

**FARM PROGRAMMES OF ELECTRONIC MEDIA:  
A COMPARATIVE STUDY OF  
AUDIENCE PERCEPTION IN KERALA**

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## DECLARATION

*"I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text"*

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# **Certificate**

*Certified that the thesis " Farm Programmes of Electronic Media: A Comparative Study of Audience Perception in Kerala" is the record of bona fide research carried out by JOMI THOMAS under my supervision. The thesis is worth submitting for the degree of Doctor of Philosophy under the Faculty of Social Sciences.*



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## **ABSTRACT**

Farm communication and extension programs are vital part of the farm development attempts. Electronic media plays a major role in farm extension activities. Kerala, the consumer state, which was a complete agricultural state in pre-independence period, is the sprouting land of agricultural extension and publication activities in print media. Later AIR (All India Radio) farm programs and farm broadcasting of Doordarshan enriched the role of electronic media in farm extension activities. The media saturated southern state of India received this new electronic media farm communication revolution whole heartedly.

However, after 1990, Kerala witnessed a flood of private T V channels and currently there are 24 channels in this regional language, named Malayalam. All major news and entertainment channels are broadcasting farm programs. Farm programs of AIR and Doordarshan, broadcasted in Malayalam language, have been well accepted to the farmers' in Kerala.

However, post-independence period, witnessed the formation of Kerala state in Indian Union and the first ballot-elected communist Government started its administration. After the land reform bills, the state witnessed a gradual decrease in agricultural production. Even if it is not reflected much in the attitude and practices of farm community and farm broadcast of traditional electronic broadcasting, a change is observable after the post-liberalization era of India. Private Television channels, which were focused on entertainment value of programs, started broadcasting farm programs and the parameters of program production went through certain changes.

In this situation, there is ample relevance for a study about the farm programs of electronic media in terms of a comparative study of audience perception. The study is limited in the state of Kerala as it is the most media saturated state in India.

The study analyzes the rate, nature and scope of adoption of farming methods transmitted through electronic media (T.V. and Radio) in Malayalam language.

All kinds of Farm programs including comprehensive program serials, success stories, seasonal cropping methods, experts opinion, been analyzed on the basis of the following objectives.

- To find whether propagating new farm methods through farm programs in electronic media or the availability of adequate infrastructure and economic factors make a farmer to adopt a new farming method.
- To find which electronic media has more influence on farmers to adopt agricultural programs.
- To find which form of electronic media gets better feedback from farmers
- To find out whether the programs of T.V. or Radio is more acceptable to farmers than the print media.
- To find whether farmers gets the message through their preferred medium for the message.

The researcher recorded opinions from a panel of agricultural officers, farm Information officers, agro extension researchers and experts. According to their opinions and guidelines, a pilot study is designed and conducted in Kanjikuzhy Panchayath, in Alappuzha district, Kerala. The Panchayath is selected by considering its ideal nature of being the sample for a social Science research. Besides, the nature of farming in the Panchayath, which devoid of the cultivation of cash crops also supported its sample value.

As per the observations from the pilot study, researcher confirmed the Triangulation method as the methodology of research. The questionnaire survey, being the primary part contained 42 Questions with 6 independent and 32 dependent variables. The survey is conducted among 400 respondents in Idukki, Alappuzha and Pathanamthitta districts considering geographical differences and distribution of different types of crops. The response from a total of 360 respondents, 120 from each district, finally selected for tabulation and data analysis.

The data analysis, based on percentage analysis, along with the results from focus group discussion among a selected group of 20 farmers, together produced the results as follows.

Farmers, who are the audience of farm programs, have a very serious approach towards the medium. They are maintaining a critical point of view towards the content of the programs. Farmers are reasonably aware about the financial side of the programs and the monitory aspirations of both private and Government owned Television channels.

Even though, the farmers are not aware on the technical terminology and jargons, they have ideas about success stories, program serials and they are even informed about channels are not maintaining an audience research section like AIR.

Though the farmers accept Doordarshan as the credential source of farm information and methods, they are inclined to the entertainment value of programs too. They prefer to have more entertainment value for the programs of Doordarshan. Surprisingly, they have very solid suggestions on even about the shots which add entertainment value to the farm broadcasting methods of Doordarshan.

Farmers are very much aware about the fact that media is just an instrument for inspiration and persuasion. They strongly believe that the source of information and new methods is agricultural research and an effective change happens only when there are adequate infrastructure and marketing facilities, along with the proper support from Government agricultural guideline and support systems like Krishi Bhavans. They strongly believe that media alone cannot create any magic in increasing agricultural production.

Farmers are pointing out the lack of response to the feedback and queries of farmers on farming methods, as an evidence for the difference in levels of commitment of Government and private owned Television channels.

Farmers are still perceiving AIR farm programs are far more committed to farmers and farming than any other electronic medium. However, they are seriously lacking Radio receivers with medium wave reception facility.

Farmers perceive that the farming methods on new crops are more adoptable than the farming methods of traditional crops in both private and Government owned Television channels. There are multiple factors behind this observation from farmers.

Farmers changed in terms of viewing habits and they prefer success stories, which are totally irrelevant and they even think that such stories encourage people to go for farming and they opined that such stories are good sources of inspiration. However, they are all very much sure about the importance and particular about the presence of entertainment factor even in farm programs.

Farmers expect direct interaction of any expert of the new farming method to implement the method in their agriculture practices. Though introduction of a new idea in the T.V. is acceptable, farmers need the direct instruction of expert on field to start implementing the new farming practices

Farmers still have an affinity towards print media reports and agricultural pages and they have complaints to print media on the removal of agricultural information pages from news papers. They prefer the reports in print media as it facilitates them to collect and refer articles when they need it.

Farmers are having an eye of doubt about the credibility of farm programs by private T.V. channels. Even if they prefer private Television channels for listening and adopting new farming methods and other farm information, they scrutinize programs to know whether they are sponsored programs by agro-chemical or agro-fertilizer manufacturer.





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# Chapter 1

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## ***INTRODUCTION***

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### **INDIAN AGRICULTURE-THE CURRENT VIEW**

Agriculture is one of the strongholds of the Indian economy and it accounts for 18.5 percent of the Gross Domestic Product (G.D.P.) Agriculture draws its significance from the fact that it has vital supply and demand links with the manufacturing sector and is a source of livelihood for the rural population of India, and it represents the backbone of rural livelihood security system.

In 2007-08, India achieved a record food grain production of 227 million tonnes (1000 Kilograms), posting a growth of 10 to 12 million tonnes in excess of the previous fiscal. With an added 2 to 3 million tonnes during the Rabi season, it would touch 230 million tonnes - a landmark in food grain production.

According to a Rabobank report titled "Indian agri-biotech sector: Emerging scenario, issues and challenges", the agri-biotech sector in India has been growing at a whopping 30 per cent since the last 5 years, and it is likely to sustain the growth in the future as well. The report further States that agricultural biotech in India has immense potential and India can become a major grower of transgenic rice and several genetically engineered vegetables by 2010. Already research work is being carried in 19 crops like rice, wheat, cotton, potato, banana, tomato, rapeseed, mustard and coffee among other seeds.

The food processing sector, which contributes 9 per cent to the G.D.P., is presently growing at 13.5 per cent against 6.5 per cent in 2003-04, and is going to be an important driver of the Indian economy.

Indian agriculture has made rapid progress / strides in the last half century by augmenting the annual food grain production from 51 million tonnes in the early fifties to 209 million tonnes in 1999-2000 and steered the country's food status to self sufficiency. It has been successful in keeping pace with the rising food demand of a growing population. Food grain production quadrupled in the last 50 years while population nearly tripled from 350 million to one billion during this period. Significantly, the extension system had played its role untiringly in transfer of production technologies from lab to land besides the agricultural scientists, farmers and marketing network.

Indian agriculture contributes 32% to the G.D.P and after 60 years of independence about 59% of Indian population still depends on agriculture<sup>1</sup>. Economic reforms were started about 8 years ago in the country. Accordingly, each and every sector has changed its strategies in view of global competition. However, for information dissemination at farmers level age old concepts of grassroots level workers and adopted villages and localities are continuing where after introduction of technology, you have to wait for years together, so that it percolates to- the remaining farmers. Even in adopted villages, people take interest only till the project/ program is there. After project is over they again come to the point from where they had started, and despite providing free of cost, extension services, only 25-30% technologies have reached to the farmers' field.

## **AGRICULTURE AND KERALA**

Food sustains human life and its staple source is agriculture. If agriculture faces ruin, it inevitably leads to severe famine spelling doom for the human race. This is specially seen in a country like ours which is in the excruciating grip of population explosion. In British India, severe famines were sporadic and but regular phenomena. Between 1870 and 1900, 300 lakh famine deaths occurred

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<sup>1</sup>Swaminathan M.S. , freedom from hunger and deprivation , Manorama year book 1997, Malayala Manorama , Kottayam 1997, Page 24



in India. The population of undivided India was 281 millions in 1891. It was 10 million famine deaths that were reported during the period from 1893 to 1894 itself. The last severe famine that afflicted the Indian subcontinent was during the period 1942-43. At that time 2 million people died writhing due to hunger, observed Swaminathan<sup>2</sup>.

Self sufficiency in food had never been the aim of the British in India. As such the first task of Independent India was to find food for the teeming millions in the country. Naturally while formulating the 5 year plans the main and immediate objective was to attain self sufficiency in food.

Through the implementation of meticulously designed schemes, the 5 year plans could be able to its steady growth in the field of agriculture which ultimately paved the way for the uplift of Indian farmers. The much published areas results where a new era in the food production and hence the food sustainability of the country

The scheme of improving agriculture included systematic dissemination of scientific information on new techniques of agriculture, introduction of new seeds etc. through a well planned infrastructure for free flow of information. At the initiate of Central Government, the benefits percolated down to the farmers in each plan through various central schemes and institutions such as Krishi Vigyan Kendras but the problems facing agriculture in our country are legion. In addition to excess rain fall and drought, and other factors such as deforestation and indiscriminate grazing of cattle adversely affect the agriculture in our country. According to the Indian Society for Promotion of Wasteland Development, 39 per cent of our total land area has the centered up inefficacious. The fact that even a slight unfavorable fluctuation in food production can push the whole country into famine and starvation is hanging over us. The only remedy for this is to use the maximum extends of land most efficiently for producing the maximum quantity of food. To achieve this purpose,

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<sup>2</sup> Swaminathan M.S. , freedom from hunger and deprivation , Manorama year book 1997, Malayala Manorama , Kottayam 1997, Page 552

the farmer has to be in the centre stage. The State agencies will have to be in regular and continuous contact and interaction with farmers. In a diverse country like India, the media alone can render the necessary help and assistance.

The case is not different in Kerala. Kerala has reached almost circulation point in respect of land used for agriculture. Here further boosting food production as well as employment generation is possible only through vertical growth rather than horizontal expansion that can be achieved only with the help of motivated media network.

Aikya (United) Kerala was formed by the unions of the regions under the Princely States of Travancore and Cochin and the Malabar region of the erstwhile Madras State. Though all these regions had separate land laws, a unified Land Act implemented in 1960. This Act, the Kerala Agricultural Relations Act was later abolished and the Kerala Land Reforms Act implemented in 1964. Though this law was quite effective in protecting the agricultural tenants, it was not possible to enforce the provisions meant for abolishing intermediaries. An amendment was enacted in 1969 and the “Janmi System” ended and all the tenants became absolute owners of their land.

Through enactment of the Land Reforms Act, Kerala became a model to the whole of India in the matter of abolition of the Janmi (landlord) Land Tenure system. The provisions relating to ceiling on land holdings were on the lines suggested by the Central Government. Krishna Iyer points out that the ceiling on land area fixed for Kerala is very small compare to that fixed in the case of other state. According to the relevant provisions in the Kerala Act, the maximum area of land that a family is ordinarily permitted to hold is fixed at 20 acres. Only plantations where cash crops are cultivated, private forest, land required for non-agricultural purposes and lands owned by public educational and religious institutions that have been exempted from the ceiling provisions. It has been estimated that the excess land available in the state is 1.5 lakh acres. According

to records available till the end of October 1988, the Government has distributed 16000 acres of lakhs to 1.25 lakh landless people.

One of the negative effects of the Land Reforms Act, it has been allied, has been that, it has resulted in a fall in agricultural production. Up to 1970, the area under cultivation and agricultural production were increasing. During the period 1960-1971, 25 per cent increase was recorded in agricultural Income. Thereafter, however, there has not been any noticeable change in the area under cultivation. Yet production continued to display an upward trend till 1974-75. Afterwards, considerable reduction in the level of agricultural production has been observed. We use on agriculture and agro based must also consider the money spend for agricultural development in the state through the 5 year plans. Though provision had been made in the first Five Year Plan for spending Rupees 5.62 crores on agriculture and agro based schemes, only Rupees 2.95 crores had been spent. Priority was given to small scale irrigation projects during the plan period. Out of the Rupees 15.32 crores set apart in the second plan it became possible to spent Rupees 13.2 crores. The main features of agricultural development in this plan were use of improved seeds, distribution of chemicals, increase in production and use of compost and green manures, land protection measures, development of irrigation facilities and establishment of 19 centers of agricultural research of production of improved seeds. The Agricultural College and the research station at Vellayani (Trivandrum) came into existence during the period of this plan.

Three times the amount sanctioned during the second plan period (Rs 91.69 crores) was allocated during the period of the third plan and the production targets of all important crops were pre-determined but it felt short of anticipated target. At that time, 19.5 per cent of the plan expenditure of the state had been set apart for agriculture. While Rs 36.80 crores had been provided through free annual plans, Rs 37.98 crores had been spent. In the fourth plan 14.94 per cent of the state's plan expenditure, amounting to Rs 54.58 crores was earmarked for agriculture. For reducing the food deficit of the state, increased production of food crops to the maximum extend and increased production of cash crops

through joint farming where the objectives. Even though Rs 107.45 crores (14.62 per cent was set apart for agriculture in the 5<sup>th</sup> plan, an amount of only Rs 64.67 crores was utilized. Rs 104.64 crores were provided for agriculture development during the Sixth Plan period. The main target set for agriculture during the sixth plan were a comprehensive scheme for prevention of pest and diseases, adoption of hybrid crops, small scale irrigation schemes and provision for maximum assistance for agricultural development schemes through financial institutions.

In spite of all these development efforts, the area of 8.34 lakh hectares in which rice was cultivated during 1979-80 came down to 7.65 lakh hectares in 1984-85. Though the target set was to increase the production of rice to 16 lakh tones at the end of the Plan period, it was only 13.39 lakh tones even during 1981-82 when production was maximal. There was considerable depression in the production of many crops. The seventh plan views agriculture just as the Sixth Plan did. It envisaged a comprehensive program with the objective of improving and increasing the production of paddy, coconut, beans, fruits, vegetables, tapioca and such other crops.

For accelerating economic growth and for increasing employment opportunities, the Eighth Plan depended mainly on the agricultural sector. A three-pronged strategy was formulated for attaining this objective.

Identification of infrastructural development works which are both productive labor intensive and capable of generating larger employment opportunities and Integration of all land based activities on a homestead basis for increasing Income from small holdings. Horticulture, poultry, inland fisheries and food processing were identified as thrust areas for organized efforts on commercial lines.

There was an increase of 1.28 lakh cultivators and 2.03 lakh agricultural laborers in the working population that depended on agriculture during the decennium ending 1991. The cultivators (10.15 lakhs) and the agricultural laborers (21.20 lakhs) together accounted of more than 37 per cent of the total

working population. Likewise, the provisional estimates of the agricultural census 90-91 reveal that the average size of holding has further come down from 0.34 hector. to 0.31 hector. The onus of finding new opportunities for Income and employment, for these valuable sections of society thus comes to rest with the agricultural sector.

## **Krishi Bhavans**

The State agriculture department has formulated and implemented a number of schemes for streamlining agricultural development in the State. Till 1970-71, the organizations set up to help and assist the farmers at the grassroots level were the Community Development Blocks. The Agricultural Extension Officers (AEOs) attached to the Community Development Blocks were the agents through whom the programs of extension and development were tried out in the fields. The AEOs worked under the immediate administrative control of the Block Development Officers (BDOs) according to the technical guidance given by the District Agriculture Officers. (VEO), a multipurpose worker, designated earlier as 'Gram Sevak', who attended to administrative as well as technical tasks.

The main functions of Krishi Bhavans are:-

- Transferring of technology relevant to the area and satisfying the conditions obtaining in the area.
- Organizing programs for the development of infrastructural facilities for improving productivity.
- Arranging the supply of inputs including decentralized production of planting materials in its service area involving farmers and organizations.
- Identifying, formulating and implementing location-specific agricultural development projects availing institutional finance. The object of such projects is to enhance production and capability, thus ensuring better Income and employment.

- Organizing community efforts for boosting agricultural produce.
- Revitalizing existing farmers' organizations / co-operatives etc. and organizing new ones for agricultural development.
- Enlightening farmers about primary processing of agricultural commodities and activating them for co-operative marketing.
- Monitoring implementation of plan schemes.
- Ensuring quality control of inputs.
- Establishing model demonstration gardens and conducting of farm/field trials.
- Assessing crop situation.
- Rendering plant protection services.
- Studying marketing problems.
- Organizing Krishi Vikasana Samithies.
- Review of Agricultural Situation annually.

Besides these Krishi Bhavans, Central Government agencies such as the Rubber Board and the Spices Board and other voluntary organizations are also working among the farmers though on a limited scale.

### **Agricultural Policy in Kerala**

A comprehensive agricultural policy was formulated and presented in the Assembly for the first time in 1992 during the reign of United Democratic Front Government.

The factors which compelled the state to come up with the declaration of an agricultural policy came to be succinctly essayed thus: -

"Agriculture in the State during the last one and a half decades, particularly the Eighties witnessed a structural transformation in favor of commercial crops. Food crops, largely in the small farm sector, unable to withstand the domination

of commercial plantation crops, naturally lost the prime of place it once enjoyed, has become less remunerative compared to the more patronized commercial crops. Though this could be justified by the increase in agricultural Income in general achieved from such a change, its inevitable consequence of having to compromise on the welfare angle cannot be lost sight of. Therefore, it is inevitable to maintain a certain balance between the general agricultural growths on the one hand and sustain a certain minimum level of food crop production on the other. It is critically important for fulfilling the socio-economic and environmental objectives. It is in recognition of such an objective, that the State Government has come out with a policy statement in March 1992 on the development of agriculture in Kerala crowning a number of bold initiatives for supporting the interest of small and marginal farmers as well as the rural agriculture labor force".<sup>3</sup>

The agriculture department has given shape to a scheme in which every full time farmer owning up to one hectare of land would get a monthly pension of one thousand Rupees. The farmer has to pay just one hundred rupees per year for becoming eligible under the scheme.

Under-30 farmers who join the scheme would begin to get their pension from the date on which they attain 60 years. If the farmer dies before this date, his family would get 50 thousand Rupees.

It was stated that the main objective of the new policy was to increase agricultural production/productivity and to regain respectability for the vocation of agriculture.

An Agricultural Prices Board consisting of experts was to be formed to evaluate price levels and agricultural expenses and advise the Government. If the price of any important crop went below the agricultural expenses involved in its production, a support price scheme would be brought into force immediately. For this purpose a Minimum Price Fund of one crore Rupees would be created.

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3. State Planning Board, Eighth Five Year Plan 1992-97, Mid-term Review, State Planning Board, Trivandrum, 1994, p.8

It was also mentioned in the policy statement that a Paddy Board would be constituted for the comprehensive development of paddy cultivation.

An expert committee would be appointed to scientifically determine which crops could be cultivated in which areas on the basis of physical geography. Even one piece of land would not be allowed to lie barren. For the next 10 years no change would be made in the ceiling on land as laid down in the Land Reforms Act.

The production of spices would be given a fillip and the districts of Idukki and Wayanad were to be named 'Spices Districts'. Specific plans were to be formulated for those districts.

Within 5 years, one lakh young men and women would be provided jobs, directly and indirectly in the agricultural sector. The farmers would be assured of increased Income by the processing of agricultural crops into products and byproducts.

Group farming system would be made universal for preparing small plots of land for modern farming practices and for curtailing farming expenses.

Under the new policy, the area under rubber cultivation was not to be increased. The same approach would be followed in the case of cash crops like coffee, tea and cardamom. However, the effort would be to increase production from the existing areas by improving productivity. Along with increased production, procurement, processing and marketing would also be included as a part of agricultural development.

For the development of paddy cultivation, a ten-point program would be implemented.

- The use of paddy fields for growing other crops would be prevented by amending the law on land use.
- Single crop fields would be turned into double crop ones.
- Marshy areas would be modified for paddy cultivation.



- Joint farming committees would be changed into legally constituted bodies.
- The essential facilities required by each paddy field conglomeration would be implemented through these bodies.
- Procurement of paddy would be arranged for ensuring fair price for paddy during the harvest season.
- Production bonus at the rate of 200 Rupees per hectare would be given during the season to farmers who join the Joint Farming Scheme.
- The pumping cost would be borne by the Government.
- Water tax collected from paddy cultivators would be discontinued.
- An award of one lakh Rupees would be given every year to the best Joint farming committee.

The new policy also promises some favors for confirming the social status and dignity of farmers.

Fifty per cent of the seats on the Director Boards of Primary Agricultural Credit Co-operative Agricultural Development Banks and Primary Co-operative Marketing Societies would be set apart for farmers.

- A full time farmer would be given a seat on the Panchayat committee.
- Five more farmers would be nominated to the General Council and one to the Executive Committee of the Kerala Agricultural University.
- A full time farmer would be nominated to the Land Development Committee to be constituted under the Kerala Land Development Act.
- The children of farmers will be given special consideration for admission to the courses of the Agricultural University.
- Farmers who have achieved success in progressive agricultural practices or experiments which have helped increase production in the

agricultural field would be offered honorary professorship in the Kerala Agricultural University.

- Selected farmers would be deputed to visit important agricultural areas, institutions and centers in other States.
- "Agricultural Development Clubs" would be organized in educational institutions under the leadership of a teacher. The responsibility of the agricultural work to be carried out in the lands attached to the schools and other public institutions would be entrusted to these clubs.
- A one hour discussion on agricultural subjects would be organized in the schools at intervals of 2 weeks.
- The first day of the month of Chingam (The first month in Malayalam calendar) will be celebrated as 'Farmer's Day' every year. Reputed farmers would be honored at public functions on that day.
- A task force comprising officers for the conscientious implementation of the policy and a review committee with the Chief Minister as Chairman to evaluate the progress of the implementation of the policy shall be constituted.

## **Current Gaps in Agricultural Policies**

It is a fact that most of the farm journals do not have a well laid down policy of allocating space to various subjects according to their importance. Many a time, the text of farm journals is too technical and beyond the comprehension of the average farmer. The number and quality of illustrations and human resources, the editors of most farm pages and journals are not in a position to organize the matter in a befitting manner. Without proper remuneration and circulation, popular farm journalists are reluctant to write for such publications.

Absence of a standardized glossary of technical terms poses difficulty for farm journalists as well as editors. Thus many a time they are forced to translate

English equivalents as such into Malayalam hastily and without proper thinking. It really curtails the readability of our farm journals.

Editors and readers should invariably try to understand the needs and priorities of our farmers. 'Success stories' of farmers, 'package of practices' and market position of various agricultural commodities will definitely attract much attention. The less expensive farming operations and weather forecast come next. 'Farmer and Law' is another item which needs attention. It is high time the editors for much attention. The less expensive farming operations and weather forecast come next. 'Farmer and Law' is another item which needs attention. It is high time the editors formulated specific guidelines for authors who want to contribute to our farm journey

## Awards

It was Malayala Manorama, a vernacular newspaper with the largest circulation in the country, which came forward for the first time to honor the farmers who succeeded in securing great achievements in the agricultural sector. The practice of spotting the best farmer in the State every 2 years and presenting him with 'Karshakasree' award (consisting of one lakh Rupees and a gold medal) was a novel venture in Kerala. Afterwards the Kerala Government came on the scene in 1993. The Government instituted a total of 14 awards for agriculture. It was also decided for the first time in India to present an award to the best farm journalist. This was really recognition of the extensive influence and importance exerted by Journalism in the sphere of agriculture. The awards instituted by the Government are:-

'Nelkathir' Award	For the best Group Farming (paddy) Society
'Karshakothama' Award	The best farmer
'Kerakesari' Award	The best coconut farmer

'Karshakathilakam' Award	The best lady farmer
'Haritha Mithra' Award	The best vegetable farmer
'Udyana Shreshta' Award	The best floriculturist
'Karshaka Jyothi' Award	The best farmer among SC, ST
'Shrama Sakthi' Award	The best agricultural laborer
'Krishi Vigyan' Award	The best agricultural research scientist
'Ksheera Dhara' Award	The best dairy-man
'Kasrhaka Mithra' Award	The best agricultural development off
'Karshaka Bharathi' Award	The best farm journalist
'Kshonimithra' Award	The best soil conservationist farmer

For the first 3 awards, the price comprises one lakh Rupees, gold medal and a plaque whereas for the other awards the price money amounts 25,000 Rupees.<sup>4</sup> Later with the change of State ministry, the agricultural policy was revamped and several new awards were incorporated.

Every year the awards are distributed at the 'Karshaka melas' held at selected places. The Governor, the Chief Minister, ministers including the Agriculture Minister and other important persons would take part in the function. This event has stimulated widespread interest among ordinary farmers.

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<sup>4</sup> State Planning Board, *'The Functioning of Krishi Bhavans (An Evaluation Study), Evaluation Devision*, State Planning Board, Trivandrum, 1993, p.5

## **Food Production Board**

Even before the establishment of the agricultural information unit in 1958, the Travancore-Cochin State had established a well-defined propaganda Division under Food Production Board during 1949-50. The major tasks of the Board under the chairmanship of Chief Secretary were preparing food production plans, sanctioning and their implementation.

The Board was provided with powers to implement its duties and responsibilities. Activities undertaken by various other departments regarding food production were also under the scrutiny of the Board. In order to facilitate the activities of the Board regarding sanctioning of various schemes, a high level committee was also formed in which the Chief Minister of the State was a member. Division Committees were also constituted at district and taluk levels.

For undertaking publication activities in connection with food production, a Propaganda Officer was appointed in April 1950. Enough staff was also provided. Film accessories and a van were also provided to the officer for publicity activities. Films screened for the rural audience generally dealt with subjects such as:

- Soil erosion
- Fertilizer application
- River basin schemes
- Agricultural training
- Tube wells
- Increase in food production
- Group farming
- Preservation of food grains
- Irrigation

- Fertility of soil
- Scientific agricultural practices
- Food production
- Plantation management
- Basic theories of agriculture
- Brochures were printed and published on topics like:-
- Mixture fertilizers
- Manufacture of mixture
- Chemical fertilizers
- Intensive fertilizer application
- Green manure
- Quality seeds
- Forest festival
- Vegetable cultivation
- Various pests affecting paddy
- Efforts to increase food production
- Three types of posters and advertisements were also prepared and distributed<sup>5</sup>

The book also announced that a total number of 1, 40,000 brochures and posters were made available to the farmers. Publicity meetings were arranged in every nook and corner of the State in addition to house visits. Farmers were given special training in preparing complex mixtures.

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<sup>5</sup> Vasudevan, P.A., Problems in the Production Sector, Manorama Year Book 1993, Malayala Manoram, Kottayam, 1993, p.209

## Glyricidia Week

The 'Glyricidia Week' (Sheemakkonna Varam) celebration organized in 1957 was an event that triggered a sea change in the field of Farm Journalism. This celebration was planned and executed by the then Minister for Agriculture of Kerala C.Achutha Menon and Director of Agriculture P.D. Nair as part of the propaganda for popularizing the use of green manure. The Government organized wide publicity campaigns through all the available media to impress upon the people that the plant Glyricidia commonly found in all regions of the State could be usefully utilized for various purposes such as cattle fodder, as posts for boundary fences, as green manure and as show flowers. All the newspapers in Malayalam published the news reports about the green manure plant and an effective campaign to propagate it with great importance. This may be considered the first event in which the Information Section of the Agriculture exhibited its enthusiasm<sup>6</sup>.

The Department had by this time established a symbiotic rapport with the Press. Thus the notes prepared and issued by the information section got good publicity.

## Hindsight

The Kerala State consisted of 3 regions during the British regime. They were Travancore, Cochin and Malabar, a part of Madras province. But Travancore was more famous for its farmer-friendly regulations and activities than the other 2 States.

The rule of law was administered in Travancore, strictly on the basis of Dharmasasthras and Manusmrithi. The Maharaja who was directly responsible for the administration of law and justice frequently published "Chattavariola" (standing orders). It is worthwhile to go through certain Chattavariolas issued by

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<sup>6</sup> State Planning Board, *Economic Review 1992*, State Planning Board, Trivandrum, 1992, p.20

the then King, 'Vanchipala Ramavarma Kulasekhara Perumal' in 1775. These orders were directives to local administration.

Paragraph 21: "It is bounden duty of village officials to watchdog the agricultural milieu, and to monitor if landslides, or other similar obstructions silt our canals or ponds. If there is a private property owner involved, he should be persuaded to remove such obstruction forthwith, if necessary along with his neighbours. Arable land should never be left fallow or disused. If there is no alternative, such obstructions must be removed at Government expense".

Paragraph 24: "Village officers should admonish every farmer to fence up his field or plot for crop protection, and also to intercrop the land with pepper, coconut palms or plantain. Cattle must not be encouraged to destroy crops during grazing".

Paragraph 44: "District officials are forbidden to handcuff or chain farmers who happen to be involved in criminal offences".

Paragraph 46: "District magistrates or law officers should invariably use the Cutchery (Government, office) for conducting hearings or trials of people at large. They are prohibited from conducting these at their residential premises".

Paragraph 59: "No farmer should be incarcerated in prison, or denied freedom even to relieve himself. Under no circumstances should a farmer be subjected to tortures like being forced to stand heads down in the hot sun with a stone on his back. Nor should he be put in neck-deep water or starved".

