The Pharma Innovation

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Study of farmer's socio-economic status in relation to mass media in Varanasi district of Uttar Pradesh

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Abstract
The study was conducted in Arajiline Block of Varanasi district (U.P.) selected purposively. A total number of 120 respondents were selected through random sampling. The structured schedule was developed keeping in view the objectives and variables under study. The respondents were contacted personally for data collection. The percentage, mean, standard deviation and correlation were used for calculation and drawing the inferences. Results reveals that majority of respondents were found in young age category (43.33%), have higher secondary education (27.5%), married (85.53%), Hindu (100%), OBC caste (74.16%), nuclear (95.00%) and small sized family (95.00%),were marginal farmers (49.16%), had took no participation in any organization (46.66%), engaged in farming only (75.83%), had income between 1,00,000 to 2,50,000 Rs (55.00%), having medium level of economic motivation (73.33%), having medium level of scientific orientation (64.16%).

Keywords: Socio-economic status, mass media, farmers, random sampling

Introduction
Everywhere, everyday, exciting thigs are happening. Each day is filled with news. People learn news and views during reading newspapers and magazins, talking over the telephone or they are kept informed by watching TV or listening to the radio. The press, the radio and television play a big role in the life of the society. They inform, educate and entertain people. They also influence the way people look at the world and make them change there views. Mass media plays a very important role in organizing public opinion. Millions of people watch TV and read newspapers in their free time. Most people cannot do without a newspaper in the underground or during the lunch break. TV also dominates the life of the family most of the time. It is also a habit which impossible to resist. The radio is turned on most of the time, creating a permanent background noise. So mass media become a very important part of our life. Mass media denotes a section of the media specifically designed to reach a lagre audience. The term was coined in 1920s with the advent of nation-wide radio networks, mass circulation of newspapers and magazines. However, some forms of mass media such as books and manuscripts had already been in use for centuries.

Mass media can be used for various purposes: advocacy, both for businesses and social concerns. These can include advertising, marketing, propaganda, public relations and political communication. Entertainment, traditionally through performances of acting, music and sports, along with light reading. Since the late 20th century also through video and computer games. Journalism is the discipline of collecting, analysing, verifying and presenting information regarding current events, trends, issues and people. Electronic media and print media include broadcasting, in the narrow sense for radio and television. In the 20th century, these were mainly used for music. Video and computer uses followed. Film, most often used for entertainment, but also for documentaries.

The internet, which has many uses and presents both opportunities and challenges. Examples can include blogs and podcasts (such as news, music, pre-recorded speech and video). Mobile phones, which can be used for rapid breaking news and short clips of entertainment like jokes, horoscopes, alerts, games, music and advertising. Publishing, including electronic publishing, which have developed into a mass form of media since cutting edge devices. Millions of copies of newspapers appear everyday. Many people subscribe to two or more newspapers, others buy newspaper at the newsstands. The internet has recently become another important source of information.

Research methodology

The main purpose of this chapter is to deal with various methods and procedures that are used in the selection of area, locale of study, sampling designs and procedures of data collection, different variables under study, their empirical measurements and statistical methods employed for the analysis of the data.

In Uttar Pradesh, there are 75 Districts and out of these 75 Districts, Varanasi District is selected purposively by the researcher because the researcher is well aware with the situations and conditions of this district. The city of Varanasi originally known as Kashi is situated in Eastern part of India, in Uttar Pradesh, on the bank of holy river Ganga. The district Varanasi is situated at 25.3176^0 N latitude and 82.9739^0 E longitudes. Its total geographical area is 1,535 square kilometers. The density of population is 2,399 per kilometers. It has three Tahsils namely: Rajatalab, Pindra and Varanasi Sadar and eight community development blocks namely: Arajiline, Baragaon, Chirai gaon, Cholapur, Harhua, Kashi Vidya Peeth, Pindra and Sewapuri.

