

Original Research Article

Economic Impact of Mass Media on Livelihood Support of Livestock Farmers

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ABSTRACT

The potentiality of mass media in farm information is needed to be exploited to its fullest extent to transfer agricultural technology to end users in order to promote livelihood security to livestock farmers. The impact of ICT on rural development is a much contested issue. It plays an important role in addressing the challenges and uplifting livelihood of rural poor. Mass media acts a medium for providing voice to voiceless, power to powerless and gives a way to rural masses for their upliftment socially and economically. A study was conducted in Ranchi district of Jharkhand to assess the economic impact of mass media on livestock farmers. A total sample of 160 livestock farmers were selected from 4 blocks of Ranchi district. The study revealed that there was an increase in livestock farmer's income due to timely market information given. An increase in savings regularly in commercial bank and increased credit worthiness were also noticed. The overall economic impact has been seen in case of savings with a mean score of 0.60 followed by income, maintenance of credit worthiness. investment and employment opportunities.

Keywords

Mass Media,
Livelihood,
Support of
Livestock
Farmers

Introduction

Livestock is an integral part of Indian economy and play a multifaceted role in providing livelihood support to livestock population, especially to resource poor, small, medium and landless labourers. The socio economic development of rural household depends on livestock sector contributing 4.20 percent of GDP and 25.60 percent of agricultural GDP in the country. To enhance the production potential of livestock wealth, the only way is to develop superior technologies for mass adoption of livestock owners. Mass media plays a triple role in informing, entertaining and educating the masses. In real sense, communication is like the transfer of technology or thoughts from one mind to another. It is therefore not

enough if one tells the farmers about new technology they must hear it, understand it and remember it (1,2,3). To increase farm production, farmers need to be informed on recent scientific farm innovation. Farm information and technology dissemination to the farmers provide opportunities for self development, improves existing knowledge, skills and enhance their capability. In this connection information and communication technologies hold a lot of promise to the farmers. In order to provide agricultural extension services through ICT, it is necessary to access information needs of the farmers so as to prepare and deliver specific messages and technologies and also to develop ICT based modules as per the need

and requirement of the farmers (4,5,6). Information and Communication Technologies, if implemented in rural areas, have the power to facilitate rural development and empower rural communities with information, which will in turn enable them to contribute positively towards development immense potential to contribute to rural development. Therefore keeping the above facts in mind, the present investigation entitled “Impact of information media for livelihood support of livestock farmers in Ranchi District” was undertaken with an objective to assess the economic impact of mass media on respondents.

Materials and Methods

The present investigation was carried out in Ranchi district of Jharkhand state. Out of 24 blocks, four blocks were selected randomly for the study. Two villages were selected at random from each block. Thus a total of eight villages were selected for the studies. Twenty respondents from each village were selected. Thus 40 farmers from each block were selected and finally a total of 160 respondents were selected for the present study.

For the present study the opinion of the farmers regarding impact of different types of mass media was operationalised as the perception of the farmers about the changes in income, savings, investment, employment opportunities, etc. from the content of message imparted by different mass media. The opinion of the farmers regarding impact of different mass media was measured by using a schedule developed by the investigator in light of the suggestion of the experts. In the schedule different questions related to farmers like economic and socio cultural aspects were asked and were measured on different rating points as suggested by experts.

Results and Discussion

Economic impact of mass media

Impact of mass media on income

Income was operationalized as the number or percentage of respondents agrees on increase in their income, either directly or indirectly due to awareness created by various mass media and its programmes.

The table clearly suggest that about 60 percent of the respondents had benefitted from the programmes broadcasted in radio and TV due to timely market information. This helped them in their decision making behaviour. 50 percent of the respondents agreed to the fact that they had an increase in their income in agriculture due to mass media exposure, the respondents specially accorded this due to timely announcements of package of practices, information about availability of seeds, programmes on new techniques of management on the farm, scientific information such as use of balanced fertilizers, soil testing, best time for sowing, best time for harvesting etc. As far as programmes on animal husbandry, 50 per cent respondents agreed for their increase in their income. The timely announcement of arrival of veterinary doctor has helped them to maintain the health conditions of their livestock. The timely veterinary information on feed ratio and availability of fodder and the programmes by animal husbandry scientist regarding nutritional, disease control aspects has also helped them to a certain level. There were 40 percent of them who agreed to the fact that indirect changes from any source because of timely information has caused increased in their income. This included the income from other sources were from activities of self employment such as badam powder, women given training on stitching

clothes etc. some of the activities do involve training and capacity building which is fulfilled by the resource centre. Forty percent of the respondents accorded that they were benefitted from such activities.

Impact of mass media on savings of livestock farmers

The table clearly indicates that about 65 percent of livestock farmers expressed that they have started to save regularly in SHG or any other organisations such as cooperatives and other banks, whereas 55 percent of the respondents agreed to have increased their savings in the recent past and most of them thanked the awareness created by radio stations in increasing awareness about importance of savings for future especially to meet any unforeseen circumstances.

