Attitude Of Farmers Towards Dd Kisan Channel in Jaipur District of Rajasthan

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Abstract: Television is one of the potent developmental communication tools in the present era of knowledge and technology. Communication is very powerful system to impart information to upgrade our agriculture. Television is a great wonder of modern science for effective communication. The Prime minister Narendra Modi launched new channel ‘DD Kisan’ on May 26, 2015 at New Delhi’s Vigyan Bhawan. This channel owned by Doordarshan with the slogan “Changing Indian Farmer” DD kisan is an Indian agriculture 24-hour television channel. The present study was conducted in purposely selected Jaipur district of Rajasthan. There is total eight tehsils in Jaipur district of Rajasthan, out of which, two tehsils namely Sambhar and Dudu were selected on the basis of most of the farmers watching DD Kisan channel. Two panchayat samities from district were identified based on most of the farmers watching DD Kisan channel and eight villages were selected randomly from each panchayat samities. From the list so prepared, respondents were selected randomly from each identified village. Thus, in all 120 farmers were included in the sample of the study. The study clearly showed that majority 54.17 per cent of the DD Kisan viewer farmers had positive attitude towards DD Kisan channel, while 29.17 per cent of respondents had highly positive attitude and 15.00 per cent of them had neutral attitude towards DD Kisan channel and it was observed that 1.67 had negative attitude towards DD Kisan channel, while it was observed that none of them had highly negative attitude towards DD Kisan channel.

Index terms: Communication, DD Kisan channel, Viewing farmers, Attitude of farmers. (Key words)

I. INTRODUCTION
Television is one of the potent developmental communication tools in the present era of knowledge and technology. Due to audio visual features, television is very effective medium to impart the knowledge and information to the wide range of urban and rural people. Communication is very powerful system to impart information to upgrade our agriculture. Television is a great wonder of modern science for effective communication. It is one of the most important inventions of science for communication and development, which has captivated millions of minds. Rural development in India mainly depends upon the development of agriculture, because 70 percent of the population really on agriculture for livelihood. Knowing this, the first programme on agriculture and rural development was started on Delhi Doordarshan Kendra on January 26, 1967 under the name “Krishi Darshan”. The ‘Krishi Darshan’ programme was started in India by Doordarshan in 1967 for communicating agricultural information to the farmers for motivating them to adopt better agricultural practices.

The Prime minister Narendra Modi launched new channel ‘DD Kisan’ on May 26, 2015 at New Delhi’s Vigyan Bhawan. This channel owned by Doordarshan with the slogan “Changing Indian Farmer” DD kisan is an Indian agriculture 24-hour television channel. DD Kisan broadcasts their programme in Hindi language. The DD Kisan channel telecasts useful information on modern agriculture and related subjects for the benefits of its target rural and semi-urban and partially urban audience including all types of people working as farmers, cattle keepers, bee keepers, poultry owners, mechanics, rural artisans, craftsmen, fishing farmers and many more who are directly or indirectly dependent on rural area, agriculture, animal husbandry, dairy and other allied fields. The channel also provides regular information on the changing weather condition well in advance. The channel gives information on newer ways of agricultural practices to be followed and related innovations and development in the agricultural sector.

The channel has association with many agricultural organizations like India Meteorological Department, Indian Agricultural Research Institute, State Agricultural Universities, Krishi Vigyan Kendra’s, line departments of state, extension agencies, NGOs and all others departments which are associated with the development of farmers and rural area as whole. Thus, DD Kisan has good and practical potential to be an excellent instrument for agricultural communication to transfer agricultural information to the farmers.

II. RESEARCH METHODOLOGY
The present study was conducted in Jaipur district of Rajasthan. There is total 22 tehsils in Jaipur district of Rajasthan, out of which Sambhar and Dudu tehsils were selected on the basis of most of the farmers watching DD Kisan channel. A complete list of all the DD Kisan channel viewers villages was prepared in consultation with the personnel of revenue and agriculture department from the identified tehsils. The list so prepared, 4 villages from each tehsil were selected on the basis of most of the farmers watching DD Kisan channel. Thus, total 8 villages were selected for the present investigation. From the list so prepared, out of the 120 respondents were selected randomly from each identified village. Total 120 DD Kisan channel viewers were included in the sample of study.

III. RESULTS AND DISCUSSION
Attitude of the farmers towards DD Kisan channel programme
Attitude is defined as the degree of motivating or discouraging feeling of the farmers towards DD Kisan channel. Attitude is a way of thinking, acting or feeling of a person towards a situation, object, system or object. It is the accepted fact that an attitude of an individual plays an important role in determining one’s behaviour. The data regarding attitude of the farmers towards DD Kisan channel are presented in Table 1.

Table-1: The DD Kisan channel viewer farmers as per their overall attitude towards DD Kisan channel

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Attitude</th>
<th>Frequency</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Highly negative (Up to 10 score)</td>
<td>00</td>
<td>00</td>
</tr>
<tr>
<td>2.</td>
<td>Negative (11 to 20 score)</td>
<td>02</td>
<td>1.67</td>
</tr>
<tr>
<td>3.</td>
<td>Neutral (21 to 30 score)</td>
<td>18</td>
<td>15.00</td>
</tr>
<tr>
<td>4.</td>
<td>Positive (31 to 40 score)</td>
<td>65</td>
<td>54.17</td>
</tr>
<tr>
<td>5.</td>
<td>Highly positive (above 40 score)</td>
<td>35</td>
<td>29.17</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

The data given in Table:1 reveal that majority 54.17 per cent of the DD Kisan viewer farmers had positive attitude towards DD Kisan channel, while 29.17 per cent of respondents had highly positive attitude and 15.00 per cent of them had neutral attitude towards DD Kisan channel and it was observed that 1.67 had negative attitude towards DD Kisan channel, while it was observed that none of them had highly negative attitude towards DD Kisan channel. The result of the above Table 1 indicates that most (83.34 per cent) of the DD Kisan viewer farmers had positive to highly positive attitude towards DD Kisan channel.