This study was purposively confined in Arajiline block, Varanasi, (U.P.) because block was easily accessible to the researcher. Arajiline included 226 villages and out of these villages 5 villages were selected purposively *viz*, Ganjari, Mehadiganj, Sarvanpur, Vishunpur and Badhaini. All villages were selected purposively for the study. A total of 120 respondents (farmers) were purposively selected randomly, as respondents by using proportionate random sampling technique.

An interview scheduled was prepared keeping in view the objectives and variables to be studied. The personal interview method was used for data collection from the respondents of the above mentioned five villages.

Results & Discussion

The distribution of respondents are on the basis of differential information possessed by them and it was calculated by working out Arithmetic Mean, Standard Deviation, Percentage, Minimum and Maximum.

Table 1: Distribution of respondents according to their socio-economic condition

Variables	Respondents	
	f	%
1. Age		
Up to 42 years	52	43.33
From 42 to 57 years	50	41.66
Above 57 years	18	15
2. Education		
Illiterate	32	26.66
Literate	88	73.34
Primary education	5	4.16
Secondary education	7	5.83
Higher secondary	33	27.5
Intermediate	28	23.33
Graduate	10	8.33
Post graduate	5	4.16
3. Caste		
Schedule Caste	21	7.5
Other Backward Caste	89	74.16
General Caste	10	8.33
4. Marital Status		
Married	103	85.83
Unmarried	17	14.16
5. Religion		
Hindu	120	100
6. Land Holding		
Marginal ((below 1.0 hectare)	59	49.16
Small (1.0 – 2.0 hectares)	50	41.66
Medium (2.0-4.0 hectares)	6	5.00
Large (above 4.0 hectare)	5	4.16
7. Family Type		
Nuclear Family	114	95
Joint Family	6	5
7. Size of Family		
Small (1-5)	114	95.00
Medium (6-10)	3	2.5
Large (above 10)	3	2.5
8. Occupation		
Farming only	91	75.83
Farming + Animal husbandry	3	2.5
Farming + Service	8	6.66
Farming + Business	18	15.00
9. Annual Income		
Up to 1,00,000 Rs.	42	35

	f	%
1,00,001 Rs to 2,50,000 Rs	66	55
Above 2,50,001 Rs	12	10
10. Social Participation		
No Participation	56	46.66
Participation in one organization	47	39.166
Participation in two organization	16	13.33
Participation in more than two organization	1	0.83
11. Farm Power Possession		
Bullock	11	9.16
Electric motor	33	27.5
Pumping set/ Diesel engine	69	57.5
Power tiller	8	6.66
Tractor	69	57.5
12. House Hold Material Possession		
Double bed	56	46.66
Sofa set	25	20.83
Dressing Table	35	29.16
Gas cylinder	120	100
Electric press	71	59.16
Pressure cooker	120	100
Crockery	29	24.16
Fan	120	100
Cooler	47	39.16
Solar light	19	15.83
Heater	69	57.5
Cots	120	100
Sewing machine	51	42.5
Chair	120	100
Wall watch	120	100
13. Communication Media Possession		
Radio	120	100
T.V.	120	100
D.T.H.	120	100
Mobile phone	120	100
Computer	31	25.83
Laptop	51	42.5
News Paper	64	53.33
14. Scientific Orientation		
Low (below 18)	39	32.5
Medium (19-22)	77	64.16
High (above22)	4	3.33

f= Frequency,%= Percentage

Age
It is evident from the Table 1 that majority of the respondents (43.33%) were observed in the young age category of up to 42 years of age followed by middle age 42 to 57 years (41.66%) and old age above 57 years (15.00%) respectively. So, the majority of the respondents (Farmers) fall in the category of young age group up to 42 years.

Education
It is evident from the Table 1 that majority of respondents were educated up to higher secondary (27.5%) followed by illiterate (26.66%), intermediate (23.33%), graduate (8.33%), secondary education (5.83%), primary education (4.16%) and post graduate (4.16%).

Caste
It is evident from the Table 1 that maximum number of the respondents were found in other back word class (74.16%) followed by general category (8.33%) and schedule caste (7.5%).

Marital Status
It is evident from the Table 1 that majority of respondents found under the married category (85.83%) followed by unmarried category (14.16%).