Paragraph 70: "Trees like mango, cultivated by individuals on their premises, should never be forcibly chopped down or plucked up by the roots to meet firewood needs of the Government. Such firewood should invariably be gathered from the forest areas. If an official is intransigent enough to chop down a tree with pepper vines on its trunk, one-fourth of his monthly salary should be confiscated by way of penalty or fine. He is under law responsible for



planting 10 tree saplings in the same premises and to nurture these for 3 years consistently at his expense<sup>7</sup>

## **First Agricultural Fair**

The Government thought of conducting an agricultural fair for highlighting agriculture only after the second half of the eighteenth century. Based on the observations of R. Kulthu Iyer in his book, Sir. T. Madhava Rayar, the noted historian Bhaskaranunny wrote that it was in 1857 that an agricultural exhibition was held in Calicut under the initiative of Malabar Collector. Travancore had to wait another 10 years to hold such an event.

During the fifteenth and sixteenth of January 1867, an exhibition of various plants, climbers, fruits, flowers, coffee, tea, food grains etc. in this country was held in the museum gardens. This was the first exhibition in Travancore; the Government has sanctioned an amount of Rs. 300 for distributing prizes to the winners.<sup>8</sup>

"The most fascinating item which impressed the visitors was a bunch of with 72 coconuts". The author continues, "The Government had no hesitation to admit that the items for the exhibition were comparatively less, since this was the first exhibition. Travancore was much ahead in the implementations of farmers' welfare schemes centuries' back, as illustrated by the Kappi Krishi Chattam (coffee cultivation regulations) in 1837.

In 1908, the Maharaja of Travancore established a Department of Agriculture under his Government on the lines of agriculture departments in British India by the then Viceroy Lord Curzon during the same year. The formation of this department was at the initiative of then Diwan of the State, P. Rajagopalachari. In the very next year, a very large Model Agricultural Farm was established at

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<sup>7</sup> Kerala Karshakan, FIB, Trivandrum, 10 April 1997, p. 34

<sup>8</sup> Shangunni Menon, P., Thiruvithamcore Charithram (1878), State Institute of Languages, Trivandrum, 1988, p.235

Kollam. In 1909, an officer was appointed to investigate the reasons behind the diseases in coconut cultivation. Another scientist was appointed in 1913 to study the disease caused by the arthropods.

Even in 1886, the Government of Travancore was having a model farm in Karamana near Trivandrum. Within a few years after the establishment of the agriculture department, farms were started in Nagercoil (paddy farm), Konny (pepper farm), Cape Comerin (fruits and orchids), Puliwara (model agricultural farm), Ochira (coconut plantation), Eraniel (experimental farm), Eesantimangalam (cattle farm) and Perumbavoor (green manure farm).<sup>9</sup>

### State Agricultural Information Unit

The State agricultural information unit, which is the predecessor of Farm Information Bureau, was established in 1956. Its activities are summarized in an extension pamphlet as:

"The Agricultural Information Service is a specialized unit working in the State Agricultural Department since 1956. Its key function is to keep the farmer informed of what is new in farming through Press, Radio, periodicals, publications, films and exhibits.

The unit is well known to every farmer of Kerala through Kerala Karshakan, the departmental magazine, and a galaxy of popular publications. The circulation of Kerala Karshakan today is 23,000 copies, thanks to its improved layout and contents plus a vigorous drive to promote its sales. Kerala Karshakan, it may be mentioned, is the highest circulated monthly of the State and the lowest priced agricultural magazine in the country.

The agricultural information publications already number more than 100. They cover a wide field as the Japanese method of paddy cultivation, control of coconut pests, market intelligence Science - all vital topics to a farmer. Almost

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<sup>9</sup> Bhaskaranunni, P., Pathompadam Noottandile Keralam, Kerala Sahitya Academy, Trichur, 1998, p.621.

all pamphlets are in Malayalam and are issued free through extension blocks and local agricultural officers.

Last year the unit brought out 2 priced publications, Krishideepika in Malayalam and Officers Guide Book in English. Krishideepika had a record sale of 25,000 copies in 2 weeks, while the Guide Book primarily intended to serve the departmental officers, also sold like hot cakes inside and outside the State.

The Press, a potential medium to reach the bulk of the population, is being regularly supplied with releases by the unit.

The All India Radio has a 45-minute rural program every day. Much of the agricultural material for it is provided by the unit. Quite recently, the AIR initiated a weekly program called Grama Rangam. The unit helps in arranging talks on agricultural topics for the program by specialists and answers the Questions from listeners. Right from the start, the unit has participated in designing and putting up exhibitions throughout the State during festival seasons.

Film shows are popular with the farmers. The unit maintains a small film projection unit. Shows are generally arranged on request. However, due to the smallness of the unit only a few requests can be fulfilled. From this year, the section is adding one more film unit.

The Information Service holds membership in the film library attached to the Ministry of Food and Agriculture, New Delhi. Films are taken from the library for screening at different centers in the State. Often titles supplied by the library are not relevant to farming in Kerala. Therefore the section is pioneering in the production of a documentary film on Kerala agriculture.

Slides and filmstrips are used less in extension education in the State. They are quite valuable to the specialists in group meetings. Work in this direction is under way.

Just recently, the unit has started a library. It is still in infancy stage with only one hundred volumes on the racks. More volumes will be added soon. The

library is intended to serve as a ready reference for all the departmental officers.

The Agricultural Information Service complements the extension work done by the field staff. It conditions the farmer to adopt better farming methods by offering him the technical knowledge needed for it. Above all, it instills in him a desire towards better farming and home living<sup>10</sup>.

The unit is interested in intelligently utilizing the media. The package program implemented in 1961 for the purpose of speedily enhancing farm production triggered new developments in this field. Two districts which possess the best agricultural potential in the State were selected for this purpose. Comprehensive agricultural reformation and media education were part of the program.

In the initial phase, the releases of the State Agricultural Information Unit were distributed through the Pub-He Relations unit. Most of the pamphlets deal with the services rendered by the Agricultural Department to the farmers. Technical advice on the agricultural operations to be carried out at different stages of farming was also continuously given through Press releases. Almost all the newspapers in and around Thiruvananthapuram regularly used these releases. Though the newspapers in the northern regions of Kerala generally used to ignore these Press notes issued from the southern end of the State, Mathrubhumi, which had a fairly good circulation, was an exception. There might have been another reason for the Press indifference to farm news releases. Such news items had to compete with other Government notifications to attract attention. It is no wonder that the special correspondents at Thiruvananthapuram did not consider these items to be important.

It was customary at that time to supply publicity materials free of cost to individual correspondents. The presumption was that they would use the material supplied as background information and that they should prepare

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<sup>10</sup> Bhaskaranunni, P., Pathompadam Noottandile Keralam, Kerala Sahitya Academy, Trichur, 1998, p.631.

stories at intervals on the basis of the items received. But these suggestions did not become fruitful either due to lack of interest on the part of the reporters or due to the uninteresting nature of the articles. No study was undertaken then to understand the reason for this apathy. Confirming this is the fact that editorial pages in newspapers, weekend editions and magazines did not focus on topics of agriculture as such.

In 1965-66, there were 5 major agricultural magazines: Kerala Karshakan published by the agriculture department, Rubber issued by the Rubber Board, Nalikera Bulletin of the Central Coconut Committee, Coffee Board publication Coffee, and Krishikkaran published by Malabar Kisan Sangham. Kerala Karshakan with 32 pages had the largest circulation of 27,330. The contributors who wrote articles in the magazine were mostly officials of the Agriculture Department.

### **Farm Information Bureau**

The organization of the Farm Information Bureau reflects the conviction on the part of policy planners, of the necessity for the strengthening of the Information and Extension wing under the Agriculture Department. The Farm Information Bureau (FIB) was formed in 1969 by merging the Information Service unit under the Agriculture Department with the Information unit of the Animal Husbandry Department. It heralded an earnest effort to collect information from various agencies functioning in the agricultural, developmental, research and public sectors and to disseminate such information among farmers and other interested agencies through print and electronic media. When the information unit was established as a precursor of FIB in 1957, K.S. Pillai from the agriculture department was the Agricultural Information Officer, R.T.Ravi Varma, the Assistant Agricultural Information Officer and R.Hali, the editor of publications. Kerala Karshakan, the official publication of the Agricultural Department, received a facelift.

R.Hali says that it was during the term of M.N. Govindan Nair, Minister of Agriculture that the Agriculture Department and the FIB acquired great importance. The concept of Mixed Farming was first mooted by him. It was he who brought together all the agricultural information units under a single umbrella. He also brought that institution directly under the control of the Agricultural Production Commissioner. The Kerala Karshakan monthly was also made a bi-weekly<sup>1</sup>.

But, the renowned farm journalist R.T. Ravi Varma, who was at that time working as Assistant Agricultural Information Officer in the FIB., opposed this move". "It was the time when, the Communist Party of India had split into 2. The Marxist Party was then in a position to handle and control the State Public Relations Department. To the Communist Party of India, which was feeling uncomfortable due to lack of publicity media under its control, the FIB was a windfall. According to Ravi Varma, there were people in the Department itself to render help to this move". The farm magazine Kerala Karshakan entered into a competition with Janapatham, the mouthpiece of the State Public Relations Department. The magazine began to be filled with photographs and statements of the Agriculture Minister and reports of functions he attended. Agriculture got only the back place. The arrangement initiated by M.N. Govindan Nair was continued by later ministers also. It was in fact a strong backlash against attaining the declared aims and objectives of the Kerala Karshakan<sup>11</sup>

The golden period of the Information and Extension Division of the Kerala Agricultural Department was the period during which C. Achutha Menon was the Minister for Agriculture. Menon, according to Ravi Varma, knew that it was not the Minister's photo or his statements that had to be published in the farm magazine. The circulation of Kerala Karshakan at that time was over 50,000.

The magazine was sold by the agriculture department through the large number of primary co-operative societies functioning all over the State. One hundred to

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<sup>11</sup> Puthuppally Raghavan, Kerala Patrapravarthana Charithram ( History of Kerala Journalism), Kerala Sahitya Academy, Trichur, 1985, p.40

2 hundred copies of the publication were sent to each society. A commission of 25 per cent was granted to the societies. As soon as printing was completed, the copies would be transported in a van from Thiruvananthapuram in the south to Kannur in the North. The magazine bundles would be distributed to the societies all the way. The balance would be sent by post. There were only a few officers to attend to all this drudgery.

Later, the vehicle which was used to transport copies of the magazine began to run on other routes and the usual trips were broken. As the distribution system failed, demand for the magazine dropped. The farmers also lost their interest in the political propaganda of the Agriculture Minister, says Ravi Varma<sup>12</sup>.

But R. Hali who had served as Principal Information Officer of the FIB, for a long time believes that the farm information and extension activities started when of M.N.Govindan Nair was agricultural Minister and continued to scale further heights. The period during which Vakkom Purushothaman was in charge of the Agriculture portfolio is also considered to have been very much favourable to FIB. It was at that time in 1975 that the program Farm News on AIR was inaugurated here for the first time in India. Agriculture Minister Vakkom Purushothaman himself inaugurated the historic event. As a supplement, a farm feature service drawn up by FIB for newspapers and magazines was also launched.

"There were several important people who had, of their own accord, helped and co-operated in this effort without any request from the concerned officers. Among them, the names of N.V. Krishna Warriar, P.T. Bhaskara Panicker and KG. Adiyodi will always be remembered", Hali says<sup>13</sup>.

The Kerala Government had issued an order in 1973 permitting the Farm Information Bureau to prepare agricultural news bulletins and distribute them to the prominent newspapers in Kerala directly, with the objective of efficiently

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<sup>12</sup> Ibid.p 242

<sup>13</sup> Ibid.p.80

utilizing the print medium for dissemination of agricultural news among the people. When Vakkom Purushothaman became the Minister for Agriculture in Kerala, another historically important order was also issued consequent on the influence exerted by R. Hali. The order permitted officers in the agriculture department to write articles on agricultural subjects in daily newspapers without obtaining prior permission. Besides, the FIB was given permission to give photographs to any publication for its use. But there are no arrangements in the FIB at present for the scientific upkeep of film negatives and photographs and for their distribution as and when required <sup>14</sup>.

The FIB had achieved unprecedented success in delivering farm news punctually to the newspapers in the initial period. The officers concerned also succeeded in equally satisfying all the newspapers in this regard. The performance of the team of officials under the leadership of R. Hali was best in regard to collection of farm features and news, in their preparation and in delivering them within no time to newspapers and magazines.

## **MEDIA SITUATION IN INDIA**

### **Media Statistics**

#### **Doordarshan**

T.V. Stations - 274

Homes with T.V. Sets -45 million

Primary viewers - 250 million

Community viewing is popular

Farm - based programs

Krishi Darshan I Choupal/ local Program

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<sup>14</sup> Puthuppally Raghavan, Kerala Patrapravarthana Charithram ( History of Kerala Journalism), Kerala Sahitya Academy, Trichur, 1985, p.242



Krishi Katha

Ankur

Time - 250 minutes / week

### **Akashvani (All India Radio)**

Broadcasting Stations - 125

Population Covered - 1000/0

Farm - based Programs

Krishi Jagat

Local Programs

### **Print Media**

#### **News Papers**

News Papers and periodicals - 35, 595

Circulation of newspapers and periodicals -67 million

Daily newspapers - 369 in 18 languages

Circulation of dailies- 20 million (20% circulation in English for 2%

English knowing population)

#### **Farm Magazines**

No. of farm magazines (Approx.) — 250

# FARM JOURNALISM IN INDIA

## History of Farm Journalism

The origin of Malayalam Journalism could be traced to the publication of the newspaper Rajya Samacharam (News of the country) from the place Illikkunnu in Thalasserry. It was started in June 1847 under the leadership of a German missionary Herman Gundert. The main objective of the newspaper was religious propaganda. But in the case of another newspaper Paschimodayam (Rise of the West), the publication of which was started in October 1847, religious matters along with other subjects such as public affairs geography and natural Science, also found their place<sup>15</sup>.

Another important newspaper of the early times was Western Star the publication of which began from Kochi in 1860. It was published in English. Four years later, its Malayalam edition was also brought out in 1864 under the title Paschima Tharaka (Western Star). Another newspaper published from Kochi in 1870 went under the name Kerala Pathaka (The Kerala Flag). The Italian Carmelite Mission had started the publication of another paper Satyanada Kaahalam as a fortnightly from Koonammavu in Ernakulam district.

The credit for bringing out a regular daily in Malayalam along modern lines and standards goes to Devagee Bhimjee, a Gujarti gentleman. He started a printing Press at Kochi under the name Keralamithram and a newspaper was published from that Press under the same title. The editor of Kerala Mithram was none other than Kandathil Varughese Mappila, who later became the founder of Malayala Manorama<sup>16</sup>.

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<sup>15</sup> Arther T.Mosher, The Requirements for Agricultural Development in Communication as quoted by R.T Ravi Varma, 1961, p.12

Neelakandom, K. S., Book No. 4, Aiswaya Mala booklet series, G. Bharati Amma, Trivandrum, 1946.

Kerala Patrika, a newspaper which was published in the same period as a weekly from Kozhikode in the north of Kerala, has earned a special niche in history. Chengulathu Kunhirama Marar (M.R.KC) a versatile genius, known in history as the "Father of Malayalam Journalism" was its editor. Another notable newspaper was Kerala Sanchari, which was published from Kozhikode in 1886 under the editorship of the well known critic and humorist' Vengayil Kunhiraman Nayanar, who was known generally under the pen name Kesari.

In 1886, a newspaper under the title Malayali was also started from Thiruvananthapuram. Though begun as a magazine, it was later changed into a daily and its earlier editors included famous literary figures like C.V Raman Pillai and M.R Warriar. During the next year, Nazrani Deepika started publication from Mannanam near Kottayam, under the leadership of Nidherikal Manikathanar. The name Nazrani Deepika was changed into Deepika in later years. Today Deepika is a daily newspaper having a comparatively good circulation. In 1890, the newspaper Malayala Manorama started publication from Kottayam itself with Kandathil Varughese Mappilla as editor. Manorama became a full-fledged daily newspaper in 1928. Deepika had to wait for another 10 years to attain that position (1938).

In the history of Malayalam Journalism, twentieth century has been a period of astonishing progress and changes. Malayalam newspapers were able to attain new heights in circulation, in quality and in other respects. They proved that Journalism was a profitable business. In the matter of mechanization also great strides were made. The Malayalam newspaper industry needed only a few decades for its phased switch over from hand composing through mono, Lino types to photo composing and from there to the world of DTP, facsimile, modem and digital camera.

Mathrubhumi was started from Kozhikode in 1923; it declared itself to be a national newspaper. It was initially started as a weekly and printed on a hand-operated cylinder Press. The first editor of Mathrubhumi was K. P. Kesava Menon who was a leader of the Indian National Congress and also a veteran

freedom fighter. Mathrubhumi became a daily in 1930. The Kerala Kaumudi was started in 1940 and the Desabhimani in 1945. Besides the daily newspapers, weeklies such as Mathrubhumi, Kalakaumudi, Mangalam, and Malayala Manorma have also large circulation and they cater to the tastes of various categories of readers.

There are also a number of specialized publications in Malayalam most of which are published by large newspaper conglomerates. Chitrabhumi, Nana, Cinema Deepika (all film magazines), Bhasha Poshini( literary), Kalikkalam, Mathrubhumi Sports (sports), Vanitha, Grihalakshmi, Kannyaka, Kumari (women's magazines), Balabhumi, Balarama, Poompatta, Kalikkudukka, Balamangalam, Kuttikalude Deepika (children's publications) are some of these.

### **Pre-Farm Journalism Scenario**

Only a quarter century has elapsed since the farm page started appearing in Malayalam newspapers on a regular and planned pattern. But way back before the event, many unknown people had been utilizing the print media for the propagation of various forms of farming practices. In the nineteenth century, when newspapers as we understand them now were rare, those people used mostly printed books for propagation of their knowledge and ideas.

All the farm books published during the period of 1900-1950 were written by gifted authors who were particular on the style, simplicity and lucid manner in writing. Even the most famous journalist of the royal era and the noted martyr of Press freedom, Swadesabhimani Ramakrishna Pillai wrote a book on agriculture, Krishisastram, for children as a text book for their studies. Krishi Vishayangal published by Varkey Zakarias Kuttampeeror Chakkalackal, Changanacherry in 1940; Karshakante Kada Badhyata (Debt and Liabilities of Farmer) was written by P.J. Thomas, and published in 1935; Sasyasastram (Science of Plants) was written by KV.Raghavan Nair with the introduction by K. Manavikraman Raja, Kottackal, Krishisastram was written by KRamakrishna Pillai and Vadhyar

N.Sankara Pillai and published by A.R.Raja Raja Varma for Sree Moola Padha Manjari in 1904 are worth mentioning here.

One of the immortals in the field of Farm Journalism in the above period was K.S. Neelakandom who wrote umpteen books for farmers, students and extension workers during 1930-1940. Neelakandom, who worked as an Agricultural Marketing Officer in Travancore introduced himself in his books as 'Prizeman of 1921-25 from the Agricultural College, Nagpur and Smythie's Medalist'. Krishi Poshanam (1946-47) is one of his many books. Neelakandom will definitely be remembered in the field of Farm Journalism, not as the author of these books but as the writer of an agricultural booklet series Aiswarya Mala published by G.Bharati Amma, Thycaud, Trivandrum. These booklets written in a simple style and fully understandable to any farmer, and priced only 4 annas (25 paise) were extremely popular. The series, which comprised a total of 18 books dealt with almost all useful topics like paddy, compost and green manure, kitchen garden, group farming, co-operation, coconut farming, increase in food production, silkworms, jute cultivation, artificial plant breeding, bee-keeping, cattle protection, poultry cultivation, agricultural implements, fruit trees and flowers and plant diseases.

On examining the contributions of K.S. Neelakandom, one comes across with the interest shown in agriculture by the then ministers of the State. Neelakandom expressed his sincere thanks to Ikkanda Warriar, the then Prime Minister of Cochin and the PSP leader, for his efforts in scrutinizing the first few issues of his Aiswarya Mala Series. The Karshaka Sahayi written by him was introduced by Pattom Thanu Pillai, the then Chief Minister of Travancore-Cochin (1948).

### **Doyens of Early Farm Journalism**

Mahakavi KeralaVarma ValiaKoyil Thampuran, Neelakantan Mavelikara, O.Raman Menon, Thampanoor Velu Pillai, J.V.Akkarapatty and N.Kunjan Pillai are well known early writers. Even after extensive enquiries it has not been possible to get any information about many other authors. The information

collected from various sources about the lives and works of some of the prominent authors has been recorded here.

J.K. Akkarapatty had studied at the Agricultural College, Poona, with the help and assistance rendered by the then Maharaja of Cochin and graduated from there. He started his official career at an agricultural farm. Later he joined as Instructor in an agricultural school. It was during that period that he wrote and published a comprehensive book in Malayalam on agriculture for the benefit of the students. The book entitled Krishi Shastram was published in 3 parts by the publishing company "Thrissur Pvt.Ltd.", Thrissur in 1934. The book, dealing extensively with agriculture, animal husbandry and other related subjects, was mainly intended for the then students of the diploma courses in agriculture. Simplicity of language, clarity and transparency of expression are the hallmarks of this book.

Another prominent author of yesteryears was O.Raman Menon who did not have even a basic degree. The book Krishipatom (Lessons in Agriculture) written by him for students who had passed the IV standard was in fact written in a simple language for the benefit of the laymen. It was prescribed as a textbook at the school for the children of laborers at Trippunithura.

In addition to Krishi Poshanam and Karshaka Sahai by the same author; Krishi Padamgal published in April, 1965, by T.Gopalan Nair, who was a 'banana expert'; Krishi Shastram authored by Thampanoor Gopala Pillai and published from the Aksharalamkaram Press, Thiruvananthapuram, Krishi Tatuangal by S.A Pillai; Krishi Vishayangal by I.C. Chacko are all considered to be noteworthy books of yesteryears for their language and lucid presentation.

Kunjan Pillai, the first Director of Agriculture in Travancore, who later retired from State Service as Dewan (Minister) wrote a noteworthy set of books in Malayalam entitled Krishi Sastram (3 parts) based on agriculture Science. This book was published 50-55 years ago. It was under his leadership that an agricultural school was opened at Konni. He had even issued Government orders that the students of the sixth standard at school should be asked to start agricultural gardens in the school compounds. Kunjan Pillai published a large number of articles on

agricultural topics in periodicals. He was also responsible for introducing oil palms in Travancore.

In the former princely States in India, agriculture was never considered to be a second grade profession. R. Hali, former Director of Agriculture, remembers that even Ikkanda Warriar, who was the popularly elected prime Minister of the erstwhile Cochin State just before the formation of 'Aikya (United) Kerala', used to write articles on agricultural topics. He wrote an article on 'urine compost' against the background of the 'Grow More Food' program<sup>17</sup>.

Undoubtedly, farm information extension through the medium of dailies gained acceptance during the second half of the twentieth century. In the beginning of the century, some space might have been spared for agricultural topics in some magazines which always gave prime importance to literary subjects. Nothing more could be expected from these publications as their circulation never reached even a four-digit figure and their very existence was always in a precarious condition

### **Father of Malayalam Farm Journalism**

Kunjan Pillai, the first ever director of the Agricultural Department formed in 1908, was a pioneer in farm journalism during that period. He gave able stewardship to the journals sponsored by the monarch; he frequently wrote a number of articles in all leading social-economic and literary journals on agriculture. Pillai was the major force behind the structuring of the Department and providing extension support to the agricultural activities through all available media at the time.

Pillai, a doctorate in agriculture from England and the first agriculture director of Travancore can rightly be called the father of Malayalam Farm Journalism. He was the first comprehensive farm journalist who wrote unceasingly on agriculture in Malayalam in a simple and interesting style. Besides writing innumerable articles on farming in all popular Malayalam journals of the time,

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<sup>17</sup> Subramoniyam, M.N., Subragatiyude Mungamikale Kurichu, Media Digest, Kerala Press Academy, Cochin, 1992, p.61

he was instrumental in starting the first full-fledged Malayalam farm journal, Thiruvithancore Karshaka Trimasika, a tri-monthly in 1913. The major contributor for the journal brought out by the Department of Agriculture was none other than Kunjan Pillai himself. Later in 1920, he launched another agricultural monthly, Thiruvithancore Krishi Vyavasaya Masika. The monthly was started only after the amalgamation of three departments; agriculture, industry and co-operation. Since prime importance was given to agriculture, and industry based purely on farming, the monthly became a full-fledged farm journal in reality.

His literary proficiency apart, Kunjan Pillai published umpteen numbers of leaflets on agriculture. All major journals like Lakshmi Vilasam (1906) and Karshaka Mithram (tri-monthly) carried articles by Pillai. The trailblazing agriculture books for commoners like Krishipadangal and Tengu Krishi by Pillai also were popular.

Born in Trivandrum in 1881, Kunjan Pillai completed his school and college education at Maharaja's School and Maharaja's College respectively. He got his B. A. (Hons.) Chemistry with first class and first rank from Madras Presidency College in 1903. For his academic excellence, Kunjan Pillai was awarded Ross Gold Medal and Arni Gold Medal.

The Royal Government of Travancore granted this talented student a scholarship because of which he was able to complete his post graduate studies in Agricultural Sciences in Edinborough University from 1903 to 1906. He secured B. Sc. and M. A. from there followed by Ph.D. from Leipzig University. When he returned to Travancore in 1908, he was appointed as the first ever State Director of Agriculture at the age of 27. From 1920 onwards he was a member of Economic Development Board. Kunjan Pillai was made chairman of the Agricultural Session of Indian Science Congress held at Lucknow in 1923. He represented his home state in the British Empire Exhibition held at Wembley in 1924.



It was Kunjan Pillai, who gave shape and structure to the State agriculture department on modern lines. From 1920 till he retired in 1939, Pillai continued as the official member in Travancore Legislature. During his tenure, he was honored with various titles like Rao Sahib (1928), Rao Bahadur (1938), Rajyaseva Niratha and others. He became the census Commissioner, Chief Secretary and Acting Dewan of the State of Travancore for a brief period. After retirement Pillai was elected as the President of Nair Service Society, an influential community service organization of Nadirs. He died in Madras on May 21, 1939<sup>18</sup>.

### **Seeri's Contribution to Farm Journalism**

R. T. Ravi Varma, who wrote under the pseudonym 'Seeri', contributed a lot towards the growth of farm journalism. Ravi Varma started his career as an agricultural inspector at Karunagappally in Quilon District. His coverage of an agricultural exhibition for Mathrubhumi was a turning point in Ravi Varma's life. Afterwards he started writing about cricket under the pen-name "Lala". It was at that time that renowned literary writer N.V. Krishna Warriar advised him to discard literary work and go back to agriculture. Ravi Varma thus entered the field of farm reporting. It was during the tenure of P.D. Nair as Director of Agriculture that Seeri took charge as Assistant Information Officer at the Farm Information Office at Vallakkadavu, Thiruvananthapuram. Thereafter he went for higher studies at the Wisconsin University under a Ford scholarship scheme. Thus Ravi Varma became the first Malayali to secure a Master's Degree in farm journalism from an American University.

After his return from America, Ravi Varma again took charge as Information Officer at the FIB. But he did not continue there for long. He was appointed editor of the magazine Intensive Agriculture published by the Ministry of Agriculture of the Government of India. During the next 18 years he spent at Delhi, the pages of Malayalam publications were filled with hundreds of articles,

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<sup>18</sup> N.S.S Suvarna Grandham ( Golden Book), Nair Service Society, Perunna, 1964, p.449

features and interviews introducing farmers and farming practices in various regions of the country. Ravi Varma has also written a number of books on agriculture for the common people. After his return from Delhi, Ravi Varma worked as Reader in the Journalism Department of the Kerala University. He retired from service as Editor in the Publications Division of the Kerala Agricultural University. At present, Ravi Varma is working as the Editor of Karshakasree, the farm magazine of the Malayala Manorama group claims to be having the widest circulation among farm magazines in Malayalam. He is the recipient of the Karshaka Bharathi award given by the State Government to the best farm journalist in Malayalam.

#### **R. Hali**

R. Hali, who acquired a permanent niche in Malayalam Farm Journalism, was born on September 28, 1934. He secured a degree in agriculture from Bangalore and joined Rubber Board, Kottayam. He was the first Rubber Instructor to be appointed in the Board's Service. The most important item of work he had to attend to, under the chief Field Officer P.P.Chcrian, was to clear the doubts raised by the rubber growers directly or through letters which were hundreds in number. The beginnings of Hali's farm journalistic career were from this correspondence habit.

Later R. Hali joined as Agricultural Instructor at Thuckalay under the Government of Travancore-Cochin, and he started contributing articles on agriculture to the Navayugam magazine in Malayalam edited by K. Damodaran. But he did not get any remuneration for his contributions. R.Hali joined Farm Information Bureau later.

#### **P. K. Narayanan**

The contributions made by the late P.K Narayanan, who had worked as Publicity Officer in the Rubber Board for over a quarter of a century and retired from service as Rubber Production Commissioner, to the development and

progress of Farm Journalism in Malayalam is immeasurable. P.K. Narayanan had initially worked in the Farm Information Bureau for a period of two years; it was during that time that the prestigious publication of FIB. Farm Guide was brought out. The Director of Agriculture at that time was P.M. Mathew.

P.K Narayanan had, so to say, become one with the rubber plantation industry and he gave leadership to the extensive propaganda campaigns for the growth and progress of rubber cultivation in the country. Narayanan, who was the editor of Rubber Masika for over 30 years, had published hundreds of articles on various aspects of rubber cultivation and its development, on all the farm pages of various newspapers and magazines. In addition he reached the farmers in their fields through the thousands of the rubber growers' seminars he organized all over the State and the face-to-face programs he had held. Mass communication, together with interpersonal or group communication was his style. "Narayanan was a true Information and Extension worker", R.T. Ravi Varma reminisces.

