

Feedback Survey Report on Kisanvani Programme



Under
‘Mass Media Support to Agriculture Extension’
Sponsored by
Ministry of Agriculture & Cooperation, Govt. of India.

[Part:(VII): 15th to 18th Week (24th April to 23rd May 2006)]



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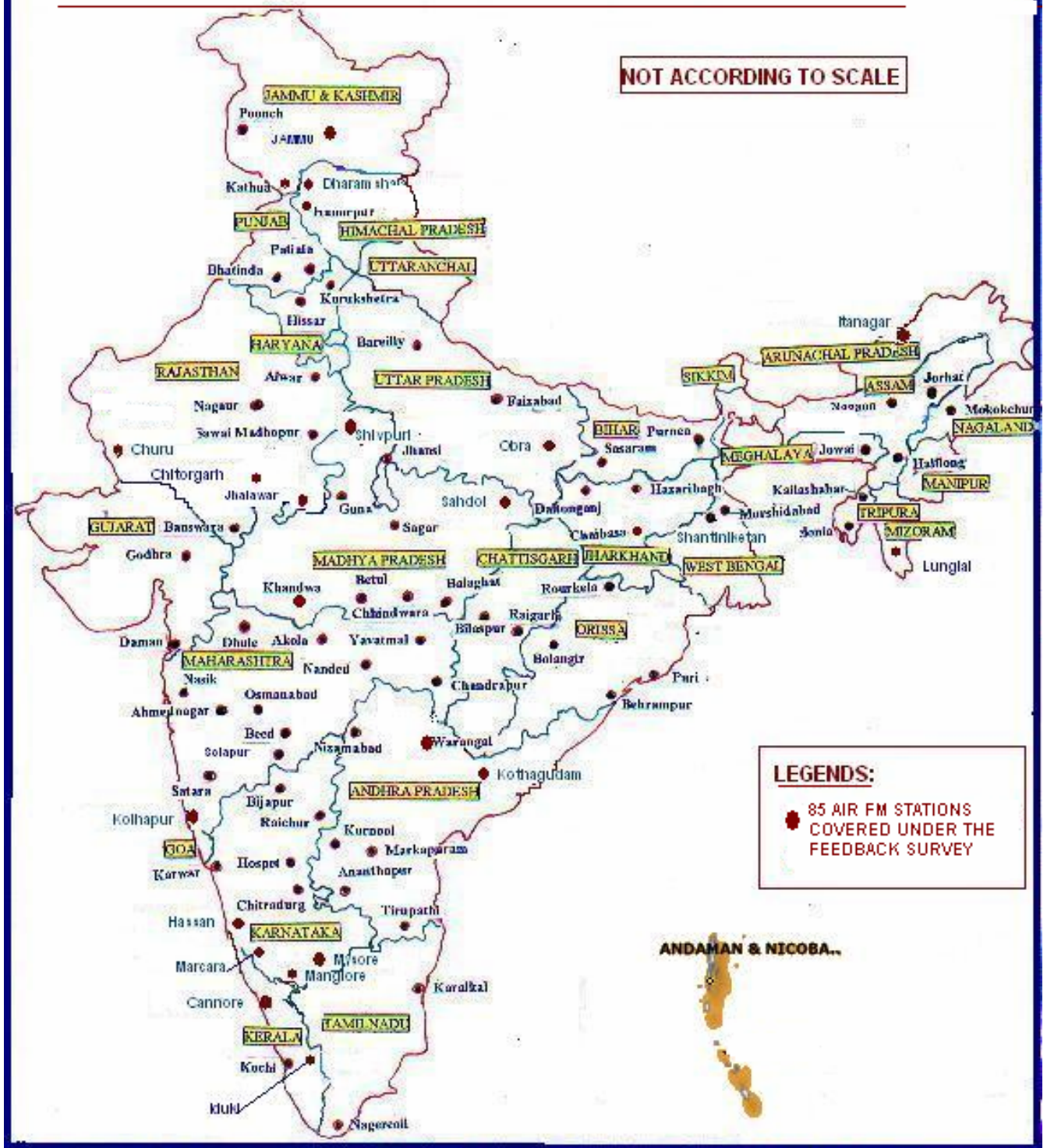
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STUDY PROFILE

- **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** 24th April to 23rd May, 2006 (15th to 18th week of study)
- **Place of survey** 673 Villages in primary coverage zone of 85 AIR, FM Stations spread over 24 States and two Union Territories across the country.
- **Sample Size** 6730 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** October, 2006

MAP SHOWING AIR FM STATIONS COVERED UNDER KISANVANI FEEDBACK SURVEY

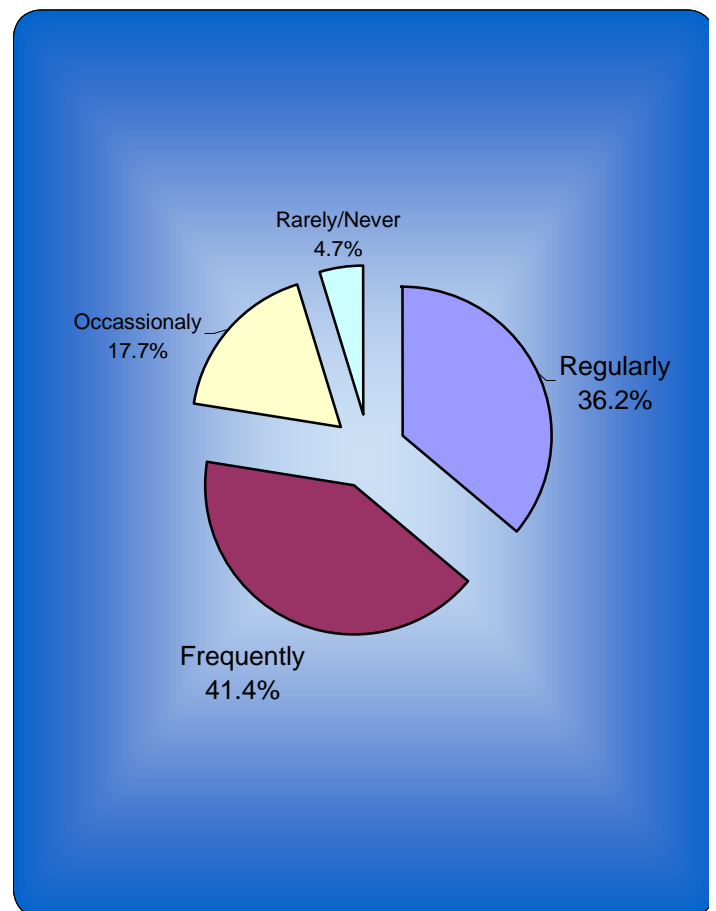
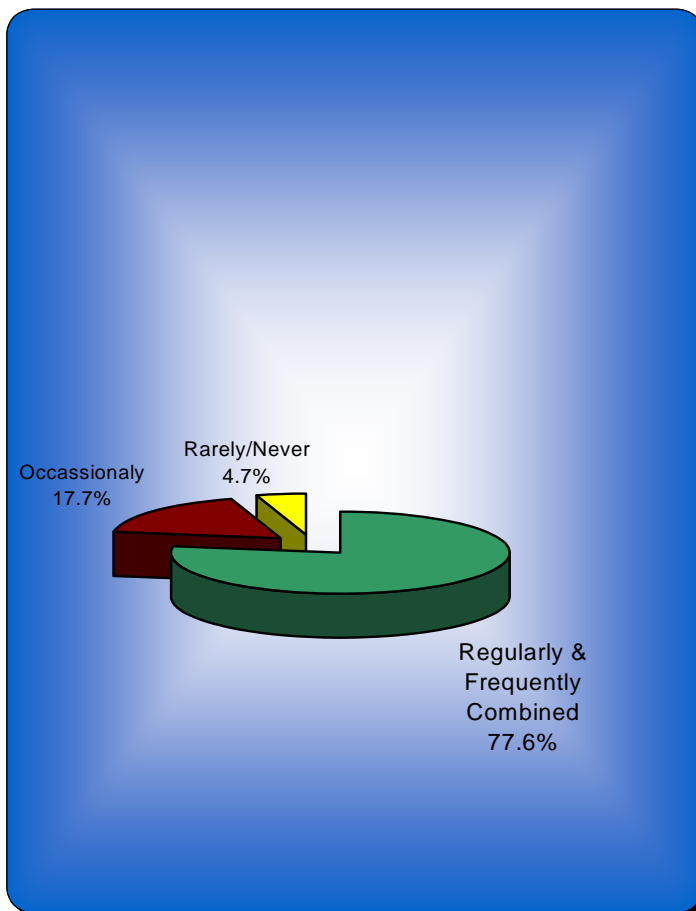


SALIENT FINDINGS



During the reference period, regular listenership (5-7 days a week) of Kisanvani Programme was found to be 36.2% which was significantly higher (by 4.7%) as compared to previous weeks (13th & 14th week). Frequent listeners (3-4 days a week) of Kisanvani Programme were 41.4%. Regular & frequent listeners combined comprised 77.6% of the sample respondents whereas during the previous weeks this percentage was only 72.2%.