Impact of mass media on investment

Economic impact can also be realized from the investment pattern the individual has been following after listening to programmes of Akashwani and Doordarshan, because some of the changes to occur do require some sort investment such as in agriculture, education, health etc. Investment in agriculture was considered

important because broadcasted programmes try to influence the decision making behaviour of the people by developing innovative programmes. Some of the programmes on agriculture and animal husbandry are interviewed with subject matter specialists, programme on water problem inputs and farm infrastructure etc. The result with regard to change in investment pattern showed that 50 percent of the respondents had increased their investment in agriculture. Animal husbandry programmes also did had influence, such as providing proper fodder, animal nutrition and health care etc. 60 percent of the respondents had increased their investment towards animal husbandry. Education was an important dimension in this study since 40 percent of the respondents agreed to have increased investment in education. With regard to health and sanitation the result has shown that 45 percent of the respondents had increased their investment in health and sanitation. It was true form the fact that radio stations has produced programmes and provided need based information whenever it was necessary. For example people are now more cautious about diseases like malaria, dengue etc and take necessary precaution for their safety.

Table.1 Impact of mass media on income of the livestock farmers

SL. NO.	IMPACT DIMENSIONS	CHANGE INDICATORS			
		YES		NO	
		F	%	F	%
1.	Timely market information has resulted in increase in respondents income	96	60	64	40
2.	Increase in income from agriculture due to announcement made on package of practices.	80	50	80	50
3.	Increase in income from animal husbandry due to timely veterinary information.	80	50	80	50
4.	Indirect changes from any source due to provision of timely information.	64	40	96	60

Table.2 Impact of mass media on savings of the livestock farmers

SL. NO.	IMPACT DIMENSION	CHANGE INDICATORS			
		YES		NO	
		F	%	F	%
1	Respondents motivated to increase their savings in recent past	88	55	72	45
2	Savings regularly in SHG or any other commercial bank	104	65	56	35

Table.3 Impact of mass media on investment

SL. NO.	IMPACT DIMENSION	CHANGE INDICATORS			
		YES		NO	
		F	%	F	%
1.	Increase investment on inputs and farm infrastructure	80	50.00	80	50.00
2.	Increase income in animal health care	96	60.00	64	40.00
3.	Education	64	40.00	96	60.00
5.	Hygiene and health of family	72	45.00	88	55.00

Table.4 Impact of mass media on employment opportunities

SL. NO.	IMPACT DIMENSION	CHANGE INDICATORS			
		YES		NO	
		F	%	F	%
1.	Announcement of vacancies led to increased employment	72	45	88	55
2.	Farm information has improved efficiency of labour	80	50	80	50
3.	Off farm employment to respondents family members	56	35	104	65
4.	Respondents himself or any of his family member employed in service of Aakashwani or Doordarshan.	48	30	112	70

Table.5 Impact of mass media on maintaining credit worthiness on its respondent

SL. NO.	IMPACT DIMENSION	CHANGE INDICATORS			
		YES		NO	
		F	%	F	%
1.	Banking information improved their repayment of loans.	96	60	64	50
2.	Respondents motivated through programme to act as sureties for availing credit or its payment.	80	50	80	50

Table.6 Overall Economic Impact Of Mass Media

SL. NO.	ECONOMIC IMPACT DIMENSION	TOTAL SCORE	MEAN SCORE	RANK
1.	Income	320	0.50	II
2.	Saving	250	0.60	I
3.	Investment	312	0.48	IV
4.	Maintenance of credit worthiness	176	0.55	III
5.	Employment opportunities	256	0.40	V

Impact of mass media on employment opportunity to livestock farmers

The programmes broadcasted in radio and television regularly shows successful farmers interview in programmes like krishidarshan and kisanvani .Through its awareness programmes it provide news of different employment opportunities for the unemployed. 45 percent of the respondents agreed to have increased employment by timely announcement of vacancies and 50 percent agreed that farm information have improved efficiency of labour. Thirty five per cent of the respondents had gone for self employment such as small business establishments, marketing of produce, providing logistic services etc.

Impact of mass media on credit worthiness

The table clearly shows that most of the respondents 60 percent had positive response for credit worthiness . The rest 10 percent were dissatisfied with the resource center for not getting the information on loans on time.Response for surety for availing credit indicated that that 50 per cent of the respondents acted as surety along with the resource centre for availing credit. The programmes broadcasted by radio and television had advantages of maintaining credit worthiness as was highlighted by the respondents.

Overall economic impact of mass media on livestock farmers

The overall economic impact of mass media programmes indicated that more changes has occurred in savings which was ranked first among the economic impact dimensions which was followed by income , maintenance of creditworthiness, investments and employment opportunities were ranked second, third, fourth and fifth respectively. Findings of impact assessment of community radio station would also help researchers to understand how timely access to information can help in economic development of the people. Dimensions such as income, savings, investments, credit worthiness and employment opportunities for the listeners can bring significant changes in the life of the people in Ranchi district of Jharkhand. Hence mass media can play a catalytic role in bringing about changes in the life of the people.

The study concludes that the impact of mass media would help to understand how timely access to information help in economic development of people. Dimensions such as economic impact can bring a significant change in the life of people of Ranchi district. It is therefore, suggested that every possible effort should be made for bringing about desirable change in the behaviour of farmers in order to get systematic information from audience about different aspects of farm radio and TV programmes,

farm magazines and newspapers systematically planned and carefully conducted studies are needed because audience response is very useful for bringing continuous improvement in the methodology of media interventions and message contents. It is the demand of the hour to strengthen and make sustainable initiatives of uplifting the livelihood and empowering rural community so that they can be replicated to other areas as well.

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