## **MEDIA: CURRENT STATUS**

Total telecast broadcast time devoted is not sufficient and the type and quality of information is also not sufficient to cope with the circumstances because the complexity of the technology including its impact on nature's health as well as public health is generally ignored. Further, information is provided mostly on how to deal with increase in production, The matter of quality produce as well as how to make a business or profit out of it at the farmers level is absent so, in view of future exigencies following steps may be followed:

Farmers have to be kept abreast of changes in programs and policies. Though about 8 years have passed since economic reforms were started, so far no efforts have been made to communicate the implication of changes in policies, to the farmers. Development cannot take place unless those who participate in

the process are socially, economically, technologically and politically literate” (Prof. Layle D. Lawrence, West Virginia university, USA - 1998)<sup>19</sup>

Present system has to be modified drastically and it has to be honest enough in terms of its responsibility, accountability and commitment to win the people’s confidence, their participation, co-operation and cover more and more population with desirable outcomes, because credibility of the system, deliver information or provide services, counts much more at the grassroots level. “ Failure of programs may be due to many reasons but one which has been largely overlooked is the disparity between the way bureaucracies operate and the requirement of development programs which can mobilize the rural poor for sustained, effective self development and encourage innovative farmers for adopting hi-tech agriculture”(Dr. Ranjit Singh - 1998)<sup>20</sup>.

Telecast / Broadcast timings on Television / Radio are to be increased and quality of programs is also to be upgraded with maximum load of information’s. ‘Technologies’ - and ‘ Package of Practices’ should be well screened and coded in terms of their feasibility, adoptability and the cost effectiveness. Detailed guidelines may also be provided for supporting enterprises via: dairy, piggery, fish farming, poultry keeping, goat / sheep rearing, rabbit farm, bee-keeping and Sericulture etc.

According to a 1999 readership survey 42% of Indian villagers own Television sets and the Govt. of India can afford to have a separate Television channel on agriculture, like Discovery channel and the National Geographic channel to telecast only agriculture related programs giving complete details and highlighting the benefits from different enterprises and practices. Simultaneously, efforts can also be made in Radio computer and print media. A compute approach should be adopted.

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<sup>19</sup> Thiruvithamcore, Krishi Vyavasaya Masika, Trivandrum, 1920, p.1

<sup>20</sup> N.S.S Suvarna Grandham ( Golden Book), Nair Service Society, Perunna, 1964, p.457

Farmers have to be educated with variety of technologies so that they can choose what suits to them.

It is important to ensure that what is being highlighted by the media or other information sources, their inputs products and training facilities are available with concerned development departments, NGOs or in private.

Farmers should also be given a comprehensive idea of import and export of agriculture produce and tips to make the maximum benefit out of that.

An atmosphere of desired development in agriculture has to be created and inculcated among the farming community where farmers themselves can take the right decision and come forward to the available sources, agencies and systems to see their decision in reality. Sources, agencies and systems may or may not reach to the whole population but population may reach them if guided sufficiently and properly.

## **Newspapers and Agriculture**

In the post-independence period there were several newspapers which recognized the value and importance of farm information and extension services and activities and came forward to help and encourage them. The popular daily English newspaper The Hindu itself is the best example. Even though in the beginning not much space was allotted to agriculture, there were newspapers in Malayalam also which declared agricultural progress as one of their important objectives. Mathrubhumi is an example. Its publication was to strengthen the Indian National Congress and boost national pride among the people during the independence struggle.

## **Karshika Rangam (Agricultural Scene)**

In a way it may be stated that the practice of setting apart a special page for agricultural topics in daily newspapers was started owing to the anxiety of the newspaper world to know more about the readers and to plan and design the

format and contents of the newspaper on the basis of the requirements and expectations of the readers. In those days, a few columns or sometimes a full page was specifically used for film or sports news. In that situation those who were engaged in agricultural information and extension activities always had in their mind the question why some columns or even a page in the newspapers could not be utilized specifically for agricultural information in this country where agriculture was the backbone of the national economy. It was during that period that a national emergency was declared and severe censoring of news and newspapers was imposed by the Government. Owing to the strict censor of news and other controls exercised by the authorities, there was scarcity of suitable news and reduction in the number of news items and of the sources of news as far as the newspapers were concerned. It was at this juncture that A.P. Udayabhanu, who was by birth a farmer and also a leader of the independence struggle, assumed charge as the resident editor of Mathrubhumi. He was interested in writing about agriculture and in bringing into practice the written precepts. He wrote:

"My basic interest in agriculture leads me regularly to the Farm Information Bureau, to Hali and to my other friends there. It was these contacts and personal relations that encouraged me to publish contributions about agricultural topics in Mathrubhumi. These experiences and these relations in course of time lead me to the idea that Karthika Rangam should be published as a permanent 'feature' every week in the Mathrubhumi daily, I had Hali's support and backing in this regard. I met V.M. Nair, Managing Editor of Mathrubhumi on July 23, 1975 and talked to him about my idea of starting Karshika Rangam in the newspaper. He had some anxiety about setting apart one page of Mathrubhumi every week for agriculture. Yet, because of his confidence in me, he agreed to give the proposal a trial. At the joined conference of editors held that evening I spoke about the proposed Karshika Rangam and later proceeded in the matter"<sup>21</sup>.

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<sup>21</sup> Mathrubhumi Daily, Editorial, Calicut, March 17, 1923

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Thus the first farm feature Karshika Rangam appeared in Mathrubhumi dated August 6, 1975. At that time it was a historic, event in the world of Malayalam Journalism. The then Chief Minister of Kerala, C. Achutha Menon, Home Minister K. Karunakaran, Agriculture Minister Vakkom Purushothaman, and other leaders and farmers heartily congratulated Mathrubhumi for the pioneering effort. The Farm Information Bureau under the leadership of R. Hali and agricultural scientists under the leadership of C.S.S. Potty, Head of the Extension Department of the Kerala Agricultural University extended their help and co-operation by supplying the matter required for Karshika Rangam. Other newspapers knew earlier than anybody else that the farmers welcomed this development with utmost interest. They approached the FIB and the Agricultural University for their help and co-operation to follow the footsteps of Mathrubhumi.

Thus in September 1975, Malayala Manorama started publication of weekly Karshika Rangam feature. Later Deepika, Kerala Bhushanam and Veekshanam dailies also began to publish special pages for agriculture. Besides these, almost all other newspapers in Malayalam such as Kerala Kaumadi, Desabhimani, Madhyamam, Mangalam, Kerala Times and Janmabhumi, started weekly agricultural pages and are being issued regularly. It is felt that such a new Farm Journalism revolution may not have taken place in any other state or in any other language in India. R.Hali has made it clear in his work Farm Journalism that the awakening of farm scene was a phenomenal event in the world of Indian Journalism<sup>22</sup>. According to Mathrubhumi dated April 8, 1996, it was the first newspaper among all dailies in the country to start a weekly page on agriculture<sup>23</sup>.

To celebrate the success of Mathrubhumi's Karshika Rangam on the occasion of its annual day a special edition was used to be published every year. The editorial to the first annual special edition of Karshika Rangam stated:

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"As expected the readers have received and recognized this column with cheer and excitement. It was their encouragement that helped us improve this column further and now to publish a special annual edition as the present one. This happy reciprocation of our readers to Karshika Rangam has prompted many other newspapers to begin similar columns and we feel proud of it. We began this new venture, which has now proved to be worth following, due to many reasons. The criticism that newspapers by competing for intoxicating news stories and leading the reader's tastes and likings the wrong way to passion and rivalry is not quite unfounded. In this circumstance we felt that it would suit the high traditions and principles of Journalism to direct the people's natural tastes and interests along humane and moral lines. We have been convinced that agriculture, which is the basis of life itself, would be the best medium for the purpose and that it would be interesting and useful to the readers. We have no doubt that it would also be the greatest service that can be offered to the society and to the country.

But it would not be an easy job to continue to Act on the Karshika Rangam every week without causing displeasure to the readers and maintaining their interest throughout. Diverse stories and characters, order and discipline, vivacity in action and events are all necessary for this. We have mainly depended on the Farm Information Bureau for all these necessities".

It is true that the biggest contribution to the farm pages of newspapers was from the Farm Information Bureau. Along with that are the services rendered by Extension Division of the Kerala Agricultural University. But today FIB does not have authoritative position in the distribution of news items and news stories that it enjoyed in the old days. It is clearly lackadaisical in its working. On many occasions the FIB is not able to deliver interesting items to newspapers in time. The media are also not interested in filling their pages with the same stereotype material supplied by the same agency. Besides utilizing the services of universities, research organizations and scientists, they themselves prepare attractive features on interesting topics and thus ensure the individuality and attractiveness to the farm pages of their publications.



## **Agricultural Journalism in Kerala: Past and Present**

The widely circulated farm magazines in Malayalam are Kerala Karshakan (FIB), Karshakasree (Malayala Manorma), Karshakan (Deepika), Rubber (Rubber Board), Indian Nalikera Journal (Coconut Development Board), Spice India (Spices Board), Kannimannu (Kerala State Agricultural Officers Association) and Vasudha (Rajan Eramalikkara). The Central Coconut Committee publication Nalikera Bulletin was changed to Indian Nalikera Journal and Cardamom Board's Elam became Spice India. The Mathrubhumi daily is publishing the Mathrubhumi Karshika Varshikapathippu (annual farm issue) regularly.

Agricultural Journalism has been able to generate a milieu favourable for the media to successfully exert at the grassroots level of our society. There are no two opinions about this among the farmers or those engaged in agricultural information and extension activities.

In many ways an extension agent is like an ambassador from a different world. This new world which he represents is that of modern agriculture. But he cannot visit each farmer everyday or every week. Mass communication can greatly increase the contact between the new modern world of agriculture and tradition-bound world of the village

As far as Kerala is concerned, the newspapers, especially their agriculture sections, play this ambassadorial role. The survey conducted by the author has clearly shown that the weekly agricultural column published regularly and without break by almost all the Malayalam newspapers has much influence over the farmer. Programs like Farm and Home, Krishi Patom broadcast by the various stations of All India Radio are likewise dear to the Diaspora of farmers at large.

As far as the Keralites (who have attained 100 per cent literacy) are concerned, they have shown unusual confidence in these media. No farmer in Kerala goes without reading a newspaper. They as a matter of habit read the agriculture

page. They may not read news items in which they are not interested or a far cry from the world of agriculture. It became clear during the survey that many farmers in Kerala villages are in the habit of keeping newspaper clippings.

## **Newspapers and Agriculture**

In the post-independence period there were several newspapers which recognized the value and importance of farm information and extension services and activities and came forward to help and encourage them. The popular daily English newspaper The Hindu itself is the best example. Even though in the beginning not much space was allotted to agriculture, there were newspapers in Malayalam also which declared agricultural progress as one of their important objectives. Mathrubhumi is an example. Its publication was to strengthen the Indian National Congress and boost national pride among the people during the independence struggle.

## **The Impact**

V. Ravindranath, Deputy Editor in charge of Karshika Rangam in Mathrubhumi, says that the articles and serials published in the farm pages of the newspaper are getting very good response from the readers. A study of a serial program in Karshika Rangam for 14 weeks, from November 1982 to February 1983, is cited as an example. It was a series aimed at the housewives in cities on cultivation of vegetable plants in garden pots. More than 3000 queries poured into the Mathrubhumi office in the wake of the serial.

Radhakrishnan Naripatta of Mathrubhumi, outlines the major feedback of the oldest Karshika Rangam, in Mathrubhumi, received during the years as follows:- "Earlier, when an article on tissue culture was published, the number of letters received was over nine thousand. The news that the seeds of a new variety of tomato were available at the Kerala Agricultural University was once published in the Karshika Rangam. Today it is a sweet memory that all the seeds were sold out within 48 hours.

The seedlings nurtured and grown in the Peelicode Government Farm at Kasaragode was completely sold out within two days of the publication of a feature in the farm page of Mathrubhumi. On publishing a series of articles on growing vegetable plants on the terraces of buildings, more than two thousand housewives wrote letters to Mathrubhumi for further information and guidance on the topic.

When an article about a new variety of chilly C.A.219 - was published in Karshika Rangam of Mathrubhumi, hundreds of queries poured into the office of Harikumar Mannar, an Agricultural Officer. He was constrained to send seeds to over 900 people on that occasion. Over 40,000 people made queries about Neykumbalam, a variety of cucumber.

It was to commemorate the 15th year of publication of Karshika Rangam, an annual, Karshika Varshika Pathippu was launched. This came in handy for all prospective farmers. Agricultural fairs, known as Karshika Melas are also started on a big scale from the year 1991"<sup>24</sup>

The increasing response gives the newspaper establishment more self-confidence. When Karshika Rangam completed 15 years, Mathrubhumi celebrated the occasion, by holding a national competition in agricultural photography. The competition is being continued annually even now. The special supplement of the newspaper and the special agricultural edition are besides this. From the fifteenth birthday of Karshika Rangam onwards Mathrubhumi has been arranging large scale celebrations of Karshika Melas in selected places in the State. The annual celebrations were held at Thrissur (1991), Kannur (1992), Kottayam (1993), Kalpetta (1994), Kattappana (1995), Thiruvalla (1996) and Palakkad (1997).

Agricultural exhibition, Mathrubhumi newspaper exhibition, agricultural photo exhibition, agricultural seminar, publication of agricultural annual edition, presentation of Karshika Ratna award, sale of various plant materials, cultural

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<sup>24</sup> R. Hali, Farm Journalism, State Institute of Languages, Trivandrum, 1987, p.25

programs related to the native traditions have all turned the 'Karshika Rangam' exhibitions into fairs of agriculture and agriculturists of the land.

Another factor to be noted is that the Karshika Rangam pages are a valuable source of advertisement revenue to the newspapers. In the case of many newspapers, 45 per cent of the space is set apart for advertisements relating to agriculture. As far as the farm page is concerned, the role of agriculture related advertisements is inter-related and supplementary.

Effective communication of scientific findings to the millions of farmers is a necessity and key to economic progress of the nation. This is more so in developing countries like ours, where the gap between intellectuals and the common man is very wide. The gap is much wider in tribal farmers when compared to the non-tribal farmers. As the prosperity of a nation depends largely on the agricultural development, communication is apparently applicable to the development of agriculture because it is the fundamental step in bringing about a desirable change in any aspect of client system. Even now, we are not able to build up appropriate communication strategy for tribal in popularizing the improved and latest technology suitable to them. As a result, the technology is still at the research laboratories without being effectively transferred to the door steps of tribal farmers or their fields.

This has become a challenging task and it can be overcome only through skillful communicators.

During 1970s and 1980s under T and V system of extension an average of 2-3 V.E.Os (village extension officers) were made available for each mandal to cover nearly 10 villages. There is a considerable reduction in the strength of the extension officers at the field level and at the same time the challenges in agriculture growing day by day. It is just not possible for the existing VEO or AO (agricultural officer) to cover all the farmers or villages on regular basis.

In India there are several media disseminating the recent agricultural technologies to farmers. Among them, print media play a vital role in disseminating the recent technologies to literate farmers. Agricultural

Journalism in India came into existence just five decades ago. It is now gaining importance, particularly after the establishment of State Agricultural Universities (SAUs), the technical information needs to be provided to the farmers at the right time in a right way, so that the productivity can be increased. According to a report of Government of India (1987) there were 88 daily news papers on roll in Tamil Nadu. Out of this, five dailies have a circulation of over one lakh copies. There were above 28 farm magazines published from various organizations. As pointed out by Karippai and Menon (1987), only very few attempts have been made on readability, formats or impact of these columns.

### **Rural Radio Programs**

Efforts to start rural Radio programs had begun much before India attained independence. In 1933 the radio station at Bombay, for the first time, took some steps in this direction. The station at that time broadcast rural programs in Marathi, Gujarati and Kannada languages regularly. It was at Bhiwandi in Thana district that the first community set was established for this purpose. The Government of North West Frontier Province, with the cooperation of Marconi Company had arranged rural broadcasting in 1935. Though the power of the transmitter was only about 100 watts, the broadcast was liked by the rural people. The rural broadcast made from Delhi on behalf of the Punjab Government on January 1, 1936 has to be specially mentioned. The broadcast was arranged under the direct supervision of F.L. Brayne, ICS, and the then Rural Reconstruction Commissioner, who had evinced keen interest in rural broadcasting.

Another event that requires special mention in this connection is the Radio broadcast that began on October 16, 1938 from the Delhi station for the benefit of the Delhi residents. The broadcast reached the people through 120 community receivers established in villages having a population of more than 600 each. The broadcast made from Midnapur in Culcutta failed because of the long distance involved.

The arrangements made at Madras for broadcasting, with the co-operation of the Madras Radio Club continued till the opening of the AIR station on June 16, 1938. From the first of November that year, the AIR had its own rural programs and broadcast them. From 1937, the Bombay station of AIR had also started such programs. During this period, the programs broadcast were usually of 30 minutes' duration.

"The programs were usually presented by two 'characters', both men with a village background, who invariably became very popular with listeners because in their diction and style, they identified themselves with the people in the villages. The programs were given in the evening, generally a little after sunset, so that villagers could listen to these at the 'Panchayat Ghar' or where ever the community set was located. Talks and discussions were on agricultural problems, health, co-operatives, as also on subjects dealing with eradication of illiteracy and prevalent social evils. Market rates were an essential ingredient of the programs which also had a fair proportion of folk music. A prominent feature was, replies to listeners' letters. The villagers were encouraged to send queries on whatever problem they had. These were then replied to after consulting experts wherever necessary. Then, as now, the emphasis in communication was on the use of simple language and the main local dialects(s)"<sup>25</sup>

This pattern adopted for agriculture broadcasting before 1940, still continues and we have not been able to make major changes in it. The broadcasters of that time prepared the lessons for the rural farmers with so much sense of planning and farsightedness.

## **Radio Rural Forums**

The Radio Rural Forum was a novel agricultural information extension program started at Pune in 1956 under the joint auspices of the Information and Broadcasting Ministry and UNESCO. It was formed on the model of the

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<sup>25</sup> Radhakrishnan Naripatta, Mathrubhumi Karshika Mela-93 Supplement, Mathrubhumi Daily, Calicut, May 6, 1993.

Canadian experiment of Farm Radio Forum which was based on the technique, "read, listen, discuss and Act", intended for farmers. Each forum is an independent group. The membership of the group would be between 15 and 20. It should have a chairman and a convener who should do the duties of the secretary.

"It is a club of about 15 to 20 villagers who wish to listen in an organized way to selected Radio programs as a starting point for discussions among themselves to increase their knowledge and information through such programs, and, if possible to put into practice some of the things they have learned. Such a form is not a club for those who seek entertainment nor it is a Government committee wielding any authority. It is a kind of social education centre, whose members wish voluntarily and without fanfare to expand the horizons of their knowledge to become citizens and to express themselves freely with restraint and politeness on these day-to-day programs".

In the Radio Rural Forums initially organized in 150 villages in Maharashtra, programs of 30 minutes duration were arranged on two days in a week. After each program, detailed discussions would be held. The doubts raised at the discussions would be sent to the district organizers, and at the next program the doubts would be cleared satisfactorily.

The UN communication expert Paul Neurath had assessed that the program was a grand success. Later the number of the forums was increased. On the basis of the decision that all the stations of All India Radio should have Radio Rural Forums, the scheme was inaugurated on December 17, 1959. Eight hundred forums were alive at that time. "It was estimated then that at the end of the Third Five Year Plan, there would be 25,000 forums in existence. Radio Rural Forums had been in existence in Kerala also. There were 115 Radio Rural Forums under the Trichur Station of AIR as on January 1, 1981. Calicut and Trivandrum stations had none".

However, this program which would have been turned into an event of historic importance, gradually came to an end in course of time owing to the

disinterestedness and apathy of the State governments. The Vidyalkar Committee, appointed by the Government, in its report submitted in 1963 and the Chanda Committee in its report submitted three years later, had dealt with, in detail the problems and possibilities of rural agricultural programs. But neither of these reports received serious consideration.

## **Farm and Home Units**

For the starting of any new efforts for progress and development on the agriculture front through electronic communication, we had to wait till 1965. It was in that year that the Central Information and Broadcasting Ministry, with the co-operation of the Agricultural Ministry gave shape to the organization of 'Farm and Home Units' attached to the AIR stations at 10 places. The 10 stations selected were those at Jallunder, Lucknow, Patna, Cuttack, Raipur, Pune, Hyderabad, Bangalore, Tiruchi and Delhi, where 'Intensive Agricultural District Programs' and 'Intensive Agricultural Area Programs' were in operation. The objective of the Farm and Home Units was 'to provide relevant, timely and problem-oriented technical information to farmers of small homogeneous areas with similar agro-economic conditions'.

At the Akashvani headquarters in Delhi, the work of the 'Farm and Home Units' is coordinated and supervised by the Director, Farm and Home, who has a Joint Director and a Farm Radio Reporter to assist him. The emphasis in these Farm and Home programs is on a direct method of presentation, dictated by the need to convey hardcore scientific and technical information and quick and timely guidance. Due stress is also laid on soil and water management, social forestry, environmental protection and ecological balance in addition to family welfare, nutrition and eradication of social evils.

Each of the unit is headed by a Farm Radio Officer who is a graduate in agriculture, has practical experience of work in villages and has received training in extension methods. He is assisted by one or two farm Radio reporters and a script writer. Each unit is provided with ultra-portable tape-



recording machines for interviewing farmers and extension workers in the field. These recordings are then suitably used in the programs broadcast.

It was the success of the rural broadcasting program which was intended to create awareness among the farmers that prompted the Radio programmers to begin the Farm and Home program in All India Radio.

In the background of the Green Revolution, a number of programs were designed to increase wheat production in the country. With the objective of intensive wheat production, the Central Government declared certain districts in the country as intensive Agricultural Programme Development Districts or LADP Districts.

Abraham Joseph, the former Farm Radio Officer, who had made contributions to agricultural information extension, spoke about the background of the Farm and Home program. Two districts in Kerala, Palghat and Alleppey were brought under the program subsequently.

"One of the main components of the program was communication and extension activities. The next step was to start 'Farm and Home' units in the nearby AIR stations so as to strengthen the communication facilities in the IADP districts. The services of trained agricultural experts and necessary equipments were also sanctioned. This was way back in 1971. The working of the program had begun with the deputation of officers from the agriculture department. But these people had no experience with the working of the medium of Radio. They were not ready to put in hard work. This resulted in loss of the credibility of the program itself. Later, suitable persons were appointed directly for the 'Farm and Home' unit", said Abraham Joseph.

During the second stage of the Green Revolution, i.e., during 1967-68 period, a large number of high-yielding varieties of seeds were released for planting. One of the initial objectives of the Farm and Home programs was to give wide publicity to the new high-yielding varieties. The new unit was first started in 1971 at Thrissur Radio station. Thrissur is geographically situated at the midpoint between the two Radio stations in Kerala.

Abraham Joseph remembered that the 'Farm and Home' program had achieved great success in Kerala's neighboring State of Tamil Nadu. The IR-8 variety of rice was widely known in Tamil Nadu as "Radio Rice". Community Radio sets were established in all regions in Tamil Nadu. People regularly came to reading rooms, libraries and public places to listen to Radio programs.

"But in Kerala, community Radio sets were not at all popular because the people here are ego-centric". Joseph remarked. Though people in Kerala were not interested in attending programs through the community sets, individual listening to Radio programs was very popular here. From 1972, Farm and Home agricultural fair was also being organized every year.

The Farm and Home was popular until the period 1990 -92. By that time we had achieved self sufficiency in food production and with that the interest of those at the top of the Government in the matter began to wane. Foreign aid and foreign experts disappeared from the scene. All India Radio also gradually became reluctant to give undue importance to a particular category of audience. As a result, it was concluded that there was no need for the special 'Farm and Home' unit. It was also decided that no specially trained agricultural expert was necessary for producing the program", Abraham Joseph.

The present position is that any program executive can do the job. In Kerala, there is a post of Farm Radio Officer only at the Thrissur station. All other such officers had been designated later as Programme Executives.

## **Farm School on AIR**

The setting up of Farm Schools on AIR is a relatively recent innovation which has yielded good results, and increased awareness and the desire for learning latest agricultural techniques among the farmers. The procedure adopted is to broadcast an intensive training course on some specific agricultural or allied subject. Listeners are registered for each course, examinations are conducted at the end of the course and prizes and certificates awarded to those who are

successful<sup>26</sup>. Farm School on AIR is a method of providing systematic education on farming to the farmers through the process of distance learning. The steps involved in the broadcast of farm school are:-

- Planning of a comprehensive syllabus through selection of topics by a select committee composed of Farm Radio Officer and experts of the Department of Agriculture of the State Government and Agricultural University.
- Selection of the trainer by the subject committee to prepare the lessons on the selected topic and to deliver them over Radio.
- Structuring a series of lessons, usually 15-20 on every topic, by the trainer and approval of the lessons by the subject committee.
- Registration of names by the trainee listeners with the Radio station and announcement of registration numbers.
- Broadcast of lessons by the trainer on pre-announced days, once every week, with provision for repeat broadcasts.
- Lecture-cum-discussion-cum-question-answer format is used and training session in the studio is participated by the trainer, an extension worker and a few farmers.
- Broadcast of the summary and relevant Questions with answers from the trainer at the end of each lesson.
- Trainee listeners mail answer sheets containing answers to the Questions broadcast on each lesson.
- Trainer evaluates the answer sheets and assigns marks.
- Announcement of results over Radio and issue of Certificate of Participation by the Radio station to the trainee farmers.
- Award of prizes ceremoniously to the meritorious trainees.

The ideas of Farm School on AIR series originated for the first time as the brain child of the Extension Department of the University of Philippines. We have only accepted the idea as such and implemented it in practice. This program has helped to depute thousands of farmers, who spread the message of modern agriculture, to the rural areas. In most regions of the country, this program was conducted in an efficient manner.

"To cite a few typical examples, AIR Bangalore's course on paddy cultivation had 23 lessons and Tiruchi's on poultry farming 31 lessons. Nine hundred and 50 farmers registered for Delhi's course on manures and fertilizers. The enthusiasm evinced by farmers may be gauged from the very large numbers attracted by some of the stations. Thus Cuttack had over

30,000 farmers registering for different courses, with 54,000 at Sambalpur (also in Orissa), 9529 at Rajkot, 7200 at Trichur and 6682 at Madras.

The Farm School on AIR program was first started by the Farm and Home unit of the Thrissur station of the AIR, according to Abraham Joseph. The lesson series on paddy cultivation directed by Abraham Joseph and K.R. Kurup at that time was known under the title Rice School on the AIR. Where the farmer's knowledge ends, begin from there" was the objective of the directors. From the origin and history of rice to its varieties, cultivation and processing, the serial dealt with every aspect of the crop and attracted the attention of agricultural Kerala".

Going a step further than the rules and regulations permitted, the Thrissur station entered the publication field and it was another historic event.

The Kerala Agricultural University had agreed to publish a book encompassing all the lessons included in the 'lessons on rice'. But the KAU withdrew from the agreement at the last moment. The book was not published, Abraham Joseph said.

But the Farm School on AIR broadcasts made on coconut in 1974, that on rubber in 1975' and the one on tapioca in 1976 were published in the book

form. The serial held on pepper cultivation during 1980-81 was published in English and Malayalam simultaneously. The book in English turned out to be another record. The books published on cattle farming, spices, fish farming etc., were received by the farmers with considerable enthusiasm.

The most interesting aspect is that the editing, printing and publication of the books were undertaken by the 'Farm and Home unit' itself, the sale of books is also being arranged through the Radio. Farmers are advised through Radio announcement to meet the Agricultural Officers of the Krishi Bahavans which exist throughout the State and to register their names by paying the cost of the books in advance. These officers hand over the money and the names of those who have registered their names to the office of the District Agricultural Officers when they visit the office to attend the monthly conference. The officials of the 'Farm and Home unit' collect the money and the list from the state office of the agriculture department and deliver the required number of books at the District Agricultural Offices. The Agricultural Officers take delivery of the books from the district offices and distribute them to the concerned farmers. The Agriculture Production Commissioner of the State Government has given sanction for the arrangement through special orders.

These books which admittedly maintain high quality in printing and get up are being sold at reasonable prices. They are also being sold out very fast.

A 'Farm and Home unit' was started in 1974 at the Kozhikode Station of AIR. In the beginning, the program was relayed from the Thrissur station. It was only in 1980 that independent production was started by the 'Farm and Home unit' at Kozhikode. Abraham Joseph said that in regard to the program (Farm School on AIR), the Tiruchirappally station of the AIR in Tamil Nadu was the first station to broadcast the program emulating Thrissur. By 1975 almost all the AIR stations in South India had begun to broadcast lessons in Agriculture titled Farm School on AIR.

The Radio stations in Kerala have been planning and conducting even quiz competitions for the listeners of Krishi Patam, the Malayalam title of Farm

School on AIR and the winners in such competitions are being awarded presents at the fairs organized in connection with the Farm and Home program. The astronomical number of people who participate on such occasions has perplexed many. The Farm and Home celebrations and exhibition proposed to be conducted for a week at Sulthan's Battery in Wyanad District in 1986 had to be extended for one whole month. Even during the first three days of the celebrations, one lakh people visited the fair and exhibition.

Necessary modifications are being made in the nature, form and content of the Farm School on AIR program according to the changing trends. The lessons are now prepared with the help and support of many organizations. For example, we may take the case of the series of agricultural lessons on plantain prepared by 'Farm and Home unit' of the Kozhikode AIR station, the broadcasting of which began on December 7, 1996. The series was prepared by the Farm and Home unit with the active help, cooperation and support of the State agriculture department, the Farm Information Bureau, the Kerala Agricultural University, the Kerala 'Horticultural Development Programme' and the Banana Growers' Association of India. Muraleedharan Thazhakara, who was the producer of the program, said that when the broadcasting of any one lesson was completed, 400-500 letters on an average were being received from the listeners. The program entitled, Illom Nira Vallam Nira produced by the Farm and Home unit of Kozhikode Station on rice cultivation in the Farm School on AIR, was selected for the Karhsaka Bharathi award given by the State Government for the best work in agricultural Journalism. There is also the practice of preparing the program sheet in the best manner, long before beginning each agriculture lesson series.

