

Original Research Article

Constraints Associated with Non-viewing of TV Agricultural Programmes

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ABSTRACT

The study was planned under the penetration range of Muzaffarpur Doordarshan Kendra of Bihar State in order to analyze the constraints for non-viewing of TV agricultural programme. A total of eighty non-televiewer farmers were selected as a sample and data were collected through the pretested interview schedule. The result indicated that maximum percentage of farmers (75%) acknowledged the engagement in domestic and other affairs was a major time constraint associated with the non-viewing whereas children make noise was other most important social barriers for non-viewing of TV agricultural programme. The study further revealed that high price of TV set was a major economic impediment in its use to view the TV agricultural programme. The most important technological constraint was irregular supply of electricity while in case of organizational constraints 77.50% of the agreeing respondents expressed their view that due to location of TV sets at an inconvenient place they often missed their programme.

Keywords

TV Agricultural
Programmes,
non-televiewer
farmers

Introduction

Mass communication has important role to play in enlighten the masses to raise their standard of living and improve the quality of life. It is only alternative for reaching them breaking all barriers of physical distance and illiteracy. Mass communication becomes very enviable while communicating ideas intended to change behavior of people for developing awareness to adoption of an innovation. Among mass media, television plays an important role in the field of agricultural development by informing the farmers about the new techniques in agriculture. It helps to narrow the gap

between research results and their application by farmers.

Doordarshan Kendra Muzaffarpur is the first Doordarshan endra of Bihar state. It came into existence on 14th June, 1978 and since then a number of agricultural and rural development programmes have been telecasted especially for farming community in order to boost their farm production and raise the socio-economic status. Keeping this in view the study was undertaken to measure the constraints for non-viewing of TV agricultural programme under the

penetration range of Doordarshan Kendra Muzaffarpur, Bihar.

Materials and Methods

The study was carried out within the penetration range of Muzaffarpur Doordarshan Kendra of Bihar state. A group of 80 non-viewer farmers were participated in the study. They were selected from the eastern range of the aforesaid T.V. Kendra. The two villages from each of the blocks i.e. Muraul and Mushari of Muzaffarpur district and Pusa and Kalyanpur of Samastipur district were identified as the locale of the present study based on the assumption that selected blocks and all these villages were having largest number of T.V. sets in their possession. Further ten non-viewer farmers from each village were selected randomly from the non-viewers who were not viewing different agricultural programmes on regular basis.

For collection of relevant data, a personal interview schedule was specially structured and responses were obtained in face-to-face situation. The data were subjected to put under statistical analysis in order to get the meaningful results.

Results and Discussion

The constraints involved in non-viewing of the TV agricultural programme were categorised into five groups, viz., 'Time constraints' 'Social constraints' 'Economic constraints' 'Technological constraints' and 'Organizational constraints'. During the study each 80 non-viewers of the TV agricultural programme were asked to indicate their agreement or disagreement with each item relating to the reasons for non-viewing. The results related with their respective aspects are being displayed here as:

Time constraints

Table-1 depicts the time constraints perceived by farmers in non-viewing the TV agricultural programme. It is evident here that maximum number of farmer's (i.e. 75 per cent) respondents acknowledged 'the engagement in domestic and other affairs and they did not get time' demonstrating it as a major constraints of TV non-viewing. The next constraints in this order was feel tired after days hard work, which was agreed by 65.00 per cent of the respondents under the study. Time of telecast is not convenient and suited was rated as the third constraints by the respondents of the study. The obtained results of this study showed the consistency with the findings of those of Jha (1982), Nayak and Yadav (1996) and Bellurkar *et al.* (2000).

The reasons for the non-viewing like 'heavy engagement' and 'feel tired after days hard work' might be emerged partly due to comparative greater age (mean age – 49.13 years) of the non-viewers and also on account of the fact that in rural areas both authority and responsibility for all important works in the family are vested in comparatively older members of the family which keep them more engaged and involved in daily affairs of their houses.

Social constraints

A perusal of Table 2 reveals that 'children often make noise' was most important social barriers for non-viewing of the TV agricultural programme. This was agreed by 63.75 per cent of the respondents. Do not like to watch with younger persons as well as in crowd were ranked as the constraints of the second and third ranks. With regard to the percentage scores of respondents in the fourth and fifth constraints category, it was found that there was not much difference.

Present findings also support the observation made by Jha (1982) and Sharma (2005). On the basis of results, as revealed earlier, it is indicated that the average age of the non-viewers was 49.13 years. It is probable that being comparatively older, these persons were unwilling to watch TV with comparatively younger once who generally crowd before the set and make noise which the older people often do not like. This feeling of alienation may have arisen because of age gap which could be referred as generation gap, between the non-viewer and viewers.

Economic constraints

Table 3 shows that the economic reasons for not viewing the farm telecast programme by the respondents. Although television considered as a potential media for accelerating the knowledge at viewer level yet farmers agree its high price as a major impediment in its use to view the TV agricultural programme. This response was expressed by 90.00 per cent of the respondents. The next constraints in order were the 'high electric consumption to run the television', 'maintenance of TV set is very difficult' and 'to pay extra money and resource to watch the agricultural programme' which were ranked second, third and fourth respectively in order of merit. The similar trend was also reported by Prasad *et al.* (2003) and Badodiya & Chaudhary (2011).