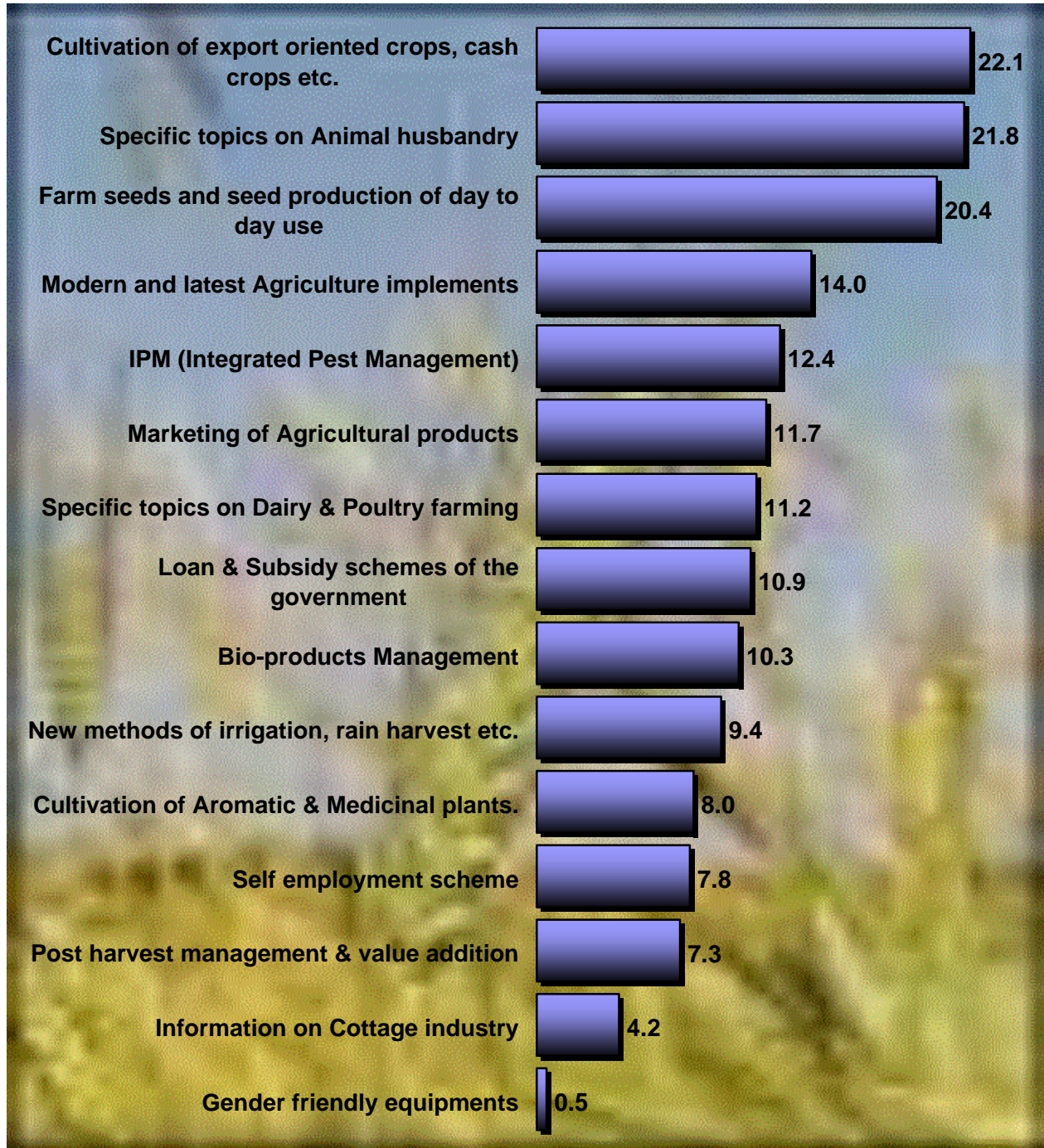
Frequency of listening to Kisanvani





Various topics listened by the farmers under the Kisanvani Programme are shown with the help of following chart:

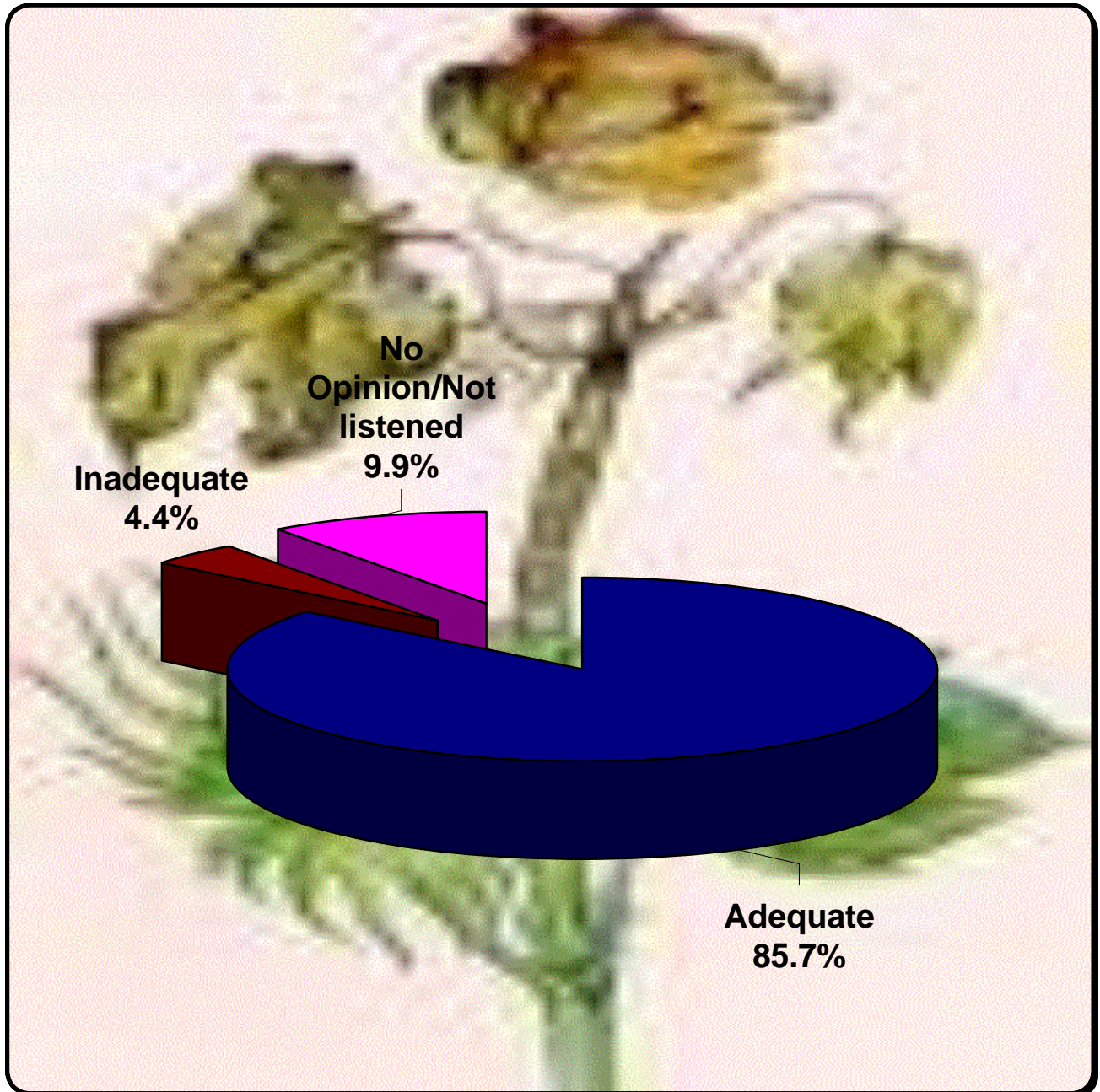
Item listened under the Kisanvani Programme





When asked the respondents whether they found the programme content of Kisanvani programme adequate, majority of the farmers responded affirmatively (85.7%) while a small percentage 4.4% did not find the contents of the programme adequate.