![Distribution of farmers according to Attitude level of DD kisan channel viewers](image)

**Fig: 1** Distribution of farmers according to Attitude level of DD kisan channel viewers

**Table-2: The DD Kisan channel viewer farmers as per their statement wise attitude towards DD Kisan Channel**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>UD</th>
<th>DA</th>
<th>SDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I like to watch DD Kisan channel</td>
<td>42</td>
<td>51</td>
<td>12</td>
<td>10</td>
<td>05</td>
</tr>
<tr>
<td></td>
<td></td>
<td>35.00%</td>
<td>42.5%</td>
<td>10.00%</td>
<td>8.33%</td>
<td>4.17%</td>
</tr>
<tr>
<td>2.</td>
<td>I feel that presentation styles adopted on DD Kisan channel are difficult to understand.</td>
<td>11</td>
<td>35</td>
<td>15</td>
<td>46</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9.17%</td>
<td>29.17%</td>
<td>12.5%</td>
<td>38.33%</td>
<td>10.83%</td>
</tr>
<tr>
<td>3.</td>
<td>I think DD Kisan is ideal source to know about government farm policies.</td>
<td>17</td>
<td>65</td>
<td>23</td>
<td>15</td>
<td>00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>14.17%</td>
<td>54.17%</td>
<td>19.17%</td>
<td>12.5%</td>
<td>00.00</td>
</tr>
<tr>
<td>4.</td>
<td>I feel that exposure of DD Kisan means wastage of time.</td>
<td>06</td>
<td>13</td>
<td>68</td>
<td>31</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5.00%</td>
<td>10.83%</td>
<td>56.67%</td>
<td>25.83%</td>
<td>1.67%</td>
</tr>
<tr>
<td>5.</td>
<td>DD Kisan is a credible source of farm information</td>
<td>24</td>
<td>66</td>
<td>25</td>
<td>05</td>
<td>00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20.00%</td>
<td>55.00%</td>
<td>20.83%</td>
<td>4.17%</td>
<td>00.00</td>
</tr>
<tr>
<td>6.</td>
<td>I think DD Kisan suggests impractical ways of farming.</td>
<td>00</td>
<td>00</td>
<td>00</td>
<td>45</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>00.00%</td>
<td>00.00%</td>
<td>37.50%</td>
<td>37.50%</td>
<td>8.33%</td>
</tr>
<tr>
<td>7.</td>
<td>DD Kisan motivates me to adopt modern ways of farming.</td>
<td>15</td>
<td>75</td>
<td>17</td>
<td>13</td>
<td>00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12.5%</td>
<td>62.50%</td>
<td>14.17%</td>
<td>10.83%</td>
<td>00.00</td>
</tr>
</tbody>
</table>
8. I feel that DD Kisan is a solution of complicated problems of farmers
   07  5.83%
   53  44.17%
   43  35.83%
   13 10.83%
   04  3.33%

9. DD Kisan motivates me to produce quality farm products
   12 10.00%
   82 68.33%
   14 11.67%
   06  5.00%
   00  00.00

10. I would like to advocate my relatives to explore DD Kisan for farm information
    14 11.67%
    56 46.67%
    18 15.00%
    27 22.50%
    05  4.17%

It can be seen from the Table 2 that 77.50 per cent of the DD Kisan viewer farmers either simply or strongly liked to watch DD Kisan channel. The result indicates that 61.66 per cent of the DD Kisan viewer farmers were undecided, disagree or strongly disagree with the view that presentation style adopted on DD Kisan channel are hard to understand. The outcome of the study indicates that 68.34 per cent of the DD Kisan viewer farmers either simply felt or strongly felt that DD Kisan is ideal source to know about government policies.

The result says that 82.50 per cent of the DD Kisan viewer farmers were unsure or disagree with the view that exposure of DD Kisan means wastage of time. It was observed that 75.00 per cent of the DD Kisan viewer farmers had simply or strongly concurrence with the view that DD Kisan is credible source of farm information.

It can be seen from the Table 2 and that all (100.00 per cent) of the DD Kisan viewer farmers were unsure, disagree or strongly disagree with the view that DD Kisan suggests impractical ways of farming. However, it was seen that 75.00 per cent of the DD Kisan channel viewer farmers were simply or strongly agreed with the view that DD Kisan motivate them to adopt modern ways of farming.

The Table 2 also points out that 50.00 per cent of the DD Kisan viewer farmers were unsure, disagree or strongly disagree with the view that DD Kisan is solution of complicated problems of farmers. It was seen that 78.33 per cent of the DD Kisan viewer farmers felt that DD Kisan motivate farmers to produce quality farm products. It was observed that 58.34 per cent of the DD Kisan view farmers were simply or strongly agreed with the view that they would like to advocate their relatives to explore DD Kisan for farm information.

IV. CONCLUSION

It has been concluded from the present study that the Jaipur District of Rajasthan that Attitude of farmers towards DD Kisan channel viewers that majority (54.17 per cent) of the DD Kisan viewer farmers had positive attitude towards DD Kisan channel, while 29.17 per cent of them had highly positive attitude and 15.00 per cent of them had neutral attitude towards DD Kisan channel, and it was observed that 1.67 had negative attitude towards DD Kisan channel, while it was observed that none of them had highly negative attitude towards DD Kisan channel.

V. ACKNOWLEDGEMENT

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VI. REFERENCES