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Message

Scientific discoveries and advancement affect our lives by providing new policies and regulations that provide broad national direction and by new products that enhance our lives. Technology and engineering translate scientific knowledge into action. At the same time, technological innovations often require further research into materials, devices and processes. Engineers use the knowledge of science, mathematics, economics and appropriate experience to find suitable solutions to the problems and helps in creating an appropriate mathematical model for analysis.

This special issue on Engineering and Technology 2012 of Anvikshiki brings together the latest developments in technology and gives a base for the future work to be done in respective areas.

I wish the journal to be a great success.

Bhawna Verma
Assistant Professor
Department of Chemical Engineering & Technology
Center of Advanced Study
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Message

I express my sincere gratitude to the editorial board of prestigious journal ANVIKSHIKI for believing in my technical competencies and choosing me as a reviewer of special issue on Engineering and Technology 2012. I understand that with great role comes great responsibilities. I will try to fulfill this highly valued responsibility with best of my technical knowledge and human values. This journal has been a guiding beacon for scientific community for numerous years & has gained the prestige due to its original & rich articles. The contribution of ANVIKSHIKI in field of scientific research is immense.

I wish for the phenomenal success of special issue on Engineering and Technology, 2012 of ANVIKSHIKI.

Prabhat

P K S Dikshit
Professor
Department of Civil Engineering
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Varanasi 221005

Editorial Note

As my nomination as an Subject Expert and Editor for this Special Issue on Engineering & Technology 2012, I have worked a lot to make it successful. I do whatever task is at hand to the best of my ability. I take pride in my work and give hundred percent every time. For those submissions that were not suitable for publication, we tried to let authors know very quickly of our decision, giving them a chance to submit their manuscript to another journal if they so desire. I am fully aware that the prestige and quality of an ANVIKSHIKI Journal depends upon the altruistic participation of reviewers and the fairness and promptness with which the review process is conducted. In this regard, I wish to express my sincere gratitude to all board members for their nice cooperation and sustained effort. However, because of the increased number of submissions and the diversity of research fields involved, we have a difficult task ahead of us requiring a more rapid tempo of review. At the same time, from now on the authors themselves should assume their own inescapable responsibilities. The editor will return immediately any manuscript that is incomprehensible to reviewers on account of substandard grammar and syntax.

Finally, it is a pleasure to thank my Editor in chief for their nice cooperation and valuable suggestion. Now, we all look forward to embarking in a journey that can take ANVIKSHIKI on to the next plateau of excellence.

I hope you will enjoy reading this issue and we welcome your feedback .

With best regards,



Jyoti Prakash

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Best regards,

Dr. Maneesha Shukla.

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A STUDY TO ASSESS THE AWARENESS OF THE FARMERS ABOUT THE FARM T.V. PROGRAMMES

BANARSI LAL*

Declaration

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Abstract

Television as an audio-visual medium of communication offers immense potential for disseminating the technological information to remote corners of the country, through the nationwide T.V. network.T.V. Is also considered as a very strong medium for the dissemination of agricultural information as the first stage of awareness. The study was conducted in Kathua district of Jammu and Kashmir which was selected purposively. Out of 9 Panchayat Samities only 2 Panchayat Samities were selected purposively. A total of 6 Gram Panchayats were selected randomly. A Sample of 12 villages was selected by using the simple random sampling technique. A sample of 120 farmers was selected by using simple random sampling technique.

Introduction

Communication is the vital aspect to change the behaviour of the receiver. As a matter of fact, no executive can be successful without communicating effectively with his superiors or subordinates. The importance of communication has been greatly emphasised by all the management experts. Communication like birth and death is a part of an individual's life as well as organisational existence. Its importance is self-explanatory and is common experience of all as well.

Use of television as a powerful communication medium has no doubt to captivate the agricultural educators to harness its potential for reaching far across the nation. While it provides words with pictures and sound effect like movies, T.V. has the capacity to reach the largest number of people in shortest possible time. People learn through the eyes and ears both thus, gain greater knowledge and understanding of the subject. It is undoubtedly one of the most versatile audio-visual aids ever developed. Keeping in

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mind the importance of television a study on “To assess the awareness of the farmers about the farm T.V. Programmes” was undertaken with the following specific objective.