The Farm School on AIR is broadcast on Saturdays and Sundays and the time is 7.05 am. The Farm and Home program is broadcast at 7.05 a.m. and 6.50 pm on all days except on Saturday and Sunday mornings. The program is broadcast by all the AIR Stations in the State except Metro and FM stations.

In most Radio stations, the responsibility for conducting Farm and Home program is that of the Programme Executives. In most cases these officers would not have any interest in the subject. However, the Trivandrum and Kochi stations do conduct this program. Usually there might not be anybody to help the executives in producing the programs. "In such a situation what can I do?" A program executive who is in charge of the program at an FM station wonders. "Somehow the program would be fulfilled by inclusion of some speeches or discussions or rebroadcasts", he openly admitted.

Only a person who knows the farmer intimately and who maintains good relations with the field of agriculture can be a good broadcaster of the Farm and Home program. Very few people know the actual problems in the field. Those who have no firsthand knowledge about the farmers' circumstances and problems cannot hope to be good agricultural broadcasters. A commitment to the profession and also training in the field are essential prerequisites. However this does not lessen the importance or impact of Radio over rural masses.

Communication research has pointed out that group listening followed by discussion produces a higher impact than individual listening. It is the hope of Akashvani that small and marginal farmers and the rural poor generally can be organized into listening forums or Radio clubs for establishing a surefire-way communication with this vital section of the community in the villages.

## **Rural Programs of Doordarshan**

When compared to the role of Press and Radio, in the dissemination of agricultural information among rural masses of our country, Doordarshan, the Government owned audio-visual medium has made very meager contribution. Many reasons like technical difficulties, geological barriers, dialectal variations and cultural practices, climatic conditions, time and cost can be attributed for the state of affairs.

A pilot project program titled Krishidarshan primarily aimed at demonstrating the effectiveness of television as a medium for propagating improved farming

practices was launched in 1967 at the instance of late Vikram Sarabhai. With the launching of Krish idarsan program, a number of tele-clubs were also organized in rural areas.

After much deliberations and audience research, Satellite Instructional Television Experiment (SITE) transmission was inaugurated on August 15, 1975, aimed at reaching 2400 villages in Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan. These States represent a wide range of linguistic, cultural, climatic and agricultural regions of our country. After an extensive research and evaluation, the Government decided to continue its transmission, to at least 40 per cent of the villages after the completion of SITE program. It actually paved the way for the emergence of Doordarshan which materialized on April 7, 1976. But Indians had to wait till August 15, 1982 for the national networking to become a reality. The day also marked the introduction of color Television in our country.

In July 1983, the Government took up a crash program under INSAT for promotion of agricultural productivity. Specified clusters in six States, Andhra Pradesh, Bihar, Gujrat, Mahrastra, Orissa and Uttar Pradesh were identified on the basis of backwardness of the area, availability of suitable physical and developmental infrastructure and utilization of the existing T.V. program production facilities. With increased capability of satellite communication and T.V. transmission in India, telecast of agricultural and rural development programs are being organized in a big way.

Instead of Krishidarshan, the lone Doordarshan Kendra in Kerala is producing a Nattinpuram (Rural Scene) program, which is telecast every day other than Saturday and Sunday at 5.30 pm. The program, which spotlights the villages of Kerala, is not giving much importance to agriculture as has been done by Krishidarshan. Cottage industries, artisans, cookery, co-operatives, ecological issues and many other subjects are competing with agriculture to have a suitable slot in the mini screen. This ultimately elbows out agriculture from getting prominence. The programs produced by an officer who lacks any



experience in agriculture or rural life normally evoke little response. The timing is also not convenient to farmers. The discussions and chat shows gobble up a lot of time. Thanks to the above reasons, the Nattinpuram gives a grim picture to an average farmer. Still he sees them provided he has a Television set and enough time to view the program. The survey conducted in connection with this research effort also shows that a number of farmers have the habit of viewing the program.

## **Farming and Magazines**

The first magazine which started publication of scientific articles in Malayalam was Paschimodayam. The editor of the magazine which began to be published from Neettoor near Thalassery in October, 1847, was F. Muller. The price of the magazine was two paisa. Topics such as farming, insects, weather, geography etc. also found a place in Paachimodayam occasionally. It gave comparatively more importance to Science subjects. It was published using hand-written scripts and stone types.

The honor of being the first magazine in Malayalam to have been printed and published from a printing Press goes to Jnananikshepam. Printed at the C.M.S Press at Kottayam from November 1848, it was basically a magazine with a declared objective of propagating Christian religion. This magazine was demy 1/8 size, had eight pages and was printed in 14 point types. Subjects such as geography, growth of plants and treatment of diseases were included in the contents. The price of the magazine was three paisa per copy.

Another publication, Vidyauilasini, was started in 1881 from Thiruvananthapuram by Easwara Pillai. It was a turning point in Farm Journalism. It was here that a special column for agricultural Science - Krishi Sastram was initially started. In September 1883 issue of the magazine, space was allocated to "Farm Science" column to analyze the qualities and uses of lime (chunnambu), ammonia, sarjika, chuvadi, magnesium, iron and dahaneetham' from the viewpoint of agricultural Science. It has been stated in

the article that lime (chunnambu) is formed by the fusion of 'dahanakaram' with the metal 'kalkaram'. The term 'dahanakaram' is used for oxygen, because it causes dissolution or digestion.

Easwara Pilla Vicharippukaran had established the Kerala Vilasam Printing Press at Thiruvananthapuram in 1853 with the help of the Maharaja of Travancore. It was from this Press that he started the publication of Vidya Vilasini.

In 1887 Sundarayyan established a printing Press at Thrissur under the name Vidyavinodini. From there, under the editorship of the famous literature of Malayalam, Vengayil Kunjiraman Nayanar and C. Achutha Menon was started the publication of the Vidya Vinodini magazine in 1889. Even in the first issue of the magazine, scientific articles on topics such as health care, the earth, the atmosphere, etc. were published. C.S. Gopala Panicker, who specialized in natural Science, was the chief Science reporter of Vidya Vinodini.

The Bhashaposhini magazine was started under the editorship of Kandathil Varughese Mappilla during 1897. It gave more importance to scientific and industrial topics. It gave as much priority to scientific thoughts of the West and the East as to literature.

Vengayil Kunjiraman Nayanar, whose pseudonym was Kesari, has acquired a permanent niche in the Malayalam literary world. He was keenly interested in agriculture. In fact Nayanar was a member of Madras legislature representing the farmers of Malabar<sup>27</sup>. Through his articles he advised the farmers that they and the country would progress only if they discarded superstitious beliefs and began to think on a scientific basis.

Mooloor Padmanabha Panicker was a literary figure who had exhibited great interest during his time in agriculture and veterinary Science. Being a poet, his farm journalism was also in poetic form. The poetic article he wrote about cattle plague is a good example of his journalistic style.

Lakshmi Vilasam (1906), was the first magazine in Malayalam on economics published from Kottakal. Through the pages of the Lakshmi Vilasam magazine, P.S. Warriar had exhorted in 1906 that to make paddy cultivation profitable, it was absolutely necessary to adopt modern methods of cultivation. He advised that new mechanisms which could be used to do all the work after harvesting to the stage of production of refined rice should be brought to the fields and their working shown to the farmers. He wanted model agricultural farms to be started for the benefit of the farmers. It should be noted that such suggestions were put forth by him about a century ago. Vyavasaya Chandrika which started publication in 1909 from Kayamkulam also gave prime importance to agriculture. The objective of the magazine was to extend to those people engaged in technical knowledge that would help to solve or at least to reduce the difficulties faced by them in their field of activity. Subjects such as sugarcane cultivation and sugar industry were dealt with in the magazine. From renowned poets of that time like Mahakavi Ulloor and Mooloor Padmanabha Panicker to the then Director of Agriculture N. Kunjan Pillai regularly contributed articles and poems to the magazine. The Vignana Chandrika magazine which was started at Kollam during 1915 gave much importance to plant sciences. K.P. Ikkandanunni Nair, who belonged to the place Trikkateekkara near Ottappalam had explained for the benefit of farmers the photosynthetic activity in plants in pure Malayalam through the pages of this magazine.

Some of the magazines in Malayalam published in the early part of the century giving particular emphasis to selected scientific subjects are : Atmaposhini (1913) of Swadeshabhimani K.Ramakrishna Pillai who always propagated a scientific outlook in regard to all matters; Dhanwanthari (1903), a complete medical Science magazine by Kottakkal Vaidyaratnam P.S Warriar; Vyavasaya Chandrika, published by S. Padmanabha Pillai from Kayamkulam for industrial publicity; Thozhilali, a magazine dealing with economics published by P.C Cheru from the Malabar Printing Works at Iringalakuda; Vijaya Chandrika (1915), published from Kollam under the editorship of KG Sankara Pillai and

Deepam (1930) a knowledgeable magazine published from Ernakulam under editorship of Moorkoth Kumaran.

Besides Lakshmi Vilasam, the Nair magazine, started under the able stewardship of Kainikkara Govindapillai from Changanacherry during 1902 was another milestone in the history of development Journalism in Kerala. The Nair which was committed to modernization and welfare of the powerful Nair community (upper caste Hindus) explicitly stated its aims and objectives in the first issue itself. One of them was to publish articles which give prominence to the Science of agriculture. Swadesabhimani started on January, 19, 1905 under the managing editorship of Chirayinkeezhu C. P. Govindapillai was another landmark along with literature, history, artisanship and art; it gave equal importance to agriculture.

## **Farm News**

It was after Indian independence that the newspapers began to give importance and allot space for farm news in a planned manner. As regards Malayalam newspapers, Mathrubhumi was the first to enter the field. Mathrubhumi, which started publication during the period of the freedom struggle with the avowed objective of propagating the national ideas, had in its editorial in the first issue itself, made it clear that it 'would publish articles that would give inspiration to agriculture and other related professions'. As far as the publication of news about agriculture and its development is concerned, Mathrubhumi has never deflected from its declared policy. Both in the daily and in the weekly a large number of articles on various aspects of agriculture and related topics are being regularly published.

In the weekend edition of the Mathrubhumi daily; a new column entitled Krishiyum Krishikkaranum (Farming and the Farmer) was started in 1962. The column was intended to clear the doubts and answer the queries raised by the farmers. At the same time, two articles on agricultural topics relevant at the time were also published each month on the editorial page of the newspaper. The

inspiration behind the introduction of these two novel items was R.T Ravi Varma (Seeri) who is considered the master farm journalist in modern Malayalam Journalism.

Malayala Manorama has also contributed much for the popularity of agriculture in the State through its editorials from its very inception. Krishi Pradarsanam (March 29, 1890) Puncha Krishi on paddy cultivation (December 9, 1903) Kayal Krishi on paddy cultivation in backwaters (July 22, 1903) Agriculture in Travancore (June 17, 1899) were some of such editorials. The last editorial written in English was about the spread of coconut disease and stressed the need for scientific research and approach. The editorial lamented the failure of such a modern State like Travancore in constituting an agriculture department. The intention behind the publication of such English editorials in a Malayalam daily was to attract the attention of administrators of British India and other British representatives to the princely States.

It would be interesting to know as to what the Agriculture Department and other Government agencies were doing during a period when the newspapers were readying themselves for a publicity and propaganda drive to promote agriculture.

Food scarcity being a life-and-death problem, an all-out effort was undertaken to inculcate sound farm practices among our farmers. The Centre strove to rejuvenate farm information activities and services in India. Efforts to strengthen agricultural information extension activities may be considered to have been started at the national level in 1952. As a part of these efforts an Information Section was set up on a small scale attached to the State Agricultural Department. This was a humble beginning of an effort to utilize the services of the newspapers for instilling agricultural information among Keralites, especially among the farmers. News about farmers' meetings and speeches made at such meetings and other small farm news items comprised and the material supplied to the newspapers in the early stages of the program.

## AGRICULTURAL EDUCATION

Though we have a vast network of 4 deemed universities, 45 ICAR institutes, 4 bureaus, 30 national research centers, 28 state agriculture universities, one central agriculture university, 261 KVKs, 8TTCs, 4EEIs, and state governments set up, for research education and Extension in agriculture, we have still not been able to bring about a dramatic change in the agriculture sector. No doubt, we are self sufficient in food grain production with 205.91 million tonnes (rice- 88.25 million tonnes, wheat - 74.25 million tonnes, coarse cereals - 30.35 million tonnes pulses- 13.06 million tonnes ) Surpassing all records and also milk -78 million tonnes, fruit and vegetables -104 million tonnes, egg-31380 million, fish -55.81 lakh tonnes, cotton-i 19.9 lakh bales of 170 kg. each sugarcane- 3093.1 lakh tonnes, potato -241.5 lakh tonnes and onion - 47.5 lakh tonnes for the year 1999-2000.

Stocks of food grain with Food Corporation of India are at a record high but in view of liberalized economy and global competition, we should not be satisfied only with the self sufficiency because in spite of self sufficiency the plight of the small farmers and landless agricultural workers in the villages remains the same as before. The rural poor still go hungry because they do not have the purchasing power. Many continue to live in primitive conditions without basic amenities and about 30% of the population cannot still meet its nutritional requirements. "In spite of near food self sufficiency in the county, still large population living in hilly and tribal areas does not have asses to food" (Dr. Mangla Rai, 2000).

It is because India as the country may be self sufficient but most of the States are still starving and unable to produce sufficient food grain to meet their requirements. So until and unless this big lot is first properly fed it will not enable them to complete in the global market with increase in yield and its quality. Poverty level will rise and situation will become worse. Farmers despite hard work and intensive techniques, if they are not better educated cannot

compete with multinational companies, because modern agriculture is information intensive and it calls for more and more exposure to the latest technologies as well as information about the crop demand and market prospects. Even States like Punjab and Haryana are behind developed countries in agriculture production.

## **Past and Present**

“Despite continuous emphasis on technology transaction through various extension services and community development programs in the agriculture sector, the fruits of development have not been equally shared by the farming community. One important reason is communication failure in the sense that information related to technology up-gradation has not so far reached the farming community”. (Tyagi and Sinha, 1999).

In the past, right from pre-independence efforts were made to disseminate information to the farming community for their overall betterment and for the first time F.L. Brayne (1920) introduced the concept of village level worker during Gurgaon project which is still continuing. Further, whatever approaches viz: Community approach Area approach, Target group approach, Employment approach, integrated rural development approach and participatory approach were adopted, were confined to certain selected / adopted community, block, district, region or States and their results were expected to percolate automatically to the rest of the population. “The assessment of Communication linkages in Indian agriculture provide an insight that information channels to the ultimate beneficiary could not bear the desired fruit”. (Tyagi and Sinha, 1999). Idea of selection or adoption of State, district, block or village has made great loss to the Indian agriculture. There are the regions in our country which are saturated with the different development programs through different agencies but there are areas / regions where still neither the Government nor nongovernmental organizations have registered their attendance. Way of selection or adoption may be good for the purpose of testing research findings

but certainly not for the dissemination of information and that too in liberalized economy.

## **Future**

India is the 7th larger country in the world in terms of area. Its share in land resources is only 2% but it sustains 18% and 15% of the global human and livestock population. In changing perspectives world wide, Indian agriculture has to feed its own huge population and it has to maintain environmental sustainability and subsequently which has to compete in international market to keep the economic growth of the country steady and stable. The Government has opened the market, and it has the responsibility of safeguarding the interest of its farmers, first by increasing their purchasing power and then by making them capable for competing in the international market, and for that it is indispensable to add something more to the present system of approach to information dissemination.

Information should be available to the whole population to create such an atmosphere to change the farmers' mindset to think and work scientifically which is a must for maintaining sustainability both on ecological and socio-economic fronts. Exploitive agriculture offers great possibilities if carried out in a scientific way but poses great dangers if carried out with only an immediate profit motive. The emerging exploitive farming community in India should become aware of this. Intensive cultivation of land without conservation of soil fertility and soil structure would lead, ultimately, to the springing up of deserts. Irrigation without arrangements for drainage results in the soil getting alkaline or saline. The indiscriminate use of pesticides, fungicides and herbicides could cause adverse changes in biological balance as well as lead to an increase in the incidence of cancer and other diseases through the toxic residues present in the grains or other edible parts. Unscientific tapping of underground water will lead to the rapid exhaustion of this wonderful capital resource left to us through ages of natural farming. The rapid replacement of numerous locally adopted



varieties with one or two high yielding strains in large contiguous areas would result in the spread of serious diseases capable of wiping out entire crops.

Therefore, the initiation of exploitive agriculture without a proper understanding of the various consequences of changes introduced into traditional agriculture; and without first building up a proper scientific and training base to sustain it, may only lead us, in the long run, into an era of agricultural disaster rather than one of agriculture prosperity.” (M.S. Swaminathan,1968). Farmers are also to be given international exposure about what advanced technologies are being adopted in other developed and developing countries and all that cannot be possible-until and unless the mass media takes interest in highlighting agriculture, the backbone of Indian economy, which does not get the importance it deserves.

## **INFERENCES OF CONTEMPORARY STUDIES ON AGRICULTURE**

All farmers, irrespective of their crops, educational qualification and age, read farm pages in daily newspapers regularly. They were found to like the page. Highly educated sections like graduates and post graduates are not much interested in traditional farming. Educated farmers are not interested in the cultivation of traditional crops such as paddy, coconut or spices. They are interested in cash crops like rubber and flowers, whereas only a small number of less educated farmers are engaged in the production of such crops. This tendency may be perhaps due to the lack of exposure or the higher standard of technical information through the media, according to leading farm journalists. It is basically a question of attitudinal change.

Nearly 70 per cent of the respondents have implemented one or more ideas that have appeared on farm pages. Most of them never consulted the local agricultural officer before implementing such ideas. This shows the initiative shown by farmers as well as the lack of credibility and effort on the part of

panchayat level agricultural officers. Mainly because of lack of exposure and guidance, and because of trans-generational family community beliefs, these rural farmers cling to unprofitable traditional crops. 55 per cent of the farmers claimed that they have success and gains in farming by adopting certain practices appearing in farm pages or farm journals. The farm pages and farm journals together command a fairly good influence upon the farmers. The majority of farmers depend on the farm pages to get timely information. So the journalists should consider the production of farm pages seriously.

All listeners of AIR rated the Farm and Home program as highly useful. The general impression of the farmers is that the Doordarshan is not giving adequate representation to agriculture.

A shortfall of farm pages brought out in the survey is that the pages miserably failed in helping them in marketing farm produce. The farmers also complained that the panchayat level agricultural offices also seldom helped them in marketing. The farmers are interested in reading about marketing service in farm pages.

The analysis clearly shows the superior impact of print media over electronic media and agricultural extension officers, in educating farmers.

The whole population of farm journalists was taken for the survey. All of them are readers of farm pages. They believe that the reason for the development of agriculture is the media; on the contrary, the farmers do not subscribe to the view.

According to working farm journalists, the major problems of their profession are :-

lack of variety in items which are of interest to farmers and

Inability of scientists and subject experts to write in common man's language.

While the farmers explicitly made it clear that 'success stories' are not their priority, and that they wanted some means which would improve their financial

status, the journalists openly admitted that none of them have done anything for the improvement of financial position of farmers.

Fifty percent of the journalists believe that the propagation of rubber in Kerala was because of mass media. 55per cent of them believe that a particular crop can be propagated through excellent media campaigns. However, the farmers have contradicted these views.

Ninety per cent or more of the scribes who participated in the research-related survey claimed to enjoy uninhibited editorial liberty and discrimination. All of them are habitual readers of farm news pages. To a commendable extent, this habit has assisted them in internalizing the innovations published so far and to spot shortcomings of farm news pages in individual dailies. The prime mover behind the agricultural headway in the State, according to their assessment, is nothing else than the farm news programs/pages in our mass media.

Much importance is given to the panchayat level agricultural officers by the State Government. In every municipality and panchayat, a Krishi Bhavan has been set up under the leadership of a qualified agricultural officer who is supposed to work at the grassroots level. So the author thought it useful to incorporate them also in the survey for some meaningfulness and authenticity.

The conclusions drawn from the survey conducted among panchayat level Agricultural Officers are the following:

There are two types of Agricultural Officers. Graduate officers, appointed to the position after two decades of service at the village level. And, directly appointed agricultural graduates. There is a lot of difference between the attitudes of these two categories. The first category seems to feel the farmers' pulse while the second group prefers a more theoretical approach.

All officers appreciate the role of farm pages and their contribution, but, they mainly depend on the local pages of daily newspapers to communicate their messages,

The graduate officers who know their professional limitations are quite enthusiastic to know more. All graduates, in the sample are regular readers of farm pages and farm journals. Half of them are regular listeners of Farm and Home where as only 41 per cent of professionals listen to the program as a habit.

The family background of officers does not have any relation with their reading habits. The farm pages have an impact on the farmers. Those who follow these pages regularly, perform well in all agricultural extension programs.

Journalists are doing more for the popularization of agriculture than panchayat level agricultural officers. These officers failed to cater to the farm pages and in functioning as an interlink between the journalists and farmers. The officers are not much aware of the need of farmers, (which consequently tend to alienate the farmer from Krishi Bhavans).

## **AIMS OF THE RESEARCH**

The study analyzes the rate, nature and scope of adoption of farming methods transmitted through electronic media (T.V. and Radio) in Malayalam language. All kinds of Farm programs including comprehensive program serials, success stories, seasonal cropping methods, experts opinion, been analyzed on the basis of the following objectives.

To find whether propagating new farm methods through farm programs in electronic media or the availability of adequate infrastructure and economic factors make a farmer to adopt a new farming method.

To find which electronic media has more influence on farmers to adopt agricultural programs.

To find which form of electronic media gets better feedback from farmers.

To find whether programs of T.V. or Radio is more acceptable to farmers.

To find whether farmers get the message through their preferred medium for the message.

## **METHODOLOGY ADOPTED FOR THE PROJECT**

Triangulation Method is used as the research methodology for this research. Triangulation has been defined as the use of two or more methods of data collection in the study of some aspect of human behavior. (Cohen and Manion, 1989). It has now become more acceptable to combine Quantitative and Qualitative research, and the process is Triangulation of data to substantiate the hypothesis.

**Expert Interview:** The field experts who are directly interacting with the farmers towards understanding their farming methods, introduction of new methods and awareness for better practices are identified as experts. This group comprises from farm information officers (block, village), agricultural assistant directors, Farm Information Bureau officers, agriculture communication researchers. Expert opinions greatly influenced the selection samples and survey questionnaire formulation.

**Questionnaire Survey:** A multi stage sampling procedure was used to select the sample for this study. After finalizing the sample from the three different districts of Kerala, where agriculture practices are homogenous in nature, a questionnaire survey was conducted. Questionnaire was a set of 42 questions with 6 independent variables and 36 dependant variables. This method was utilized to assess habit of audience in watching agricultural programs, the factors which are affecting the adoption of new practices.

**Focus Group Discussions:** Focus Group Discussions were conducted with 20 farmers from the whole population whose answers showed more dearness to the hypothesis. This focus group analysis is used to understand the habit and nature of adopting agricultural methods by the farmers.

## CHAPTER OUTLINE

S. No.	Chapter	Contents
1.	Introduction	Describes the current status of the agriculture industry in India along with agricultural programs in media. Methodology adopted for this project along with objective of the research.
2.	Methodology	Describes the methodology adopted for the research.
3.	Review of literature	List out the existing literature related to agriculture programs and its impact on the adoption of innovation among farmers.
4.	Data Analysis	Analyzing the data collected through both Qualitative and Quantitative methods.
5	Finding	Describes the findings reached through the data analysis.
6	Recommendations and conclusions	Describes the recommendations for future research and conclusion of the present research.

# Chapter 2

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## ***RESEARCH METHODOLOGY***

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### **INTRODUCTION**

The study aimed at comparing audience perception of farm programs by electronic media in Kerala. The word audience specifically stands for the farmers who are watching / listening to farm programs broadcasted by electronic media in Kerala. The study was conducted in rural areas of three selected districts in Kerala. Farmers' perception on farm programs produced and broadcasted by Government and private owned Television channels and All India Radio (AIR). The opinions collected through questionnaire are tabulated processes and evaluated.

This section outlines the research methodology that was followed when collecting data for this study. The factors used to determine dependent and independent variable that were selected for the preparation of questionnaire also is discussed. The research design and process, method for data collection, analysis and coding comprise the content of this document. The research process was also validated by Triangulation method.

### **SELECTION AND CLASSIFICATION OF MEDIA**

The aim of the research was to compare the audience perception of farm broadcasting of Government, private Television channels and All India Radio (AIR) in terms of the rate of adoption, acceptance, opinion, ratings and opinion on credibility and support from Government agricultural authorities.

The questionnaire was designed with five independent variables and 32 dependent variables.

## RESEARCH DESIGN (METHODOLOGY)

The core area of research is the comparison of audience perception. As perception highly deals with stimuli, the ability to process stimuli, filtering stimuli, classification, interpretation and giving meaning, a large part of making perception deals with emotion and behavior. This demands a Qualitative approach. However, recording data for comparison in terms of Qualitative methods may lead to lack of accuracy and ambiguity. This situation demands a mixed approach using both Qualitative and Quantitative methods.

While the Quantitative design strives to control for bias so that facts can be understood in an objective way, the Qualitative approach is striving to understand the perspective of the program stakeholders, looking to firsthand experience to provide meaningful data. The accumulation of facts and causes of behavior are addressed by Quantitative methodology as the Qualitative methodology addresses concerns with the changing and dynamic nature of reality.

Quantitative research designs strive to identify and isolate specific variables within the context (seeking correlation, relationships, causality) of the study as the Qualitative design focuses on a holistic view of what is being studied (via documents, case histories, observations and interviews).

Quantitative data is collected under controlled conditions in order to rule out the possibility that variables other than the one under study can account for the relationships identified while the Qualitative data are collected within the context of their natural occurrence.

Both Quantitative and Qualitative research designs seek reliable and valid results. Data that are consistent or stable as indicated by the researcher's ability to replicate the findings is of major concern in the Quantitative arena while validity of the Qualitative findings are paramount so that data are representative of a true and full picture of constructs under investigation.



By combining methods, advantages of each methodology complements the other making a stronger research design results more valid and reliable findings. The inadequacies of individual methods are minimized and more threats to Internal Validity are realized and addressed.

## **Triangulation Method**

Triangulation Method is used as the research methodology for this research. Triangulation has been defined as the use of two or more methods of data collection in the study of some aspect of human behavior. (Cohen and Manion, 1989). In the recent years it has been felt that any one method of data collection is insufficient. As Carley (1981) has pointed out, neither type of research, when used alone can give us an accurate window to the world. They are best developed when used in conjunction. While Quantitative research leads us to generalize on particular phenomenon, Qualitative research helps us to understand the specifics. Feilding and Feilding (1986) suggested 'there are possible points of convergence' in different approaches. It has now become more acceptable in recent years to combine Quantitative and Qualitative research, and the process is Triangulation of data to substantiate the hypothesis.

Triangulation tests the consistency of findings obtained through different instruments. In the case study, Triangulation will increase chances to control, or at least assess, some of the threats or multiple causes influencing our results.

Complementarities clarify and illustrate results from one method with the use of another method. In our case, in-class observation will add information about the learning process and will qualify the scores and statistics.

Mary Duffy, (1987), cites nine benefits associated with Triangulation:

The conceptual framework, which provides the theoretical base of the study, can be developed in whole or in part from Qualitative methods.

In areas where methods produce information overlap, certain Quantitative results can be verified by results obtained through Qualitative methods.

Qualitative data gained from interviews and/or observations can be used as the basis for selecting survey items to be used in instrument construction.

External validation of empirically generated constructs can be obtained by comparison with interview and/or observation data: where discrepancies exist, additional probing can be done to determine whether the mismatch was because of a weakness in the instrument or to misinterpretation by the individuals taking the test.

Case studies can be used to illustrate statistically derived models.

Clarification of ambiguous and provocative replies to individual questionnaires can be observed by re-examining field notes.

Quantitative data can provide information about program stakeholders who were overlooked initially.

The use of a survey instrument that collects data from all program stakeholders in the study may serve to correct the Qualitative research problem of collecting data only from an elite group within the system being studies.

Using Quantitative assessment can correct for the "holistic fallacy"; (the perception by the researcher that all aspects of a given situation are congruent, when in fact only those persons interviewed by the researcher may have held that particular view). Also the use of Quantitative instruments can verify observations collected during informal field observations. (p. 132).

Although Triangulation moves the social Science researcher closer to convergence, corroboration and correspondence of results across different method types, threats to Internal Validity must be recognized and minimized.

## **Expert Interview**

The field experts who are directly interacting with the farmers towards understanding their farming methods, introduction of new methods and awareness for better practices are identified as **experts**. This group comprises from farm information officers (block, village), agricultural assistant directors, Farm Information Bureau officers, agriculture communication researches. Expert opinions greatly influenced the selection samples and survey questionnaire formulation.

## **Questionnaire Survey**

A multi stage sampling procedure was used to select the sample for this study. After finalizing the sample from the three different districts of Kerala, where agriculture practices are homogenous in nature, a questionnaire survey was conducted. Questionnaire was a set of 42 Questions with 6 independent variables and 36 dependant variables.

This method was utilized to assess habit of audience in watching agricultural programs, the factors which are affecting the adoption of new practices.

## **Focus Group Discussions**

Focus Group Discussions were conducted with 20 farmers from the whole population whose answers showed more dearness to the hypothesis. This focus group analysis is used to understand the habit and nature of adopting agricultural methods by the farmers.

## **Process of Selection of Methods for Triangulation**

### **Pilot Survey**

To conduct a pilot study, the researcher recorded opinions from a panel of agricultural officers, farm Information officers, agro extension researchers and

experts. According to their opinion and guidelines, a pilot study is designed and conducted in Kanjikuzhy Panchayath, in Alappuzha district, Kerala. The Panchayath is selected by considering its ideal status to being the sample for a social Science research. Besides, the nature of farming in the Panchayath, which devoid of the cultivation of cash crops also supported its sample value. Kanjikuzhy Panchayath in being selected as an object for data collection in which Seventy (70) farmers from 70 (70) different families with own or leased farming land has been surveyed.

