

Original Research Article

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Media Habits among Tribal Women Organic Farmers in Kandhamal District of Odisha, India

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ABSTRACT

Keywords

Agricultural information, Dissemination, Mass media, Media habits, Organic farmers, Tribal Women.

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Mass Media are used as channels of mass communication. The main purpose of media is to inform, educate and motivate the community to accept new ideas and technologies so as to enhance their living conditions. The mass media plays a very significant role in agricultural development and dissemination of latest agricultural technologies among the farmers. This paper tries to examine the media habits among women organic farmers, to know the time given to each media by women and to find out the popular media among women. For the present research multi stage sampling design was used. The sample consists of 122 women farmers and the Pre-tested questionnaire was used for collection of information. The data reveals that majority of the respondents spend one hour for every media and the interesting finding of the study indicates that 62.29% of the respondents do not accessed internet at all. Only 0.81% of the respondents do not view TV, so the findings show that TV is the most popular media among women organic farmers.

Introduction

Agriculture in India has a significant history. Today, India ranks second worldwide in farm output. Agriculture and allied sectors like forestry and fisheries accounted for 16.6% of the GDP in 2009, about 50% of the total workforce. The economic contribution of agriculture to India's GDP is steadily declining with the country's broad-based economic growth. Still, agriculture is demographically the broadest economic sector and plays a significant role in the overall socio-economic fabric of India and the women play a crucial role in all farm-related activities from land preparation to marketing.

They contribute a higher proportion of labor work in agricultural sector than men. However, they are not active in decision making (Tara Satyavathi *et al.*, 2013). The mass media are diversified media technologies that are intended to reach a large audience by mass communication. Mass media are very essential tools for the transfer of information about agriculture sector and mass media plays a very significant role in agricultural development and dissemination of latest agricultural technologies among the farmers. The technology through which this communication takes place varies. Broadcast

media such as radio, recorded music, film and television transmit their information electronically. Print media use a physical object such as: newspaper, book, magazines, pamphlet etc. to distribute their information. Mass media have more influenced on women. Television and mobile phones have more effective media in today's society. The media through which the data transfer takes place has also undergone revolutionary change.

Telephone lines are still the popular source in India although the reliability and low bandwidth are still major issues. High capacity cables, optical fiber, radio, wireless local loops, satellite transmission and various solutions based on a combination of these are already being used in many parts of the country. Technologically it is possible to develop suitable systems, to cater to the information needs of Indian farmer. User friendly systems, particularly with content in local languages, can generate interest in the farmers and others working at the grassroots. It is possible to create dedicated networks or harness the power of internet to make these services available to all parts of the country. The rapid changes in the field of information technology make it possible to develop and disseminate required electronic services to rural India.

Materials and Methods

Research design is the plan and structure to obtain the solution to the research problem. The study was conducted in Kandhamal district of Odisha state during the year 2016. For the present research multi stage sampling design was used for selection of the respondents. This would represent a two stage sampling design with the ultimate sampling units being clusters of districts (Kothari C.R-1991). Sample consisted of 122 women farmers and the Pre-tested questionnaire was used for collection of information.

Results and Discussion

Statement of the Problem

Mass media plays a vital role in developing country like India. Women play a crucial role in all farm-related activities from land preparation to marketing. They contribute a higher proportion of labor work in agricultural sector than men. Hence it is necessary to study on the "Media habits among tribal women organic farmers in Kandhamal district of Odisha" to assess the media habit among women farmers, to know the time given to each media by women and to find out the popular media among women farmers.

Findings and discussions

Age

Table 1 reveals that majority of the respondents i.e., 39.34 % belonged to below 25 years age group followed by 26-35 years age group (23.77 %) whereas, the same percentage i.e. (23.77 %) belonged to 36-45 years age group and only 13.11 % of the respondents belonged to old age group (46 years and above).

Education

It was noticed from the above table that most of the respondents (45.90 %) were completed their education up to college level followed by 31.96 % were primary and secondary education while, 12.29 % were completed post-graduation and it is interesting to note that only 9.0 % were illiterate and remaining 0.8% were from other education category. Similar results also found by Hasan Shamsul and Sharma Arpita (2011) that maximum number of respondents (60 %) had completed education up to graduate level.

Size of land holding

Data reported from the table 1 that more than half (59.83 %) of the respondents had very less marginal farm size (up to 5 acres) followed by 25.40 % had small farm size (6-10 acres). Whereas, 10.65 % of the respondents were medium farmers (11-20 acres) and very less (4.09 %) had big farm size (21 acres and above).

Annual income

Further, with respect to categorization of

respondents based on annual income, the results presented in table 1 stated that majority of the respondents 45.08 % belonged to low income level (Up to 20 thousand) followed by 22.95 % of the respondents belonged to 21 – 50 thousand income level. While, 18.03 % were 51 thousand-1 lakh income level and only 13.93% were in the high income group (1 lakh and above). The results of the study get the support from the Malagar Geeta (2007) that Majority of the respondents had low level (i.e. less than Rs.12, 000) of annual income.

