



**International Journal of Biology, Pharmacy
and Allied Sciences (IJBPAS)**
'A Bridge Between Laboratory and Reader'

www.ijbpas.com

ANALYSIS ON FARMER PRODUCER ORGANISATION MEMBERS TOWARDS MASS MEDIA EXPOSURE

E.SURIYAPRIYA^{1,*} AND M. KAVASKAR²

1: Ph.D Research Scholar, Department of Agricultural Extension, Faculty of Agriculture, Annamalai University, Chidambaram-608002, Tamil Nadu - India

2: Associate Professor, Department of Agricultural Extension, Faculty of Agriculture, Annamalai University, Chidambaram-608002, Tamil Nadu - India

***Corresponding Author: E.Suriyapriya; E Mail: suriyapraveen3@gmail.com**

Received 24th July 2021; Revised 26th Aug. 2021; Accepted 30th Sept. 2021; Available online 1st Nov. 2021

<https://doi.org/10.31032/IJBPAS/2021/10.11.1109>

ABSTRACT

Mass media communication plays a vital role in transfer of agricultural technologies to the farmers. It minimizes the gap between the utility of a new agricultural technology transfer to the farmers. There are several mass media tools like magazines, newspaper, radio, television, exhibitions and social media tools etc., Keeping the above points in mind the research study was taken up to assess the frequency of mass media exposure by the members of producer organisation. This study was conducted in four district of Tamil Nadu. A sample size of 150 FPO members were selected based on a random sampling method. Research data were collected through personally interviewed the respondents with the help of a well-structured and pre-tested interview schedule. Percentage analysis was used for analysing and interpreting the data. The data revealed that (46.00 per cent) of the FPO members had high level of mass media exposure, followed by medium (38.67 per cent) and low (15.33 per cent) levels of exposure toward mass media.

Keywords: Mass media exposure, agricultural technology, awareness level, FPO members

INTRODUCTION

These small & marginal farmers in India are facing problems of fragmented land-holdings, quality and inadequate supply of inputs, suitable irrigation facilities, lack of mechanization, soil erosion, marketing of agricultural produce,

inadequate storage and transport facilities, scarcity of capital etc. [1]. IFAD [2] stated that in rural areas, farmers' organizations (FOs) are the next-door and often, only institutions providing necessary goods and services to the rural people and assisting them to break out the poverty cycle.

Mass media supported will be essential for the spread of knowledge intensive and ecological sustainable agriculture. Now a day's mass media tools like radio, TV, newspapers, etc., has become the important part of life. However, we know that, mass media exposure is to inform and educate the people. An emerging priority in developing countries is the effective utilization of technological developments in communications in extension. One of the most frequently used mechanisms to inform and educate farmers very rapidly and at a relatively low cost about available agricultural technologies and techniques is through electronic media like radio and television.

Radio and television admittedly play a very important role in the dissemination of farm information to the farmers. Television, now adays, is also gradually becoming the medium of masses in rural areas because of its unique potential in sensitizing simultaneously the eyes and ears and thereby using the 'seeing is believing' principle of educating and

creating mass awareness among the farmers. These communication technologies serve both as direct information channels to farmers and as indirect channels improving extension agents, agri-business and other intermediaries access to information resources. Most extension programmes have yet to effectively integrate information communication technology into systems for supporting extension staffs and marketing information available to clients. The major communication means that can be used in transmitting information to the farmers are individual, groups and mass media. Mass media knows the significance of covering awareness level on FPO members All mass media tools like T V, Radio, Newspaper, magazines and new mass media spread the news and information at the speed of light.

MATERIALS AND METHODS

This study was carried out in four district of Tamil Nadu. The sample size of one hundred and fifty FPO members were selected based on random sampling method. An interview schedule was used to collect the data on mass media exposure of the respondents. The data were collected with the help of well-structured and pre-tested interview schedule. Mass media exposure were categorised into three categories viz., regularly, occasionally and

never. The score of 3 was given for regularly, 2 score was given for occasionally and 1 score was given for never category. The scoring procedure [3], Percentage analysis and cumulative frequency method were used for drawing conclusions and inferences.

FINDINGS AND DISCUSSION

The media of mass communication like, radio, television, newspaper, magazines and films play a vital role in spreading information, conducting propaganda and educating the people. It is believed that if a farmer is exposed to mass media, he could gather more information on latest agriculture information. In this regard, the extent of reach of mass media and their credibility by the farm community have to be kept constantly in mind, the data were collected and presented in **Table 1**.

The results on the distribution of FPO members according to their mass media exposure presented in **Table 1**. It could be concluded that around (46.00 per cent) of the respondents had high level of mass media exposure, followed by medium (38.67 per cent) and low (15.33 per cent) levels of exposure toward mass media. This might be due to the fact that the FPO members were read newspaper mostly in the nearby tea shops. More over with the availability of television, the farmers have

got access to electronic communication. In addition, the farmer who uses cell phones as a social network to access information over time for increased exposure to mass media. This finding is in line with the findings of Bhedu Prasad [4].

Farmers source wise mass media exposure

Television

The data in **Table 2** revealed that majority (89.33 per cent) of the FPO members had regularly watching agricultural programmes on Television, followed by (10.67 per cent) were occasionally watching the television. Most of the respondents were watched agricultural programmes telecasted by DD Pothigai, Makkal TV and Puthiyathalaimurai TV. This might be due to the fact that most of the respondents possessed the TV in his/her home may be the probable reason for high level of exposure exist among the respondents.