- 1) A study to assess the awareness of the farmers about the farm T.V. programmes.

Methodology

The study was conducted in Kathua district of Jammu and Kashmir which was selected purposively. Out of 9 Panchayat Samities two Panchayat Samities were selected purposively. Three Gram Panchayats from each Panchayat Samiti were selected randomly. Thus a total of 6 Gram Panchayats were selected for study purpose. A sample of 12 villages was selected from all 6 Gram Panchayats by using simple random sampling technique.. Number of selected villages from each Gram Panchayat were proportional to the size of Gram Panchayat. A sample of 120 farmers was selected from 12 villages. The number of selected farmers from each village were proportional to the size of villages. Response of the farmers was taken and percentage was found out.

T A B L E 1 *Timing of farm T.V. programmes as suggested by the respondents (telev viewers)*

N=120

Whether present timing is suitable	Response	
Response No.	Yes	No
	50(41.67)	70(58.33)
Timing		Frequency
Winter		
a. 6.00 PM		30(42.85)
b. 7.00PM		40(57.15)
Total		70(100.00)
Summer		
a. 7.00 PM		25(35.71)
b. 8.00PM		45(64.29)
Total		70(100.00)

Note: Figures in parentheses indicate the percentages

From the data presented in table 1, it appears that out of 120 farmers, 41.67 per cent farmers were in favour of the present timing, whereas, 58.33 per cent respondents wanted change in the timing of the farm T.V. programmes, which means that the majority of respondents liked change in timing.

T A B L E 2 *Farmers response for the suitability of the duration of farm T.V. programmes*

N=120

Whether present duration of farm T.V. programmes suits	Response	
Response No.	Yes	No
	60(50)	60(50)
Duration should be increased	Total	
By 10 minutes only	Duration should be increased by 15 minutes daily	
20(33.33)	40(66.67)	60(100.00)

Note: Figures in parentheses indicate the percentages.

Data in table 2, reveal that out of 120 respondents 50 per cent did not want any change in the present duration of farm T.V. programmes, while remaining 50 percent respondents wanted change in the duration of farm T.V. programmes. Out of 60 respondents who wanted change 33.33 per cent exposed that the duration should be increased by 10 minutes daily and 66.67 per cent respondents were of the view that duration should be increased by 15 minutes daily.

TABLE 3 *Farmers response towards contents of farm T.V. programmes*

N=120

Whether satisfied with the contents	Response	
	Yes	No
	77(64.17)	43(35.83)
Contents	Frequency	Percentage
a. Methods of using insecticides and pesticides	20	46.51
b. Techniques of improving the soil conditions	28	65.11
c. Monthly schedule of farming practices of different local crops.	26	60.46
d. Information relating to institution providing support to the farmers	28	65.11
e. Guidance about dairy	18	41.86
f. Guidance about animal husbandry	32	74.41
g. Guidance about poultry production	21	48.83

Figures in table 3, reveal that out of 120 respondents, 64.17 per cent respondents were satisfied with the existing contents of programmes whereas 35.83 per cent respondents desired change in the contents of the programmes.

TABLE 4 *Response of viewers with regard to suitability of language of farm T.V. programmes.*

Whether language suits	Response	
	Yes	No
	95(79.17)	25(20.83)
Suggestions	Frequency	
a. Programmes should be in local dialect	20(80)	
b. Programmes should be in Punjabi	5(20)	
Total	25(100.00)	

Figures in parentheses indicate the percentages.

From table 4, it appears that out of 120 respondents 79.17 per cent opined that the language of farm T.V. programmes was suitable to them, whereas the rest 20.83 per cent respondents expressed that the language did not suit them. Out of 25 respondents, whom the language did not suit 80 per cent respondents wanted that the programmes should be telecasted in local language of Kathua district and the remaining 20 per cent respondents wanted that the Punjabi language should be used in farm T.V. programmes. This shows that majority of the farmers were not satisfied with the language used in farm telecast. This might be due to the fact the language used in the telecast was not compatible with the comprehension power of some farmers.

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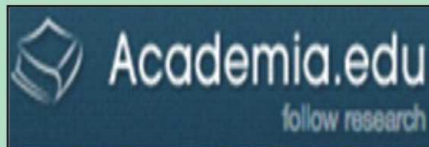
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