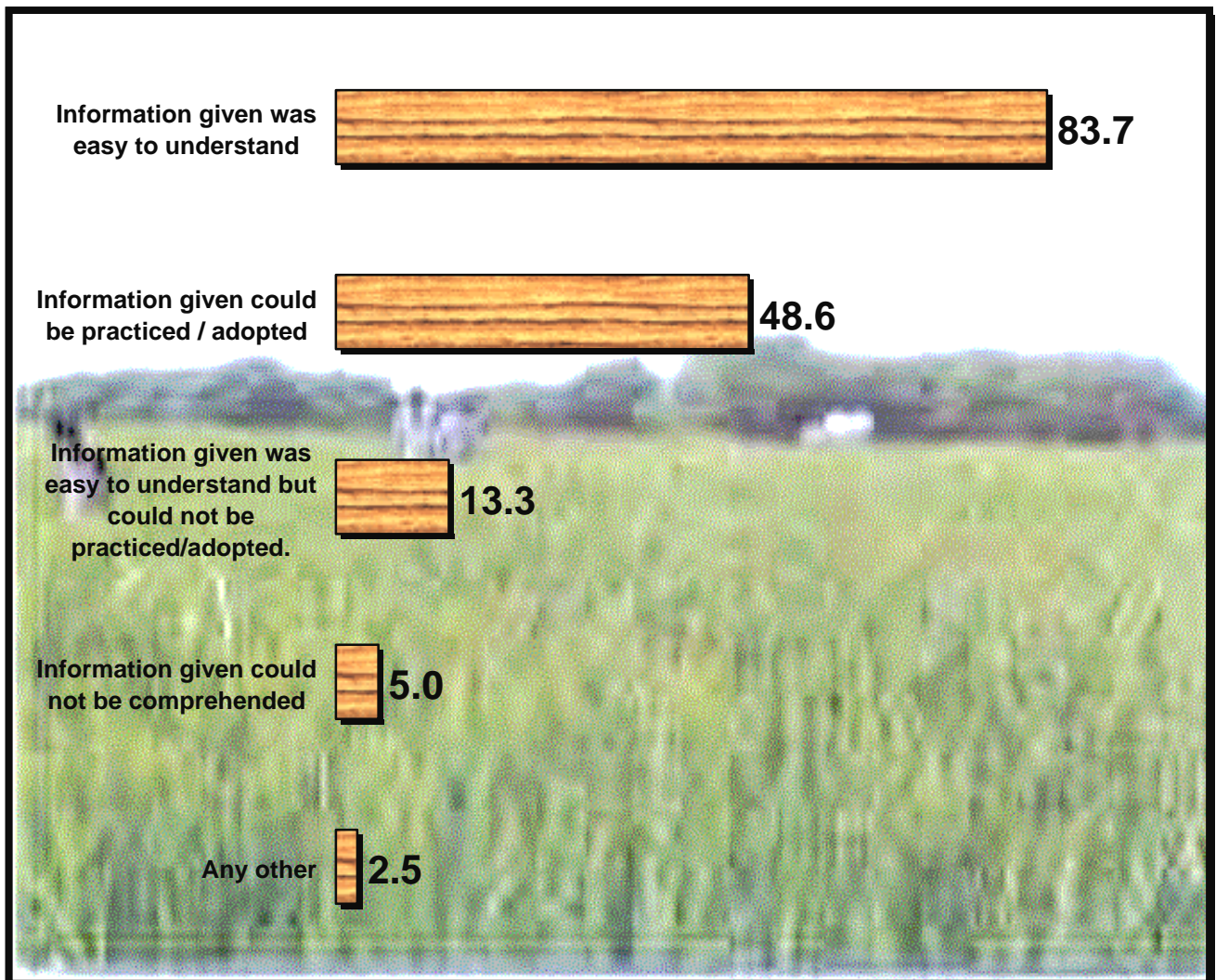
Adequacy of the programme contents





On soliciting the opinion on Kisanvani programme, it was found that majority of the respondents were of the view that information given under the Kisanvani was easy to understand (83.7%). Out of this, more than half of respondents (48.6%) could also adopt/practice the given information while 13.3% found the information easy to understand but could not adopt/practice it. A small percentage (5.0%) was of those farmers who could not comprehend the given information.

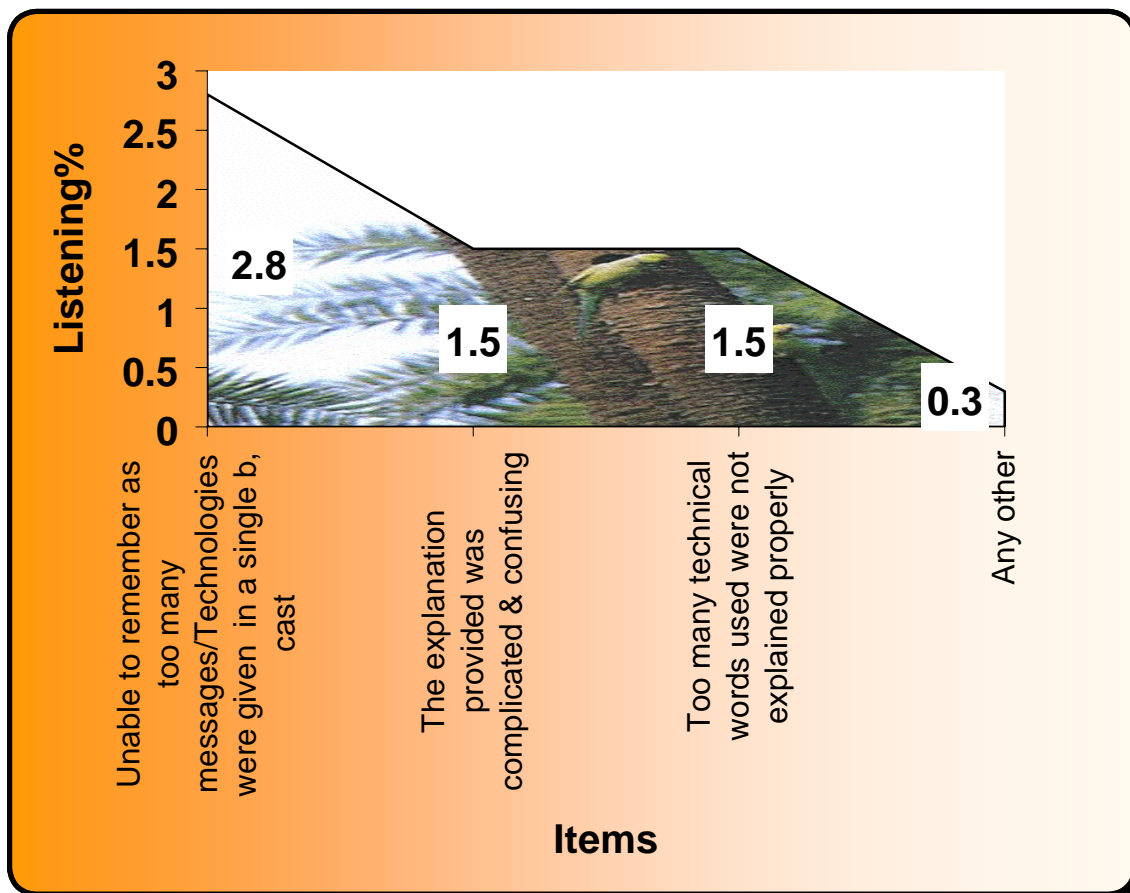
Opinion on Kisanvani Programme





Various reasons for not understanding the information given in the Kisanvani programme were revealed by the further probe into the subject. Maximum number of respondents (2.8%) felt that they were unable to remember as too many messages/technologies were given in a single b'cast. The other important reasons were that 'the explanation provided was complicated & confusing' and 'too many technical words used were not explained properly' (1.5% each).

