



A Study on the Perceived Usefulness of the Krishi Pradeepike Farm Magazine

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Abstract – Mass media is powerful instrument for transformation of knowledge, creating awareness and dissemination of technical know-how to the farmers. The agricultural prosperity is directly connected with the publication and use of agricultural literature through dissemination of new technology among farming community. Krishi Pradeepike is one of the Kannada farm magazine publishing from University of Agricultural Sciences, Raichur since 2014, which is playing an important role in increasing the knowledge regarding agriculture technology. By reading the articles, naturally it is expected that farmers may be motivated to adopt the agriculture technology on their farm. Looking to its popularity, it is necessary to ascertain the perceived usefulness of agriculture information by Krishi Pradeepike subscribers on their farming with sample of 120 respondents in the year of 2017-18. The interview schedule was designed to collect the data and data were analyzed by using of appropriate statistical tools. About usefulness of the Krishi Pradeepike magazine, the study revealed that, majority of respondents opined that content has relevancy to the needs of the farmers (76.67%), whereas magazine contains complete information (75.83%) with proper arrangement of articles (74.17%) and use of illustrations/pictures in the magazine cannot understand (76.67%). About physical appearance of the Krishi Pradeepike magazine, majority of the respondents expressed that the quality of paper was good (85.00%), whereas, colour combination of cover page was good (80.83%), 41-60 pages of magazines prefer to read by the readers (80.00%), the text published in the magazine was easy to read (76.67%), this indicates that farm magazines offers a wide range of solutions to agriculture challenges at the door step of readers by useful scientific information published in field of agriculture and allied sectors.

Keywords – Krishi Pradeepike Magazine, Perceived Usefulness, Agricultural Information.

I. INTRODUCTION

India being an agricultural country, the economy is primarily dependent on agriculture and allied sectors. The success of agricultural development largely dependent on the nature and extent of use of mass media in mobilization of people for development with technical know-how. The planners in the developing countries realized that the development of agriculture could be hastened with the effective use of mass media.

The print media *i.e.*, written words are high credible source of information in simple and easily understandable language on a specific topic and generally illustrated with action photo or picture which can reach a large number of farmers quickly. In these print media magazines are store houses of information. According to 2010 census in Karnataka, 384 dailies, 423 weeklies, 279 fortnightlies, 750 monthlies, 60 quarterlies, 8 bi-monthlies and 6 annuals were published (Anonymous, 2013).

Farm magazines are the most credible source of farm information. The farm publication covers wide variety of information *viz.*, crop production, horticulture, crop protection, water management, food processing and value addition, animal husbandry, marketing, weather bulletin, etc., mostly being cheap and people can buy and read them at their convince. Some magazines even incorporate information on government policies and programmes,



agricultural news and useful information for welfare of the farming community. In Karnataka, there are several magazines which are being published by State Agricultural Universities (SAUs) like “**Krishi Vignana**” from UAS, Bangaluru, “**Krishi Munnade**” from UAS, Dharwad, “**Krishi Pradeepike**” from UAS, Raichur, “**Negila Miditha**” from UAHS, Shivamogga, and “**Udyan Loka**” from UHS, Bagalkot, NGOs like BAIF publishes “**Siri Sambruddhi**”, which are providing necessary information to the farmers. Among these “**Krishi Pradeepike**” is one of the Kannada farm magazine published from the University of Agricultural Sciences, Raichur since 2014. The present circulation is 2200. Moreover, farm magazine is playing an important role in increasing the knowledge regarding agriculture technology. By reading the articles, naturally it is expected that farmers may be motivated to adopt the agriculture technology on their farm. In this farm magazine, the information of agriculture technology are published as per the need and time of the farmers, So, looking to its popularity, it is necessary to ascertain the usefulness of agriculture information by **Krishi Pradeepike** subscribers in their farming.

The main drawback of farm journalism in India is that it is overloaded with technical information and organizational activities rather than the farmer’s issues viz., needs and interest of information, advertisements, feedback of farmers for content etc., who adopt and use the technology. These needs to overcome so that the goal of farm journalism will be achieved effectively. These necessities to re-look or improve the content format of the farm magazines periodically. From the publisher’s point of view, it is essential to find out the effective methods of improving content of the farm magazine which could be used as effective media to convey ideas and make the farmers to adopt the recommendations in their field practice.