***Observations based on primary data analysis (Pilot study)***

The primary data collected through this survey has been placed as basis of formatting the survey questionnaire for testing of hypotheses. The main observations from the primary data are as follows.

100% farmers are watching Television at least twice in a week.

Minority (80%) watch agricultural programs.

Majority (80%) watches entertainment shows regularly and watch agricultural programs irregularly.

Most of the conventional farmers (73%), who are following the traditional farming methods, are not at all open to adopt any new farming method. However, 22% farmers partially adopted the methods transmitted through farm programs in Television.

Most of the unconventional farmers (49%) who are adopting non-traditional farming methods are not open to adopt new farming methods. However, 51% farmers partially adopted the methods transmitted through farm programs in Television.

Media interaction/feedback methods like phone and SMS (Short Message Service) were attempted by only 20% of people, while only 5% of people succeeded in that. Only 3% farmers were interested to attempt these feedback methods again.

Acceptance (not in adoption level) of farm programs (T.V.) were also surveyed based on the style of presentation, relevance for a particular crop, adaptability of information, provision of in-depth information, advice from experts, response for doubts from the channel and provision of updated information.

For this query, farmers favored Government owned Television channels than private owned Television channels.

#### ***Observations based on primary data analysis***

From the pilot survey, the researcher reached in a conclusion that, the survey should not be confined to a single district. The researcher accepted the following facts about the secondary survey to be conducted.

The secondary survey should be conducted in different areas of three districts, considering the variety of crops, geographical patterns and weather conditions.

Regions which are having any deep political, religious ideology avoided maximum. The Kanjikuzhy panchayath, is strongly into a certain political consciousness and the farm programs by the Television channel owned by that political party has been viewed more. Apart from that, a major share of the farm programs by this channel is been shot in Kanjikuzhy Panchayath. This also created a proximity factor among farmers for the farm programs in that channel. The researcher's information threshold in politics is not par with the expertise needed to explain this factor as per the standards of research.

Farm programs of All India Radio (AIR) regional stations also should be considered, as farmers opined that they find AIR farm programs really useful.

From the observations and conclusion of primary survey, the following method of data collection is designed.

#### **Quantitative Research Methods Utilised for Secondary Data Collection**

**Questionnaire Survey:** - A questionnaire with closed-end and choice type questions, with a total of 42 questions were prepared and finalized. Conducted

survey among 400 farmers in different wards from three districts of Kerala i.e. Pathanamthitta, Idukki and Alappuzha. After rejecting 40 answered questionnaires with contradictory data, the response from 360 farmers is selected and data is processed tabulated and tested for testing of hypotheses.

### **Qualitative Research Methods Utilised for Secondary Data Collection**

**Focus group analysis:** From the whole sample, farmers whose response having affinity to hypothesis is call for in-depth discussions.

**Expert Interview:** The field experts who are directly interacting with the farmers towards understanding their farming methods, introduction of new methods and awareness for better practices are identified as **experts**. This group comprises from farm information officers (block, village), agricultural assistant directors, Farm Information Bureau officers, agriculture communication researches. Expert opinions greatly influenced the selection of samples and survey questionnaire formulation.

## **SAMPLING**

Sampling refers to the selection of units of analysis for a study (Seale, 1999:329). In this study, people from three different districts were selected by purposive sampling. Purposive sampling is often preferred in both Qualitative and Quantitative research because data of depth, accuracy and richness is needed (Struwig & Stead, 2001:121)

### **Sampling of Respondents of Questionnaire Survey**

The three districts were selected on the basis of variety of crops, geographical distribution of different types of farming land, availability of different types of farmers with reference to the independent variable. Pathanamthitta and Idukki are having hilly geographical distributions, while, Alappuzha is a seashore district. These three districts could represent farmers who are cultivating almost

all the crops described in the farm guide published by the Farm Information Bureau (2007)

The respondents were selected on the basis of farmers who are watching Television regularly and among them farmers who are watching at least one farm broadcast of Doordarshan / private Television channels /AIR in a week. The researcher conducted survey among 400 farmers in different wards from three districts of Kerala i.e. Pathanamthitta, Idukki and Alappuzha. After rejecting 40 answered questionnaires with contradictory data, the response from 360 farmers is selected and data is processed tabulated and tested for testing of hypotheses.

The researcher selected this method of sampling because of the following reason

It was convenient due to shortage of funds, time constraints and logistics; and

To understand the perception of farmers about the farm programs broadcasted by electronic media, the respondent should watch the programs at least occasionally.

### **Sampling of Respondents for Focus Group Discussion**

360 farmers participated in the questionnaire survey. The responses of farmers to the Questions weren't neutral as it showed their biased opinions out of the dominance of a political party in the research location. Out of the 360 farmers, 20 farmers are considered as ideal.

The ideal sample is the group of farmers, whose response to the questionnaire was neutral and didn't show the influence of political party and the proximity to the program because the location for the research was the shooting location for most of the agriculture programs.

Apart from the neutral answers, the following six independent variables have been taken for filtering the 20 farmers out of the 360.

**Table 1: Focus Groups Sample**

Age	Income level (In rupees per year)	Education level	land	Area of land for cultivation (In acres)
18-35 : 5	Large(more than1,10,000):6	Graduate: 4	Own:14	Large (5 and above): 2
36-55: 11	Medium(50,000-1,00,000): 5	Matriculate and above:8	leased: 6	Medium(1-4): 17
>55: 4	Small(less than 50,000): 9	High School:8		Small(Below1): 1

Apart from the 20 farmers from different locations, the Agriculture Officer in Kanjikkuzhy Panchayath has been taken as the moderator for the discussion. The agriculture officer is considered as the 'expert' in the FGD (focus group discussion) as he knows each of the farmers in the sample individually.

### **Sampling of Respondents for Expert Interview**

Expert opinions greatly influenced the selection of samples and survey questionnaire formulation. A group consisting two people, an agricultural assistant director and farm officer, from each district, is selected for the group discussion. Apart from this total six from three different districts, a farm information officer from the regional Farm Information Bureau, an agricultural scientist, a scholar in Farm Journalism and a visual media farm journalist were included in the group with 10 members. The researcher moderated the discussions and from the live recording of the sound track of discussion, a



detailed report is prepared. Based on this report, research methods were detected, analyzed and finalized.

## **DATA COLLECTION**

In this study, data was gathered through Expert interviews, Questionnaire survey, focus group interviews and observations. During data collection, the researcher interpreted Questions to the farmers to their local language. Questions were drawn up in a simple language (English) that could be understood by the respondents. However, most of the respondents, other than expert group, were not fluent with English and they prefer to communicate in their mother tongue, Malayalam, the language spoken in Kerala.

### **Data Collection- Questionnaire Survey Method**

A judgmental sampling procedure was used to select the sample for this study. After finalizing the sample from the three different districts of Kerala, where agriculture practices are homogenous in nature, and all variety of crops are been cultivated, questionnaire survey was conducted among a total of 400 respondents from each district. After rejecting incomplete or contradictory responses, the researcher selected 360 answered questionnaires, 120 from each district. Questionnaire was a set of 42 Questions with 6 independent variables and 36 dependant variables.

The five independent variables were tabulated against 36 dependent variables. The data is arranged in tables with two parts, A and B. Table A displays data in district level while table B displays data of three districts as a whole (data from all 360 respondents).

### **Data Collection- Expert Interview**

A group consisting two people, an agricultural assistant director and farm officer, from each district, is selected for the group discussion. Apart from this

total six from three different districts, a farm information officer from the regional Farm Information Bureau, an agricultural scientist, a scholar in Farm Journalism and a visual media farm journalist were included in the group with ten members. The researcher moderated the discussions and from the live recorded sound track of discussion, a detailed report is prepared.

Based on this report, methods, type, number of Questions, dependent and independent variables were determined. The document out of this interview is used as a supportive document to prepare other data collection methods.

### **Data Collection- Focus Group**

360 farmers participated in the questionnaire survey. The responses of farmers to the Questions weren't neutral as it showed their biased opinions out of the dominance of different factors including dominance of certain political parties in the research location. Out of the 360 farmers, 20 farmers are considered as ideal.

The ideal sample is the group of farmers, whose response to the questionnaire was neutral and didn't show the influence of political party and the proximity to the program because the location for the research was the shooting location for most of the agriculture programs.

The group got 17 Questions and the different answers from all respondents to each question were organized and tabulated. From the table, Questions and answers were used to interpret hypotheses.

## **VALIDITY OF DATA**

This conceptualization of validity has been very influential even within the so-called Qualitative tradition, wherein a solid approach to assess the quality of interpretative inquiry is the trustworthiness criteria (Lincoln and Guba, 1985; Guba and Lincoln, 1989). Besides the critiques to the classical approach of validity, these criteria include the notions of credibility and transferability that

are parallels to the concepts of Internal Validity and external validity, respectively.

These parallels suggest that the dichotomy--Quantitative versus Qualitative--might not be as incompatible as purists from both sides have argued. More than that, studies using mixed-method have shown that integration of these traditions within the same study can be seen as complementary to each other (Greene and Caracelli, 1979; Caracelli and Greene, 1997).

### **External Validity**

The data collected from experts about the trends is an active data collected as the interpretation of experts about the media watching habits of the farmers. The data collected from the farmers through focus group interaction also is active data from the farmers through making them answering pre-set Questions on media watching habits. These two sets of active data is similar to the passive data from farmers collected through the Quantitative questionnaire survey method on the media watching habits of the farmers.

### **Internal Validity**

There are multiple factors supporting the Internal Validity of the collecting data.

Credibility of responses of farmers through the questionnaire survey as the sampling and questionnaire for the survey is based on scientific methods according to the principles of research.

Similarity of responses of the farmers from the same locale and other defined areas and samples for data collection through questionnaire survey.

Proximity of responses of farmers to questionnaire the responses of farmers in the focus group.

## **Analysis of Data**

The data collected through Expert Interview, questionnaire survey and focus group analysis were utilized to prove the pre-defined hypotheses. The results are organized in findings with the support and reference of the analyzed data. Percentage analysis is the main tool used to analyze the results of questionnaire survey.

## **THE RESEARCH PROCESS**

The procedure according to which the research was undertaken is discussed in this subsection. The procedure is discussed according to the 4 parameters adopted from Struwig & Stead (2001:46). The four parameters used when describing the research are:

### **The Setting (Where the Research Took Place)**

The research took place in Kerala, the southernmost state of the republic of India. The areas selected were the 3 districts in the central part of Kerala named Idukki, Alappuzha and Pathanamthitta. These areas were chosen because the population is involved in farming of almost all the crops in Kerala. In all three areas, the Questions were presented in the same way to enable a more objective comparison of the results (Bless & Higson-smith, 1995:107).

### **The Actors (Who were Observed or Interviewed);**

In this study, actors refer to the people who participated and contributed to the success of the research. The researcher conducted the research. The farmers, as respondents in this research participated by giving responses about the Questions asked regarding the media watching habits. The extension officers, directors from the Department of Agriculture, farm journalists and extension and farm communication researchers participated and acted as intermediaries

between the researcher and the respondents, and also as the moderators. The extension officers guided the interviews.

### **The Events (What Happened While the Actors were Being Interviewed)**

The responses of the farmers about the perception on farming methods through electronic media broadcasting were recorded. The researcher looked at the way how the respondents respond to Questions. Group discussion of experts and focus group discussion of selected ideal farmers also is conducted. The respondent farmers were interviewed to understand the media watching habits, rate of adoption, acceptance and credibility of farm programs were recorded using a questionnaire survey. They were also interviewed in the form of focus group interaction to actively understand the media watching habits of farmers. The data and inferences from the expert group discussion are the basis of questionnaire survey and focus group discussion of farmers.

### **The Process (the Evolving Nature of Events Undertaken by the Actors Within Setting)**

The researcher arranged the dates of the areas concerned, for the research to take place.

The first visit took place on 19 September 2006 after the expert group discussion on 23 June 2006. This visit took place at Kanjikuzhy Panchayath at Alapuzha district, and a pilot survey was conducted on 20th and 21 of October 2006.

The first phase of the questionnaire survey was conducted on November 3, 2007 at Kallisserry Panchayath of Pathanamthitta District. The surveys on all districts were completed by April 2008.

Focus group interviews took place after the data is collected about the media watching habits of farmers through questionnaire survey. The focus group discussion meeting was on January 12, 2009. The discussion was recorded

and data is collected. Questions were asked in Malayalam as stipulated in the schedule. Respondents were given chance to ask Questions.

## **CONCLUSION**

In this chapter the research methodology, the research design, the methods of collecting data, and the research process were discussed. The way in which data is collected, analyzed, coded and validated is also discussed. The research findings are discussed and analyzed in the next chapter.

# Chapter 3

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## ***REVIEW OF LITEATURE***

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### **FARM JOURNALISM IN KERALA**

Authort: Anil Kumar Vadavathoor

Year Of Publication: 1999

Place :Kottayam, Kerala

Summary: An extensive study on the evolution of farm communication in Kerala, this book is an excellent compendium which will be useful to researchers in the field of agricultural communication and Journalism students alike.

The author of the book, Sri Anilkumar is a well known journalist with post graduation in Journalism and mass communication and law. An extensive researcher, veteran journalist and popular Science writer, Sri Anil kumar has got a dozen books to his credit

### **COMMUNICATIONS IN AGRICULTURE: THE AMERICAN FARM PRESS**

Writers: By James F. Evans, Rodolfo N. Salcedo

Publishers : Iowa State University Press

Year of publishing: 1974

Place :Lowa

Summary: This book studies communications in agriculture, focusing on the American farm Press. As defined here, a commercial farm periodical is directed to farmers and supports itself through the sale of subscriptions or advertising. It includes local as well as regional and national periodicals. A 90-year analysis,

from 1880 to 1970, was chosen because 1880 was a pivotal point in American agricultural history. Part 1, "Upward and Westward (1880-1920)." examines the shape of the growth of farm periodicals, external incentives, shifting information channels, and incentives from the farm Press. Part 2, "Fighting Stagnancy (1920-1940)," examines elements of the depression, a source of growth for the farm Press, and erosion of the editorial base. Part 3, "Peaks and Growing Pressures (1940-1970)," examines readers as assets, readers as liabilities, and the new marketing mix. Part 4, "A 90-Year Perspective," examines various forces in farm publishing and includes four appendixes which offer notes on the methods of analysis used for this study, figures, tables, and variables used in time-series analyses.

## **COMMUNICATING IN THE AGRICULTURAL INDUSTRY**

Writers: Russell A. Graves

Publishers: Thomson Delmar Learning Technology & Industrial Arts

Year of Publishing: 2003

Place: USA

This book encompasses many facets of the transforming agriculture communications industry, and prepares readers for careers in this field. Providing instruction and hands-on activities, it covers a range of media topics and industry employment opportunities. It discusses the industry, careers, writing, electronic media, Web page design, photography, public speaking, page layout, as well as many other topics that give readers valuable skills as they enter the work place. Examples and other chapter activities enrich the book and reinforce principles that readers learn from application.



## **RURAL SOCIAL STRUCTURE AND COMMUNICATION IN AN INDIAN VILLAGE**

Writers : V R Gaikwad; B L Tripathi; S M S Haque;

Publisher: Centre For Management In Agriculture, Indian Institute Of Management,

Year of publishing: 1973

Place: Ahmedabad

Summary:

In rural India, information pertaining to agriculture is purely depends on the Village Social System An Indian village generally has a small composite population who doing almost similar jobs .The book explaining how communication executes at Indian villages and how the new information diffuse through these systems and how extend media is effective in introducing new ideas among the farmers in an Indian village.

## **VALUES OF FARMERS, SUSTAINABILITY, AND AGRICULTURAL POLICY**

Writers : Ben Schoon and Rita te Grotenhuis

Source: **Journal of Agricultural and Environmental Ethics**

Publisher : Springer Netherlands

ISSN :1187-7863 (Print) 1573-322X (Online

Year: 2004

This article describes the feasibility of research into the relation between values of farmers and sustainability for the Dutch Ministry of Agriculture and the Dutch Federation of Agricultural and Horticultural Organizations.

Firstly, a theoretical framework describes different levels of motivation behind conduct and choices. It enables exploration and analysis of individual interviews with small groups of conventional and ecological farmers. The aim is to find out what their basic convictions regarding nature and sustainability are, and to analyze the relation between these convictions and the actual choices they make in their farming practice. The research shows that for some farmers, differences in farming practice go back to the motivation level of moral convictions about what is good farming'. For others, the motivations for a specific farming practice are more pragmatic or superficial'. This knowledge can be of significance for the process of policymaking.

Secondly, this research demonstrates that investigation into the relation between values and behavioral choices is possible. The analysis of interviews among a small group of farmers gives an idea of the importance of personal values in add it into (and sometimes of more importance than) economic considerations. Due to the restricted size of the search population, however, these conclusions are of limited ability to generalize. Finally, in order to make a larger research agenda possible, the research methodology is evaluated based on scientific criteria.

## **COMMUNICATION AND SUSTAINABLE AGRICULTURE: BUILDING AGENDAS FOR RESEARCH AND PRACTICE**

Writer : Gerry Walter

Journal: Agriculture and Human Values

Publisher: Springer Netherlands

Year of publishing : 2005

Place : Netherlands

Communication cannot be overlooked as a component of sustainable agriculture; theoretical perspectives from communication Science, such as co orientation and information systems analysis, can suggest ways to help improve the chances for sustainability, as can attention to specific types of communication. Communication about sustainable agriculture, which creates political-economic and social environments that promote development of sustainable systems, must more clearly define sustainability and what is to be sustained and must help producers and the public “think agro ecologically.” Communication of sustainable agriculture, which creates and disseminates information about how to farm and consume sustainable, must expand the standards for what constitutes valid information by increasing farmer participation in production research and easing farmer access to media to disseminate on farm trial findings.

## **THE INVISIBLE FARM: THE WORLDWIDE DECLINE OF FARM NEWS AND AGRICULTURAL JOURNALISM TRAINING**

Writer : Pawlick, Thomas

Publisher : Universal Publishers

A Survey of the current issues in agriculture ,intended to demonstrate to Journalist and Journalism educators that subject area is not only news worthy , but crucial to the future of the humanity itself .

And also include both agricultural Journalism practice both past and present and the state of agri cultural Journalism training in three representative global regions , showing that both farm coverage and the resources available for training farm journalists are in adequate in some cases grossly inadequate .

# **ROLE OF TELEVISION IN AGRICULTURAL TECHNOLOGY TRANSFER**

Writer : S Muhammad, SA Butt, I Ashraf

Publisher : Pakistan Journal of Agricultural Sciences,

Year:2004

Place : Faisalabad

The present paper aims to assess the role of Television in agricultural technology transfer. The data show that majority of the respondents was unaware of the regular agricultural telecasts. Only 5.60% respondents were found to be regular viewers and they preferred watching agricultural telecasts over other assignments. Feedback link between farmers and T.V. authorities appeared to be totally missing. Majority of the respondents watched agricultural telecasts rarely, a reason able number was occasional viewers, and only a fraction of the respondents was regular viewers. A vast majority got only up to 25% agricultural information through agricultural telecasts, 12.8% got 25-50% information while those who got more than 50% information were negligible in number.

## **INFORMATION SOURCES AND THEIR RELATIVE EFFECTIVENESS**

Writers: S Muhammd, C Garforth

Publisher: Pakistan Journal of Agricultural Sciences,

Year: 1999

Place: Faisalabad

Pakistan is basically an agricultural country its development is mainly depends on this sector. However, agricultural production of the country is much lower

than that of many other countries of the world .Even within the country there is a big gap between average potential yields of various agricultural crops .It clearly indicate that available technologies, if adopted by farmers according to the recommendations can enhance agricultural productivity. There for there is a dire need to apply Science and technology in the field of agriculture .In order o achieve this objective , the extension agencies are disseminating new technologies through different means including ,mass media. The present study was planned to determine the role of mass media on the dissemination of agricultural technologies among the ultimate users, that is farmers .Lahore district was selected for the study .A random sampling technique was focused for selective sample .the total size of the project was 120 respondents. Data were collected through pre-set interview schedules. The book reveals that a simple majority (54.1) of the respondents gave preference to Television .25.03 gave 2nd preference and Radio get 16.7 gave 3 rd preference to print media as source of agriculture information.

## **FARMERS' PERCEPTIONS OF PTV'S AGRICULTURAL TELECASTS ('HARYALI'AND'KISAN TIME')**

Writers: S Muhammad, SA Butt, I Ashraf

Publisher: Pakistan Journal of Agricultural Sciences,

Year: 2004

Place : Faisalabad

Pakistan is predominately and agricultural country. Its development is largely dependent on the development of agricultural sector. Presently there exists a big gap between the average yield of various crops obtained in the country and their potential yield, which can only be minimized with the application of Science and technology by farmers. The extension services have critical role to play for which they use a variety of extension teaching methods/media. Television is one of such media which is being used for the education of

farmers. 'Haryali' and 'Kisan Time' are 2 important regular agricultural telecasts of Pakistan Television (PTV). The present paper reports the perceptions of the farmers about these agricultural telecasts. The data show that majority of the respondents did not watch these telecasts. Among the viewers, most of the respondents watched 'Haryali' regularly. However, regular viewers of 'Kisan Time' were negligible in number. Most of the respondents regarded the telecasts interesting and informative. Relatively less number of respondents perceived the contents of the telecasts useful, practicable, and timely. Most of the respondents perceived the presentation style of the telecasts as highly impressive. 'Kisan Time' appeared to be better than 'Haryali' in this regard.

## **ON-FARM ADOPTION OF CONSERVATION PRACTICES: THE ROLE OF FARM AND FARMER CHARACTERISTICS, PERCEPTIONS, AND HEALTH HAZARDS**

Authors: Namatie Traore, Rejean Landry, Nabil Amara  
*Issue: Land Economics, Vol. 74, No. 1*

Date of release: (Feb., 1998), pp. 114-127

The research reported in this paper concerns (1) Quebec potato farmers and the factors that compose their concern for environmental degradation and (2) the adoption of conservation practices using a two-stage decision-making process. The surveyed farmers are concerned mainly with the problem of pest infestation. Their awareness of environmental problems is raised by the level of educational attainment, membership in producers' organizations, and participation in Government sponsored farm programs. The actual adoption of conservation practices by farmers is influenced by the extent to which they perceive environmental degradation to be a problem, their educational level, the expected crop loss to pests and weeds, the perceived health effects of farm

chemicals application, and the availability of adequate information on the best management practices.

## **INTEGRATING MODELS OF DIFFUSION OF INNOVATIONS: A CONCEPTUAL FRAMEWORK**

Journal article by Barbara Wejnert; Annual Review of Sociology, 2002

This chapter examines how diverse concepts, variables, and processes related to the diffusion of innovations can be integrated. The goal is to establish a conceptual framework of variables influencing the diffusion of innovations rather than to provide an exhaustive review of the literature associated with each variable. Therefore, discussion focuses on the nature of each variable and its importance to the process of adoption, and not on every detail of its effects. Moreover, because adoption processes are different for individual persons and for collective entities within which individuals operate (e.g., political States or organizations), the different nature of adoption processes that depend on these distinctions is noted throughout.

## **DIGITAL DIVIDES AND THE ADOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE UK FARM SECTOR**

Martyn Warren

University of Plymouth, Newton Abbot, Devon, TQ12 6NQ, UK

For farm businesses operating in remote rural areas, internet-based technologies offer the prospect of overcoming disadvantages relative to urban areas, particularly those related to spatial and social isolation. Using empirical data, this article contends that a "digital divide" exists within the agricultural

sector between relatively small cattle and sheep farmers and larger-scale arable and dairy farms, which will result in uneven take up of new communication media, loss of competitiveness and increasing relative disadvantage for those businesses affected. Arguing that this disadvantage will be serious for individual businesses and the industry, the article identifies the development of human potential as a priority.

## **THE INFLUENCE OF COMMUNICATION SOURCE AND MODE ON CONSUMER ADOPTION OF TECHNOLOGICAL INNOVATIONS**

EUN-JU LEE<sup>11</sup>, JINKOOK LEE and DAVID W. SCHUMANN

Communication is the critical process of diffusion of technological innovations, yet there is little research in the consumer behavior literature investigating how communication affects consumers' decision to adopt technological innovations. This paper examines the effects of communication source and modality on consumers' adoption of technological innovations using the 1999 University of Michigan's Survey of Consumers data. Specifically, a typology of communication sources and modality is presented, and the respective and interrelated influences of source and mode on consumers' adoption of electronic banking are examined. The results demonstrate that communication factors can serve as significant predictors of consumer adoption of technological innovations and that consumer preferences for communication source and modality vary for different segments of adopters. In addition, we find information gaps between consumer segments high and low in socio-economic status. Finally, implications for the diffusion of technological innovations and future research directions are discussed.



# **FARMERS' PREFERENCES FOR METHODS OF RECEIVING INFORMATION ON NEW OR INNOVATIVE FARMING PRACTICES**

Lou E. Riesenberger, Associate Professor

Christopher Obel Gor, Graduate Student

University of Idaho

The purpose was to identify and describe the sources of information considered credible, beneficial, and preferable by farmers, and how the identified sources can be used effectively in disseminating information on new or innovative farming practices. The following were specific objectives of the study:

To identify the preferred methods of receiving information on new or innovative farming practices among farmers in Nez Perce County, Idaho.

To identify the differences in farmer characteristics as related to preferences for methods of receiving information on new or innovative farming practices among farmers in Nez Perce County, Idaho.

## **Procedures**

The population was comprised of farmers in Nez Perce County whose names and addresses were on file with the County Extension Office. Three hundred 86 (386) farmers qualified as subjects for the study. Farmers from Nez Perce County were selected because of the county's array of agricultural information sources and a well established co-operative extension service.

# **COMMUNICATION AND IMPLEMENTATION OF CHANGE IN CROP PROTECTION**

Authors: Escalada MM, Heong KL

Location: Department of Development Communication, Visayas State College of Agriculture, Baybay, Leyte.

The slow adoption of integrated pest management (IPM) has been attributed to the widespread gaps in farmers' knowledge of rational pest management. Other factors such as farmers' perception of high input use and promotion of pesticides also influence decisions to practise rational pest management. To bridge these gaps and improve farmers' pest management practices, most IPM implementation programs rely on communication strategies. These communication approaches utilise either mass media or interpersonal channels or a combination. The choice of which communication approach to employ depends on project objectives and resources. Among extension and communication approaches used in crop protection, strategic extension campaigns, farmer field schools and farmer participatory research stand out in their ability to bring about significant changes in farmers' pest management practices. While extension campaigns have greater reach, farmer participation and experiential learning achieve more impact because learning effects are sustained. Communication media are important in raising awareness and creating a demand for IPM information but interpersonal channels and group methods such as the farmer field school and farmer participatory research are essential to accomplish the tasks of discovery and experiential learning of IPM skills.

## **INFLUENCE OF PESTICIDE INFORMATION SOURCES ON CITRUS FARMERS' KNOWLEDGE, PERCEPTION AND PRACTICES IN PEST MANAGEMENT, MEKONG DELTA, VIETNAM**

Authors: P. van Mele , T. V. Hai , O. Thas , A. van Huis

Abstract:

In 1998-99, about 150 citrus farmers and 120 pesticide sellers were interviewed in Can Tho and Dong Thap province, Mekong Delta, Vietnam. Media, pesticide sellers and extension staff had different influences on farmers' pest perception and management practices depending on the region and intensity of the cropping system. Pesticide sellers were notified by about 95% of the farmers about their major pest problems, and the type of pesticides sold in their shop was primarily based on farmers' demand (87%) and then on company promotion (56%). Those farmers relying on pesticide sellers used more of the banned insecticide methyl parathion. Probably for fear of being accused of illegal practices, none of the pesticide sellers mentioned that they recommended this product or that farmers asked for it. In the intensive Tieu mandarin cropping system, media and extension activities increased farmers' knowledge of difficult-to-observe pests such as the citrus red mite *Panonychus citri* and thrips, *Thrips* sp. and *Scirtothrips* sp. Since extension was weak in sweet orange, those farmers exposed to media only reported the damage symptom of mites, not knowing the causal agent. Media alone seemingly did not suffice to acquaint farmers with these small organisms. Farmers getting advice from the media advertisements applied more different pesticide products and sprayed insecticides more frequently, whereas the extension has stimulated the use of acaricides and increased the number of both insecticide and fungicide sprays. The traditional practice of biological control with the ant *Oecophylla smaragdina* might be endangered with growing media influence and when extension activities remain confined to chemical pest control. Constraints and potentials of different information sources are discussed in relation to developing IPM programs for citrus.

# Chapter 4

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## ***DATA ANALYSIS***

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Like stated in the Chapter 3: Methodology, a mix of 2 Qualitative research methods and one Quantitative research method have been used in the study .The objective of each research methodology was defined distinctively and the execution of the research was towards proving the hypothesis that meant to be proven through the chosen methodology.

The choice of sample population, data collection method and analysis of data are different for different chapters. As this study has been undertaken through Triangulation method, the data analysis is segregated into 3 sub sessions and details of the research have been distributed accordingly.

### **EXPERT IN-DEPTH INTERVIEW: QUALITATIVE METHOD1**

#### **Sample**

The sample of study participants in Expert Interview method derived from 3 rural and remote sites in Kerala. The participants were the agriculture officers, farm officers and senior farmers from the research location such as -Alappuzha, Idukki and Wayanad.

The experts were those who know the pulse of farming and farmers in the research locale. The 'experts' had contact with the farmers in the research location and provided contextual information for the study. The purpose of this method was to understand the nature and characteristics of farming and farmers in the research location included with the very specific farming nature of the location.

## **Purpose of the Data Collection**

Expert interview was a part of pilot study in which the information collected through the Expert Interview utilised to define the sample for the questionnaire survey and the dearness of the research location to the research hypothesis as a whole.

The following traits of farmers are discussed during the Expert Interview.