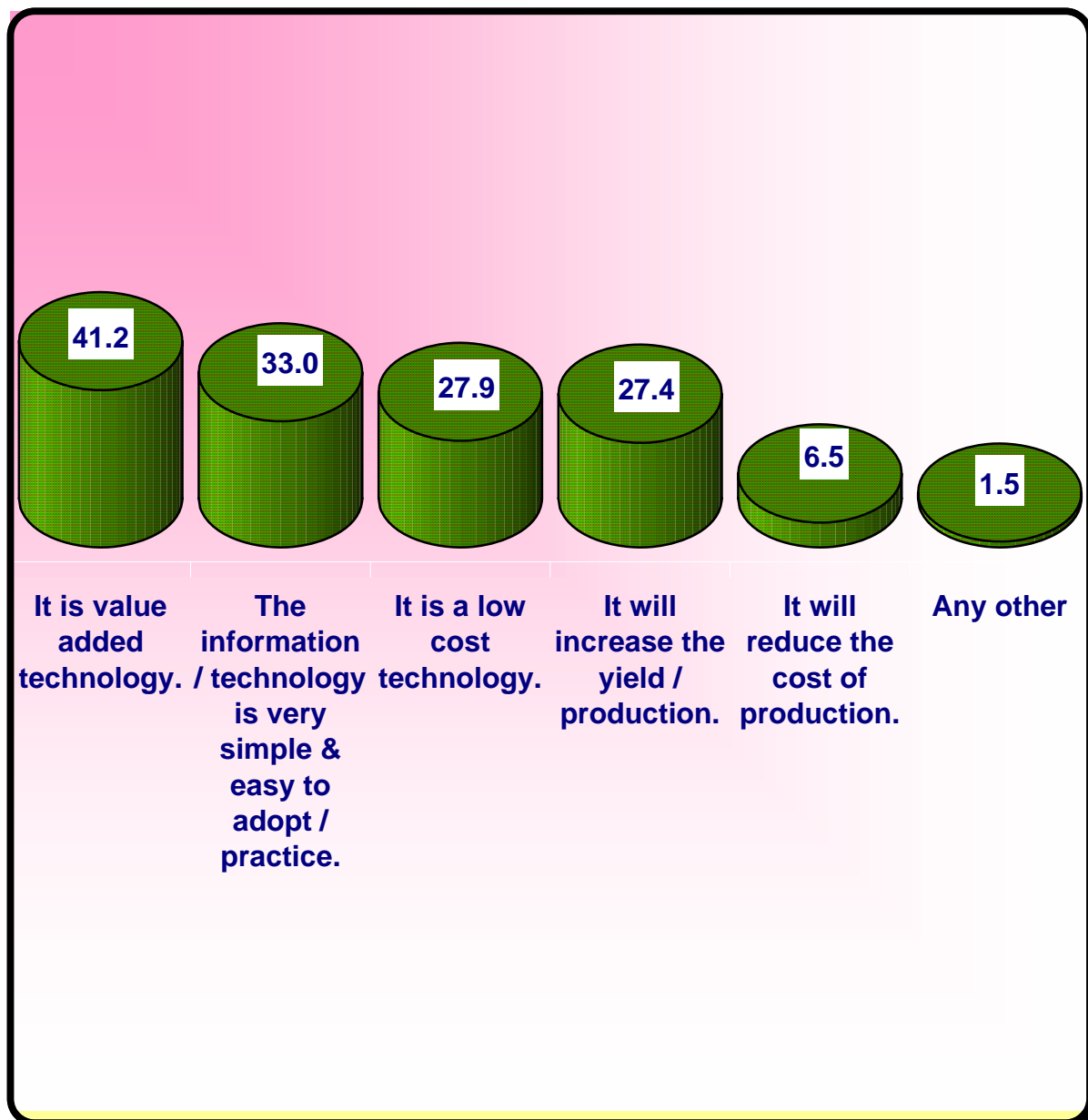
Reasons for not understanding the information given in the Kisanvani Programme





Those who were adopting the technology/information provided under the Kisanvani were further asked to give the reasons for the adoption. The maximum number of respondents (41.2%) reported that ‘it was value added technology’ followed by other reasons ‘information/technology was very simple & easy to adopt/practice’ (33%), ‘it was a low cost technology’ (27.9%) and ‘it will increase the yield/production’ (27.4%).

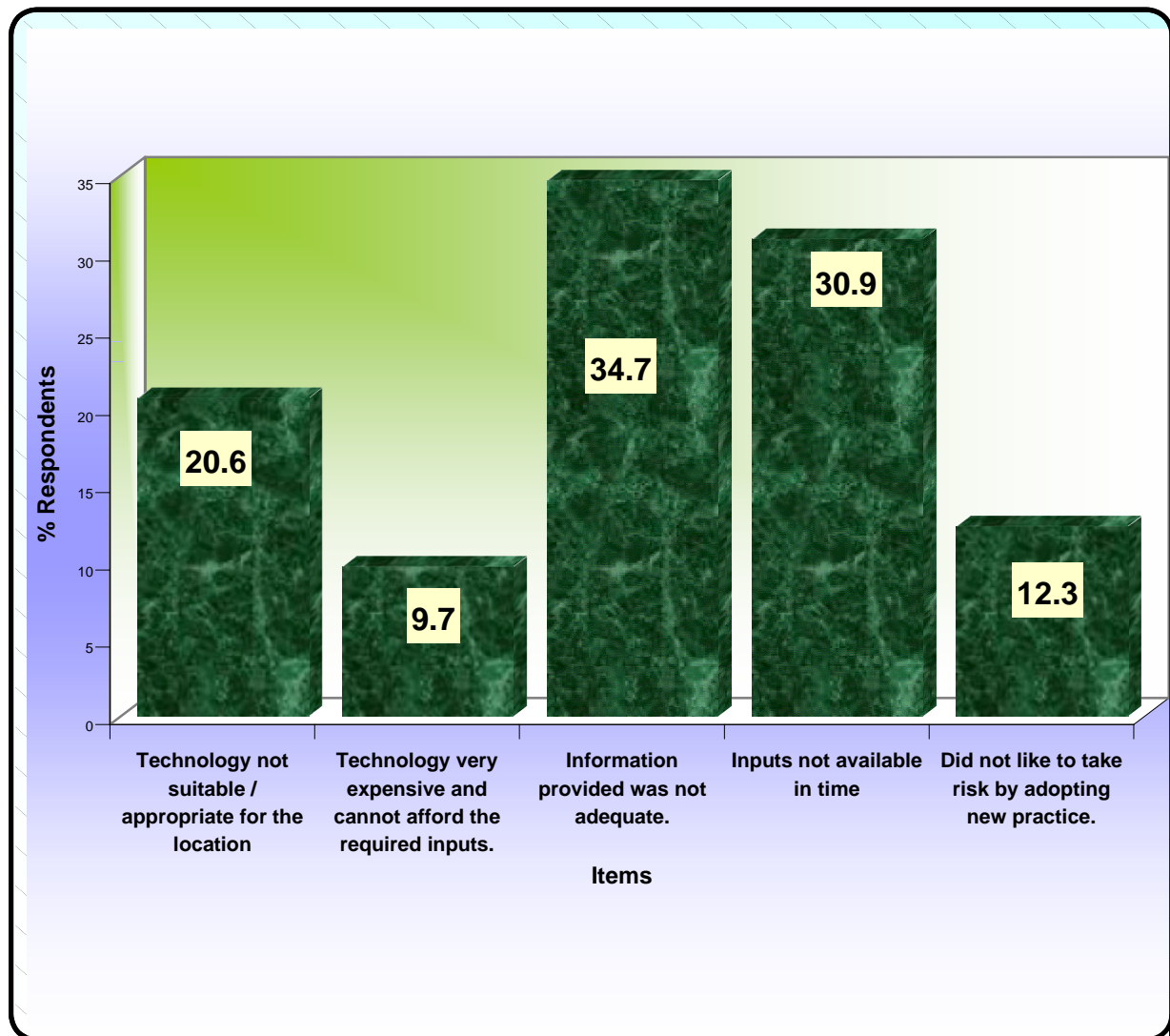
Reasons for adopting the technology





Farmers were facing many constraints and bottlenecks while adopting the new technology. The major bottleneck faced by maximum number of respondents was ‘the information provided was not adequate’ (34.7%) and second major bottleneck was ‘inputs not available in time’ (30.9%) followed by ‘technology not suitable/appropriate for the location’ (20.6%).