The ultimate purpose of any farm magazine is to convey ideas and make the farmers to practice the recommendations in their field. Hence, it is utmost necessary to find out the factors that are likely to influence the effectiveness and/or circulation of farm magazines. The farm magazines could be made more effective through need based content, proper writing, illustrations and format components. The results of the study would benefit the administrators, policy makers and publishers in planning and implementing appropriate communication strategies in agriculture. Further, the findings of the study enables the UAS, Raichur to re-synthesise the content of the publications according to the needs, preferences and their level of understandability.

II. METHODOLOGY

The Descriptive Research Design was used in the present study because it is more specific and simple research which focuses on particular aspect or dimension of the problem studied. The list of subscribers of **Krishi Pradeepike** magazine obtained from the publication centre of the UAS, Raichur. By the examination of the list of subscribers of six districts of North-Eastern Karnataka, Raichur and Kalaburgi districts were selected for the present study based on the highest and lowest number of subscribers of the farm magazine by the farmers. From each districts four villages were selected, from Raichur Jagir venkatapur, Shantinagar, Ganadal gunjalli, Balaganur and from Kalaburgi Afzalpur, Ganajalkhed, Madabool and Goudanahalli were selected by seeing into the highest number of subscribers from each villages. From each of the selected villages fifteen subscribers of **Krishi Pradeepike** magazine were drawn for the present study by following the simple random sampling procedure comprising the total respondents to 120.

For measuring usefulness and physical appearance of **Krishi Pradeepike** farm magazine a schedule was developed. The subscribers were asked to give their opinion about the usefulness of the information with respect to relevancy, completeness, clarity, credibility, proper arrangement of articles, timeliness of the articles, proper



use of illustration, easiness, understanding of articles, and attractiveness in the issue. Physical appearance with respect to cover page, number of pages in magazine, type of font, paper quality, font size and style for writing content and cover page were taken and they were calculated by following frequencies and percentage. This procedure followed by Rahul Kadam (2013).

III. RESULTS AND DISCUSSION

Perceived usefulness of the Krishi Pradeepike Magazine

Table 1 reveals that, more than three-fourth of the respondents (76.67 %) opined that content of the magazine has relevancy to the needs of the farmers, whereas, 18.33 per cent and 05.00 per cent of the respondents opinion was of very little relevancy and no relevancy to the needs of the farmers, respectively. About completeness of the information, three-fourth of the respondents (75.83 %) accepted that published articles had complete information and other 15.00 and 09.17 per cent of the respondents opined that published articles were covered only few points and not related to the contents, respectively. About order of arrangement of articles 74.17 per cent of the respondents opinion was proper arrangement of the articles, whereas, 21.67 and 04.17 per cent of the respondents opined that published articles were not always and not proper arrangement, respectively. About clarity of information, nearly two-third of the respondents (65.83 %) expressed that published information was more clear, whereas, 28.33 and 05.83 per cent of the respondents opinion was published information was moderately clear and least clear, respectively. About conciseness of information, nearly three-fourth of the respondents (70.83 %) revealed that published information was considerably concise, whereas, 22.50 and 06.67 per cent of the respondents opinion was published information was moderately concise and least concise, respectively. About right use of illustrations/ graphs/ pictures, etc., more than three-fourth (76.67 %) of the respondents opinion was use of illustrations in the article cannot understand, whereas, other 18.33 and 05.00 per cent of respondents opined that illustrations in the articles take time to understand and easy to understand, respectively. The probable reason for the above results might be that, they all knew the basic knowledge to read and understand the articles and nearly eighty per cent of the respondents were big land holders so that there is need for them to learn the new farming practices for increasing of production and productivity of the farming community. Another reason could be that the clarity of the information might be due to simplicity nature of the agricultural information published in the magazine. About use of illustrations/ pictures three-fourth of the respondents opinion was cannot understand because they were published black and white pictures in the magazine its difficult for them to identify the disease symptoms, different varieties/ hybrid seeds colour, pest colour, etc. These findings are in agreement with the previous Bhosle (2000), Hanumanaikar (2009) and Rahul Kadam (2013).

Table 1. Distribution of the respondents according to perceived usefulness of the Krishi Pradipike magazine = 120.