Farming behavior of the growers in the locale

Response of farmers to the agriculture information sources like government, non-government and random

The degree of media savvy in farmers

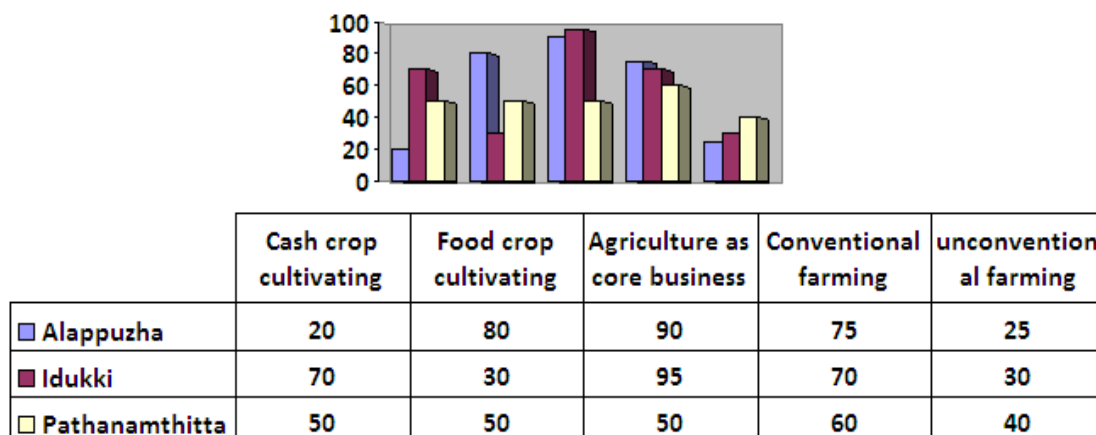
Visual media density of the locale

Heterogeneity of farmers regarding the dependant and independent variable considered for the research

The status of awareness on the innovations in agriculture.

## Analysis of the Data

### Farmer behavior



Values are in percentage

### Response of farmers to information sources

According to the expert opinions, farmers from the sample district such as Alappuzha, Idukki and Pathanamthitta are keeping enthusiastic responses to the reception of information on agriculture through sources like Farm Information Bureau, farm officers, NGOs and Krishi Bhavans.

### The Degree of Media Savvy in Farmers

Based on the in-depth interview conducted among the experts, majority of the farmers in the research location are media savvy beyond and extend. The farmers in the research location are enthusiastic to the information and aware of development in agriculture industry and the scope of media to reach the information to the farmers in the research location. The experts from Alappuzha districts indicated the awareness of farmers on the advertisement and promotional value of certain agriculture programs.

## **Visual Media Density of the Locale**

According to the experts from the sample location and based on the valid statistics available on the infrastructure available in the sample location, the media density indicates 1:1. That means, all the farmers in the research location owns a Television set in their home.

## **Heterogeneity of Farmers Regarding the Dependant and Independent Variable Considered for the Research**

By considering the research objectives and the hypothesis to be proved, the following variables have been defined such as age, education, Income, area of cultivating land, pattern of owning land, media saturation, tv watching habits. The Expert Interview and the review literature pertaining to the research locale condition supported to choose Alappuzha, Idukki and Pathanamthitta as the research location.

## **The Status of Awareness on the Innovations in Agriculture**

According to the Expert Interview, the farmers from the research locale are aware of the latest development in the agriculture sector. The expert from Alappuzha district described the farmers in the district as “super farmer” as they are very much aware of the political. Economical and social impact of al innovations in the agriculture sector as most of the farmers are depending agriculture for their livelihood.

## **Traits of Sample That Can Challenge the Research Objective**

The following facts collected from experts may challenge the process of proving stated hypothesis of the project.

Political orientation of farmers in the district of Alappuzha

The status of research locale (Alappuzha and Idukki) as the regular location for most of the agriculture program have been telecasting by leading private and Government owned channels

Orientation of farmers to a single cash crop and the lesser availability of innovations and the high interest of farmers to explore agriculture programs based on other crops

The regular viewership of farmers to agriculture program for the entertainment and the developments happen in Western countries for the sake both entertainment and information than adoption of the innovation.

100% cynical approach of farmers towards any new methods communicated through media.



# QUESTIONNAIRE SURVEY: QUANTITATIVE METHOD1

## Sample Characteristics

An aggregate of 400 farmers from the district of Alappuzha, Idukki and Pathanamthitta have been taken as the sample for the questionnaire survey. 40 farmers are eliminated from the sample by considering the incompleteness of the responses.

A questionnaire with 42 Questions used as the equipment for the data collection. In the Questions 13 were closed end and the 29 Questions were multiple choice. Out of the 42 Questions, 6 Questions were based on independent variables considered for the research and 36 Questions were based on dependant variables.

The farmers were heterogeneous in nature with respect to both dependant and independent variable. The following tables describes the nature of sample with respect to independent variable such as age, education, Income level, area of cultivating, pattern of owning land.

**Table 2: Age of respondents**

Age	Idukki		Alappuzha		Pathanamthitta		Total	
	N	%	N	%	N	%	N	%
18-35	10	8.3	14	11.7	31	25.8	55	15.3
36-55	45	37.5	56	46.7	58	48.3	159	44.2
>=56	65	54.2	50	41.6	31	25.9	146	40.5

Among the total 360 respondents from Idukki, Pathanamthitta and Alappuzha districts, 55 (15.3%) were in the age group of 18-35, and 159 (44.2 %) were in the age group of 36-55 and 146 (40.5%) were in the age group of 56 years and above.

**Table 3: Income level**

Income	Idukki		Alappuzha		Pathanamthitta		Total	
	N	%	N	%	N	%	N	%
Large (More than 1,10,000)	45	37.5	16	13.3	37	30.8	98	27.2
Medium (50,000-1,00,000)	43	35.8	58	48.4	26	21.7	127	35.3
Small (Less than 50,000)	32	26.7	46	38.3	57	47.5	135	37.5

Among the total 360 respondents from Idukki, Pathanamthitta and Alappuzha districts, 98 (27.2%) were in the large Income group with annual Income above INR 1,10,000/- , and 127 (35.3 %) were in the medium Income group with annual Income between INR 50,000 – 1,00,000 and 135 (37.5%) were in the small Income group with annual Income below INR 50,000/-

**Table 4: Education level**

Level of Education	Idukki		Alappuzha		Pathanamthitta		Total	
	N	%	N	%	N	%	N	%
Graduate	40	33.3	18	15.0	22	18.3	80	22.2
Matriculate and above	46	38.4	24	20.0	23	19.2	93	25.9
High school	34	28.3	78	65.0	75	62.5	187	51.9

Among the total 360 respondents from Idukki, Pathanamthitta and Alappuzha districts, 80 (22.2%) were having educational qualification of graduation and above, and 93 (25.9 %) were having educational qualification of matriculate and above and 187 (51.9%) were having educational qualifications of completing high school education.

**Table 5: Pattern of ownership of land**

Ownership of land	Idukki		Alappuzha		Pathanamthitta		Total	
	N	%	N	%	N	%	N	%
Own	104	86.6	86	71.7	102	85.0	292	81.2
Leased	8	6.7	30	25.0	5	4.2	43	11.9

Both	8	6.7	4	3.3	13	10.8	25	6.9
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Among the total 360 respondents from Idukki, Pathanamthitta and Alappuzha districts, 292 (81.2%) were cultivating in their own land 43 (11.9 %) were cultivating in leased land and 25 (6.9%) were cultivating in both own and leased land.

**Table 6: Land area of cultivation**

Land area of cultivation	Idukki		Alappuzha		Pathanamthitta		Total	
	N	%	N	%	N	%	N	%
Large (>=5 acres)	37	30.8	6	5.0	18	15.0	61	16.9
Medium (1-4 acres)	30	25.0	30	25.0	57	47.5	117	32.5
Small (Below 1 acres)	53	44.2	84	70.0	45	37.5	182	50.6

Among the total 360 respondents from Idukki, Pathanamthitta and Alappuzha districts, 61 (16.9%) were cultivating in large areas of land (above 5 acres) and 117 (32.5 %) were cultivating in medium areas of land (1-4 acres) and 182 (50.6%) were cultivating in small areas (below 1 acre) of land.

Farmers with the habit of regularly watching Television are the mandatory trait considered for all samples.

### **Hypothesis Being Tested Through Questionnaire**

Media can change cultivation practices even if adequate infrastructure, marketing and monetary facilities are not provided.

Farm programs in electronic media increases the cultivation of cash crops in Kerala.

Adoption rate of innovative farming methods transmitted through broadcast medium (AIR) is higher than that of programs transmitted through Television.

Adoption rate of innovative farm practices depends on consistent support of agricultural authorities and experts.

Adoption rate increases whenever farmers get assistance from farm authorities.

Farm programs of AIR generate better response than that of Doordarshan.

Comprehensive program serials through broadcast medium (AIR) on particular crops generate better response of farmers than that of other types farm programs.

Farmers with higher educational levels adopt innovative farming methods through electronic media better than that of farmers with lower levels of education.

Farmers with larger areas of land adopt innovative farming methods through electronic media better than that of farmers with smaller areas of land.

### **Intended Purpose of the Data Analysis**

Analysis of the data collected through questionnaire survey is intended to prove the hypothesis of the research. The data collected through questionnaire have been utilised to prove all hypotheses. The data collected through focus groups discussion re assure the hypothesis by letting the researcher to reach findings

that explicitly prove the hypothesis. It is recommended to read the findings derived through focus group discussions to get the low level details gathered through the study to prove the hypothesis.

### **The Influential Data Discrepancies: Prospective**

This section describes the responses of samples or any trait of the sample that can challenge the hypothesis.

The domination of any political party in the research locale along with the influence of the same on the Television channel choice of sample population.

Dearness to certain programs by being their location as the shooting location of the agriculture program

Inhibit to reveal the actual income level on prejudices

Illiteracy of the sample population would be lead to difficulty to understand and process the Questions the in questionnaire.

Inability of the farmer to understand the purpose of the survey by misinterpreting the actual purpose of the research

Inhibition to share information on the fear of misuse of the data

Negligence to agriculture programs transmit through any medium.

Complete lacking of the scope of innovation in the very orthodox farming practices

Extensive difference in the response of farmers from the same farming condition

### **Trends of the Collected Data: Highlights**

Farmers do not believe that media alone can make miracles in the better yielding of their crops, without providing adequate infrastructure, expert support and raw material to kick start the adoption.

Farmer still count Doordarshan as the credible and committed channel for agriculture information, but still lacks variety in the programs.

Farmer prefer entertainment value of agriculture programs it lead to the increased viewership of agricultural programs in private channel though it is supersede the scope of adoption

Private channels encourage participatory communication in agriculture programs than government owned channel like Doordarshan

Farmers blame print media to stop the agriculture based serial features as those features helped them to store and information as and when needed.

Farmers still count agriculture programs on AIR as the program that match with their pulse and field of experience. The farmers still prefer AIR and they are depending T.V. due to unavailability of equipments to receive medium waves.

The degree of adoption of innovative methods happens in newly introduced cash crops than traditional food crops

Farmers found the agriculture information as credible if a farmer presents the information in the Television rather than the agriculture researchers or a genetic engineer.

Farmers prefer and expect low level demonstration of each and every innovative farming method presented through agricultural programs.

The inspirational value of agriculture programs is the predominant impact of programs which is based on the success stories based on the crop cultivation that does not feasible in the geographical conditions of their district.

### **Confirmation Status of the Hypothesis by the Questionnaire Survey Results**

This section describes the status of hypothesis as per the analysis of data collected through questionnaire survey. Based on the confirmation status, the hypothesis has been divided into three categories. The hypothesis under

partially confirmed category had been taken for focus group discussions. Refer **Focus Groups Discussions** for the details.

### **Confirmed Hypothesis**

Farm programs in electronic media increases the cultivation of cash crops in Kerala.

Farmers responded in a way that, they prefer to experiment with the farming methods in cash crops and not in food crops. Most of the farmer indicated readiness to cultivate new cash crops even though they inhibit to start the cultivation of a new food crop or a new variety of a traditional food crop.

Adoption rate of innovative farming methods transmitted through broadcast medium (AIR) is higher than that of programs transmitted through Television.

Farmers believe that the agricultural programs broadcasted through AIR backed with strong research and dedication to the help to the farmers in optimum level. Farmers find AIR programs highly compatible with their specific environment of agriculture than a sophisticated environment which is still unattainable to most of the farmers.

### **Partially Confirmed**

Adoption rate of innovative farm practices depends on consistent support of agricultural authorities and experts.

Adoption rate increases whenever farmers get assistance from farm authorities.

Farm programs of AIR generate better response than that of Doordarshan.

Comprehensive program serials through broadcast medium (AIR) on particular crops generate better response of farmers than that of other types farm programs.



Farmers with higher educational levels adopt innovative farming methods through electronic media better than that of farmers with lower levels of education.

Farmers with larger areas of land adopt innovative farming methods through electronic media better than that of farmers with smaller areas of land.

## Failed

Media can change cultivation practices even if adequate infrastructure, marketing and monetary facilities are not provided.

Data Report: Questionnaire Survey

**Table 7: Age Vs number of farmers listening to rural farm programs in radio and television (district wise)**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Often	4	12.1	17	51.5	12	36.4	4	8.3	20	41.4	24	50.3	19	33.3	21	36.9	17	29.8
Rarely	6	9.2	16	24.6	43	66.2	10	16.4	34	55.7	17	27.9	12	20.4	33	55.9	14	23.7
Never	0	0	12	54.5	10	45.5	0	0	0	0	4	100	0	0	4	100	0	0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Regularity of watching rural farm programs in radio and television

Classification : District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 8: Age Vs number of farmers listening to rural farm programs in radio and television (total)**

	Total		
	18-35	36-55	>=56

	N	%	N	%	N	%
Often	27	19.6	58	42.0	53	38.4
Rarely	28	15.1	83	44.9	74	40.0
Never	0	0	16	53.3	14	46.7

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Regularity of watching rural farm programs in radio and television

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 9: Age Vs Media used to listen farm programs (District wise)**

		Idukki						Alappuzha						Pathanamthitta					
		18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	Yes	2	3.3	1	26.7	4	70.2	4	13.8	1	55.2	9	31.0	6	19.4	1	41.3	12	38.7
	No	8	13.3	2	48.9	2	38.3	1	11.0	4	44.0	4	45.1	2	28.5	4	50.6	19	21.3
Private T.V. channels	Yes	1	11.0	3	41.5	3	46.9	8	12.5	3	50.2	2	37.4	1	21.7	4	54.3	19	24.1
	No	0	0	1	27.0	2	72.6	6	10.7	2	42.4	2	46.6	1	34.4	1	36.5	12	29.3
AIR	Yes	0	0	4	19.0	1	81.7	4	25.0	6	37.5	6	37.5	8	34.8	1	56.3	2	8.7
	No	1	10.1	4	41.1	4	48.8	1	9.0	5	48.1	4	42.3	2	23.3	4	46.5	29	29.9

Print	Y es	2	3. 8	1 8	34 .7	3 2	61 .5	0	0	1 8	56 .2	1 4	43 .8	1 0	21. 7	2 2	47. 9	14	30 .4
	N o	8	11 .8	2 7	39 .7	3 3	48 .5	1 4	15 .9	3 8	43 .2	3 6	40 .9	2 1	28. 4	3 6	48. 6	17	23 .0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: electronic media used to listen to farm programs

Classification: Classification: District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 10: Age Vs Media used to listen farm programs (Total)**

		Total					
		18-35		36-55		>=56	
		N	%	N	%	N	%
Doordarshan	Yes	12	10.0	45	37.5	63	52.5
	No	43	17.9	114	47.5	83	34.6
Private T.V. channels	Yes	35	15.4	110	48.5	82	36.1
	No	20	15.0	49	36.8	64	48.2
AIR	Yes	12	20.0	23	38.3	25	41.7
	No	43	14.3	136	45.4	121	40.3
Print	Yes	12	9.2	58	44.6	60	46.2
	No	43	18.7	101	43.9	86	37.4

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: electronic media used to listen to farm programs

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 11: Age Vs Type of media from farming methods are adopted (District wise)**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	0	0	6	25.0	18	75.0	6	28.6	8	38.1	7	33.3	5	26.3	8	42.1	6	31.6
Private T.V. channels	10	23.3	15	34.1	18	41.6	2	3.6	3	5.7	2	3.9	2	27.0	3	41.0	2	31.5
AIR	0	0	6	75.0	2	25.0	2	16.7	4	33.3	6	50.0	4	44.4	5	55.6	0	0
Doordarshan & Pri. T.V. Channels	0	0	8	40.0	12	60.0	2	50.0	2	50.0	0	0	0	0	3	100	0	0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Type of media from farming methods are adopted

Classification: District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 12: Age Vs Type of media from farming methods are adopted (total)**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	11	17.2	22	34.4	31	48.4

Private T.V. channels	32	18.6	77	44.8	63	36.6
AIR	6	20.7	15	51.7	8	27.6
Doordarshan & Pri. T.V. Channels	2	7.4	13	48.1	12	44.4
Not reported	4	6.0	32	47.0	32	47.0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Type of media from farming methods are adopted

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 13: Age Vs Media from farming methods adopted for seasonal crops (District wise)**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordars han	0	0	0	0	2	10	6	40.	4	26.	5	33.	7	41.	4	23.	6	35.
Private T.V. channels	1	19.	2	52.	1	27.	6	10.	3	56.	2	33.	1	31.	27	47.	12	21.
	0	6	7	9	4	5		0	4	7	0	3	8	6		3		1
AIR	0	0	2	33.	4	66.	0	0	2	25.	6	75.	4	44.	5	55.	0	0
				3		7				0		0		4		6		
Doordars han & Pri. T.V. Channels	0	0	2	25.	6	75.	0	0	4	10	0	0	0	0	0	0	0	0
				0		0				0								

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media from farming methods adopted for seasonal crops

Classification: District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 14: Age Vs Media from farming methods adopted for seasonal crops (Total)**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	13	25.0	8	15.4	31	59.6
Private T.V. channels	34	20.2	88	52.4	46	27.4
AIR	4	17.4	9	39.1	10	43.5
Doordarshan & Pri. T.V. Channels	0	0	6	50.0	6	50.0
Nor reported	4	3.8	48	45.7	53	50.5

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media from farming methods adopted for seasonal crops

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 15: Age Vs Nature of experimenting farm methods from farm programs (district wise)**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Often	0	0	12	85.7	2	14.3	4	25.0	6	37.5	6	37.5	7	46.7	4	26.6	4	26.7
Rarely	8	21.6	9	24.3	20	54.1	4	6.2	40	61.5	21	32.3	12	22.2	26	48.2	16	29.6
Never	2	2.9	24	34.8	43	62.3	6	21.4	10	35.7	12	42.9	12	23.5	28	54.9	11	21.6

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Nature of experimenting farm methods from farm programs

Classification: District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 16: Age Vs Nature of experimenting farm methods for farm programs (Total**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Often	11	24.4	22	48.9	12	26.7
Rarely	24	15.4	75	48.1	57	36.5
Never	20	13.5	62	41.9	66	44.6
Not reported	0	0	0	0	11	100

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Nature of experimenting farm methods from farm programs  
 Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 17: Age Vs Media broadcasting understandable farming methods (district wise)**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	4	8.7	8	17.4	34	73.9	6	19.4	14	45.1	11	35.5	9	29.0	14	45.2	8	25.8
Private T.V. channels	4	10.3	18	46.1	17	43.6	8	12.5	32	50.0	24	37.5	16	22.9	35	50.0	19	27.1
AIR	0	0	0	0	2	100	0	0	2	33.3	4	66.7	4	36.4	7	63.6	0	0
Doordarshan & Pri. T.V. Channels	2	14.3	10	71.4	2	14.3	0	0	4	100	0	0	0	0	0	0	2	100
Private T.V	0	0	5	100	0	0	0	0	2	50.0	2	50.0	2	100	0	0	0	0

Channels & AIR																	
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Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Regularity of watching rural farm programs in radio and television

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 18: Age Vs Media broadcasting understandable farming methods (Total)**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	19	17.6	36	33.3	53	49.1
Private T.V. channels	28	16.2	85	49.1	60	34.7
AIR	4	21.1	9	47.4	6	31.6
Doordarshan & Pri. T.V. Channels	2	10.0	14	70.0	4	20.0
Private T.V Channels & AIR	2	18.2	7	63.6	2	18.2
Not reported	0	0	8	32.0	21	68.0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media broadcasting understandable farming methods

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 19: Age Vs Media transmitted methods for crops which farmers are cultivating (district wise)**

	Idukki			Alappuzha			Pathanamthitta		
	18-35	36-55	>=56	18-35	36-55	>=56	18-35	36-55	>=56



	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordars han	0	0	2	73.3	8	26.7	2	11.7	8	47.1	7	41.2	4	23.5	6	35.3	7	41.2
Private T.V. channels	10	16.7	16	26.6	34	56.7	4	8.2	2	44.9	2	46.3	12	29.3	23	56.1	6	14.6
AIR	0	0	0	0	6	100	0	0	2	16.7	1	83.0	8	34.8	9	39.1	6	26.1
Doordars han & Pri. T.V. Channels							0	0	2	100	0	0	0	0	0	0	4	100
Private T.V Channels & AIR							2	50.0	2	50.0	0	0	3	100	0	0	0	0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media transmitted methods for crops which farmers are cultivating

Classification: District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 20: Age Vs Media transmitted methods for crops which farmers are cultivating (Total)**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	6	9.4	36	56.3	22	34.4
Private T.V. channels	26	17.3	61	40.7	63	42.0
AIR	8	19.5	11	26.8	22	53.7
Doordarshan & Pri. T.V. Channels	0	0.0	2	33.3	4	66.7

Private T.V Channels & AIR	5	71.4	2	28.6	0	0.0
Not reported	10	10.6	47	39.4	37	50.0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media transmitted methods for crops which farmers are cultivating

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 21: Age Vs Media having convenient time schedule (district wise)**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	0	0	2	7.7	2	92.4	4	14.3	1	35.7	1	50.0	1	37.9	4	13.8	1	48.3
Private T.V. channels	8	12.1	3	47.0	2	40.7	6	9.7	3	58.6	2	32.0	1	30.6	2	53.8	8	15.4
AIR	0	0	4	100	0	0	0	0	8	80.0	2	20.0	4	26.7	1	73.1	0	0
Doordarshan & Pri. T.V. Channels	2	20.0	4	40.0	4	40.0	0	0	0	0	4	100	0	0	4	44.4	5	55.6

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media having convenient time schedule

Classification: District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 22: Vs Media having convenient time schedule (Total)**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	15	18.1	16	19.3	52	62.7
Private T.V. channels	30	16.7	95	52.8	55	30.6
AIR	4	13.8	23	79.3	2	6.9
Doordarshan & Pri. T.V. Channels	2	8.7	8	34.8	13	56.5

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media having convenient time schedule

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 23 : Age Vs Media providing timely information for farming methods (district wise)**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	0	0	0	0	2	10	4	21.	8	42.	7	36.	9	60.	2	13.	4	26.
					2	0		1		1		8		0		3		7
Private T.V. channels	1	14.	3	54.	2	30.	6	12.	3	62.	1	25.	1	25.	2	47.	1	27.
	0	7	7	4	1	9		5	0	5	2	0	2	0	3	9	3	1
AIR	0	0	0	0	4	10	2	16.	8	66.	2	16.	8	38.	9	42.	4	19.
					0	0		7		6		7		1		9		0
Doordarshan & Pri. T.V.							0	0	0	0	4	10	0	0	0	0	2	10
											0	0					0	0

Channels																			
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Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media providing timely information for farming methods

Classification: District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 24 : Age Vs Media providing timely information for farming methods (Total)**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	13	23.2	10	17.9	33	58.9
Private T.V. channels	28	17.1	90	54.9	46	28.0
AIR	10	27.0	0	45.9	0	27.0
Doordarshan & Pri. T.V. Channels	0	0.0	17	0.0	10	100.0
Not reported	4	4.1	42	43.3	51	52.6

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media providing timely information for farming methods

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 25: Age Vs Type of programs useful for cultivation (District wise)**

		Idukki						Alappuzha						Pathanamthitta					
		18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Serial programs	Yes	1	13	2	25	5	62	1	33	2	67	0	0	0	0	2	22	7	78
	No	12	11	51	45	49	44	14	12	57	50	44	38	19	17	49	45	42	38

Seasonal programs on different crops	Yes	4	12	13	39	16	49	44	10	24	57	14	33	55	17	16	55	81	28
	No	9	10	40	46	38	44	11	15	35	45	30	40	14	17	35	39	41	46
Success stories	Yes	7	9	40	50	32	41	10	13	35	47	30	40	12	15	35	44	33	41
	No	6	15	13	31	22	54	55	12	24	55	14	33	7	8	16	41	16	41
Newly invented methods on farming	Yes	4	10	18	45	18	45	6	14	20	45	18	41	6	17	17	47	13	36
	No	9	11	35	44	36	45	9	12	39	53	26	35	13	16	34	41	36	43

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Type of programs useful for cultivation

Classification: District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 26: Age Vs Type of programs useful for cultivation ( Total)**

		Total					
		18-35		36-55		>=56	
		N	%	N	%	N	%
Serial programs	Yes	2	10.0	6	30.0	12	60.0
	No	45	13.4	157	46.6	135	40.1
Seasonal programs on different crops	Yes	13	12.5	53	51.0	38	36.5
	No	34	13.4	110	43.5	109	43.1
Success stories	Yes	29	12.4	110	47.0	95	40.6
	No	18	14.6	53	43.1	52	42.3
Newly invented methods on farming	Yes	16	13.3	55	45.8	49	40.8
	No	31	13.1	108	45.6	98	41.4

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Type of programs useful for cultivation

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 27: Age Vs Media broadcasting more number of serial programs on a particular crop (District wise)**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	0	0	6	30.0	14	70.0	25	12.5	80	50.0	65	37.5	94	47.0	25	10.5	81	42.1
Private T.V. channels	10	29.4	16	47.1	85	23.5	84	17.4	181	39.1	205	43.5	149	51.9	79	25.9	62	22.2
AIR	0	0	60	50.0	60	50.0	00		65	54.5	55	45.5	47	66.7	23	33.3	00	00
Doordarshan & Pri. T.V. Channels	0	0	20	100	00	0												

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: broadcasting more number of serial programs on a particular crop

Classification: District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 28: Age Vs Media broadcasting more number of serial programs on a particular crop (Total)**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	11	20.0	16	29.1	28	50.9
Private T.V. channels	32	29.9	41	38.3	34	31.8
AIR	4	13.8	14	48.3	11	37.9
Doordarshan & Pri. T.V. Channels	0	0.0	2	100.0	0	0.0
Not reported	8	4.8	86	51.5	73	43.7

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media broadcasting more number of serial programs on a particular crop

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 29: Age Vs Media broadcasting more number of serial programs on different crops (District wise)**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	0	0	6	18.7	2	6.3	2	14.3	8	57.1	4	28.6	6	31.6	5	26.3	8	42.1
Private T.V. channels	1	18.0	2	50.7	1	31.7	8	18.2	1	36.3	2	45.0	1	50.9	1	28.9	8	21.1
AIR	0	0	0	0	4	10.0	0	0	6	42.9	8	57.1	4	66.7	2	33.3	0	0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media broadcasting more number of serial programs on a particular crop

Classification: District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 30: Age Vs Media broadcasting more number of serial programs on different crops ( Total)**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	8	12.3	19	29.2	38	58.5
Private T.V. channels	37	27.2	54	39.7	45	33.1
AIR	4	16.7	8	33.3	12	50.0
Not reported	6	4.4	78	57.8	51	37.8

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media broadcasting more number of serial programs on a particular crop

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 31: Age Vs Media broadcasts more success stories of farmers (District wise)**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	4	20.0	0	0	1	80.6	6	30.0	1	50.0	4	20.0	9	47.4	2	10.5	8	42.1
Private T.V. channels	6	8.6	3	50.5	2	41.9	8	14.8	2	44.5	2	40.7	1	22.4	3	50.2	1	27.0
AIR	0	0	0	0	4	10	0	0	4	40.	6	60.	4	36.	7	63.	0	0



						0				0		0		4		6		
Doordarshan & Pri. T.V. Channels	0	0	0	0	2	100	0	0	0	0	4	100	0	0	0	0	4	100

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media broadcasts more success stories of farmers

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 32: Age Vs Media broadcasts more success stories of farmers (Total)**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	19	32.2	12	20.3	28	47.5
Private T.V. channels	28	15.0	91	48.7	68	36.4
AIR	4	16.0	11	44.0	10	40.0
Doordarshan & Pri. T.V. Channels	0	0.0	0	0.0	10	100.0
Not reported	4	5.1	45	57.0	30	38.0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media broadcasts more success stories of farmers

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 33: Age Vs Media which broadcasts more innovative methods on farming**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%

Doordarshan	0	0	2	9.1	2	90.	0	0	6	46.	7	53.	7	38.	5	27.	6	33.
Private T.V. channels	1	22.	2	54.	1	22.	8	13.	3	53.	2	33.	1	43.	1	35.	8	21.
AIR	0	0	0	0	4	10	2	16.	2	16.	8	66.	4	36.	7	63.	0	0
						0		7		6		7		4		6		
Doordarshan & Pri. T.V. Channels	0	0	2	10	0	0	0	0	0	0	3	10	0	0	0	0	4	10
				0								0						0
Private T.V Channels & AIR							0	0	0	0	4	10	0	0	0	0	2	10
												0						0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media which broadcasts more innovative methods on farming

Classification: District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 34: Age Vs Media which broadcasts more innovative methods on farming**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	7	12.7	15	27.3	33	60.0
Private T.V. channels	34	23.6	72	50.0	38	26.4
AIR	6	25.0	6	25.0	12	50.0
Doordarshan & Pri. T.V. Channels	0	0.0	2	22.2	7	77.8
Private T.V Channels & AIR	0	0.0	0	0.0	6	100.0
Not reported	8	6.5	64	52.5	50	41.0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media which broadcasts more innovative methods on farming

