

Original Research Article

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Correlates of Krishi Dainandini Readers with their Farm Information Utilization Behaviour

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ABSTRACT

The study was conducted in Latur and Beed districts of Marathwada region. Population for the study comprised of respondents who were readers of *krishi dainandini* in Latur and Beed districts. From Latur district Latur, Ausa and from Beed district Ambejogai and Kaij tahsils were selected randomly. Respondents were selected randomly from the list of *Krishi Dainandini* readers which is collected from ATMA office of Latur and Beed districts. The total sample size was one hundred and twenty respondents which who are readers of *Krishi Dainandini* readers. One shot case study method of ex-post-facto research design was adopted for this study. Data was coded, tabulated, analysed and interpreted using suitable statistical parameters. The results showed that most of the readers (68.34%) had medium farm information utilization behaviour and independent variables like education, land holding, annual income, social participation, reading habit, economic motivation and cosmopolitaness had positive correlation with farm information utilization behaviour of the respondents at 5 per cent and 1 per cent significant level respectively. Age and occupation were negative and non-significant correlation with farm information utilization behaviour.

Keywords

Farm information utilization behaviour, *Krishi Dainandini* readers

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Introduction

The annual farm publications under different titles are being published every year by all the State Agricultural Universities of Maharashtra. The *Krishi Dainandini*, an annual farm publication is being published by Vasant Rao Naik Marathwada Krishi Vidyapeeth, Parbhani. Every year *Krishi Dainandini* is made available to farmers,

offices of State Department of Agriculture, Libraries, Colleges etc *Krishi Dainandini* is most credible source of farm information. It contains variety of farm information related to farming such as new crop production technologies like improved varieties, cultivation practices, plant protection and post-harvest technology. It also provides information on agro based subsidiary occupations like dairy, sheep and goat rearing,

apiaries, sericulture, vermi-compost, IPM, organic farming etc. The *Krishi Dainandini* provide technological know-how to the farmers at regular intervals and also increase the knowledge of farmers regarding improved package of practices of different crops and other allied fields.

Materials and Methods

The study was conducted in Latur and beed districts of Marathwada region. Population for the study comprised of respondents who were readers of *krishi dainandini* in Latur and Beed districts. From latur district Latur, AUSA and from beed district Ambejogai and kaij tahsils were selected randomly. Respondents were selected randomly from the list of *Krishi Dainandini* readers which is collected from ATMA office of Latur and Beed districts.

The total sample size was one hundred and twenty respondents which who are readers of *Krishi Dainadini* readers. One shot case study method of ex-post-facto research design was adopted for this study. The schedule of farm information utilization behaviour was developed with help of teacher to quantify farm information utilization behaviour was measured by computing the score. Final score was calculated by combining all scores and made as category low (upto 11), medium (12 to 19) and high comfortable (20 & above).

Results and Discussion

Profile characteristics of the *Krishi Dainandini* readers

The first objective of the study was to describe profile of *Krishi Dainandini* readers. Majority of the respondents belong to middle Age group. Majority of the respondents were educated up to higher secondary school level. Most of the respondents 37.50 per cent were

having semi medium i.e. 2.01 to 4.00 ha land holding. More than half of the respondents 51.66 per cent engaged in agriculture. Majority of the respondents 7.33 per cent were in medium annual income. Majority 61.66 per cent of respondents were from medium social participation group followed by low social participation group and high social participation group. Majority of the respondents 66.66 per cent were medium reading habit (Table 1).

Farm information utilization behaviour

The result showed that forty topics towards the farm information utilization behaviour of *Krishi Dainandini* readers. In that most of the readers 66.66 per cent were full and 4.17 per cent were partially farm information utilization behaviour about the pest management. 58.33 per cent of the respondents were full farm information utilization behaviour about Organic and chemical fertilizers. 54.17 per cent and 18.33 per cent of the readers were full and partially farm utilization behaviour respectively about integrated nutrient management. 51.67 per cent and 15.00 per cent readers were full and partially farm information utilization behaviour about respectively to use of biofertilizers whereas 47.50 per cent and 16.67 per cent of the readers were full and partially farm information utilization behaviour about sugarcane cultivation. 45.83 per cent of the respondents were full farm information utilization behaviour about disease management. Only 06.67 per cent, 05.00 per cent, 04.16 per cent and 03.33 per cent readers full farm information utilization behaviour about the agriculture engineering, home science, agriculture forestry, biogas and biodiesel respectively.