Sl. No.	Statements	Frequency	Per cent
1	Relevancy of the information		
	a) Content has relevancy to the needs of the farmers	92	76.67
	b) Content has very little relevancy to the needs of the farmers	22	18.33
	c) Content has no relevancy to the needs of the farmers	6	05.00



Sl. No.	Statements	Frequency	Per cent
2	Completeness of information		
	a) Complete information	91	75.83
	b) Only few points are covered	18	15.00
	c) Not related with points	11	09.17
3	Orderly arrangement of articles		
	a) Proper arrangement	89	74.17
	b) Not always	26	21.67
	c) Not proper	5	04.17
4	Clarity of information		
	a) More clarity	79	65.83
	b) Moderate clarity	34	28.33
	c) Least clarity	7	05.83
5	Conciseness of information		
	a) Considerably concise	85	70.83
	b) Moderately concise	27	22.50
	c) Least concise	8	06.67
6	Use of illustrations/ graphs/ charts. Etc		
	a. Easy to understand	6	05.00
	b. Take time to understand	22	18.33
	c. Cannot understand	92	76.67

Physical Appearance of the Krishi Pradeepike Magazine

Data present in Table 2 show that, more than three-fourth (76.67 %) of the respondents reported that the text on cover page was easy to read and 18.33 and 05.00 per cent of the respondents reported that somewhat difficult to read and cannot read, respectively. More than half (57.50 %) of the respondents expressed that written text was easy to understand whereas, 30.00 and 12.50 per cent of the respondents opined that somewhat difficult to understand and cannot understand, respectively. Majority of the respondents (80.83 %) reported that magazine has good colour combination, whereas, 13.33 and 05.83 per cent of respondents opined that combination of colour was fair and not good, respectively. About style of font and size used for the title of the article, more than half (53.33 %) of the respondents opinion was Nudi 15e with font size 16 was easy to read the title of articles, whereas, 35.00 and 11.67 per cent of the respondents said that Nudi 14e with font size 14 and Nudi 16e with font size 14 was easy to read, respectively. About style of font and size used for the content of the article, 69.17 per cent of respondents expressed that Nudi 01k with font size 12 was easy to read the content, whereas, few (20.00 % and

10.83 %) respondents opinion was Nudi 02e with font size 12 and Nudi 03e with font size 12 was easy to read the content, respectively. Majority (85.00 %) of the respondents opinion was good quality of papers, whereas, 13.33 and 01.67 per cent of people opinion was not appropriate and cannot tell about paper quality, respectively. About number of pages, large majority (80.00 %) of the respondents told that 41-60 pages were more favourable to read the magazine, whereas, 15.00 and 05.00 per cent respondents opinion was less than 40 and 61-70 pages favourable to read, respectively. Physical appearance of the magazine is one of the main component that determines the effectiveness and importance of farm magazines. The front page of the magazine displaying window besides encouraging attention and creating the desire to read, has additional need for instant identification of the magazine from its competitors and of its issue as distinct from various issues. This might be the reason for the readers to prefer the above said dimension about the physical appearance. This finding has similarity with the findings of Bhosle (2000) and Rahul Kadam (2013).

Table 2. Distribution of the respondents according to physical appearance of Krishi Pradipike Kannada magazine n = 120.

Sl. No.	Particulars about cover page/ inner content	Frequency	Per cent
1	Reading text		
	a. Easy to read	92	76.67
	b. Somewhat difficult to read	22	18.33
	c. Cannot read	6	05.00
2	Understanding of text		
	a. Easy to understand	69	57.50
	b. Somewhat difficult to understand	36	30.00
	c. Cannot understand	15	12.50
3	Colour		
	a. Colour combination good	97	80.83
	b. Colour combination fair	16	13.33
	c. Colour combination is not good	7	05.83
4	Style of Font and size used		
A	Title of the article		
	a. Nudi 14e with font size 14	42	35.00
	b. Nudi 15e with font size 16	64	53.33
	c. Nudi 16e with font size 14	14	11.67
B	Content of the article		
	a. Nudi 01 K with font size 12	83	69.17
	b. Nudi 02e with font size 12	24	20.00
	c. Nudi 03e with font size 12	13	10.83



Sl. No.	Particulars about cover page/ inner content	Frequency	Per cent
5	Paper Quality		
	a. Appropriate	102	85.00
	b. Not appropriate	16	13.33
	c. Cannot tell	2	01.67
6	No. of the pages		
	a. < 40	18	15.00
	b. 41-60	96	80.00
	c. 61-70	6	05.00

IV. CONCLUSION

The results of the present study show that the farm magazine 'Krishi Pradeepike' is effective at farmer's level in communicating the relevant information. The analysis show that certain measures to improve utility and effectiveness of 'Krishi Pradeepike' farm magazine. In order to fulfil the increasing demand of information in agricultural field more efforts should be made to tune with needs of the subscribers. There is a need to publish suitable articles according to changing scenario of agriculture from traditional farming to commercialized farming.

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