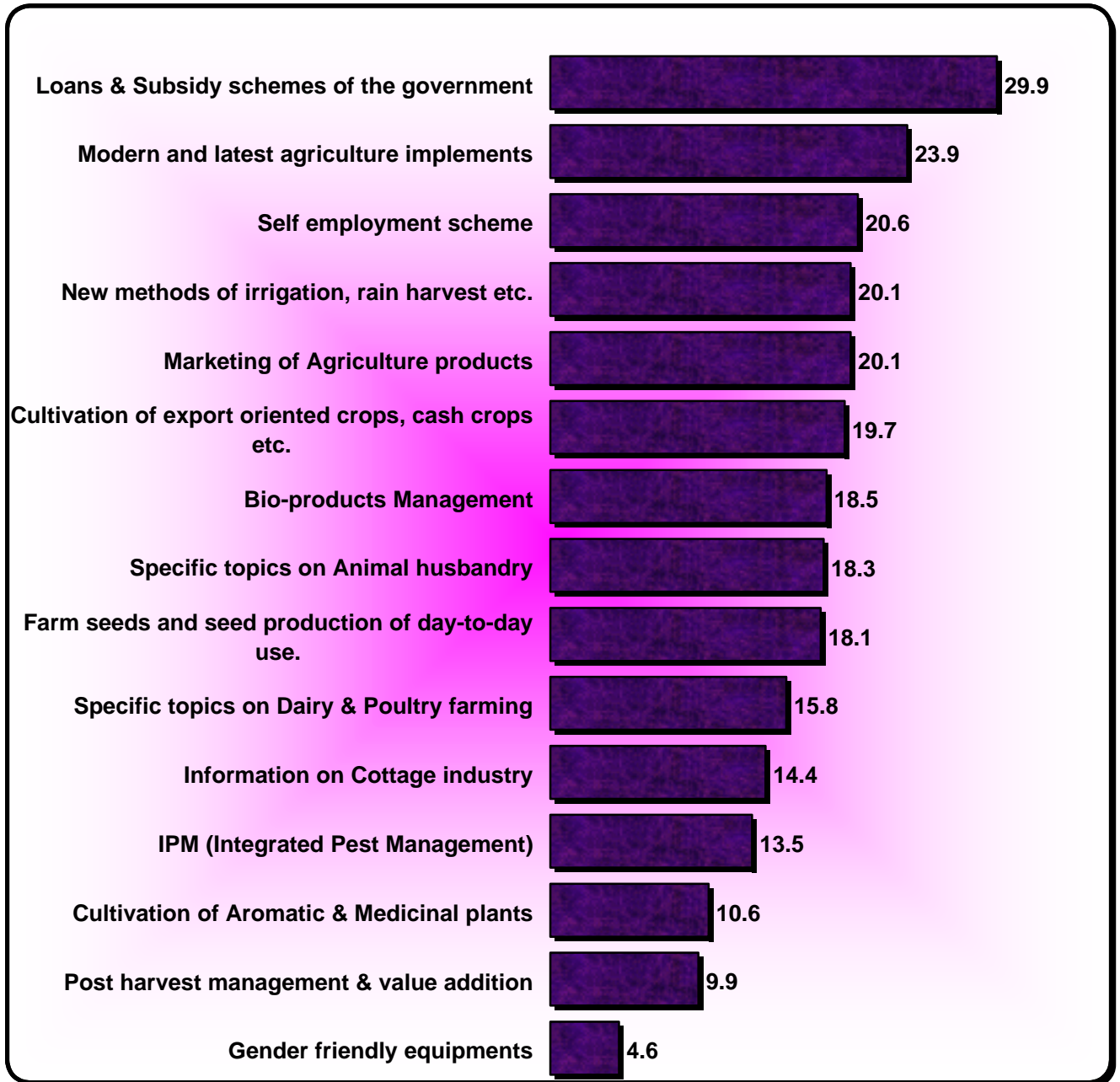
Major bottlenecks faced in adoption





The following diagram shows farmers' liking for the different topics to be covered under the Kisanvani programme:-

Item /topics liked to be covered under the Kisanvani Programme





Major suggestions/comments: -

- Interactive **Phone-in-programme** should be started.
- Information on **loan & subsidy scheme of the government** should be provided.
- Information on, '**Kisan Credit Card**' and '**Crop Insurance**' should be given.
- Information on **rural employment & self-employment schemes** should be provided



Action taken on feedback

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 nine 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 and through the local **quick feedback system** wherein fortnightly feedback survey reports are being submitted directly to the concerned programme producers by the Audience Research Unit attached with the station

Further, with the objective to develop interface between the programme producers & researchers (feedback providers), a series of 7 workshops is being organized across the country. Of which, 4 workshops have already been organized at Jaipur, Indore, Nasik and Patna during September-October, 2006. These workshops proved to be as **supportive tool** in minimizing communication gap between researchers & producers and in production of farmers friendly programme according to needs, taste and aspirations of the farmers.

In these workshops, progress and constrains faced in Kisanvani broadcast as well as action taken on the feedback provided by audience researchers are discussed state-wise in detail. As such, these workshops are being utilized as platform to evolve **effective communication strategy** by way of meditating on the contents received from the feedback survey.

Apart from face to face discussion in the workshop on action taken, **Action Taken Reports** are also being submitted regularly by the various stations. Sofar, following AIR FM Stations have submitted the Action Taken Reports :

| S/No. | State | AIR FM Station |
|--------------|----------------|--|
| 1. | Uttar Pradesh | Bareilly |
| 2. | Andhra Pradesh | Anantpur, Kothagudem, Nizamabad, Warrangal, |
| 3. | Rajasthan | Churu, Nagaur, Sawai Madhopur, Banswara, Chittorgarh |
| 4. | Orissa | Rourkela, Bolangir, Puri |
| 5. | Madhya Pradesh | Khandwa, Chhindwara, Betul, |
| 6. | Maharashtra | Nasik, Chandrapur, Yeotmal, Nanded, Akola, Satara, Ahmednagar, Osmanabad |
| 7. | Kerala | Devikulam, Kannur, Kochi, |
| 8. | Punjab | Patiala, Bhatinda, |
| 9. | Karnataka | Chitradurga, Hospet, Raichur, Bijapur, Mysore, Karwar, Hassan, Mercara |
| 10. | North-East | Lunglei, Jowai, Jorhat, Belonia, |
| 11. | Haryana | Hissar, Kurukshetra, |
| 12. | Jharkhand | Hazaribag, Chaibasa, Daltonganj |
| 13. | Bihar | Purnea |
| 14. | Gujrat | Godhra, |

Perusal of action taken reports revealed that most of the actions points suggested by the audience researchers were taken care by the programme producers like change in timings, duration, format of programme and inclusion of various topics as per the demand of the farmers so that programme could be modified to suit the farmers needs and tastes. However, some of the suggestions/findings could not be implemented due to lack of infrastructure facilities.