Religion
It is evident from the Table 1 that cent percent of the respondents (farmers) belongs to Hindu religion.

Land Holding
It is evident from the Table 1 that majority of respondents were exist in marginal farmers category (49.16%) followed by small scale farmers (41.66%), medium scale farmers (5%) and lastly large scale farmers (4.16%).

Family Type
It is evident from the Table 1 that the 95.00% respondent's belonged to nuclear family system followed by 5.00% of the respondents who belong to joint family system. It revealed that the fact is majority of respondents (95.00%) belongs nuclear family system.

Size of Family
It is evident from Table 1 that 95.00 percent respondent's families were observed such who had 1-5 members followed

by 2.5 percent families having 6-10 members and 2.5 percent respondents' families was found above 10 members. The average size of family was observed to be 2.5 members. The range between minimum and maximum number of family members was recorded from 1 to 17. Thus, it is concluded that the majority of the respondents was found in category of small family size.

Occupation
It is evident from the Table 1 that 75% respondents were doing farming only, 15% were doing farming + business, 6.6% were doing farming + service and 2.5% were involved in farming + animal husbandry.

Annual Income
It is evident from Table 1 that maximum (55.00%) of the respondents were found in the income categories of Rs. 1,00,000- 2,50,000 followed by other categories *viz*., 35.00% (up to Rs. 1,00,000), 10.00% (above 2,50,000). The average income was observed to Rs. 1,32,000 with a range of minimum Rs. 40000 and maximum Rs. 700000.

Social Participation
It is evident from the Table 1 that majority of the respondents (46.66%) were having no membership in any organization followed by membership in one organization (39.166%), membership in two organization (13.33%) and very least number of respondents (0.83%) have membership in more than two organization.

Farm Power Possession
It is evident from the Table 1 that 57.5% respondents were having tractor, 57.5% respondents were having pumping set or diesel engine, 27.5% respondents have electric motor, 9.16% of the respondents were having bullock, 6.66% respondents were having power tiller.

Communication Media Possession
It is evident from the table 1 that cent percent of the respondents have radio, TV, DTH and mobile phone. Computer is possessed by 25.83% of the respondents, 42.5% respondents have laptop and 53.33% respondents have subscribed to the newspaper.

Scientific Orientation
It is evident from the table 1 that most of the respondents were found with medium (64.16%) degree of scientific orientation followed by low (32.5%) degree and then lastly high (3.33%) degree of scientific orientation.

Conclusion
Village is the prime institute striving for integrated rural development. Study focuses on socio-economic status of farmers. The study indicated, It was observed that Majority of the respondents (43.33%) were observed in the young age category group of up to 42 years of age and literate including formal and informal education. Other backward caste farmers were dominantly engaged in farming. majority of nuclear family system were found in existence having less than 5 members in their families and 100 percent respondents (farmers) belongs to Hindu religion. Majority of respondents found under the married category. Maximum respondents were marginal farmers. Maximum (55.00%) of the

respondents were found in the income category range of Rs. 1,00,000- 2,50,000. Majority of the respondents (75%) were doing farming only, 15% were doing farming + business, 6.6% were doing farming + service and 2.5% were involved in farming + animal husbandry. Majority of the respondents (46.66%) were having no membership in any organization. 9.16% of the respondents were having bullock, 27.5% respondents have electric motor, 57.5% respondents were having pumping set or diesel engine, 6.66% respondents were having power tiller and 57.5% respondents were having tractor. Cent percent of the respondents have radio, TV, DTH and mobile phone. Computer is possessed by 25.83% of the respondents, 42.5% respondents have laptop and 53.33% respondents have subscribed to the news paper. Most of the respondents were found with medium (64.16%) degree of scientific orientation followed by low (32.5%) degree and high (3.33%) degree of scientific orientation. Scientific orientation has its crucial role in changing respondents from laggards to innovators. It is helpful in minimizing the time duration of changing respondent's adopter categories, which is further helpful in upbringing the socio-economic status of the respondents.

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