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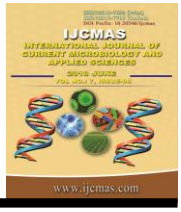

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Perception of Farmers Regarding Informative Video Films on Dissemination of Selected Farming Practices

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A B S T R A C T

In recent years we have seen that dissemination of agricultural technologies through videos is being widely developed and used. The videos have affectively increased the capacity of the rural poor to innovate through enhanced skills and knowledge. This study examined the perception of farmers regarding different aspects of videos about soil testing, seed treatment and leaf colour chart. A multi-stage random sampling technique was employed. A total of 200 farmers were selected randomly without replacement method from the two districts of Punjab State. The data were collected by following personal interview method with the help of well-structured interview schedule and data were tabulated and analysed by using appropriate statistical tools. The study was conducted in 2015-16. The analysis shows that one third of the respondents belonged to age group of 33-49 years and most of them were matriculate. Majority of the respondents had extension contacts with the private agencies for getting the farm information. Regarding perception of farmers about soil testing, seed treatment and leaf colour chart videos more than 50 percent were highly satisfied for information in videos followed by motivating other fellow farmers for watching videos. The study suggests that the use of video films, demonstration and other mass media are very helpful in creating awareness among the farmers and to motivate them for adopting new farm technology.

Introduction

Agriculture plays a dominant role in the economy, growth and progress of India which largely depends, on the improvement of agricultural technology and the adoption of the agricultural innovations by the farmers. It is necessary to change the attitude of the farmers to adopt modern methods of farming. For that, quick dissemination of the useful technical knowledge among farmers is of utmost importance. The success of National Programmes on Agriculture depends mainly upon the quick dissemination of information in an intellectual and compatible manner among the farmers (Hansra, 1981). In this perspective, innovative and efficient media of communication have an important role to play

(Chopra 1980). During recent years, problems related to communication of farm technology to the farmers have attracted the attention of agricultural extension scientists in India. Timely information is regarded as an important factor leading to change in the behaviour of receivers.

To bridge the gap between technology generation and subsequently adoption by the ultimate users, different modes of communication usage is needed. Information communication technologies (ICT) can do miracles in this field. Large numbers of ICT initiatives are working in the country. One such innovative ICT initiatives are innovative videos which are used for dissemination of technology. Videos for sharing ideas with farmers are now becoming very popular as a new approach of dissemination of information.

Materials and Methods

The study was conducted in two districts of Punjab i.e. Ludhiana and Shri Muktsar Sahib. From each district one block was selected randomly and further from each block five villages were selected randomly. From each village twenty farmers were selected for the investigation. Thus, a total of 200 farmers were selected from ten villages of two districts for the present study. Interview schedule was developed for data collection after consulting the experts. The interview was conducted in local dialect i.e., Punjabi. The respondents were interviewed at their home, or their farms and responses were recorded on the spot. The data collected from the respondents were scored, tabulated and analysed by using both parametric and non-parametric statistical tests. Computer based SPSS (Statistical Package for Social Sciences) was used for applying different statistical tests. In order to find out the relationship between dependent variable and independent variables, Karl Pearson correlation coefficient was calculated.

Results and Discussion

Socio-personal characteristics of respondents

It relates to the information regarding socio-personal characteristics of the respondents which include age, education, type of family, marital status and operational land holding.

The information pertaining to the socio-personal profile of respondents has been given in Table 1.

Age

It referred to the chronological age of the respondents in terms of completed years and categorized into three age groups i.e. 16-32 years, 33-49 years and 50-66 years.

Data in Table 1 indicate that majority of the respondents (46.00%) were in the age group of 33-49 years followed by 37.50 per cent of the respondents who were in the age group of 16-32 years and remaining 16.50 per cent of the respondents were in the age group of 50-66 years.

Education

Respondents were categorized into five categories based on their educational level. It is clear from the data in Table 1 that majority of the respondents (41.00%) were matriculate followed by 26.50 per cent of the respondents who were graduate, 17.50 per cent of the respondents were middle passed, whereas 08.00 per cent and 7.00 percent of the respondents were illiterate and studied upto primary level, respectively.

Family type

Regarding family type, the data presented in Table 1 indicate that 59.00 per cent of farmers

belonged to nuclear families while 41.00 per cent of them belonged to joint families.

Marital status

Regarding marital status, the data presented in Table 1 indicate that majority of respondents (83.50%) were married while 16.50 per cent of them were unmarried.

Operational land holding

The farmers were categorized into five groups according to their operational land holding.

Data in Table 1 revealed that majority of respondents (48.50%) having medium (10-25acres) operational land holding, followed by 27.00 per cent of the respondents who had semi-medium (5-10 acres) operational land holding and 07.50 per cent of the farmers had small (2.5-5 acres) operational land holding. Only about two per cent of the farmers had marginal land holding, respectively.

Perception of the respondents after watching videos

In Table 2 perception of the respondents about different aspects after watching videos has been discussed under:

Ways of videos screening

It can be inferred from the data presented in Table 2 that majority of the respondents (55.50%) were satisfied from ways of videos screening, 44.50 per cent of the respondents were highly satisfied and none of the respondents were dissatisfied from the way of videos screening.

Mean of the satisfaction level was 2.45 and standard deviation was 0.50. Overall level of the way of videos screening was satisfied.