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 35: Age Vs Feeling of getting answers for queries regarding farm practices**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	4	33.3	2	16.7	6	50.0	8	29.6	6	22.3	1	48.3	9	52.9	4	23.6	4	23.5
Private T.V. channels	4	9.8	1	46.9	1	43.8	6	9.7	3	61.8	1	29.0	1	51.6	1	41.3	2	6.5
AIR	0	0	4	100	0	0	0	0	4	100	0	0	4	66.7	2	33.3	0	0
Doordarshan & Pri. T.V. Channels	2	33.3	0	0	4	66.7	0	0	2	100	0	0	0	0	0	0	2	100
Private T.V Channels & AIR	0	0	0	0	2	100	0	0	0	0	4	100						

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Regularity of watching rural farm programs in radio and television

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 36: Age Vs Feeling of getting answers for queries regarding farm practices**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	21	34.4	17	27.9	23	37.7
Private T.V. channels	26	19.0	73	53.3	38	27.7
AIR	4	25.0	12	75.0	0	0.0
Doordarshan & Pri. T.V. Channels	2	20.0	2	20.0	6	60.0
Private T.V Channels & AIR	0	0.0	0	0.0	6	100.0
Not reported	2	1.5	55	42.3	73	56.2

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Regularity of watching rural farm programs in radio and television

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 37 : Age Vs Feeling of getting answers for queries regarding farm practices**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	0	0	4	18.2	1	8.8	4	20.0	4	20.0	1	60.2	1	86.3	0	0	2	13.3
Private T.V. channels	6	12.8	1	38.8	2	48.3	1	15.0	3	56.3	1	28.8	1	26.0	2	52.6	8	21.1
AIR	0	0	0	0	2	10.0	0	0	4	75.0	2	25.0	4	10.0	0	0	0	0
Doordarshan & Pri. T.V.	4	23.5	9	52.9	4	23.6	0	0	0	0	4	10.0	0	0	0	0	2	10.0

Channels																	
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Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Regularity of watching rural farm programs in radio and television

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 38: Age Vs Media which helps to better farm practices Total)**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	17	29.8	8	14.0	32	56.1
Private T.V. channels	26	17.4	74	49.7	49	32.9
AIR	4	33.3	4	33.3	4	33.3
Doordarshan & Pri. T.V. Channels	4	17.4	9	39.1	10	43.5
Not reported	4	3.4	64	53.8	51	42.9

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Media which helps to better farm practices

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 39: Age Vs Tendency of getting answers for queries**

	Idukki			Alappuzha			Pathanamthitta		
	18-35	36-55	>=56	18-35	36-55	>=56	18-35	36-55	>=56

	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Often	0	0	0	0	4	100	6	30.0	8	40.0	6	30.0	0	0	2	100	0	0
Rarely	6	11.8	2	41.1	2	47.1	6	7.8	3	49.3	3	42.9	2	62.3	6	16.2	8	21.6
Never	4	7.5	1	30.6	3	62.3	2	20.0	4	40.0	4	40.0	6	24.0	1	60.5	4	16.0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Tendency of getting answers for queries

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 40: Age Vs Tendency of getting answers for queries**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Often	6	23.1	10	38.5	10	38.5
Rarely	35	21.2	65	39.4	65	39.4
Never	12	13.6	35	39.8	41	46.6
Not reported	2	2.5	49	60.5	30	37.0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Tendency of getting answers for queries

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 41: Age Vs Introduction of new crops after starting viewing / listening to farm programs**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	2	10.0	1	60.2	6	30.0	4	15.4	8	30.8	1	53.4	4	23.5	9	52.9	4	23.6
No	8	8.2	3	31.6	5	60.9	8	12.1	3	51.4	2	36.4	2	31.7	3	42.7	2	26.3

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Introduction of new crops after starting viewing/listening to farm programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 42: Age Vs Introduction of new crops after starting viewing / listening to farm programs total**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	10	15.9	29	46.0	24	38.1
No	43	17.1	102	40.6	106	42.2
Not reported	2	4.3	28	60.9	16	34.8

**Table 43: Age Vs Type of Crop introduced after viewing programs**

	Idukki			Alappuzha			Pathanamthitta		
	18-35	36-55	>=56	18-35	36-55	>=56	18-35	36-55	>=56

	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Food	2	50.0	0	0	2	50.0	4	11.8	1	23	35.8	1	52.9	1	52.3	4	16.0	8	32.0
Cash	0	0	4	100	0	0	2	13.3	8	53.3	5	33.4	6	22.2	1	33.3	48.1	8	29.7
Both	2	7.7	1	53.8	1	38.5	4	14.3	1	35.7	1	50.4	6	66.7	3	33.3	0	0	0

**Table 44: Age Vs Type of Crop introduced after viewing programs**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Food	19	30.2	16	25.4	28	44.4
Cash	8	17.4	25	54.3	13	28.3
Both	12	19.0	27	42.9	24	38.1
Not reported	16	8.5	91	48.4	81	43.1

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Introduction of new crops after starting viewing/listening to farm programs

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 45: Age Vs getting a better yield after applying farm practices through media**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	8	16.7	1	37.8	2	45.2	6	13.6	1	40.8	2	45.0	1	27.2	1	39.7	1	32.4



No	2	5.0	1 3	32. 5	2 5	62. 5	4	10. 0	2 6	65. 0	1 0	25. 0	1 3	50. 0	1 1	42. 3	2	7.7
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Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: getting a better yield after applying farm practices through media  
Classification : District wise ( out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 46: Age Vs getting a better yield after applying farm practices through media**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	26	19.3	53	39.3	56	41.5
No	19	17.9	50	47.2	37	34.9
Not reported	10	8.4	56	47.1	58	44.5

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: getting a better yield after applying farm practices through media

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 47: Age Vs Feeling of getting better yield through farming**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	1 0	11. 8	3 7	43. 5	3 8	44. 7	1 0	13. 7	2 8	38. 4	3 5	47. 9	2 0	25. 3	3 7	46. 9	2 2	27. 8
No	0	0	8 9	22. 9	2 7	77. 1	4 0	10. 0	2 4	60. 0	1 2	30. 0	6 7	16. 7	2 1	58. 3	9 0	25. 0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Feeling of getting better yield through farming

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 48 : Age Vs Feeling of getting better yield through farming**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	40	16.9	102	43.0	95	40.1
No	10	9.0	53	47.7	48	43.2
Not reported	5	41.7	4	33.3	3	25.0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Feeling of getting better yield through farming

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 49 : Age Vs Feeling of themselves as a successful farmer**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	10	9.6	41	39.4	53	51.3	83	9.3	34	39.5	44	51.2	23	26.3	45	51.1	20	22.7
No	0	0	4	25.0	12	75.0	0	0	10	71.4	4	28.6	6	28.6	8	38.1	7	33.3

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Feeling of themselves as a successful farmer.

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 50: Age Vs Feeling of themselves as a successful farmer**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	41	14.7	120	43.2	117	42.1
No	6	11.8	22	43.1	23	45.1
Not reported	8	25.8	17	54.8	6	19.4

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Feeling of themselves as a successful farmer.

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 51: Age Vs Type of crop gives better yield by applying methods through farm programs**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Food	0	0	1	32.4	2	67.9	6	9.4	3	46.0	2	43.8	1	70.7	3	12.6	4	16.7
Cash	0	0	5	26.3	1	73.4	0	0	2	100	0	0	2	4.0	3	64.2	1	32.0
Both	1	18.0	2	44.4	2	37.0	4	11.1	1	38.9	1	50.8	1	52.0	9	47.4	0	0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Type of crop gives better yield by applying methods through farm programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 52: Age Vs Type of crop gives better yield by applying methods through farm programs**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Food	23	17.6	47	35.9	61	46.6
Cash	2	2.8	39	54.9	30	42.3
Both	24	22.0	47	43.1	38	34.9
Not reported	6	12.2	26	53.1	17	34.7

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Type of crop gives better yield by applying methods through farm programs.

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 53: Age Vs Feeling of getting ample support and follow up actions from government authorities**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	10	14.9	34	50.8	23	34.3	46	6.3	32	50.0	28	43.7	17	32.7	23	44.3	12	23.1
No	0	0	11	20.8	42	79.2	10	25.0	16	40.0	14	35.0	14	23.3	27	45.0	19	31.7

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Feeling of getting ample support and follow up actions from government authorities

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 54: Age Vs Feeling of getting ample support and follow up actions from government authorities**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	41	14.7	120	43.2	117	42.1
No	6	11.8	22	43.1	23	45.1
Not reported	8	25.8	17	54.8	6	19.4

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Feeling of getting ample support and follow up actions from government authorities

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 55: Age Vs Tendency to advice farming methods and experiments adapted from farm programs to other farmers**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	10	12.2	32	40.2	39	47.6	8	8.9	36	40.6	46	51.1	25	28.4	40	45.5	23	26.1
No	0	0	1	33.	2	66.	6	25.	1	58.	4	16.	6	20.	1	53.	8	26.

			2	3	4	7		0	4	3		7		0	6	3		7
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Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Tendency to advice farming methods and experiments adapted from farm programs to other farmers

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 56: Age Vs Tendency to advice farming methods and experiments adapted from farm programs to other farmers**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	43	16.5	109	41.9	108	41.5
No	12	13.3	42	46.7	36	40.0
Not reported	0	0	8	80.0	2	20.0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Tendency to advice farming methods and experiments adapted from farm programs to other farmers

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 57: Age Vs Opinion about such suggestions are received by other farmers**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%

Yes	10	13.2	31	40.7	35	46.1	8	9.2	36	41.4	43	49.4	19	24.4	44	56.4	15	19.2
No	0	0	6	23.1	20	76.9	6	25.0	14	58.3	4	16.7	10	33.3	8	26.7	12	40.0

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Opinion about such suggestions are received by other farmers

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 58 : Age Vs Opinion about such suggestions are received by other farmers**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	37	15.4	111	46.1	93	38.6
No	16	20.0	28	35.0	36	45.0
Not reported	2	5.1	20	51.3	17	43.6

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Opinion about such suggestions are received by other farmers

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 59: Age Vs Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media**

	Idukki			Alappuzha			Pathanamthitta		
	18-35	36-55	>=56	18-35	36-55	>=56	18-35	36-55	>=56

	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	6	14.0	2	51.2	1	34.5	6	15.8	1	31.2	2	52.0	8	22.2	1	38.4	1	38.9
No	4	5.3	2	30.7	4	64.8	8	10.8	3	51.8	2	37.8	2	25.1	4	53.4	1	20.7

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 60: Age Vs Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media.**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	20	17.1	48	41.0	49	41.9
No	33	14.3	105	45.5	93	40.3
Not reported	2	16.7	6	50.3	4	33.3

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 61: Age Vs Tendency to experiment farm methods through electronic media as such methods increased the yield**

	Idukki	Alappuzha	Pathanamthitta
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	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	10	15.6	31	48.5	23	35.9	4	6.8	30	50.8	25	42.4	4	12.9	20	64.5	7	22.6
No	0	0	10	35.7	18	64.3	8	16.3	1	36.8	23	46.9	2	33.8	25	36.8	20	29.4

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Tendency to experiment farm methods through electronic media as such methods increased the yield

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 62: Age Vs Tendency to experiment farm methods through electronic media as such methods increased the yield**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	18	11.7	81	52.6	55	35.7
No	31	21.4	53	36.6	61	42.1
Not reported	6	9.8	25	41.0	30	49.2

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Tendency to experiment farm methods through electronic media as such methods increased the yield

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 63: Age Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	10	10.4	35	36.5	51	53.1	83	12.3	30	46.2	27	41.5	41	11.1	22	61.2	10	27.8
No	0	0	10	50.0	10	50.0	60	15.0	18	45.0	16	40.0	27	50.7	13	24.1	14	25.9

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Opinion on farm communication through media can boost agricultural production and adoption of new methods

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 64: Age Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	22	11.2	87	44.2	88	44.7
No	33	28.9	41	36.0	40	35.1
Not reported	0	0.0	31	63.3	18	36.7

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Opinion on farm communication through media can boost agricultural production and adoption of new methods

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 65: Age Vs Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	2	10.0	1	50.0	8	40.0	1	26.7	2	48.9	1	24.4	2	14.3	6	42.8	6	42.9
No	8	8.3	3	36.5	5	55.3	2	3.7	2	40.7	3	55.6	2	40.9	2	37.5	1	22.6

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 66 : Age Vs Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	16	20.3	38	48.1	25	31.6
No	39	17.6	84	37.8	99	44.6
Not reported	0	0.0	37	62.7	22	37.3

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 67: Age Vs Opinion on type of media (print Vs electronic) which is suitable for disseminating farm information**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	10	21.3	16	34.0	21	44.7	10	17.9	28	50.0	18	32.1	6	9.1	39	59.1	21	31.8
No	0	0	29	42.0	40	58.0	4	6.5	28	45.1	30	48.4	21	47.7	13	29.6	10	22.7

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Opinion on type of media (print Vs electronic) which is suitable for disseminating farm information

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 68: Age Vs Opinion on type of media (print Vs electronic) which is suitable for disseminating farm information**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	26	15.4	83	49.1	60	35.5
No	25	14.3	70	40.0	80	45.7
Not reported	4	25.0	6	37.5	6	37.5

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Opinion on type of media (print Vs electronic) which is suitable for disseminating farm information

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 69: Age Vs Tendency to watch farm programs for entertainment**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	0	0	2	33.3	4	66.7	2	14.3	2	14.3	1	71.4	0	0	1	77.8	4	22.2
No	1	9.1	4	38.5	5	51.5	8	12.7	2	41.3	2	46.9	2	29.5	3	44.4	2	26.7

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Tendency to watch farm programs for entertainment

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 70: Age Vs Opinion on type of media (print Vs electronic) which is suitable for disseminating farm information**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Yes	2	5.3	18	47.4	18	47.4
No	43	17.0	104	41.1	106	41.9

Not reported	10	14.5	37	53.6	22	31.9
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Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Tendency to watch farm programs for entertainment

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 71: Age Vs Preferred electronic media to watch farm programs for entertainment**

	Idukki						Alappuzha						Pathanamthitta					
	18-35		36-55		>=56		18-35		36-55		>=56		18-35		36-55		>=56	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	0	0	0	0	2	10.0	0	0	4	44.4	5	55.6	4	33.3	2	16.7	6	50.0
Private T.V. channels	2	9.1	1	54.2	8	36.4	6	9.5	3	54.0	2	36.5	2	29.1	3	47.2	1	23.6
AIR							0	0	2	10.0	0	0	4	44.4	5	55.6	0	0
Doordarshan & Pri. T.V. Channels	0	0	0	0	2	10.0	2	33.3	0	0	4	66.7	0	0	2	33.3	4	66.7

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Preferred electronic media to watch farm programs for entertainment

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 72: Age Vs Preferred electronic media to watch farm programs for entertainment**

	Total					
	18-35		36-55		>=56	
	N	%	N	%	N	%
Doordarshan	4	17.4	6	26.1	13	56.5
Private T.V. channels	29	18.5	80	51.0	48	30.6
AIR	4	36.4	7	63.6	0	0.0
Doordarshan & Pri. T.V. Channels	2	14.3	2	14.3	10	71.4
Not reported	16	10.3	64	41.3	75	48.4

Independent variable: Age in three categories – 18-35, 36-55, 56 and above

Dependent variable: Preferred electronic media to watch farm programs for entertainment

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 73: Income level Vs Food crops**

Food crops		Idukki						Alappuzha						Pathanamthitta					
		Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Paddy	Yes	18	33.	26	48.	10	18.	4	13.	16	53.	10	33.	4	30.	24	15.	7	53.
	No	27	40.	17	25.	22	33.	12	13.	42	46.	36	40.	33	30.	24	22.	50	46.
Coconut	Yes	30	40.	27	36.	18	24.	16	16.	52	53.	30	30.	29	35.	10	12.	43	52.
	No	15	33.	16	35.	14	31.	0	0	63	27.	16	72.	8	21.	16	42.	14	36.

Fruits & Vegetables	Yes	43	39.1	37	33.6	30	27.3	14	14.3	48	49.0	36	36.7	21	27.1	12	15.6	44	57.1
	No	22	20.0	66	60.0	22	20.0	29.1	9.1	10	45.5	10	45.4	16	37.2	14	32.6	13	30.2
Mixed crops	Yes	66	11.5	26	50.0	20	38.5	12	18.8	34	53.1	18	28.1	77	15.9	66	13.6	31	70.5
	No	39	57.4	17	25.0	12	17.6	47.1	7.1	24	42.9	28	50.0	30	39.5	20	26.3	26	34.2
Fish & Poultry	Yes	12	42.9	44	14.3	12	42.8	42.2	22.2	66	33.3	88	44.5	00	00	22	18.2	99	81.8
	No	33	35.9	39	42.4	20	21.7	12.8	11.8	52	51.0	38	37.2	37	33.9	24	22.1	48	44.0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Food crops

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 74: Income level Vs Food crops**

Food crops		Total					
		Large		Medium		Small	
		N	%	N	%	N	%
Paddy	Yes	26	26.8	44	45.4	27	27.8
	No	72	27.4	83	31.6	108	41.1
Coconut	Yes	75	29.4	89	34.9	91	35.7
	No	23	21.9	38	36.2	44	41.9



Fruits & Vegetables	Yes	78	27.4	97	34.0	110	38.6
	No	20	26.7	30	40.0	25	33.3
Mixed crops	Yes	25	15.6	66	41.3	69	43.1
	No	73	36.5	61	30.5	66	33.0
Fish & Poultry	Yes	16	28.1	12	21.1	29	50.9
	No	82	27.1	115	38.0	106	35.0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Food crops

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 75: Income level Vs type of crops**

Crop s	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Food	17	28.3	23	38.3	20	33.4	56	15.6	23	71.9	45	12.5	15	12.5	20	25.0	55	62.5
Cash	15	71.4	2	9.5	4	19.1	7	8.6	32	39.5	42	51.9	4	15.4	10	38.5	12	46.2
Both	13	33.3	18	46.2	8	20.5	41	57.1	39	42.9	0	0	32	37.2	14	16.3	40	46.5

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Type of Crops

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 76: Income level Vs type of crops**

Crops	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Food	23	23.0	48	48.0	29	29.0
Cash	26	20.3	44	34.4	58	45.3
Both	49	37.1	35	26.5	48	36.4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: type of crops

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 77: Income level Vs Cash crops**

Cash crops		Idukki						Alappuzha						Pathanamthitta					
		Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Spices	Yes	16	39.0	19	46.4	66	14.6	20	20.0	40	40.0	40	40.0	12	23.1	10	19.2	30	57.7
	No	29	36.7	24	30.4	26	32.9	14	12.7	54	49.1	42	38.2	25	36.8	16	23.5	27	39.7
Rubber	Yes	6	50.0	43	33.4	27	16.7	10	28.6	12	34.3	13	37.1	12	37.5	9	28.1	11	34.4
	No	34	30.9	38	34.6	35	31.8	17	19.7	40	44.9	32	36.0	25	26.9	34	36.4	34	36.6
Areca nut	Yes	7	30.4	58	21.8	11	47.8	26	28.6	54	71.4	00	00	26	66.7	00	00	13	33.3
	No	34	33.7	38	37.6	29	28.9	25	21.4	47	40.7	45	38.5	35	28.7	43	35.3	44	36.1

Medicinal Plants	Yes	2	25.0	2	25.0	4	50.0	4	16.0	1	40.0	1	44.0	4	36.4	4	36.4	3	27.3
	No	39	33.6	41	35.4	36	31.0	23	23.0	43	43.0	34	34.0	33	28.9	39	34.2	42	36.8
Vanilla	Yes	7	26.9	13	42.3	8	30.8	4	17.4	8	34.8	11	47.8	4	50.0	2	25.0	2	25.0
	No	34	34.7	32	32.6	32	32.7	23	22.5	45	44.1	34	33.3	33	28.2	41	35.0	43	36.8
Cashew nut	Yes	7	29.2	9	37.5	8	33.3	5	19.2	13	50.0	8	30.8	8	57.1	4	28.6	2	14.3
	No	34	34.0	34	34.0	32	32.0	22	22.2	40	40.4	37	37.4	29	26.1	39	35.1	43	38.7
Beverages	Yes	3	33.4	4	44.4	2	22.2	4	23.5	9	52.9	4	23.5	6	54.5	3	27.3	2	18.2
	No	38	33.1	39	33.9	38	33.0	23	21.3	44	40.7	41	38.0	31	27.2	40	35.1	43	37.7

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Cash crops

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 78 : Income level Vs Cash crops**

Cash crops		Total					
		Large		Medium		Small	
		N	%	N	%	N	%
Spices	Yes	30	29.1	33	32.0	40	38.8
	No	68	26.5	94	36.6	95	37.0

Rubber	Yes	28	35.4	25	31.6	26	32.9
	No	76	26.0	112	38.4	104	35.6
Areca nut	Yes	11	33.3	10	30.3	12	36.4
	No	94	27.6	128	37.6	118	34.7
Medicinal Plants	Yes	10	22.7	16	36.4	18	40.9
	No	95	28.8	123	37.3	112	33.9
Vanilla	Yes	15	26.3	21	36.8	21	36.8
	No	90	28.4	118	37.2	109	34.4
Cashew nut	Yes	20	31.3	26	40.6	18	28.1
	No	85	27.4	113	36.5	112	36.1
Beverages	Yes	13	35.1	16	43.2	8	21.6
	No	92	27.3	123	36.5	122	36.2

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Cash crops

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 79: Income level Vs listen to rural farm programs in radio and television**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Often	19	57.6	8	24.2	6	18.2	6	12.5	2	50.0	1	37.5	1	22.3	1	17.0	3	59.1
Rarely	2	33.3	2	44.4	1	21.1	8	13.1	3	52.0	2	34.0	2	33.3	1	27.3	2	39.0
Never	4	18.2	6	27.3	1	54.5	0	0.0	2	50.0	2	50.0	4	100.0	0	0.0	0	0.0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: listen to rural farm programs in radio and television

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 80: Income level Vs listen to rural farm programs in radio and television**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Often	38	27.5	42	30.4	58	42.0
Rarely	50	27.0	77	41.6	58	31.4
Never	8	26.7	8	26.7	14	46.7
Not reported	0	0	2	28.6	5	1.34

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: listen to rural farm programs in radio and television

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 81: Income level Vs Media used to listen farm programs**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%

Doordars han	Ye s	15	30.6	14	28.6	20	40.8	5	13.5	15	40.6	17	45.9	12	31.6	15	39.5	11	28.9
	No	25	34.7	22	30.6	25	34.7	0	22	3	42.2	32	35.6	26	31.7	26	31.7	30	36.6
Private T.V. channels	Ye s	32	36.8	30	34.5	25	28.7	21	25.3	33	39.8	29	34.9	18	30.8	18	30.0	24	40.0
	No	9	24.3	13	35.2	15	40.5	6	14.3	20	47.6	16	38.1	19	29.9	25	38.5	21	32.3
AIR	Ye s	3	14.3	7	33.3	11	52.4	2	11.1	9	50.0	7	38.9	7	29.2	7	29.2	10	41.6
	No	38	36.9	36	35.0	29	28.1	25	23.4	44	41.1	38	35.5	30	29.7	36	35.6	35	34.7
Print	Ye s	14	37.8	10	27.0	13	35.2	8	25.8	12	38.7	11	35.1	9	26.5	8	23.5	17	50.0
	No	27	31.0	33	37.9	27	31.1	19	20.2	41	43.7	34	36.2	28	30.8	35	38.5	28	30.7

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media used to listen to farm programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 82: Income level Vs Media used to listen farm programs**

		Total					
		Large		Medium		Small	
		N	%	N	%	N	%
Doordarshan	Yes	32	25.8	44	35.5	48	38.7
	No	71	29.1	86	35.2	87	35.7
Private T.V. channels	Yes	71	30.9	81	35.2	78	33.9
	No	34	23.6	58	40.3	52	36.1

AIR	Yes	12	19.0	23	36.5	28	44.4
	No	93	29.9	116	37.3	102	32.8
Print	Yes	31	30.4	30	29.4	41	40.2
	No	74	27.2	109	40.1	89	32.7

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media used to listen to farm programs

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 83: Income level Vs Type of media from farming methods are adopted**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	5	25.0	7	35.0	8	40.0	1	5.9	9	52.9	7	41.2	5	26.3	1	52.6	4	21.1
Private T.V. channels	13	31.0	17	40.4	12	28.6	22	31.0	29	40.8	20	28.2	22	33.3	22	33.3	2	33.3
AIR	5	45.5	2	18.1	4	36.4	0	0	6	85.7	1	14.3	2	28.6	1	14.3	4	57.2
Doordarshan & Pri. T.V. Channels	4	44.5	3	33.3	2	22.2	0	0	2	39.1	5	71.9	2	66.7	0	0	1	33.3

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Type of media from farming methods are adopted

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 84: Income level Vs Type of media from farming methods are adopted**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Doordarshan	11	19.6	26	46.4	19	33.9
Private T.V. channels	57	31.8	68	38.0	54	30.2
AIR	7	28.0	9	36.0	9	36.0
Doordarshan & Pri. T.V. Channels	6	31.6	5	26.3	8	42.1
Not reported	17	4.7	19	5.3	45	12.5

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Type of media from farming methods are adopted

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 85: Income level Vs Media from farming methods adopted for seasonal crops**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	19	38.	15	30.	15	30.	2	8.4	11	45.	11	45.	9	34.	8	30.	9	34.
Private T.V. channels	22	29.	20	36.	25	33.	20	26.	29	38.	27	35.	18	24.	29	39.	26	35.
AIR	0	0	1	33.	2	66.	2	28.	4	57.	1	14.	0	0	3	42.	4	57.



				3		7		6		1		3				9		1
Doordarshan & Pri. T.V. Channels	4	46.1	5	38.5	2	15.4	2	25.0	2	25.0	4	50.0	3	42.8	2	28.6	2	28.6

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media from farming methods adopted for seasonal crops

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 86: Income level Vs Media from farming methods adopted for seasonal crops**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Doordarshan	30	30.3	34	34.3	35	35.4
Private T.V. channels	60	26.9	78	38.1	78	35.0
AIR	2	11.8	8	47.1	7	41.2
Doordarshan & Pri. T.V. Channels	6	39.3	9	32.1	8	28.6
Nor reported	0	0	0	0	7	1.9

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media from farming methods adopted for seasonal crops

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 87: Income level Vs Nature of experimenting farm methods for farm programs**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Often	10	71.4	4	28.6	0	0	4	25.0	6	37.5	6	37.5	2	13.3	6	40.0	7	46.7
Rarely	17	45.9	1	32.1	8	21.6	4	6.2	3	61.8	2	32.1	2	38.1	1	22.2	2	38.9
Never	18	26.1	2	39.6	2	34.8	8	28.6	8	35.7	1	35.0	1	27.4	1	15.4	2	56.8

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Nature of experimenting farm methods for farm programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 88: Income level Vs Nature of experimenting farm methods for farm programs**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Often	16	35.6	16	35.6	13	28.9
Rarely	42	26.9	60	41.0	50	32.1
Never	40	26.0	51	33.1	63	40.9
Not reported	0	0	0	0	9	2.5

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Nature of experimenting farm methods for farm programs

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 89: Income level Vs Media broadcasting understandable farming methods**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	10	33.	6	20.	14	46.	1	3.4	1	41.	1	55.	1	36.	1	33.	9	30.
Private T.V. channels	4	35.	2	38.	1	26.	1	22.	2	45.	2	32.	1	27.	2	37.	2	35.
AIR	0	0	2	66.	1	33.	4	40.	5	50.	1	10.	1	10.	3	30.	6	60.
Doordarshan & Pri. T.V. Channels	3	37.	3	37.	2	25.	4	57.	2	28.	1	14.	1	11.	3	33.	5	55.
Private T.V Channels & AIR	1	25	2	50	1	25	1	33.	0	0	2	66.	1	25	2	50	1	25

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media broadcasting understandable farming methods

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 90: Income level Vs Media broadcasting understandable farming methods**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Doordarshan	22	24.7	28	31.5	39	43.8
Private T.V. channels	54	28.6	76	40.2	59	31.2
AIR	5	21.7	10	43.5	8	34.8
Doordarshan & Pri. T.V. Channels	8	33.3	8	33.3	8	33.3
Private T.V Channels & AIR	3	27.3	4	36.4	4	36.4
Not reported	9	25.7	5	14.3	21	60

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media broadcasting understandable farming methods

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 91: Income level Vs Media transmitted methods for crops which farmers are cultivating**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	6	20.7	9	31.0	14	48.3	1	5.9	9	52.9	7	41.2	6	26.1	9	39.1	8	34.8
Private T.V. channels	7	26.9	15	57.7	4	15.4	12	23.5	21	41.2	18	35.3	6	18.2	14	42.4	13	39.4
AIR	2	22.2	5	55.6	2	22.2	3	27.2	4	36.4	4	36.4	1	20.0	3	60.0	1	20.0
Doordarshan & Pri.	21	31.3	20	41.8	18	26.9	12	22.4	27	46.6	18	31.0	16	26.7	21	35.0	23	38.3

T.V. Channels																		
Private T.V Channels & AIR	2	50. 0	1	25. 0	1	25. 0	4	36. 3	5	45. 5	2	18. 2	1	9.1	6	54. 5	4	36. 4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media transmitted methods for crops which farmers are cultivating  
Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 92: Income level Vs Media transmitted methods for crops which farmers are cultivating**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Doordarshan	13	18.8	27	39.1	29	42.0
Private T.V. channels	25	22.7	42	45.5	35	31.8
AIR	6	24.0	12	48.0	7	28.0
Doordarshan & Pri. T.V. Channels	49	26.6	46	41.3	59	32.1
Private T.V Channels & AIR	7	26.9	12	46.2	7	26.9
Not reported	5	1.4	0	0	5	1.4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media transmitted methods for crops which farmers are cultivating

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 93: Income level Vs Media having convenient time schedule**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	4	12.5	1	34.1	1	53.7	3	13.6	9	40.9	1	45.0	5	23.8	6	28.6	1	47.0
Private T.V. channels	18	40.9	18	40.9	8	18.2	14	23.0	25	41.0	2	36.2	15	23.1	29	44.6	21	32.3
AIR	1	50.0	0	0	1	50.0	1	16.6	5	83.3	0	0	3	60.0	0	0	2	40.0
Doordarshan & Pri. T.V. Channels	2	18.2	6	54.5	3	27.3	2	40.0	2	40.0	1	20.0	1	20.0	2	40.0	2	40.0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media having convenient time schedule