The data regarding to level of farm information utilization are given in table 2.

Table.1 Profile characteristics of *Krishi Dainadini* readers

(N=120)

Profile characters	Category	Frequency	Percentage
Age	Young age (Up to 31 year)	24	20.00
	Middle age (between 31 to 47 year)	75	62.50
	Old age (Above 47 year)	21	17.50
Education	Illiterate	00	00.00
	Only read and write	12	10.00
	Primary education (Std 1 st to 4 th)	29	24.17
	Secondary education (Std 5 th to 10 th)	29	24.17
	Higher secondary education (11 th to 12 th)	40	33.33
	Diploma	03	02.50
	Graduated	04	03.33
	Post Graduate	03	02.50
	Ph.D.	00	00.00
	Other	00	00.00
Land holding	Marginal (up to 1 ha)	23	19.17
	Small (1.01 to 2.00)	42	35.00
	Semi-medium (2.01 to 4.00)	45	37.50
	Medium (4.01 to 10.00)	10	08.33
	Big (10.01 and above)	00	00.00
Occupation	Farm labour	14	11.66
	Caste occupation	20	16.66
	Business	17	14.16
	Agriculture	62	51.66
	Service	7	05.83
Annual income	Low (Up to Rs. 1,20,290)	22	18.33
	Medium (Rs. 1,20,291 to 3,12,209)	88	73.33
	High (Rs.3,12,210 and above)	10	08.34
Social participation	Low (Up to 6)	28	23.33
	Medium(7 to 12)	74	61.66
	High (13 and above)	18	15.00
Reading habit	Poor (Up to 4)	26	21.67
	Medium (5 to 6)	80	66.66
	Good (7 and above)	14	11.67
Economic motivation	Low (Up to 13)	19	15.83
	Medium (14 to 16)	85	70.83
	High (17 and above)	16	13.34
Cosmopolitaness	Low (Up to 1)	15	12.50
	Medium (2 to 3)	85	70.83
	High (4 and above)	20	16.67

Table.2 Distribution of readers according to their specific farm information utilization behaviour

Sl. No.	Name of Topics	Farm information utilization behaviour		
		Full	Partially	Not at all
1)	Research recommendation	28 (23.33)	17 (14.17)	75 (62.50)
2)	Extention eduction	22 (18.33)	10 (08.33)	88 (73.34)
3)	Agriculture economics	13 (10.83)	12 (10.00)	95 (79.16)
4)	Protection of crop varieties and farmer rights	13 (10.83)	8 (06.67)	99 (82.50)
5)	Agriculture climate	26 (21.67)	18 (15.00)	76 (63.63)
6)	Selection of soil	40 (33.33)	17 (14.17)	63 (52.50)
7)	Soil testing	47 (39.17)	22 (18.33)	51 (42.50)
8)	Organic and chemical fertilizers	70 (58.33)	25 (20.83)	25 (20.83)
9)	Integrated nutrient management	65 (54.17)	22 (18.33)	33 (27.50)
10)	Use of biofertilizers	62 (51.67)	18 (15.00)	40 (33.33)
11)	Use of vermicompost	50 (41.67)	25 (20.83)	45 (37.50)
12)	Organic farming	30 (25.00)	19 (15.83)	71 (59.17)
13)	land farming management	17 (14.17)	12 (10.00)	91 (75.83)
14)	Crop production and management	28 (23.33)	15 (12.50)	77 (64.17)
15)	Water management	20 (16.67)	15 (12.50)	85 (70.83)
16)	Plant biotechnology and tissue culture	20 (16.67)	10 (08.33)	90 (75.00)
17)	Crop improved varieties	35 (29.17)	12 (10.00)	73 (60.83)
18)	Crop cultivation method	45 (37.50)	15 (12.50)	60 (50.00)
19)	Sugarcane cultivation	57 (47.50)	20 (16.67)	43 (35.83)

