	Barvipara	10	20
			Horhori	10	Kadirpur	10	20
	<b>Sub-total</b>			<b>40</b>		<b>40</b>	<b>80</b>
<b>16</b>	<b>Jharkhand</b>	Hazaribagh	Dandai	10	Hetagarha	10	20
			Jinga	10	Haram Sibadih	10	20
		Chaibasa	Potka (Hosai)	10	Aita	10	20
			Deogaon	10	Baduri	10	20
		Daltanganj	Taleya	10	Salo	10	20
			Lokeya	10	Parjhara	10	20
	<b>Sub-total</b>			<b>60</b>		<b>60</b>	<b>120</b>
<b>17</b>	<b>Maharashtra</b>	Ahemad Nagar	Talegam Dighe	10	Sarola Kasar	10	20
			Nimgaon Jali	10	Akolner	10	20
		Akola	Goregaon Khurd	10	Rajanda	10	20
			Sangavi Mohadi	10	Deagaon	10	20
		Dhule	Sarvad	10	Ranmala	10	20
			Gartad	10	Nakane	10	20
		Nanded	Janapuri	10	Dhanegaon	10	20
			Batala	10	Sayal	10	20
		Nasik	Gonde (Dumala)	10	Talogaon Anjaneng	10	20
			Pimpalner	10	Shivanai	10	20
		Beed	Rohatwadi	10	Kakadhira	10	20
			Ghatsawali	10	Ukhanda	10	20
		Kolhapur	Kur	10	Wakare	10	20
			Top	10	Karanjperi	10	20
		Osmanabad	Kanegaon	10	Ranjani	10	20
			Bhattagalli	10	Malkaranja	10	20
		Satara	Mardhe	10	Janbhulmura	10	20
			Perle	10	Aaslay	10	20
		Yeotmal	Katri	10	Pimpalgaon	10	20
			Aamla	10	Tirzada	10	20
		Chanderpur	Shegao (Bu)	10	Usgaon	10	20
			Chargaon (Bu)	10	Shengaon	10	20
	<b>Sub-total</b>			<b>220</b>		<b>220</b>	<b>440</b>
<b>18</b>	<b>Chhatisgarh</b>	Raigarh	Supa	10	Bilaigarh	10	20

		Bunga	10	Barpali	10	20	
	Bilaspur	Deori	10	Semara	10	20	
		Konargarh	10	Junashahar	10	20	
	<b>Sub-total</b>		<b>40</b>		<b>40</b>	<b>80</b>	
<b>19</b>	<b>Gujrat</b>	Godhra	Gusar	10	Sampa	10	20
		Betiya	10	Bodidara	10	20	
	-		<b>20</b>		<b>20</b>	40	
<b>20</b>	<b>Tamil Nadu</b>	Nagercoil	Navalkadu	10	Perunchelvavilai	10	20
		Vetikonam	10	Malaivilai	10	20	
	-		<b>20</b>		<b>20</b>	<b>40</b>	
<b>21</b>	<b>Daman</b>	Daman	Darwada	10	Kadaiya	10	20
		Magarwada	10	Pariyari	10	20	
	<b>Sub-total</b>		<b>20</b>		<b>20</b>	<b>40</b>	
	<b>TOTAL</b>	<b>85</b>	<b>170</b>	<b>1700</b>	<b>169</b>	<b>1687</b>	<b>3387</b>
	<b>NR = Not Reported</b>						