



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(10): 273-275
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www.thepharmajournal.com
Received: 19-08-2023
Accepted: 30-09-2023

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Dairy farm women's mass media exposure to access climate change related information

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Abstract

Climate change is the term used to describe changes in the average condition of the climate as well as changes in other characteristics (such as the frequency of extremes) on all time and space scales that go beyond the scope of particular weather occurrences. Various in the context change in aberrant weather condition dairy farm women's need to manage their regular farm practices because is very sensitive to climatic conditions so that has needed reliable information about change in atmospheric conditions. Through the utilization of mass media they get accurate information. The investigation was carried out in the Ahmednagar, Pune and Solapur district. Thirty-Six villages were chosen at random. A total of 360 dairy farm women were chosen. The information was gathered through personal interviews. In investigated result indicated nearly half (44.17%) of the dairy farm women had low levels of media exposure, 32.50 per cent had medium levels and 23.33 per cent continued to have high levels.

Keywords: Climate change, mass media exposure, information, dairy farm women's

Introduction

The average weather patterns that persist over many years over a sizable area of the earth's surface are referred to as the climate. Climate change is the term used to describe changes in the average condition of the climate as well as changes in other characteristics (such as the frequency of extremes) on all time and space scales that go beyond the scope of particular weather occurrences. Various statistical measurements of the weather and climate components can be used to describe the climate of an area. Typically, mean or average values are calculated over a lengthy period of time, like thirty years. These means are frequently estimated for the entire year as well as for each month. The degree of climatic change can be expressed using extreme maximum and minimum values. Global warming and climate change will have a significant impact on India's ability to produce and profit from dairy milk.

The current investigation is focused on the different mass media used by dairy farm women's to access the climate change related information.

Methodology

The current study was purposefully carried out in India's Western Maharashtra. The following factors led to the choice of this area: a) When compared to the rest of Maharashtra, western Maharashtra produces more milk. b) Dairy farming accounts for the majority of the region's high population of cattle. c) Compared to the other Maharashtra districts, Ahmednagar, Pune and Solapur have the largest milk production and cattle population. The area is made up of seven Maharashtra districts: Pune, Kolhapur, Sangli, Solapur, Ahmednagar, Nashik and Satara. The highest milk output and cow population were taken into consideration when choosing the three districts (Ahmednagar, Pune and Solapur). From each identified district, two tehsils were purposefully chosen and six villages were randomly chosen for the current study from each chosen tehsil. A preliminary survey was carried out in the chosen villages after the villages were chosen to determine the overall number of farm women engaged in dairy farming. 10 dairy farm women who had at least four dairy animals at the time of the inquiry were chosen by random sample method from each of these chosen villages. As a result, 360 dairy farm women from 3 districts, 6 tehsils and 36 villages were chosen. Ex-Post facto research design was used. The data were collected through interview, PLA tools and focus group discussion. The data were analyzed by using percentage, frequency, mean, standard Deviation, correlation, multiple regressions.

Results & Discussion

The extent of nature and the frequency with which dairy farm

women exposed to various mass media. The data in this regard are presented in Table 1.

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

Sr. No.	Mass media	Regularly	Occasionally	Rarely	Never
1.	Newspaper	60 (24.60)	130 (27.10)	100 (5.80)	70 (42.50)
2.	Radio	10 (3.30)	40 (7.90)	100 (9.60)	210 (79.20)
3.	Television	160 (16.70)	140 (47.10)	40 (10.40)	20 (25.80)
4.	Magazine, bulletins	10 (5.80)	20 (3.80)	30 (5.40)	300 (85.00)
5.	Awareness campaigns	65 (22.50)	60 (24.60)	55 (21.70)	180 (31.30)
6.	Dairy/Krishimela	40 (22.60)	70 (28.60)	50 (24.60)	200 (24.20)
7.	Exhibition	10 (2.77)	30 (8.13)	20 (5.55)	300 (83.33)
8.	Mobile	180 (50.00)	80 (22.22)	70 (19.44)	30 (8.33)

(Figure in parentheses indicate the percentage)

The data presented in Table 1 found that the majority of dairy farm women 42.50 per cent of respondents said they never got important information from reading the newspaper, followed by 27.10 per cent respondent said they occasionally did so, 24.60 per cent respondent said they did so frequently and 5.80 per cent respondent said they did so infrequently. It was found that the majority of dairy farm women (79.20 %) never listened to the radio for pertinent information, 9.60 per cent responded that they only occasionally used the radio for information, 7.90 per cent responded that they occasionally used the radio for information and 3.30 per cent responded that they regularly used the radio for information. Watching from a television the majority of dairy farm women were found to occasionally watch television for pertinent information. (47.10 %), 25.80 per cent of respondents never used a television to get information, 16.70 per cent of respondents routinely used a television to get information and 10.40 per cent of respondents only occasionally used a television to get information. The majority of dairy farm women (85.00 %) indicated that they never read magazines or bulletins to learn relevant information; however, 5.80 per cent of respondents said they regularly read magazines or bulletins to learn information, 5.40 per cent said they only occasionally did so and 3.80 per cent said they occasionally did so. It was found that 31.30 per cent of dairy farm women never participated in awareness campaigns to learn about relevant issues, 24.60 per cent occasionally joined campaigns to learn about issues, 22.50 per cent regularly engaged in campaigns to learn about issues and 21.70 per cent infrequently engaged in campaigns to learn about issues. It was discovered that the majority of dairy farm women (28.5%) occasionally obtained pertinent information from dairy/krushi mela, 24.60 per cent occasionally participated in dairy/krushi mela for informational purposes, 24.20 per cent never participated in dairy/krushi mela for informational purposes and 22.60 per cent regularly participated in dairy/krushi mela for informational purposes. The majority of dairy farm women (83.33 %) were found to never obtain pertinent information from exhibitions; however, 8.13 per cent of respondents occasionally participated in exhibitions for that purpose, 5.55 per cent occasionally participated in exhibitions for that purpose and 2.77 per cent regularly participated in exhibitions for that purpose. (50.00 %) regularly used their mobile to access pertinent information, while 8.33 per cent of respondents never used their mobile to access information and 22.22 per cent of respondents only occasionally used their mobile to access information.

Table 2: Distribution of respondents according to their overall mass media exposure

Sr. No.	Mass media Exposure(score)	Respondents (n=360)	
		Frequency	Percentage
1.	Low (Up to 11)	159	44.17
2.	Medium (12 to 16)	117	32.50
3.	High (17 and above)	84	23.33
	Total	360	100.00
	Mean-17.30		SD-3.58

Looking closely at Table 2 showed that nearly half (44.17 %) of the dairy farm women had low levels of media exposure, 32.50 per cent had medium levels and 23.33 per cent continued to have high levels. This result is consistent with Verma's (2012) observation that the majority of dairy farm women had a medium level of exposure to the media.

Conclusion

Farm women are having difficulties adjusting to climate change and that they want information on better dairy farming. So Mass media provide climate related information to dairy farm women at the appropriate time, in the right format and from reliable sources is very vital for improving their dairy practices. According to the findings, More number of farm women's exposed with mass media like use mobile, watching TV, reading newspaper, awareness campaign, krishimela, bulletins, radio and exhibitions dairy farm women's expose to this media while getting the climate change related information.

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