STATE WISE TRENDS:

The following tables depict the state-wise trend related to various items of study: -

Item listened under Kisanvani Programme:

Table: I

| S/No. | Most listened topics | Name of the State/UT | % Listeners |
|-------|--|----------------------|-------------|
| | Farm seeds and seed production of day to day use. | 1. Uttar Pradesh | 25.3 |
| | | 2. Orissa | 39.4 |
| | | 3. Bihar | 21.9 |
| | Modern and latest agriculture implements | 4. Rajasthan | 29.5 |
| | | 5. Gujrat | 27.5 |
| | | 6. Himachal Pradesh | 30.0 |
| | Farm seeds and seed production of day to day use, Self employment scheme & Specific topic on Dairy & Poultry farming | 7. Punjab | 25.0 |
| | | 8. Maharashtra | 29.2 |
| | | | |
| | Cultivation of export oriented crops, cash crops etc. | 10. Chhatisgarh | 62.5 |
| | | 11. Jammu & Kashmir | 50.4 |
| | Marketing of agriculture products | 12. Karnataka | 33.2 |
| | | 13. Daman | 13.8 |
| | Specific topic on Animal husbandry. | 14. North-East | 26.7 |
| | | 15. Pondicherry | 78.8 |
| | | 16. Jharkhand | 39.6 |
| | IPM (Integrated Pest Management) | 17. Kerala | 20.0 |
| | | 18. Andhra Pradesh | 35.2 |
| | | 19. West Bengal | 61.9 |
| | Information on cottage industry and Specific topic on Animal husbandry. | 20. Madhya Pradesh | 20.9 |
| | | 21. Tamilnadu | 45.0 |

Adequacy of information:

Table: II

(Multiple response)

| S/No. | Name of the State/UT | Adequate (%) | Inadequate (%) | No opinion/ Not listened |
|-------|----------------------|--------------|----------------|--------------------------|
| 1. | Uttar Pradesh | 86.3 | 3.4 | 10.3 |
| 2. | Andhra Pradesh | 80.0 | 7.1 | 12.9 |
| 3. | Karnataka | 84.3 | 9.3 | 6.4 |
| 4. | Maharashtra | 94.4 | 2.8 | 2.7 |
| 5. | North-East | 76.4 | 3.9 | 19.7 |
| 6. | Haryana | 97.9 | 2.1 | 0.0 |
| 7. | Orissa | 84.4 | 8.1 | 7.5 |
| 8. | Rajasthan | 80.5 | 2.5 | 17.5 |
| 9. | Jammu & Kashmir | 77.0 | 6.5 | 16.6 |
| 10. | Punjab | 99.4 | 0.0 | 0.6 |
| 11. | Daman | 87.5 | 0.0 | 12.5 |
| 12. | West Bengal | 95.0 | 3.1 | 1.9 |
| 13. | Pondicherry | 80.0 | 20.0 | 0.0 |
| 14. | Himachal Pradesh | 68.8 | 0.0 | 31.2 |
| 15. | Kerala | 68.3 | 4.6 | 27.1 |
| 16. | Bihar | 95.6 | 3.8 | 0.6 |
| 17. | Jharkhand | 92.5 | 0.4 | 7.1 |
| 18. | Chhatisgarh | 90.0 | 2.5 | 7.5 |
| 19. | Tamilnadu | 83.8 | 3.8 | 12.5 |
| 20. | Gujarat | 67.5 | 25.0 | 7.5 |
| 21. | Madhya Pradesh | 98.6 | 0.8 | 0.6 |

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 | 73.8 | 0.6 | 55.0 | 14.1 |
| 2. | Andhra Pradesh | 84.0 | 5.6 | 13.7 | 6.7 |
| 3. | Karnataka | 90.3 | 3.8 | 57.4 | 17.2 |
| 4. | Maharashtra | 85.8 | 5.2 | 54.8 | 11.4 |
| 5. | North-East | 76.9 | 5.7 | 43.5 | 9.3 |
| 6. | Haryana | 97.9 | 0.0 | 88.6 | 0.0 |
| 7. | Orissa | 89.7 | 2.2 | 10.3 | 13.4 |
| 8. | Rajasthan | 81.3 | 15.5 | 50.5 | 24.7 |
| 9. | Jammu & Kashmir | 68.7 | 10.0 | 48.3 | 17.4 |
| 10. | Punjab | 96.9 | 1.3 | 0.6 | 0.6 |
| 11. | Daman | 65.0 | 0.0 | 18.8 | 37.5 |
| 12. | West Bengal | 70.6 | 2.5 | 63.8 | 26.9 |
| 13. | Pondicherry | 98.8 | 1.3 | 97.5 | 0.0 |
| 14. | Himachal Pradesh | 74.4 | 1.9 | 58.1 | 8.1 |
| 15. | Kerala | 73.8 | 7.5 | 35.8 | 10.8 |
| 16. | Bihar | 89.4 | 3.8 | 79.4 | 22.5 |
| 17. | Jharkhand | 82.5 | 0.4 | 30.0 | 17.9 |
| 18. | Chhatisgarh | 95.6 | 3.1 | 73.8 | 18.1 |
| 19. | Tamilnadu | 100.0 | 0.0 | 66.3 | 33.8 |
| 20. | Gujarat | 73.8 | 2.5 | 23.8 | 0.0 |
| 21. | Madhya Pradesh | 88.8 | 3.1 | 72.5 | 5.6 |

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 | 0.3 | 0.0 | 0.9 |
| 2. | Andhra Pradesh | 2.3 | 1.7 | 0.4 |
| 3. | Karnataka | 3.3 | 2.5 | 3.8 |
| 4. | Maharashtra | 2.7 | 2.6 | 2.6 |
| 5. | North-East | 2.5 | 1.7 | 1.8 |
| 6. | Haryana | 0.0 | 0.0 | 0.0 |
| 7. | Orissa | 0.9 | 1.3 | 0.3 |
| 8. | Rajasthan | 8.9 | 2.5 | 3.1 |
| 9. | Jammu & Kashmir | 3.5 | 2.2 | 0.9 |
| 10. | Punjab | 0.0 | 0.0 | 0.0 |
| 11. | Daman | 0.0 | 0.0 | 0.0 |
| 12. | West Bengal | 2.5 | 0.0 | 0.0 |
| 13. | Pondicherry | 0.0 | 0.0 | 0.0 |
| 14. | Himachal Pradesh | 1.3 | 0.0 | 0.0 |
| 15. | Kerala | 5.0 | 0.8 | 0.8 |
| 16. | Bihar | 1.9 | 3.1 | 0.6 |
| 17. | Jharkhand | 0.0 | 0.0 | 0.0 |
| 18. | Chhatisgarh | 2.5 | 0.6 | 0.6 |
| 19. | Tamilnadu | 0.0 | 0.0 | 0.0 |
| 20. | Gujarat | 1.3 | 0.0 | 0.0 |
| 21. | Madhya Pradesh | 2.7 | 0.6 | 1.1 |

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 | 35.6 | 42.5 | 47.5 | 3.4 | 5.9 |
| 2. | Andhra Pradesh | 32.7 | 30.0 | 34.2 | 26.3 | 10.6 |
| 3. | Karnataka | 39.4 | 33.1 | 57.6 | 35.4 | 2.5 |
| 4. | Maharashtra | 31.5 | 22.8 | 43.8 | 19.4 | 11.0 |
| 5. | North-East | 35.1 | 26.5 | 33.2 | 27.4 | 11.0 |
| 6. | Haryana | 5.7 | 1.4 | 31.4 | 52.9 | 0.0 |
| 7. | Orissa | 13.4 | 13.1 | 28.8 | 25.6 | 2.5 |
| 8. | Rajasthan | 40.0 | 40.0 | 57.3 | 34.7 | 0.9 |
| 9. | Jammu & Kashmir | 36.5 | 26.5 | 40.4 | 23.5 | 8.3 |
| 10. | Punjab | 26.3 | 8.1 | 8.8 | 21.3 | 0.0 |
| 11. | Daman | 33.8 | 27.5 | 8.8 | 23.8 | 0.0 |
| 12. | West Bengal | 8.1 | 19.4 | 67.5 | 12.5 | 0.0 |
| 13. | Pondicherry | 38.8 | 28.8 | 51.3 | 31.3 | 0.0 |
| 14. | Himachal Pradesh | 58.1 | 45.0 | 16.9 | 0.6 | 0.0 |
| 15. | Kerala | 27.5 | 15.4 | 15.4 | 2.5 | 12.1 |
| 16. | Bihar | 56.9 | 27.5 | 75.6 | 22.5 | 0.0 |
| 17. | Jharkhand | 15.0 | 16.7 | 45.4 | 21.7 | 0.0 |
| 18. | Chhatisgarh | 23.1 | 21.9 | 70.0 | 16.3 | 0.0 |
| 19. | Tamilnadu | 25.0 | 10.0 | 57.5 | 30.0 | 3.8 |
| 20. | Gujarat | 21.3 | 10.0 | 12.5 | 0.0 | 0.0 |
| 21. | Madhya Pradesh | 40.3 | 28.6 | 56.3 | 28.4 | 5.0 |