20)	Fodder crop	15 (12.50)	12 (10.00)	93 (77.50)
21)	Weed management	20 (16.67)	25 (20.83)	75 (62.50)
22)	Pest management	80 (66.66)	5 (4.17)	35 (29.17)
23)	Cultivation of fruits	27 (22.50)	16 (13.33)	77 (64.17)
24)	Vegetable cultivation	30 (25.00)	10 (08.33)	80 (66.67)
25)	Floriculture	15 (12.50)	14 (11.67)	91 (75.83)
26)	Green house technology	19 (15.83)	18 (15.00)	83 (69.17)
27)	Agriculture forestry	5 (04.16)	3 (02.50)	112 (93.33)
28)	Disease management	55 (45.83)	16 (13.33)	49 (65.84)
29)	Cow nutrition and health	48 (40.00)	19 (15.83)	53 (44.17)
30)	Buffalo nutrition and health	10 (08.33)	12 (10.00)	98 (81.67)
31)	Goat nutrition and health	24 (20.00)	11 (09.17)	85 (70.83)
32)	Poultry nutrition and health	18 (15.00)	7 (05.83)	95 (79.17)
33)	Agriculture Engineering	8 (06.67)	9 (07.50)	103 (85.83)
34)	Value added products	15 (12.50)	10 (08.33)	95 (79.17)
35)	Sericulture	20 (16.67)	11 (09.17)	89 (74.16)
36)	Mushroom cultivation	00 (00.00)	4 (03.33)	116 (96.67)
37)	Biogas and biodiesel	4 (03.33)	12 (10.00)	104 (11.67)
38)	Fishery	00 (00.00)	5 (04.17)	115 (95.83)
39)	Improved tillage equipments	48 (40.00)	20 (16.67)	52 (43.33)
40)	Home science technology	6 (05.00)	12 (10.00)	102 (85.00)

Overall farm information utilization behaviour

Table.3 Distribution of reader farmers of Krishi Darshani according to overall level of farm information utilization behaviour

(N=120)

Sl. No.	Overall level of farm information utilization behaviour	Frequency	Percentage
1.	Low (Up to 11)	17	14.16
2.	Medium (12 to 19)	82	68.34
3.	High (20 and above)	21	17.50
	Total	120	100.00

Table.4 Relationship between profile characteristics of the readers and their farm information utilization behaviour

Sl. No.	Variables	Correlation Coefficient (r)
1.	Age	-0.102 ^{NS}
2.	Education	0.197*
3.	Land holding	0.275**
4.	Occupation	-0.002 ^{NS}
5.	Annual Income	0.263**
6.	Social Participation	0.291**
7.	Reading habit	0.328**
8.	Economic Motivation	0.259**
9.	Cosmopolitaness	0.217 *

* Significant at 0.05 level of probability.

** Significant at 0.01 level of probability.

NS- Non significant

The data from table 3 show that, readers of *Krishi Dainandini* had medium farm information utilization behaviour (68.34 per cent), followed by 17.50 per cent of reader farmers had high farm information utilization behaviour while 14.16 per cent of reader farmers had low farm information utilization behaviour.

These findings are consistent with Garudkar (2010).

Relationship between the profile characteristics and farm information utilization behaviour

The results revealed that out of nine independent variables, seven variables had exhibited positive and significant relationship

with farm information utilization behaviour of readers. Education, land holding, annual income, social participation, reading habit, economic motivation and cosmopolitaness, had positive correlation with farm information utilization behaviour of the respondents at 5 per cent and 1 per cent significant level respectively. Age and occupation were negative and non-significant correlation with farm information utilization behaviour (Table 4).

It was concluded that, majorities of the respondents were middle age group, higher secondary school level of education, semi medium land holding, more than half respondents engaged in agriculture and medium annual income category. Further it could observe that majority of the

respondents, medium level of social participation, reading habit, economic motivation and cosmopolitaness. Also clearly observed that majority of the respondents had a medium farm information utilization behaviour. Therefore, it is suggested that to improve the quality of the *Krishi Dainandini* by considering the suggestions expressed by the readers. Success stories or experience features of progressive farmers may be included in *Krishi Dainandini*, so as to motivate other reader farmers. Thus there is still scope to improve the *Krishi Dainandini* to reach high utilization behaviour.

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