It is well known fact related with rural economy that farming community who were possessing agriculture as only resource generating professions could hardly meet all their basic essential requirements. The farming group which are having other resources in terms of their economic enterprises, they were only able to have the TV of their own. This is only appropriate

explanation which can be given for the rank one response of the selected non-viewers farmers. The second aspect in this area can be justified in terms of acute shortage of electricity in rural village due to the lack of its maintenance/distribution. The most of farmers in rural village often view the TV with the help of the alternative sources of energy. Maintenance of TV set is also considered as the third important economic impediment for non-viewing farmers. In fact in rural villages, it is very difficult to locate the trained and skilled TV mechanics because mostly trained TV mechanics are used to make their services at local city/town where large numbers of TV sets are being operative. Hence this problem still recognized as the important constraints.

Technological constraints

The most important technological constraint perceived among them was 'irregular supply of electricity' which was viewed by 93.75 per cent of the respondents followed by 'farm telecast did not cater to agricultural information need' as the second important constraint. 'The language used is not intelligible' has also been considered as a third for irrigated area only'.

The observed finding is consistent with the results of Prasad *et al.* (2003) in which it was found that lack of electricity and lack of proper education of the media concerned and non use of people language were important constraints for non-viewing of TV farm programmes. Almost half of the respondents were agreed with technological constraints 'improper working of TV sets'. There was no difference with regard to the percentage in the constraints like 'usually the technology shown is beyond the means of common farmer' and 'technology shown is suitable'.

Table.1 Time constraints attributed for non-viewing the farm telecast programme

Constraints	Responses				Rank
	Agree		Disagree		
	F	%	F	%	
Remain engaged in domestic and other affairs and do not get time	60	75.00	20	25.00	I
Feel tired after days hard work	52	65.00	28	35.00	II
Time of telecast is not convenient	16	20.00	64	80.00	III
N = 80					

Table.2 Social constraints attributed for non-viewing the farm telecast programme

Constraints	Responses				Rank
	Agree		Disagree		
	F	%	F	%	
Children often make noise	51	63.75	29	36.25	I
Do not like to watch with younger persons	47	58.75	33	41.25	II
Do not like to watch sitting in crowd	38	47.50	42	52.50	III
Do not like to watch with old persons	34	42.50	46	57.50	IV
Do not like to watch with lower status persons	32	40.00	48	60.00	V
N = 80					

Table.3 Economic constraints attributed for non-viewing the farm telecast programme

Constraints	Responses				Rank
	Agree		Disagree		
	F	%	F	%	
Television set is very costly	72	90.00	8	10.00	I
High electric consumption to run the television	47	58.75	33	41.25	II
Maintenance of TV set is very difficult	44	55.00	36	45.00	III
Pay extra money and resource to watch the agricultural programme	11	13.75	69	86.25	IV

Table.4 Technological constraints attributed for non-viewing the farm telecast programme

Constraints	Responses				Rank
	Agree		Disagree		
	F	%	F	%	
Irregular supply of electricity	75	93.75	5	6.25	I
Farm telecast did not cater to my agricultural information need	49	61.25	31	38.75	II
The language used is not intelligible	46	57.50	34	42.50	III
Improper working of TV sets	40	50.00	40	50.00	IV
Technology shown is suitable for irrigated area only	34	42.50	46	57.50	V
Usually the technology shown is beyond the means of common farmers	34	42.50	46	57.50	V

N = 80

Table.5 Organizational constraints attributed for non-viewing the farm telecast programme

Constraints	Responses				Rank
	Agree		Disagree		
	F	%	F	%	
TV set not conveniently located	62	77.50	18	22.50	I
TV operator not present at the proper time	48	60.00	32	40.00	II
No proper sitting arrangement	27	33.75	53	66.25	III
Lack of information of date and time of the agricultural programme	20	25.00	60	75.00	IV

N = 80

Organizational constraints

The findings related with organizational constraints attributed for non-viewing of the TV agricultural programme were presented in Table 5.

It could be observed from the table that 77.50 per cent of the agreeing respondents expressed their views that due to ‘location of

the TV set at an inconvenient place’ they missed programme. This one was the potent organizational constraints followed by ‘TV operator not present at the proper time’ (60.00 per cent agreeing respondents), ‘no proper sitting arrangement’ (33.75 per cent agreeing respondents) and ‘lack of information of date and time’ were the other prominent reasons for not viewing the farm TV programme. The results of the present

study are in conformity with the findings of Jha (1982) and Bellurkar *et al.* (2000).

An in-depth probe was made to ascertain the important reasons ascribed for non-viewing of the programme. It was revealed that the average distance of the homes of non-viewers from the TV set was 349.93 meters and this was significantly more than those of the viewers (171.00 meters). This may have contributed to the non-viewing of the agricultural programme with better visuality and most clarity.

It is concluded an analysis of the constraints for non-viewing of TV agricultural programme gave some useful suggestion, including one that some of the non-viewer farmer can be converted into viewer if the programmes are better tailored to meet the needs and interests of the farmers.

The understandability and farmers perception about the relevance of the content of the programme suited to local condition can be enhanced by taking resort to more local illustration, producing the programme locally with well known specialists, local progressive farmers and similar other sources which could be rated as the most credible by the farmers.

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