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Role of print media in diffusion of agriculture technologies among the farmers of Jaunpur district, Uttar Pradesh

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Abstract

Print media is regarded as a useful instrument for the awareness and diffusion of agricultural technologies among farmers. Different groups use different print media formats to discuss the issues facing farmers and offer answers. The present quantitative study's objectives were to determine farmer awareness levels and the diffusion of information about agricultural technologies. In October 2021, a sample of 77 farmers was drawn from the Chorsand and Kuddupur villages of Jaunpur district, Uttar Pradesh. The findings of the present survey showed that newspapers were the primary source of agricultural information for farmers (68.83%), magazines were the source for 23.39% of respondents, and posters were believed to be the primary source by 5.19% of respondents. 2.59 percent of respondents, however, have faith in other sources. According to the survey's results, 49.35 percent of respondents said they regularly use the information they receive. While 22.07 percent of respondents were unable to diffuse information they had obtained through print media, 28.58 percent of respondents said they had occasionally used the information.

Keywords: Agriculture technologies, farmer, diffusion, print media

Introduction

The conspicuous role of communication as a source of development and progress is one way that modern agriculture might be described. Print media circulate information about agricultural technologies among farmers. Print media have undoubtedly spread quickly and quantitatively. India is gradually becoming more conscious of the extraordinary contribution that media can make to the development of agriculture. A better and more affluent country urgently needs to strengthen its agriculture. The spread of information about technology influences farmers' expectations of their investments and equips them with the skills necessary to put any new technologies they choose into practice. According to Mobius *et al.* (2015) ^[6], social learning consists of two elements: the dissemination of information and the accumulation of information into a person's accurate knowledge or beliefs. The use of mass media allows for the impersonal dissemination of messages to large audiences. Print makes up the most comprehensive and generally used categorization of mass media that is actually employed. Print media are those kinds of printed materials that are widely disseminated. These include books, magazines, newspapers, and grey literature (brochures, bulletins, pamphlets, leaflets, handbills, and posters). The objective of the present study was to determine how print media influenced the diffusion and adoption of agricultural technologies by farmers in the villages of Chorsand and Kuddupur in Jaunpur district, Uttar Pradesh.

Statement of the Research Problem

Farmers in remote areas who lack access to appropriate agricultural knowledge and technology face numerous challenges. They are having difficulties since they are not technologically savvy and can't spread agricultural information. The production centers should be accessible to the newest technologies, but they are not. Most contemporary agricultural techniques were successfully transferred, made possible by farmers' access to agricultural information. To empower them for growth, farmers need to be informed and educated about improved agricultural techniques.

Objectives

1. To identify print media as a source of information used for awareness of agricultural technologies.
2. To know the level of farmers in diffusion and adoption of agriculture technologies.

Research Questions

1. What is the awareness level of farmers about print media as a source of information of agricultural technologies?
2. What is the level of farmers in diffusion and adoption of agriculture technologies?

Review of Literature

According to Nazari and Hassan (2011) ^[8], in developing nations, the majority of people still rely on traditional mass media such as newspapers, radio, and television. Therefore, these media outlets could be useful for disseminating knowledge about agriculture. Moreover, as Hassan *et al.* (2009) ^[3] point out, the media can increase people's understanding and change their behavior by highlighting specific issues. Despite the fact that radio and television are the fastest-growing mass media formats, Aiyesimoju and Awoniyi (2012) ^[2] argue that newspapers still offer several benefits, including a standardized format, a wealth of information, and a perception of authority.

According to Kayode and Adeniran (2012) ^[4], newspapers are periodicals that offer a wide range of content, including educational, editorial, critical, and analytical articles, as well as advertisements, special reports, photos, and comics. They play a significant role in encouraging the public to adopt new behaviors, develop awareness, improve knowledge and skills, and learn about various subjects, including agriculture. They are especially important for spreading information about progress in agricultural production. However, Narayana and Kumar (2009) ^[7] express concerns that newspapers might prioritize advertising, politics, entertainment, and crime news over development issues such as agriculture.

According to Abbas *et al.* (2003a) ^[1], printing is useful in preserving technologies through books, magazines, newspapers, and brochures. In a study conducted in central Punjab, it was found that farmers consulted pamphlets, magazines, and newspapers for information about sugarcane production technologies, which were considered the most appropriate forms of print media for adopting these technologies. Farm publications are effective in disseminating information and introducing new technologies, particularly among literate farmers, as stated by Singh (2001) ^[9]. Furthermore, mass media are quicker at spreading agricultural technologies to farmers than personal contacts, according to Khushk and Memon (2004) ^[5], who suggested that producing and distributing printed materials helps farmers transfer new information and technologies.

Research Gap

Few studies have been conducted on the role of print media in raising farmer awareness and diffusing agricultural

knowledge. Government electronic media have been the main topic of research for the most part. Since there is a great deal of potential for this study to be done from the standpoint of checking farmers' awareness levels of print media in terms of information linked to agricultural technologies, there is a great demand for research on this topic.

Research Design

This quantitative study examines farmers' levels of knowledge of information connected to agricultural technologies and evaluates how widely they are using that information in their farming practices.

Research Area

The villages Chorsand and Kuddupur in Jaunpur district of Uttar Pradesh were the site of the study on "Role of print media in diffusion of agriculture technology among the farmers of Jaunpur district Uttar Pradesh" that was conducted in October 2021. In the study area, farmers who cultivate a variety of crops and engage in other agricultural pursuits make up the majority of the population.

Sample size

In the villages of Chorsand and Kuddupur in Jaunpur district of Uttar Pradesh, 77 farmers who are actively engaged in agricultural operations make up the entire sample size for the study.

Sampling Technique

The purposive sampling technique is being used by the researchers in this study.