Social media

The data in **Table 2** showed that (86.67 per cent) of the FPO members regularly using the social media, followed by (8.00 per cent) of the FPO members never using the social media and (5.33 per cent) of the FPO members occasionally using the social media.

Table 1: Distribution of respondents according to their mass media exposure

S. No.	Category	FPO Members (n = 150)	
		Number	Per cent
1.	Low	23	15.33
2.	Medium	58	38.67
3.	High	69	46.00
Total		150.00	100.00

Table 2: Distribution of the respondents according to their item wise mass media exposure (n=150)

S. No.	Sources	Frequency of contact		
		Regularly	Occasionally	Never
1.	Radio	122 (81.33%)	25 (16.67%)	3 (2.00%)
2.	Television	134 (89.33%)	16 (10.67%)	-
3.	Newspapers	105 (70.00%)	40 (26.67%)	5 (3.33%)
4.	Magazines	78 (52.00%)	34 (22.67%)	38 (25.33%)
5.	Leaflets	128 (85.33%)	14 (9.33%)	8 (5.34%)
6.	Posters and Charts	102 (68.00%)	39 (26.00%)	9 (6.00%)
7.	Exhibitions	68 (45.33%)	50 (33.34%)	32 (21.33%)
8.	Demonstrations	119 (79.33%)	19 (12.67%)	12 (8.00%)
9.	Tours/Field trips	66 (44.00%)	21 (14.00%)	63 (42.00%)
10.	Social Media	130 (86.67%)	8 (5.33%)	12 (8.00%)

Leaflets

Most (85.33 per cent) of the FPO members regularly using the leaflets, followed by (9.33 per cent) of the FPO members occasionally using the leaflets and (5.34 per cent) of the FPO members never using the leaflets.

Radio

Majority (81.33 per cent) FPO members had regularly listening to agricultural programmes in radio, followed by occasionally (16.67 per cent) and never with (2.00 per cent). Mostly the farmers were listening radio programmes during evening hours. The probable reason radio was one of the powerful media used by the farming Community.

Demonstrations

About 79.33 per cent of the FPO members regularly attending agricultural demonstration, followed by (12.67per cent)

and (8.00 per cent) of the respondents were occasionally and never exposure category respectively.

Newspapers

Three-fourth of the FPO members (70.00 per cent) were regularly reading newspapers followed by occasionally (26.67 per cent) and only 3.33 per cent of the FPO members had with never reading newspapers. The respondents were mostly read out the regional newspapers for agricultural and common news in every day.

Posters and charts

From the result in **Table 2** concluded that (68.00 per cent) of the FPO members had using posters and charts followed by (26.00 per cent) of the FPO members occasionally using the posters and charts and 6.00 per cent of the FPO

members had never using the posters and charts.

Magazines

The **Table 2** showed that more than half of the FPO members (52.00 per cent) regularly reading agricultural magazines, followed by never (25.33 per cent) and occasionally (22.67 per cent). The probable reason for regularly reading farm magazines and journals may be due to fact that the selected FPO were subscribed the Pasumai Vikatan, Valarum Velanmai of TNAU, Kaalnadai Velanmai, daily newspapers and the members were interested to know the recent agricultural technologies, success stories and new trends in agriculture may be the reason for medium level of exposure.

Exhibitions

The data in **Table 2** indicated that (45.33 per cent) of the FPO members were regularly visiting agricultural exhibitions, followed by (33.34 per cent) of the FPO members were occasionally visiting the exhibitions and 21.33 per cent of the FPO members were never visiting the exhibitions.

Tours/Field trips

Regarding tours and field trips, about 44.00 per cent of the FPO members were regularly participating in tours/field trips followed by 42.00 per cent of the FPO members had never participating the

tours/field trips and 14.00 per cent of the FPO members had occasionally participating the tours/field trips organised by the state department of agriculture and FPO.

CONCLUSION

The data revealed that majority of the FPO members (46.00 per cent) of the respondents had high level of mass media exposure, followed by medium (38.67 per cent) and low (15.33 per cent) level of exposure toward mass media. Regarding source-wise mass media exposure of FPO members revealed that majority (89.33 per cent) of the FPO members had regularly watching agricultural programmes on Television.

REFERENCES

- [1] Mondal, A. (2010). Farmer Producer Company (FPC): Concept, Practice and Learning - A Case from Action for Social Advancement, *Financing Agriculture*, 42(7): 29-33.
- [2] IFAD (2014). Reforming IFAD, Transforming Lives. The International Fund for Agricultural Development (IFAD), United Nations.
<https://www.ifad.org/who/overview>, accessed on 16th, April 2017.
- [3] Manjunath H. Laxman (2016). Farmers Perception about Climate

Change and their Adaptation in South Gujarat. Unpublished M.Sc. (Ag.) Thesis, Navsari Agricultural University, Navsari.

- [4] Bhedu Prasad (2011). Impact of Agricultural Technology Management Agency (ATMA) on Socio-Economic Status of Tribal Farmers in Surguja District of Chhattisgarh. Unpublished M.Sc. (Ag.) Thesis, College of Agriculture, Indira Gandhi Krishi Vishwavidyalaya, Raipur.