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 inputs. | Information provided was not adequate. | Inputs not available in time | Did not like to take risk by adopting new practice. |
|-------|----------------------|---|--|--|------------------------------|---|
| | | % Resp. | % Resp. | % Resp | % Resp | % Resp |
| 1. | Uttar Pradesh | 29.1 | 4.7 | 57.2 | 42.2 | 8.1 |
| 2. | Andhra Pradesh | 22.1 | 13.1 | 46.9 | 31.7 | 8.7 |
| 3. | Karnataka | 17.9 | 9.4 | 33.5 | 35.3 | 7.9 |
| 4. | Maharashtra | 17.8 | 3.4 | 30.6 | 20.7 | 20.0 |
| 5. | North-East | 23.8 | 6.7 | 39.2 | 23.2 | 16.0 |
| 6. | Haryana | 0.7 | 0.0 | 4.3 | 4.3 | 4.3 |
| 7. | Orissa | 5.0 | 5.0 | 35.6 | 36.6 | 7.5 |
| 8. | Rajasthan | 23.9 | 14.1 | 40.3 | 41.6 | 2.8 |
| 9. | Jammu & Kashmir | 27.0 | 11.7 | 53.9 | 27.4 | 9.1 |
| 10. | Punjab | 12.5 | 0.0 | 36.3 | 50.0 | 0.0 |
| 11. | Daman | 22.5 | 2.5 | 41.3 | 40.0 | 25.0 |
| 12. | West Bengal | 40.0 | 7.5 | 50.0 | 47.5 | 3.8 |
| 13. | Pondicherry | 48.8 | 17.5 | 32.5 | 13.8 | 2.5 |
| 14. | Himachal Pradesh | 36.9 | 14.4 | 10.0 | 10.6 | 0.0 |
| 15. | Kerala | 9.2 | 11.3 | 25.0 | 12.5 | 2.1 |
| 16. | Bihar | 17.5 | 1.9 | 81.3 | 53.1 | 0.0 |
| 17. | Jharkhand | 25.0 | 15.4 | 2.1 | 47.9 | 30.8 |
| 18. | Chhatisgarh | 25.0 | 2.5 | 40.6 | 3.8 | 18.1 |
| 19. | Tamilnadu | 0.0 | 0.0 | 2.5 | 33.8 | 2.5 |
| 20. | Gujrat | 7.5 | 21.3 | 25.0 | 11.3 | 3.8 |
| 21. | Madhya Pradesh | 20.8 | 4.5 | 55.3 | 18.8 | 22.8 |

Topics liked to be covered under Kisanvani Programme:

Table: VII

| S/No. | Name of the State/UT | Most liked topics | Respondents (%) |
|-------|----------------------|--|------------------------|
| 1. | North-East | Bio-products management | 17.6 |
| 2. | Orissa | Modern & latest agriculture implements | 19.7 |
| 3. | Rajasthan | Loan & Subsidy Schemes of the Government | 38.6 |
| 4. | Tamilnadu | IPM (Integrated Pest Management) | 51.3 |
| 5. | Madhya Pradesh | Loan & Subsidy Schemes of the Government | 21.9 |
| 6. | Punjab | Specific topic on Dairy & Poultry farming | 20.6 |
| 7. | Daman | Loan & Subsidy Schemes of the Government | 32.5 |
| 8. | Andhra Pradesh | Self-employment schemes. | 32.9 |
| 9. | Jammu & Kashmir | Self employment scheme | 33.5 |
| 10. | Maharashtra | Loans and subsidy schemes of the government. | 29.5 |
| 11. | Kerala | Marketing of agriculture products | 16.7 |
| 12. | Uttar Pradesh | Modern & latest agriculture implements and New method of irrigation, rain harvest etc. | 28.8 for each topic |
| 13. | West Bengal | IPM (Integrated Pest Management) | 24.4 |
| 14. | Himachal Pradesh | Cultivation of export oriented crops cash crops etc. | 67.5 |
| 15. | Karnataka | Loan & Subsidy Schemes of the Government | 45.0 |
| 16. | Gujarat | Specific topic on Animal husbandry | 22.5 |
| 17. | Jharkhand | Loan & Subsidy Schemes of the Government | 39.2 |
| 18. | Haryana | Farm seeds and seed production of day to day use | 14.3 |
| 19. | Chhatisgarh | Cultivation of export oriented crops, cash crops etc. | 31.3 |
| 20. | Bihar | Specific topic on Animal husbandry | 63.8 |
| 21. | Pondicherry | Farm seeds and seed production of day to day use | 46.3 |

Suggestions & comments on Kisanvani Programme

Many suggestions & comments were received from the different states. Of which, some of the worthwhile common suggestion are given below :-

| S/ N | Name of the State/Station | Suggestions / comments |
|-----------------|--------------------------------------|---|
| A. | <u>West Bengal</u> | |
| 1. | Shantiniketan | (i) Phone-in-programme should be started in Kisanvani programme. (ii) Duration of Kisanvani programme should be increased. |
| B. | <u>Karnataka</u> | |
| 1. | Bijapur | (i) Programme on bio-product management, cottage industry, local agriculture market, animal husbandry & self-employment scheme should be b'cast. (ii) Information on export oriented crops & loans & subsidy schemes of the government should be provided. |
| 2. | Hassan | (i) More programme on mixed cropping. (ii) Agricultural news should be b'cast. (iii) Talk/Discussion/Interview with the agriculture experts should also be included in the programme. (iv) Programme on government scheme for farmers should be b'cast. (v) Information on organic farming & soil testing should be b'cast. (vi) Broadcast cost affective methods of cultivation of cereals, pulses, coffee & spices in Kisanvani Programme. |
| 3. | Raichur | (i) Programme on animal husbandry, self-employment schemes, dairy & poultry farming should be b'cast. |
| 4. | Mysore | i) Interviews of progressive farmers on their achievements should be broadcast. |
| 5. | Chitradurga | i) Programme on rainwater harvesting should be broadcast. ii) Information on diseases affecting sheep should be provided. iii) Information on seeds & seeds production. |
| 6. | Maglore | i) Programme on dairy & poultry farming; loans & subsidy schemes of the government and self-employment scheme should be provided. |
| C. | <u>Tamilnadu</u> | |
| 1. | Nagarcoil | (i) Dramatized format should be used in presentation of Kisanvani programme |

| S/N | Name of the State/Station | Suggestions / comments |
|-----------|--------------------------------|---|
| D | <u>Daman</u> | |
| 1. | Daman | (i) Programme on seasonal vegetable cultivation should be given. |
| | | (ii) Information on land fertility and soil testing facilities should be given. |
| E. | <u>Himachal Pradesh</u> | |
| 1. | Dharmshala | (i) Programme should be according to the season and requirements of the farmers. |
| | | (ii) Information on new agricultural schemes of government should be provided regularly. |
| | | (iii) Group discussion should be organized among the farmers and the same should be broadcast in Kisanvani programme. |
| F. | <u>Madhya Pradesh</u> | |
| 1. | Balaghat | (i) Programme should be broadcast in morning transmission. |
| 2. | Guna | (i) Information on availability of soil testing facilities should be given. |
| | | (ii) Women should also be invited to participate in the Kisanvani broadcast |
| | | (iii) Talk/Discussion/Interview with the agriculture experts should be broadcast. |
| | | (iv) Provide information on cottage industries like broom making etc. |
| | | (v) Phone-in-programme should be started for answering the queries of the farmers. |
| 3. | Shahdol | (i) Information on how to store rainwater. |
| | | (ii) Phone-in-programme should be started under Kisanvani programme. |
| | | (iii) Information on Government schemes for the farmers should be provided. |
| | | (iv) Expert should be invited in the villages to suggest modern technologies of medicinal farming. |
| 4. | Sagar | (i) Programme to motivate the youths to pursue their career in agriculture should be broadcast. |
| | | (ii) Information on how to save diesel in agriculture equipment. |
| | | (iii) Information on Crop Insurance & Kisan credit card should be provided. |