Data collection

The survey method was used as a tool of data collection through questionnaire.

Data analysis

Data analysis is done using simple statistical tools—the percentage method and data is represented in table form for ease of understanding.

Theoretical Framework

The "Diffusion of Innovations Theory" was utilized in the current study. This theory was first introduced by E.M. Rogers, a communication theorist from the University of New Mexico, in 1962. Its primary aim was to describe how an idea or product gains momentum and spreads within a specific population or social system over time. As a result of this dissemination, people gradually incorporate a new concept, habit, or product into their social system, resulting in adoption, which entails changing one's behavior from what it was before, such as using a new product or adopting a new behavior.

Results & Discussion

Table 1: Farmers feedback about Role of Print Media

| Variable | N | % | |
|---|---|----|--------|
| Sources of Information | Newspapers | 53 | 68.83 |
| | Magazines | 18 | 23.39 |
| | Posters | 4 | 5.19 |
| | Others | 2 | 2.59 |
| | Total | 77 | 100.00 |
| Ease of use of Print Media | Highly accessible | 62 | 80.51 |
| | Moderately accessible | 11 | 14.30 |
| | Not-accessible | 4 | 5.19 |
| | Total | 77 | 100.00 |
| Preferred Time of reading Agricultural news | Morning(6amto11 am) | 45 | 58.44 |
| | Afternoon(1pm –2pm) | 10 | 13 |
| | Evening(5 pm–7.00pm) | 17 | 22.07 |
| | Night(9.00pm-10.00pm) | 5 | 6.49 |
| | Total | 77 | 100.00 |
| Relevance of Information | Highly relevant | 65 | 84.41 |
| | Moderately relevant | 7 | 10.40 |
| | Not-relevant | 4 | 5.19 |
| | Total | 77 | 100.00 |
| Technological aspects related to agricultural practices focused by Print Media | Information related to soil preparation | 24 | 31.16 |
| | Seeds | 13 | 16.88 |
| | Adding manures & fertilizers | 14 | 18.18 |
| | irrigation | 12 | 15.58 |
| | Weeding and cropping | 5 | 6.50 |
| | Harvesting and storage | 9 | 11.70 |
| | Total | 77 | 100.00 |
| Diffusion of received technological information related to agriculture by farmers | Regularly | 38 | 49.35 |
| | Occasionally | 22 | 28.58 |
| | Unable to diffuse information | 17 | 22.07 |
| | Total | 77 | 100.00 |

Source of Agricultural Information

Major information sources mentioned included newspapers, magazines, posters, and other farmers. The data in the table showed that the majority of farmers in the study believed that newspapers were their primary source of agricultural information, accounting for 68.83 percent of their responses. Magazines were the primary source of agricultural information for 23.39 percent of respondents, while 5.19 percent of respondents believed that posters were their primary source. 2.59 percent of respondents did, however, have faith in other sources.

Ease of use of Print Media

In District Jaunpur of Uttar Pradesh, the respondents' farmers' use of media sources was examined for accessibility, and each source's accessibility was graded on a scale of highly accessible, moderately accessible, and not accessible. According to the survey's findings, the majority of respondents—80.51 percent—perceive media sources for agricultural information as being highly accessible, while just 14.30 percent of farmers believe they are only moderately so and 5.19 percent believe they are not at all. This shows that even though the media sources for agricultural information were generally accessible.

Preferred Time of Reading Agricultural News

The respondents in the study area were asked when they wanted to read agricultural news, and they were given a choice of several time schedules. According to the table, the majority of respondents (58.44 percent) indicated that they preferred reading agricultural news between the hours of 6 and 11 a.m.; 22.07 percent indicated that they preferred reading it between 5 and 7 p.m.; 13 percent indicated that they preferred reading it between 1 and 2 p.m.; and 6.49

percent indicated that they preferred reading it between 9 and 10 p.m. 3.49 percent of respondents, however, claimed to enjoy reading agricultural news between noon and 4 p.m.

Relevance of Information

The majority of respondents to the survey (84.41%) were positive and in agreement about the relevance of information obtained from print media, while 10.40% of respondents found the information to be only moderately relevant and 5.19% of respondents responded that there was no relevance to information obtained from print media.

Technological aspects related to agricultural practices focused by Print Media

The farmers of the study area were also asked on technological aspects related to agricultural practices focused by Print Media. The majority of respondents (31.16%) reported receiving knowledge about soil preparation from print media, and 18.18% said information about adding manures and fertilizers that they obtained from print media was beneficial. Similar to this, 16.88% of respondents heard about seed. On the other hand, 6.50 percent of respondents discovered weeding and cropping-related information in print media, while 15.58 percent discovered information about irrigation, and 11.70 percent received information about harvesting and storage.

Diffusion of received technological information related to agriculture by farmers

The farmers in the Jaunpur district were questioned regarding the diffusion of agricultural technology news via print media sources. According to the data, 49.35 percent of the respondents claimed to regularly use the information they got. While 22.07 percent of respondents were unable to

diffuse information they had acquired through print media, 28.58 percent of respondents said they occasionally used the information they had received.

Conclusion

The feedback obtained from the farmers in this survey highlights the significant role that print media plays in providing agricultural information. Newspapers were found to be the most popular source of information, followed by magazines. The majority of farmers found print media highly accessible and preferred to read agricultural news in the morning. The information provided by print media was found to be highly relevant, with a particular focus on aspects related to soil preparation, seeds, adding manures and fertilizers, irrigation, weeding and cropping, and harvesting and storage. However, the survey also revealed that there are some farmers who are unable to diffuse the technological information related to agriculture they receive from print media. Overall, these findings suggest that print media can be an effective tool for disseminating agricultural information to farmers, but efforts are needed to ensure that all farmers can effectively access and use this information.

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