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Extent of use of media by the farmers for market information

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Abstract

This research attempts to determine the use of media as a source of market information by the farmers. The study was undertaken in Narsinghpur district of M.P. Narsinghpur block was selected randomly. Ten villages of the block were selected randomly. A total of 130 farmers were selected by using proportionate random sampling and data was gathered through a well-structured interview schedule. The result revealed that majority of the farmers had low level of extent of use of media for market information. The study suggested that there is better scope for increasing the use of media for market information by means of addressing the problems.

Keywords: Media, mass media, media sources, market information

1. Introduction

In India, farmers work very hard for getting maximum production in available resources, but the profit they get or the income they earned is relatively lower. Application of innovative ideas and adoption of improved locally available technologies is key to raise economic well-being of the farming community in rural areas. Availability of improved technologies for farmers is not the actual problem but lack of accurate, timely Market Information as well as its proper dissemination to the farmers' field is the biggest problem in Indian agriculture I. Market information is essential at all the stages of marketing, from the sale of the produce at the farm until the goods reach the last consumer. Mass media are important in providing Market Information for enabling the rural community to make decision regarding their farming activities, especially in the rural areas of developing countries. Use of various media such as print and electronic media will enable farmer to get the requisite information about the market prices of the produce, input prices at the right time and in a cost-effective manner. This study sought to find out which medium, technology or channels were appropriate to disseminate market information to farmers. Such media include: Radio, Television, Mobile, Internet, Print media.

2. Material and Methods

The study was undertaken in Narsinghpur District of Madhya Pradesh. Narsinghpur district comprised of six blocks namely Narsinghpur, Kareli, Gotegaon, Chawarpatha, Chichli and Saikheda. Out of 6 blocks, Narsinghpur block was selected randomly. Narsinghpur block comprised of 209 villages, out of which 10 villages were selected randomly. Thus total 130 respondents were selected as the sample of the study on the basis of proportionate random sampling method from all selected villages. The data was collected using interview schedule. The statistical methods via, frequency, percentage, Pearson's correlation coefficients etc were used for analysis of data.

3. Results and Discussion

Table 1 showed that most of the farmers i.e. 51.54 percent belonged to middle age group, 66.15 percent to Other Backward Caste, 43.08 percent had studied up to middle school, majority (96.92%) were having farming as their main occupation, 55.38 percent had joint family type, 61.54 percent had large families, 39.23 percent were medium farmers having land between 2.01- 4 ha, majority have mixed house (47.69%), 60.77% had no bullocks, cent percent of the respondents had bullock cart/Cycle/Radio/Chair, 47.69 percent had membership of one organization, 43.08 percent belonged to medium level of annual income, 54.62 percent had medium level of cosmopolitaness, 65.38 percent belonged to medium level of mass media participation and overall credibility index given by the respondents is 73.88 percent.

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Table 1: Distribution of respondent farmers according to their profile in use of media as a source of market information.

S.No.	Profile of respondent farmers	Categories	Respondents (N= 130)	
			Frequency	Percentage (%)
1	Age	Young (up to 38 years)	53	40.77
		Middle (39-54 years)	67	51.54
		Old (above 55 years)	10	7.69
2	Caste	Schedules Caste/ Scheduled Tribe	17	13.08
		OBC	86	66.15
		General	27	20.77
3	Education	Illiterate	2	1.54
		Can read only	7	5.38
		Can read and write	4	3.08
		Primary school	39	30.00
		Middle school	56	43.08
		High school	13	10.00
4	Occupation	Graduate and above	9	6.92
		Labourer	4	3.07
		Caste occupation	0	0
		Business	5	3.85
		Independent profession	0	0
		Farming	126	96.92
5	Family type	Service	2	1.54
		Nuclear family	58	44.62
		Joint family	72	55.38
	Family size	Up to 5 members	50	38.46
		Above 5 members	80	61.54
6	Land Holding	No Land	4	3.08
		Marginal (up to 1 ha)	19	14.62
		Small (1.01 – 2 ha)	20	15.38
		Medium (2.01 – 4 ha)	51	39.23
		Large (above 4 ha)	36	27.69
7	House	No house	0	0.00
		Hut	2	1.54
		Kutch House	21	16.15
		Mixed House	62	47.70
		Pucca House	45	34.61
8	Farm Power	Mansion	0	0
		No bullocks	79	60.77
		1-2 bullocks	7	5.38
		3-4 bullocks	3	2.31
		5-6 bullocks/ tractor	41	31.54
9	Material Possession	Bullock cart/Cycle/Radio/Chairs	130	100.00
		Improved agricultural implements/equipments	53	40.77
10	Social Participation	No participation	43	33.08
		Member of one organization	62	47.69
		Member of more than one organization	22	16.92
		Office holder	3	2.31
		Wider Public leader	0	0.00
11	Annual Income	Lower (up to Rs. 1,30,000)	49	37.69
		Medium (Rs.130001- 240000)	56	43.08
		High (above Rs. 240000)	25	19.23
12	Cosmopolitaness	Low	24	18.46
		Medium	71	54.62
		High	35	26.92
13	Mass Media participation	Low	35	26.92
		Medium	85	65.38
		High	10	7.70
14	Media Credibility	Credibility Index = 73.88		

Table 2: Media sources available to respondent farmers

N=130 (Multiple responses)

S. No.	Media sources available	Frequency	Percentage (%)	Rank
1	Radio	52	40.00	III
2	Television	126	96.92	I
3	Newspaper	31	23.85	IV
4	Mobile	119	91.54	II
5	Magazine	9	6.92	V

Table 2 revealed that majority of the respondents have television as the main source of media available with them.

Table 3: Distribution of respondents according to their extent of use of media

S. No.	Category	Frequency	Percentage (%)
1	Low	84	64.61
2	Medium	42	32.31
3	High	4	3.08
Total		130	100.00

Table 3 revealed that 64.61 percent of the respondents belonged to low extent of use, 32.31 percent had medium extent and 3.08 percent belonged to high level of extent of use of media

Table 4: Relation between profile characteristics of respondents and their extent of use of media for market information.

S. No.	Variables	Correlation coefficient (r)
1	Age	0.090 ^{NS}
2	Caste	0.118 ^{NS}
3	Education	0.3**
4	Land holding	0.325**
5	Occupation	0.316**
6 i)	Family type	0.092 ^{NS}
ii)	Family size	0.096 ^{NS}
7	House	0.132 ^{NS}
8	Farm power	0.130 ^{NS}
9	Material possession	0.039 ^{NS}
10	Social participation	0.282**
11	Annual income	0.241**
12	Cosmopolitaness	0.299**
13	Mass media participation	0.367**
14	Media credibility	0.371**

The value of coefficient of correlation furnished in Table 4 clearly shows that the extent of use of media for market information was positively and significantly associated at 1 percent level of significance with their education, occupation, land holding, social participation, annual income, cosmopolitaness, mass media participation and media credibility.

Further, coefficient of correlation indicated that the variable age, caste, house, type of family, Family size, material possession had positive and non-significant relationship with extent of use of media by farmers for market information.

Conclusion

The overall investigation clearly indicated that majority (64.61%) of the respondents had low extent of use. It could be due to lack of awareness and knowledge to the farmers about the usage of media for market information and also the respondents are less cosmopolites and their social participation is also less

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