| | | |
|-----------|-----------------------------|--|
| | | (iv) Programme on maintenance of tube well etc should be included. |
| 5. | Chhindwara | i) Information on small & cottage industry should be given. |
| | | ii) Knowledge on cultivation of medicinal plants should be imparted. |
| | | iii) High yield cattle breeds and their variety should be included in Kisanvani. |
| 6. | Betul | i) Information on loans & subsidy schemes of the Government, water harvesting, rural employment schemes and wormi-composting should be provided. |
| G. | <u>Uttar Pradesh</u> | |
| 1. | Faizabad | (i) Information on growing of medicinal plants should be b'cast. |
| | | (ii) Provide information on loan & subsidy scheme of the government. |
| 2. | Bareilly | (i) English words should not be used in the programme. |
| | | (ii) Information should be provided as how to start Kisan Clubs. |
| | | (iii) Information on Jetropha & organic manure should be given. |
| H. | <u>Maharashtra</u> | |
| 1. | Akola | (i) Programme on loans & subsidy scheme of the government should be given in Kisanvani. |
| I. | <u>North-east</u> | |
| 1. | Mokokchung | Information on loans & subsidy schemes of the government. |
| 3. | Jowai | Information on loans & subsidy of the government. |
| 4. | Nagaon | Information on how to save crops from flood. |
| J. | <u>Rajasthan</u> | |
| 1. | Nagaur | i) Talk with the veterinary doctors should be b'cast. |
| | | ii) Information on utilization of salty water should be given. |
| K. | <u>Gujrat</u> | |
| 1. | Godhra | i) Methods & techniques of rainwater harvesting should be given in Kisanvani programme. |
| | | ii) Information on cultivation on 'White Musli' and other medicinal plants should be broadcast. |

TABLES

(Consolidated)

Table:1

Profile of the Respondents

Base: 6730

| Gender | No. | % |
|---------------|------------|----------|
| Male | 5857 | 87.0 |
| Female | 873 | 13.0 |

| Age group | No. | % |
|------------------|------------|----------|
| 18-30 years | 1575 | 23.4 |
| 31-45 years | 3046 | 45.3 |
| 46 year & above | 2109 | 31.3 |

| * Ownership of Radio | No. | % |
|-----------------------------|------------|----------|
| Radio with FM | 6494 | 96.5 |
| Radio without FM | 236 | 3.5 |

| Ownership of TV | No. | % |
|------------------------|------------|----------|
| TV only | 3284 | 48.8 |
| TV with Cable | 1221 | 18.1 |
| No TV | 2225 | 33.1 |

| Education | No. | % |
|---------------------------|------------|----------|
| Graduate & above | 759 | 11.3 |
| Below graduate but matric | 2190 | 32.6 |
| Below matric but literate | 2971 | 44.1 |
| Illiterate | 810 | 12.0 |

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

TABLE: 1 CONTINUED

| Occupation | No. | % |
|-------------------|------------|----------|
| Farmer | 6132 | 91.1 |
| Service | 319 | 4.7 |
| Business | 279 | 4.2 |

| Land ownership | No. | % |
|-----------------------|------------|----------|
| Marginal farmer | 1963 | 29.2 |
| Small farmer | 2096 | 31.1 |
| Medium farmer | 2004 | 29.8 |
| Large farmer | 397 | 5.9 |
| Share Cropper | 270 | 4.0 |

| Agriculture equipment ownership | No. | % |
|--|------------|----------|
| Tractor | 816 | 12.1 |
| Diesel Pump | 1407 | 20.9 |
| Tube well | 1544 | 22.9 |
| Others | 2380 | 35.4 |

Table: 2

Frequency of listening to Kisanvani programme

Base: 6730

| <u>Frequency</u> | <u>No.</u> | <u>%</u> |
|---|-------------------|-----------------|
| Regularly (5-7 days a week) | 2437 | 36.2 |
| Frequently (3-4 days a week) | 2789 | 41.4 |
| Occasionally (1-2 days a week) | 1191 | 17.7 |
| Rarely (Once or twice in a month)/Never | 313 | 4.7 |

TABLE : 3

Items listened under Kisanvani Programme

(Multiple response)

Base: 6730

| <u>Items</u> | <u>No.</u> | <u>%</u> |
|---|-------------------|-----------------|
| Modern and latest Agriculture implements | 945 | 14.0 |
| Farm seeds and seed production of day to day use | 1370 | 20.4 |
| Cultivation of export oriented crops, cash crops etc. | 1486 | 22.1 |
| Bio-products Management | 692 | 10.3 |
| Marketing of Agricultural products | 785 | 11.7 |
| Loan & Subsidy schemes of the government | 733 | 10.9 |
| Self employment scheme | 525 | 7.8 |
| Information on Cottage industry | 285 | 4.2 |
| New methods of irrigation, rain harvest etc. | 630 | 9.4 |
| Post harvest management & value addition | 493 | 7.3 |
| Specific topics on Animal husbandry | 1467 | 21.8 |
| Specific topics on Dairy & Poultry farming | 755 | 11.2 |
| IPM (Integrated Pest Management) | 834 | 12.4 |
| Cultivation of Aromatic & Medicinal plants. | 537 | 8.0 |
| Gender friendly equipments | 37 | 0.5 |

Table : 4
Adequacy of the information

Base: 6730

| Adequacy | No | % |
|-------------------------|-----------|----------|
| Adequate | 5769 | 85.7 |
| Inadequate | 299 | 4.4 |
| No Opinion/Not listened | 662 | 9.9 |

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

Base: 6730

| Opinion | No. | % |
|--|------------|----------|
| Information given was easy to understand | 5630 | 83.7 |
| Information given could not be comprehended | 336 | 5.0 |
| Information given could be practiced / adopted | 3274 | 48.6 |
| Information given was easy to understand but could not be practiced/adopted. | 896 | 13.3 |
| Any other | 170 | 2.5 |

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

Base: 6730

| Reasons | No. | % |
|---|------------|----------|
| Unable to remember as too many messages / Technologies were given in a single b'cast. | 190 | 2.8 |
| The explanation provided was complicated & Confusing. | 99 | 1.5 |
| Too many technical words used were not explained properly. | 102 | 1.5 |
| Any Other | 17 | 0.3 |

TABLE : 7
Reasons for adopting the technology / information provided

(Multiple response)

Base: 6730

| <u>Reasons</u> | <u>No.</u> | <u>%</u> |
|---|------------|----------|
| The information / technology is very simple & easy to adopt / practice. | 2220 | 33.0 |
| It is a low cost technology. | 1875 | 27.9 |
| It is value added technology. | 2773 | 41.2 |
| It will increase the yield / production. | 1842 | 27.4 |
| It will reduce the cost of production. | 439 | 6.5 |
| Any other | 100 | 1.5 |

Table : 8
Major bottlenecks faced in adoption

(Multiple response)

Base: 6730

| <u>Items</u> | <u>No.</u> | <u>%</u> |
|--|------------|----------|
| Technology not suitable / appropriate for the location. | 1386 | 20.6 |
| Technology very expensive and cannot afford the required inputs. | 653 | 9.7 |
| Information provided was not adequate. | 2336 | 34.7 |
| Inputs not available in time | 2078 | 30.9 |
| Did not like to take risk by adopting new practice. | 827 | 12.3 |
| Any other | 144 | 2.1 |

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

Base: 6730

| Items | No. | % |
|---|------------|----------|
| Modern and latest agriculture implements | 1610 | 23.9 |
| Farm seeds and seed production of day-to-day use. | 1216 | 18.1 |
| Cultivation of export oriented crops, cash crops etc. | 1329 | 19.7 |
| Bio-products Management | 1248 | 18.5 |
| Marketing of Agriculture products | 1355 | 20.1 |
| Loans & Subsidy schemes of the government | 2015 | 29.9 |
| Self employment scheme | 1385 | 20.6 |
| Information on Cottage industry | 966 | 14.4 |
| New methods of irrigation, rain harvest etc. | 1352 | 20.1 |
| Post harvest management & value addition | 665 | 9.9 |
| Specific topics on Animal husbandry | 1234 | 18.3 |
| Specific topics on Dairy & Poultry farming | 1063 | 15.8 |
| IPM (Integrated Pest Management) | 911 | 13.5 |
| Cultivation of Aromatic & Medicinal plants | 714 | 10.6 |
| Gender friendly equipments | 312 | 4.6 |