Information in videos

It can be revealed from Table 2 that 55.50 per cent were highly satisfied from the information given in videos and 44 per cent of the respondents were satisfied. While only 0.50 per cent of the respondents were dissatisfied from the information given in videos. Mean of this satisfaction level was 2.55 and standard deviation was 0.51. Overall level of the information in videos was highly satisfied.

Language used

It is evident from the data in Table 2 that 61 per cent of the respondents were satisfied from language used in videos and 39 per cent of the respondents were highly satisfied. While none of the respondent was dissatisfied from language used in videos. Mean of this satisfaction level was 2.39 and standard deviation was 0.49. Overall level of the language used was satisfied.

Focused on solution of problem

Data in Table 2 show that 57.50 per cent of the respondents were satisfied that videos were focused on the solution of problem. Whereas, from remaining respondents, 42.50 per cent of the respondents were highly satisfied and none of the respondent was dissatisfied regarding focus of videos on solution of problem.

Mean of this satisfaction level was 2.43 and standard deviation was 0.50. Overall level of the focused on solution of problem was satisfied.

Timing of videos

Data in Table 2 show that 61 per cent of the respondents were satisfied from timing of videos.

Table.1 Distribution of respondents according to socio-personal characteristics (n=200)

Sr. no.	Socio-personal characteristics	Category	Percentage
1.	**Age(year)**	Low(16-32)	37.50
		Medium(33-49)	46.00
		High(50-66)	16.50
2.	**Education**	Illiterate	08.00
		Primary	07.00
		Middle	17.50
		Matric	41.00
		Graduation	26.50
3.	**Type of Family**	Nuclear	59.00
		Joint	41.00
4.	**Marital Status**	Married	83.50
		Unmarried	16.50
5.	**Operational land holding (acres)**	Marginal (< 2.5)	02.00
		Small (2.5-5)	07.50
		Semi medium (5-10)	27.00
		Medium (10-25)	48.50
		Large (> 25)	15.00

Table.2 Distribution of respondents according to perception of respondents about videos (n=200)

Satisfaction level	Highly Satisfied	Satisfied	Dissatisfied	Mean	SD
Way of videos screening	89 (44.50)	111 (55.50)	0 (0.00)	2.45	0.50
Information in video	111 (55.50)	88 (44.00)	1 (0.50)	2.55	0.51
Language used	78 (39.00)	122 (61.00)	0 (0.00)	2.39	0.49
Focused on solution of Problem	85 (42.50)	115 (57.50)	0 (0.00)	2.43	0.50
Timing of videos	78 (39.00)	122 (61.00)	0 (0.00)	2.39	0.49
Quality of videos	89 (44.50)	111 (55.50)	0 (0.00)	2.45	0.50
Duration of videos	89 (44.50)	111 (55.50)	0 (0.00)	2.45	0.50
Motivate other fellow farmers for watching video	91 (45.50)	109 (54.50)	0 (0.00)	2.46	0.50

Table.3 Distribution of respondents according to category of socio-personal characteristics of farmers with perception

S. No.	Independent variable	Value r
1.	Age(year)	-0.070 ^{NS}
2.	Education	0.105 ^{NS}
3.	Type of family	0.050 ^{NS}
4.	Operational land holding	-0.102 ^{NS}

^{NS}-Non significant

Whereas, from remaining respondents, 39 per cent of the respondents were highly satisfied and none of the respondent was dissatisfied from timing of videos. Mean of this satisfaction level was 2.39 and standard deviation was 0.49. Overall level of the timing for screening of videos was satisfied.

Quality of videos

It can be inferred from the data presented in Table 2 that majority of the respondents (55.50%) were satisfied from quality of videos, 44.50 per cent of the respondents were highly satisfied and none of the respondents had dissatisfied from quality of videos.

Mean of this satisfaction level was 2.45 and standard deviation was 0.50. Overall level of the quality of videos was satisfied.

Duration of videos

It can be revealed from Table 2 that 55.50 per cent were satisfied from the duration of videos and 44.50 per cent of the respondents were highly satisfied.

While none of the respondent were dissatisfied from the information given in videos. Mean of this satisfaction level was 2.45 and standard deviation was 0.50. Overall level of the information in videos was satisfied.

Motivate other fellow farmers for watching videos

It is evident from the data in Table 2 that 54.50 per cent of the respondents were satisfied and motivate other fellow farmers for watching videos and 45.50 per cent of the respondents were highly satisfied.

While none of the respondent was dissatisfied from video films and to motivate other fellow farmers for watching videos.

Mean of this satisfaction level was 2.46 and standard deviation was 0.50.

Overall level of motivation for other fellow farmers was satisfied.

Relationship of socio-personal characteristics of farmers with perception regarding video

It can be visualized from the data in Table 3 that the correlation of socio-personal characteristics like age, education, Type of the family and Operational Land Holding of farmers was non-significant with perception of the respondents regarding videos.

Video technology has a greater potential for the transfer of technology among the farmers. It can control the audience by the way of using moving images, music sound effects

and graphics. Information traditionally presented in the form of booklets and handouts can be rendered more effectively through video. Majority of the farmers perceived highly satisfied about the information in videos.

Thus video films should be used by extension workers working at different levels for the dissemination of agricultural information to the farmers.

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