Table.1 Socio personal profile of the respondents

N=122

Characteristics	No. of respondents	Percentage
Age		
Below 25 years	48	39.34
26-35 years	29	23.77
36-45 years	29	23.77
46 years and above	16	13.11
Education		
Illiterate	11	09.00
Primary and Secondary	39	31.96
College	56	45.90
Post-graduation	15	12.29
Any other	01	00.80
Size of land holding		
Up to 5 acres	73	59.83
6-10 acres	31	25.40
11-20 acres	13	10.65
21 acres and above	05	04.09
Annual income		
Up to 20 thousand	55	45.08
21-50 thousand	28	22.95
51 thousand to one lakh	22	18.03
1 lakh and above	17	13.93
Media ownership		
Newspaper	82	67.21
TV	112	91.80
Radio	87	71.31
Internet	34	27.86
Mobile	117	95.90

Table.2 Number of hours spent by respondents in reading newspaper

Duration	No. of respondents	Percentage
1 hour	78	63.93
2 hours	12	09.83
3 hours	07	05.73
More than 3 hours	03	02.45
Never	22	18.03
Total	122	100.00

Table.3 Number of hours spent by respondents in reading magazines

Duration	No. of respondents	Percentage
1 hour	72	59.01
2 hours	17	13.93
3 hours	03	02.45
More than 3 hours	01	00.81
Never	29	23.77
Total	122	100.00

Table.4 Number of hours spent by respondents in reading farm magazine

Duration	No. of respondents	Percentage
1 hour	83	68.03
2 hours	13	10.65
3 hours	01	00.81
More than 3 hours	01	00.81
Never	24	19.67
Total	122	100.00

Table.5 Number of hours spent by respondents in listening radio

Duration	No. of respondents	Percentage
1 hour	42	34.42
2 hours	26	21.31
3 hours	04	03.27
More than 3 hours	13	10.65
Never	37	30.32
Total	122	100.00

Table.6 Number of hours spent by respondents in watching tv

Duration	No. of respondents	Percentage
1 hour	35	28.68
2 hours	22	18.03
3 hours	14	11.47
More than 3 hours	50	40.98
Never	01	00.81
Total	122	100.00

Table.7 Number of hours spent by respondents in accessing internet

Duration	No. of respondents	Percentage
1 hour	40	32.78
2 hours	05	04.09
3 hours	01	00.81
More than 3 hours	00	00.00
Never	76	62.29
Total	122	100.00

Table.8 Number of hours spent by respondents in using mobile

Duration	No. of respondents	Percentage
1 hour	61	50.00
2 hours	15	12.29
3 hours	10	08.19
More than 3 hours	31	25.40
Never	05	04.09
Total	122	100.00

Media ownership

The data presented in above table shows that majority of the respondents owned TV (91.80 %) and mobile phone (95.90 %) followed by radio 71.31 % and newspaper 67.21 %. while, only 27.86 % of the respondents had internet facility in their house. The findings of the present study are in conformity with the closely related study of Hasan Shamsul and Sharma Arpita (2011) reported that all the respondents owned television and mobile phone. The data recorded in table 2 indicated that majority of the women (63.93 %) spend 1 hour daily for reading newspaper followed by

2 hours 9.83 %. whereas, 5.73 % women spend 3 hours for reading newspaper and only 2.45 % spend more than 3 hours. Further, 18.03 % of the respondents were do not read newspaper at all.

It was found from the table 3 that majority of the respondents (59.01 %) used to spend 1 hour in reading general magazines followed by 13.93 % spend 2 hours. While, 2.45 % spend 2 hours and a very small number of women (0.81 %) spend more than three hours in reading general magazines. Therefore, 23.77 % of the women do not read magazines. Table 4 reported that nearly one third of the

respondents (68.03 %) spend an hour in reading farm magazine while 10.65 % of respondents spend 2 hours and similarly 0.81 % of the respondents spend 3 hours and more than 3 hours in reading farm magazine. Though, 19.67 % of women do not read farm magazine at all. This finding is in accordance with the findings of Hanumanaikar Raveendra (2009) depicts that 51.67 % of the respondents were spent 30-60 minutes in reading of farm magazine every week.

It was observed from the table 5 that maximum number of respondents (34.42 %) spend 1 hour in listening radio, followed by 2 hours 21.31 %, while 10.65 % were spend more than 3 hours for radio listening and only 3.27 % of the respondents spend 3 hours. Further it was found that 30.32 % women do not listen to radio at all. This is supported by the findings of Sathawane et al. (1989) found that 34.13 % did not listen farm radio programmes at all.

Table 6 shows that most of the respondents (40.98 %) spend more than three hours in watching television followed by 28.68 % were spend 1 hour, whereas, 18.03 % spend 2 hours and only 11.47 % of the women spend 2 hours daily in watching television. It was interesting note that very few (0.81 %) of the women do not watch television. These results were in accordance with the findings of Laldinliana (2012) observed that 37.03 % spend three hours and more a day in watching TV on weekends while one-third of the respondents devote around two hours on such days.

It was noticed from the table 7 that majority of the respondents (32.78 %) spend 1 hour in accessing internet daily followed by 4.09 % spend 2 hours, while 0.18 % spend three hours a day and 0% of the women never spend more than three hours for internet access. The interesting finding was that more than half of

the respondents (62.29 %) do not access internet at all. The reason behind that due to lack of internet facility they do not use internet.

Analysis of the acquired data in the table 8 shows that maximum number of respondents i.e. 50 % use mobile phones daily 1 hour followed by 25.40 % use it for more than 3 hours, 12.29 % use 2 hours daily and only 8.19 % of the women use mobile for 3 hours. While, only 4.09 % of the respondents do not use mobile phone. The results of the above table indicated that due to the fast growth of satellite communication (mobile technology) a majority of respondents have use mobile.

In conclusion, the main purpose of media is to inform, educate and motivate the community to accept new ideas and technologies so as to enhance their living conditions. The reading habit of rural educated women is more due to high literacy level. Only a small number of women do not read newspaper, magazine and farm magazine respectively. They read newspaper and magazines for information and entertainment purpose. Nearly one third of the women listen to the radio and 99.18% of the respondents watch television daily among them majority of women spend more than three hours a day. Television and mobile were emerged as most utilized media among women as compare to other media. The study also indicates that more than half of the respondents do not use internet due to lack of internet facility and technology illiteracy. It can be concluded that television and mobile phones are the most popular media among women for edutainment and communication.

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