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 94: Income level Vs Media having convenient time schedule**

	Total		
	Large	Medium	Small

	N	%	N	%	N	%
Doordarshan	12	16.0	26	34.7	37	49.3
Private T.V. channels	47	27.6	72	42.4	51	30.0
AIR	5	38.5	5	38.5	3	23.1
Doordarshan & Pri. T.V. Channels	5	23.8	10	47.6	6	28.6
Not reported	29	8.1	14	3.9	38	10.6

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media having convenient time schedule

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 95: Income level Vs Media providing timely information for farming methods**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	16	40.0	14	35.0	10	25.0	12	21.0	24	42.0	21	36.8	18	29.0	26	41.9	18	29.0
Private T.V. channels	10	50.0	0	0	10	50.0	10	25.0	30	75.0	0	0	30	60.0	0	0	20	40.0
AIR	33	33.3	23	22.3	44	44.4	0	0	10	10.0	0	0	10	20.0	20	40.0	20	40.0
Doordarshan & Pri. T.V. Channels	10	10.0	40	40.0	50	50.0	67	18.7	159	46.9	14	34.1	73	23.3	120	40.0	17	36.7

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media providing timely information for farming methods

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 96: Income level Vs Media providing timely information for farming methods**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Doordarshan	46	28.9	64	40.3	49	30.8
Private T.V. channels	5	45.5	3	27.3	3	27.3
AIR	4	26.7	5	33.3	6	40.0
Doordarshan & Pri. T.V. Channels	14	19.4	31	43.1	27	37.5
Not reported	29	8.1	24	6.7	50	13.9

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media having convenient time schedule

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 97: Income level Vs Type of programs useful for cultivation**

		Idukki						Alappuzha						Pathanamthitta					
		Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Serial programs	Yes	11	12	5	63	2	25	0	0	3	99	0	0	2	22	3	34	4	44
	No	26	35	37	33	36	32	27	24	46	40	42	37	33	30	38	34	39	36



Seasonal programs on different crops	Yes	8	24	12	36	13	39	8	19	20	48	14	33	11	38	10	34	8	28
	No	31	36	30	35	25	29	19	25	29	38	28	37	24	27	31	34	35	39
Success stories	Yes	28	36	26	33	24	31	18	24	28	37	29	39	21	36	31	29	28	35
	No	11	27	16	39	14	34	91	21	21	49	13	30	14	36	10	26	15	38
Newly invented methods on farming	Yes	13	33	16	40	11	27	11	25	18	41	15	34	13	36	11	31	12	33
	No	26	33	26	33	27	34	16	22	31	43	27	37	22	27	30	36	31	37

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Type of programs useful for cultivation

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 98: Income level Vs Type of programs useful for cultivation**

		Total					
		Large		Medium		Small	
		N	%	N	%	N	%
Serial programs	Yes	13	43.3	11	36.7	6	20.0
	No	86	26.5	121	37.3	117	36.1
Seasonal programs on different crops	Yes	27	26.0	42	40.4	35	33.7
	No	74	29.4	90	35.7	88	34.9
Success stories	Yes	67	28.8	85	36.5	81	34.8
	No	34	27.6	47	38.2	42	34.1
Newly invented methods on farming	Yes	37	30.8	45	37.5	38	31.7

	No	64	27.1	87	36.9	85	36.0
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Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Type of programs useful for cultivation

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 99: Income level Vs Media broadcasting more number of serial programs on a particular crop**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	6	20.7	9	31.0	14	48.3	1	5.9	9	52.9	7	41.2	6	26.1	9	39.1	8	34.8
Private T.V. channels	7	26.9	15	57.7	4	15.4	12	23.5	21	41.2	18	35.3	6	18.2	14	42.4	13	39.4
AIR	2	22.2	5	55.6	2	22.2	3	27.3	4	36.4	4	36.4	1	20.0	3	60.0	1	200
Doordarshan & Pri. T.V. Channels	4	20.0	6	30.0	10	50.0	3	15.9	9	47.4	7	36.7	6	28.6	9	42.8	6	28.6

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media broadcasting more number of serial programs on a particular crop

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 100: Income level Vs Media broadcasting more number of serial programs on a particular crop**

	Total
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	Large		Medium		Small	
	N	%	N	%	N	%
Doordarshan	13	18.8	27	39.1	29	42.0
Private T.V. channels	25	22.7	50	45.5	35	31.8
AIR	6	24.0	12	48.0	7	28.0
Doordarshan & Pri. T.V. Channels	13	22.7	24	45.5	23	31.8
Not reported	41	11.4	14	3.9	41	11.4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media broadcasting more number of serial programs on a particular crop

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 101: Income level Vs Media broadcasting more number of serial programs on different crops**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	12	28.6	21	50.0	9	21.4	11	19.3	24	41.7	2	3.6	9	20.9	16	37.2	8	18.9
Private T.V. channels	0	0	10	23.8	0	0	1	1.7	8	17.8	2	4.5	0	0	4	9.1	3	6.9
AIR	2	5.0	0	0	2	5.0	0	0	0	0	1	2.3	2	5.0	1	2.3	1	2.3

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media broadcasting more number of serial programs on different crops

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 102: Income level Vs Media broadcasting more number of serial programs on different crops**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Doordarshan	32	22.5	61	43.0	49	34.5
Private T.V. channels	1	5.3	13	68.4	5	26.3
AIR	4	44.4	1	11.1	4	44.4
Not reported	61	16.7	52	14.2	77	21.0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media broadcasting more number of serial programs on different crops

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 103: Income level Vs Media broadcasts more success stories of farmers**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	16	40.0	14	35.0	10	25.0	12	21.1	24	42.1	21	36.8	18	29.0	26	42.0	18	29.0
Private T.V.	10	50.0	0	0	10	50.0	10	25.0	30	75.0	0	0	30	60.0	0	0	20	40.0

channels																		
AIR	3	33.3	2	22.3	4	44.4	0	0	1	10.0	0	0	1	20.0	2	40.0	2	40.0
Doordarshan & Pri. T.V. Channels	2	18.2	6	54.5	3	27.3	2	40.0	2	40.0	1	20.0	1	20.0	2	40.0	2	40.0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media broadcasts more success stories of farmers

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 104: Income level Vs Media broadcasting more number of serial programs on different crops**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Doordarshan	46	28.9	64	40.3	49	30.8
Private T.V. channels	5	45.5	3	27.3	3	27.3
AIR	4	26.7	5	33.3	6	40.0
Doordarshan & Pri. T.V. Channels	5	23.8	10	47.6	6	28.6
Not reported	38	10.6	45	12.5	71	19.7

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media broadcasts more success stories of farmers

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 105: Income level Vs Media which broadcasts more innovative methods on farming**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	13	30.6	14	28.6	16	40.8	5	13.6	15	40.5	12	35.9	2	6.6	15	39.5	11	28.9
Private T.V. channels	13	32.5	17	22.5	10	25.0	14	23.3	27	45.0	19	31.7	18	28.6	12	34.9	23	36.5
AIR	0	0	1	33.3	2	66.7	2	28.6	4	57.1	1	14.3	0	0	3	42.9	4	57.1
Doordarshan & Pri. T.V. Channels	6	46.2	5	38.4	2	15.4	2	25.0	2	25.0	4	50.0	3	42.9	2	28.6	2	28.5
Private T.V Channels & AIR	19	38.8	15	30.6	15	30.6	24	38.4	11	21.8	11	21.8	9	34.6	8	30.8	9	34.6

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media which broadcasts more innovative methods on farming

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 106: Income level Vs Media which broadcasts more innovative methods on farming**

	Total		
	Large	Medium	Small

	N	%	N	%	N	%
Doordarshan	20	25.8	40	35.5	43	38.7
Private T.V. channels	45	27.6	36	40.5	42	31.9
AIR	2	11.8	8	47.1	7	41.2
Doordarshan & Pri. T.V. Channels	11	39.3	9	32.1	8	28.6
Private T.V Channels & AIR	20	30.3	34	34.3	35	35.4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media which broadcasts more innovative methods on farming

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 107: Income level Vs Feeling of getting answers for queries regarding farm practices**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	11	26.1	15	35.7	16	38.1	2	7.4	11	40.7	14	51.9	8	25.8	13	41.9	10	32.3
Private T.V. channels	12	31.0	17	40.4	12	28.6	20	31.0	29	40.8	20	28.2	22	33.3	18	33.8	22	33.4
AIR	5	45.5	2	18.2	4	36.4	0	0	6	85.7	1	14.3	2	28.6	1	14.3	4	57.1
Doordarshan & Pri. T.V. Channels	7	58.3	3	25	2	16.7	0	0	0	0	1	100	0	0	1	50.0	1	50.0
Private T.V	6	46.2	5	38.4	2	15.4	2	25.0	2	25.0	4	50.0	3	42.8	2	28.6	2	28.6

Channels & AIR																	
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Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Feeling of getting answers for queries regarding farm practices

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 108: Income level Vs Feeling of getting answers for queries regarding farm practices**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Doordarshan	21	21.0	39	39.0	40	40.0
Private T.V. channels	52	31.8	62	38.0	54	30.2
AIR	7	28.0	9	36.0	9	36.0
Doordarshan & Pri. T.V. Channels	7	46.7	4	26.7	4	26.7
Private T.V Channels & AIR	11	39.3	9	32.1	8	28.6
Not reported	0	0	0	0	20	5.6

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Feeling of getting answers for queries regarding farm practices

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 109: Income level Vs Media which helps to better farm practices**

	Idukki	Alappuzha	Pathanamthitta
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	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	12	29.7	17	36.5	15	33.8	10	26.3	13	38.2	7	35.7	18	24.8	5	39.7	5	35.6
Private T.V. channels	10	35.3	26	38.2	18	26.5	5	22.5	2	45.8	1	32.7	5	27.1	2	37.2	4	35.6
AIR	7	26.9	15	57.7	4	15.4	3	23.5	2	41.2	2	35.0	1	18.2	1	42.4	1	39.4
Doordarshan & Pri. T.V. Channels	10	33.3	6	20.0	4	46.7	1	3.4	1	41.0	1	55.2	1	36.7	1	33.0	9	30.0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media which helps to better farm practices

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 110: Income level Vs Media which helps to better farm practices**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Doordarshan	40	26.9	35	38.1	38	35.0
Private T.V. channels	31	28.6	36	40.2	39	31.2
AIR	15	22.7	30	45.5	35	31.8
Doordarshan & Pri. T.V. Channels	12	24.7	26	31.5	23	43.8

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Media which helps to better farm practices

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 111: Income level Vs Tendency of getting answers for queries**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Often	4	100	0	0	0	0	2	10.0	1	70.4	4	20.0	0	0	0	0	2	100
Rarely	3	60.8	1	23.5	8	15.7	1	13.0	3	44.1	3	42.9	1	32.4	8	21.7	1	45.9
Never	4	7.5	2	50.9	2	41.2	2	20.0	6	60.0	2	20.0	4	16.0	1	48.2	9	36.0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Tendency of getting answers for queries

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 112: Income level Vs Tendency of getting answers for queries**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Often	6	23.1	14	53.8	6	23.1
Rarely	53	32.1	54	32.7	58	35.2
Never	10	11.4	45	51.1	33	37.5
Not reported	29	7.9	14	3.8	38	10.4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Tendency of getting answers for queries

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 113: Income level Vs Introduction of new crops after starting viewing / listening to farm programs**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	22	27.2	30	37.0	29	35.8	15	18.1	38	45.8	30	36.0	24	27.4	30	34.5	33	37.9
No	11	36.7	11	36.6	8	26.7	8	30.8	8	30.7	10	38.5	9	36.0	8	32.0	8	32.0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Introduction of new crops after starting viewing/listening to farm programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 114: Income level Vs Introduction of new crops after starting viewing / listening to farm programs**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%

Yes	61	24.3	98	39.0	92	36.7
No	28	34.6	27	33.3	26	32.1
Not reported	9	2.5	2	0.5	17	4.6

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Introduction of new crops after starting viewing/listening to farm programs

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 115: Income level Vs Type of Crop introduced after viewing programs**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Food	19	29.2	23	35.4	23	35.4	21	31.8	23	34.8	14	28.4	20	33.9	18	30.8	21	35.6
Cash	22	35.5	19	30.6	21	33.9	13	21.7	23	38.3	24	40.0	15	21.4	28	40.0	27	38.6
Both	4	44.5	3	33.3	2	22.2	0	0	2	39.1	5	71.9	2	66.7	0	0	1	33.3

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Type of Crop introduced after viewing programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 116: Income level Vs Type of Crop introduced after viewing programs**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Food	50	33.0	52	35.2	55	31.9
Cash	48	26.0	70	36.5	72	37.5
Both	6	31.6	5	26.3	8	42.1

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Type of Crop introduced after viewing programs

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 117: Income level Vs getting a better yield after applying farm practices through media**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	5	31.3	7	43.7	4	25.0	6	33.3	4	22.3	8	44.4	5	41.7	5	41.6	2	16.7
No	1	22.8	2	43.9	1	33.9	1	24.5	2	34.1	2	41.0	1	30.6	1	30.6	2	39.1

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: getting a better yield after applying farm practices through media

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 118: Income level Vs getting a better yield after applying farm practices through media**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	16	34.8	16	34.8	14	30.4
No	44	25.7	62	36.3	65	38.0
Not reported	38	10.4	49	13.4	56	15.4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: getting a better yield after applying farm practices through media Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 119: Income level Vs Feeling of getting better yield through farming**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	22	27.1	25	30.9	34	42.0	25	26.3	28	29.5	42	44.2	24	27.0	24	27.0	41	46.1
No	8	19.0	12	28.6	22	52.4	43	23.8	28	29.8	42	44.2	3	8.3	8	22.2	25	69.4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Feeling of getting better yield through farming

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 120: Income level Vs Feeling of getting better yield through farming**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	71	26.8	77	29.1	117	44.2
No	15	9.9	48	31.6	89	58.6
Not reported	12	3.3	2	0.5	0	0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Feeling of getting better yield through farming

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 121: Income level Vs Feeling of themselves as a successful farmer.**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	10	25.6	14	35.9	15	38.5	10	29.4	11	32.4	13	38.2	8	25.8	11	35.1	12	38.7
No	20	23.8	23	27.4	41	48.1	19	20.9	22	24.2	50	54.9	19	20.2	21	22.4	54	57.4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Feeling of themselves as a successful farmer.

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 122: Income level Vs Feeling of themselves as a successful farmer.**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	28	26.9	36	34.6	40	38.5
No	58	21.6	66	24.5	145	53.9
Not reported	12	3.3	25	6.8	0	0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Feeling of themselves as a successful farmer.

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 123: Income level Vs Type of crop gives better yield by applying methods through farm programs**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Food	24	55.8	13	30.2	6	14.0	6	9.4	24	37.5	34	53.1	4	16.7	4	16.7	16	66.6
Cash	17	89.5	2	10.5	0	0	0	0	2	100	0	0	22	44.0	14	28.0	14	28.0
Both	4	7.4	28	51.9	22	40.7	10	27.8	22	61.1	4	11.1	3	15.8	2	10.5	14	73.7



Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Type of crop gives better yield by applying methods through farm programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 124: Income level Vs Feeling of getting ample support and follow up actions from government authorities**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	12	18.5	18	27.7	35	53.8	13	20.3	13	20.3	38	59.4	11	19.0	14	24.1	33	56.9
No	18	31.0	19	32.8	21	36.2	16	26.2	20	32.8	25	41.0	16	33.9	18	16.9	33	49.4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Feeling of getting ample support and follow up actions from government authorities

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 125: Income level Vs Feeling of getting ample support and follow up actions from government authorities**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%

Yes	36	19.3	45	24.1	106	56.7
No	50	26.9	57	30.6	79	42.5
Not reported	12	3.3	25	6.8	0	0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Feeling of getting ample support and follow up actions from government authorities

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 126: Income level Vs Tendency to advice farming methods and experiments adapted from farm programs to other farmers**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	17	21.0	33	40.7	31	38.3	23	27.4	30	35.7	31	36.9	10	29.4	10	29.4	14	41.2
No	10	29.4	10	29.4	14	41.2	12	40.0	8	26.7	10	33.3	8	24.2	14	42.5	11	33.3

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Tendency to advice farming methods and experiments adapted from farm programs to other farmers

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 127: Income level Vs Tendency to advice farming methods and experiments adapted from farm programs to other farmers**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	50	25.1	73	36.7	76	38.2
No	30	30.9	32	33.0	35	36.1
Not reported	18	4.9	22	6.0	24	6.9

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Tendency to advice farming methods and experiments adapted from farm programs to other farmers

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 128: Income level Vs Opinion about such suggestions are received by other farmers**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	13	21.7	28	46.8	19	31.7	18	31.8	18	31.8	21	36.8	57	41.7	57	41.7	26	16.6
No	15	21.4	28	40.8	27	38.8	13	22.8	25	43.9	19	33.3	15	24.6	21	34.4	25	41.0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Opinion about such suggestions are received by other farmers

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 129: Income level Vs Opinion about such suggestions are received by other farmers**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	36	27.9	51	39.5	42	32.6
No	43	22.9	74	39.4	71	37.8
Not reported	19	5.2	2	0.50	22	6.0

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Opinion about such suggestions are received by other farmers

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 130: Income level Vs Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	22	35.5	19	30.6	21	33.9	13	21.7	23	38.3	24	40.0	15	21.4	28	40.0	27	38.6
No	5	41.7	5	41.6	2	16.7	13	21.7	28	46.6	19	31.7	18	31.6	18	31.6	21	36.8

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 131: Income level Vs Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	50	26.0	70	36.5	72	37.5
No	36	27.9	51	39.5	42	32.6
Not reported	12	3.3	6	1.6	21	5.7

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 132: Income level Vs Tendency to experiment farm methods through electronic media as such methods increased the yield**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	16	22.5	30	42.3	25	35.2	21	34.4	25	41.0	15	24.6	27	32.9	30	36.6	25	30.5
No	8	20.5	17	43.7	14	35.9	9	18.4	14	28.5	26	53.1	13	39.4	9	27.3	1	3.3

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Tendency to experiment farm methods through electronic media as such methods increased the yield

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 133: Income level Vs Tendency to experiment farm methods through electronic media as such methods increased the yield**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	64	29.9	85	39.7	65	30.4
No	30	24.8	40	33.1	51	42.1
Not reported	4	1.1	2	0.50	19	5.2

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Tendency to experiment farm methods through electronic media as such methods increased the yield

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 134: Income level Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	8	24.2	14	42.5	11	33.3	8	25.0	11	34.4	13	40.6	24	33.3	26	36.1	22	30.6
No	17	21.0	33	40.7	31	38.3	23	27.4	30	35.7	31	36.9	10	29.4	10	29.4	14	41.2

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Opinion on farm communication through media can boost agricultural production and adoption of new methods

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 135: Income level Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	40	29.2	51	37.2	46	33.6
No	50	25.1	73	36.7	76	38.2
Not reported	8	2.2	3	0.80	13	3.6

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Opinion on farm communication through media can boost agricultural production and adoption of new methods

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 136: Income level Vs Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	7	16.3	1	37.2	2	46.5	1	27.1	1	30.2	1	42.5	1	32.9	2	37.2	1	30.8

No	1	28.	2	44.	1	28.	2	33.	1	30.	2	35.	2	35.	1	30.	2	33.
	4	0	2	0	4	0	0	9	8	5	1	6	2	5	9	6	1	9

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 137: Income level Vs Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	37	26.1	50	35.2	55	38.7
No	56	32.7	59	34.5	56	32.7
Not reported	5	1.4	18	4.9	24	6.6

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)



**Table 138: Income level Vs Opinion on type of media (pint Vs electronic) which is suitable for disseminating farm information**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	6	33.4	4	22.2	8	44.4	6	33.3	4	22.3	8	44.4	2	27.5	3	35.2	3	36.7
No	1	24.5	2	34.1	2	41.5	1	24.5	2	34.1	2	41.5	9	39.1	7	30.5	7	30.4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Opinion on type of media (pint Vs electronic) which is suitable for disseminating farm information

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 139: Income level Vs Opinion on type of media (pint Vs electronic) which is suitable for disseminating farm information**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	37	29.4	40	31.7	49	38.9
No	39	26.9	49	33.8	57	39.3
Not reported	22	6.0	38	10.4	29	7.9

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Opinion on type of media (print Vs electronic) which is suitable for disseminating farm information

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 140: Income level Vs Tendency to watch farm programs for entertainment**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	18	31.6	18	31.6	21	36.8	14	45.9	14	35.9	7	18.2	11	27.5	12	30.0	17	32.5
No	9	29.2	23	35.4	23	35.4	21	31.8	23	34.8	14	28.4	20	33.9	18	30.5	21	35.6

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Tendency to watch farm programs for entertainment

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 141: Income level Vs Tendency to watch farm programs for entertainment**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	43	32.6	44	33.3	45	34.1
No	55	33.0	64	35.2	58	31.9
Not reported	0	0	19	5.2	32	8.7

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Tendency to watch farm programs for entertainment

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 142: Income level Vs Preferred electronic media to watch farm programs for entertainment**

	Idukki						Alappuzha						Pathanamthitta					
	Large		Medium		Small		Large		Medium		Small		Large		Medium		Small	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	16	42.1	12	31.6	10	26.3	14	23.4	16	26.7	31	50.8	16	26.7	13	21.6	21	51.7
Private T.V. channels	3	15.0	5	25.0	12	60.0	6	35.3	4	23.5	7	41.2	0	0	6	31.6	13	68.4
AIR	4	36.4	2	18.2	5	45.4	2	28.6	3	42.9	2	28.5	0	0	4	57.1	3	42.9
Doordarshan & Pri. T.V. Channels	3	15.0	5	25.0	12	60.0	6	35.3	4	23.5	7	41.2	0	0	6	31.6	13	68.4

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Preferred electronic media to watch farm programs for entertainment

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 143: Income level Vs Preferred electronic media to watch farm programs for entertainment**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Doordarshan	46	28.9	41	25.8	72	45.3
Private T.V. channels	9	16.1	15	26.8	20	57.1
AIR	6	24.0	9	36.0	10	40.0
Doordarshan & Pri. T.V. Channels	9	16.1	15	26.8	32	57.1
Not reported	28	7.7	47	12.8	1	0.30

Independent variable: Income level in three categories – Large (more than 1, 10,000), Medium (50,000 – 1, 00,000), Small (less than 50,000)

Dependent variable: Preferred electronic media to watch farm programs for entertainment

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 144: Educational groups Vs Food crops**

Food crops		Idukki						Alappuzha						Pathanamthitta					
		Graduate		Matriculate and above		High – school		Graduate		Matriculate and above		High – school		Graduate		Matriculate and above		High – school	
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Paddy	Yes	16	29.6	28	51.8	10	18.5	87	26.0	60	20.0	163	53.6	48	30.8	24	15.4	73	53.3
	No	24	36.4	18	27.3	24	36.4	10	11.0	18	20.0	62	68.9	18	16.8	16	19.6	68	68.9
Coconut	Yes	25	33.3	32	42.7	18	24.0	18	18.4	22	22.4	58	59.2	20	24.4	15	18.5	47	57.3
	No	15	33.3	14	31.1	16	35.6	0	0.0	2	9.1	20	90.9	2	5.3	8	21.1	28	73.7

Fruits & Vegetables	Yes	40	36.4	38	34.5	32	29.1	18	18.4	18	18.4	62	63.3	14	18.2	19	24.7	44	57.1
	No	0	0	8	80.0	2	20.0	0	0	6	27.3	16	72.7	8	18.6	4	9.3	31	72.1
Mixed crops	Yes	18	34.6	16	30.8	18	34.6	10	15.6	12	18.8	42	65.6	6	13.6	9	20.5	29	65.9
	No	22	32.4	30	44.1	16	23.5	8	14.3	12	21.4	36	64.3	16	21.6	14	18.4	46	60.5
Fish & Poultry	Yes	12	42.9	6	21.4	10	35.7	4	22.2	4	22.2	10	55.6	4	36.4	0	0	7	63.6
	No	28	30.4	40	43.5	24	26.1	14	13.7	20	19.6	68	66.7	18	16.5	23	21.1	68	62.4

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Food crops

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 145: Educational groups Vs Food crops**

Food crops		Total					
		Graduate		Matriculate and above		High - school	
		N	%	N	%	N	%
Paddy	Yes	28	28.9	36	37.1	33	34.0
	No	52	19.8	57	21.7	154	59.6
Coconut	Yes	63	24.7	69	27.1	123	48.2
	No	17	16.2	24	22.9	64	61.0
Fruits & Vegetables	Yes	72	25.3	75	26.3	138	48.4
	No	8	10.7	18	24.0	49	65.3
Mixed crops	Yes	34	21.3	37	23.1	89	55.6
	No	46	23.0	56	28.0	98	49.0

Fish & Poultry	Yes	20	35.1	10	17.5	27	47.4
	No	60	19.8	83	27.1	160	52.8

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Food crops

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 146: Educational groups Vs crops**

Crop s	Idukki						Alappuzha						Pathanamthitta					
	Graduat e		Matricula te and above		High – school		Graduat e		Matricula te and above		High – school		Graduat e		Matricula te and above		High – school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Food	5	17.2	14	48.3	10	34.5	0	0	0	0	0	0	0	0	0	0	3	10.0
Cash	11	47.8	8	34.8	4	17.4	10	11.6	20	23.3	5	6.1	10	38.5	4	15.4	12	46.2
Both													0	0	0	0	7	10.0

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: crops

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 147: Educational groups Vs crops**

Crops	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Food	5	15.6	14	43.8	13	40.6
Cash	31	23.0	32	23.7	72	53.3
Both	0	0	0	0	7	100
Not reported	44	23.6	47	25.2	95	51

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: crops

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 148: Educational groups Vs listen to rural farm programs in radio and television**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Often	14	33.3	12	28.6	16	38.1	9	23.1	16	41.0	14	35.9	8	17.0	13	27.7	26	55.3
Rarely	12	19.7	18	29.5	31	50.8	18	27.3	10	15.2	38	57.6	11	18.3	12	25.0	34	56.7
Never	2	20.0	4	26.7	8	53.3	2	13.3	5	33.3	8	53.3	4	40.0	3	20.0	6	40.0

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Regularity of watching rural farm programs in radio and television

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 149: Educational groups Vs listen to rural farm programs in radio and television**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Often	31	24.2	41	32.0	56	43.8
Rarely	41	21.9	40	23.0	103	55.1
Never	8	24.4	12	26.7	22	48.9
Not reported	0	0	0	0	6	100

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Regularity of watching rural farm programs in radio and television

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 150: Educational groups Vs Media used to listen to farm programs**

	Idukki			Alappuzha			Pathanamthitta		
	Graduate	Matriculate and above	High - school	Graduate	Matriculate and above	High - school	Graduate	Matriculate and above	High - school



		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	Yes	15	26.8	18	32.1	23	41.3	8	27.6	8	27.6	13	44.3	19	34.5	19	34.5	17	30.9
	No	18	25.7	23	32.9	29	41.4	23	25.8	26	29.2	40	44.9	18	22.0	23	28.0	41	50.0
Private T.V. channels	Yes	23	28.4	21	25.9	37	45.7	21	25.3	29	34.9	33	39.8	14	24.1	15	25.9	29	50.0
	No	6	16.7	11	30.6	19	52.8	8	19.0	4	9.5	30	71.4	13	20.3	15	23.1	37	56.9
AIR	Yes	4	19.0	1	4.8	16	76.2	5	27.8	5	27.8	8	44.4	6	25.0	9	37.5	9	37.5
	No	23	24.5	35	37.2	36	38.3	24	28.6	28	33.3	32	38.1	21	23.6	21	23.6	47	52.8
Print	Yes	7	18.9	16	43.2	14	37.8	9	29.0	2	6.5	20	64.5	9	26.5	10	29.4	15	44.1
	No	21	25.3	20	24.1	42	50.6	20	21.3	31	33.0	43	45.7	18	19.4	26	28.0	49	52.7

**Table 151: Educational groups Vs Media used to listen to farm programs**

		Total					
		Graduate		Matriculate and above		High school -	
		N	%	N	%	N	%
Doordarshan	Yes	42	30.0	45	32.1	53	37.9
	No	59	24.5	72	29.9	110	45.6
Private T.V. channels	Yes	58	26.1	65	29.3	99	44.6
	No	27	18.9	30	21.0	86	60.1
AIR	Yes	15	23.8	15	23.8	33	52.4
	No	68	25.5	84	31.5	115	43.1
Print	Yes	25	24.5	28	27.5	49	48.0
	No	59	21.9	77	28.5	134	49.6

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Regularity of watching rural farm programs in radio and television

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 152: Educational groups Vs Type of media from farming methods are adopted**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordars han	22	32.8	18	26.9	27	40.3	13	21.0	15	24.2	34	54.8	17	28.8	13	22.0	29	49.2
Private T.V. channels	0	0.0	2	66.7	1	33.3	1	10.0	5	50.0	4	40.0	1	10.0	2	20.0	7	70.0
AIR	4	50.0	1	12.5	3	37.5	3	42.9	3	42.9	1	14.3	0	0.0	4	44.4	5	55.6
Doordars han & Pri. T.V. Channels	3	12.5	7	29.2	14	58.3	5	22.7	6	27.3	11	50.0	1	5.0	9	45.0	10	50.0

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Type of media from farming methods are adopted

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 153: Educational groups Vs Type of media from farming methods are adopted**

	Total					
	Graduate		Matriculate and above		High school	
	N	%	N	%	N	%
Doordarshan	52	27.7	46	24.5	90	47.9
Private T.V. channels	2	8.7	9	39.1	12	52.2
AIR	7	29.2	8	33.3	9	37.5
Doordarshan & Pri. T.V. Channels	9	13.6	22	33.3	35	53.0
Not reported	51	14.2	42	11.7	109	30.3

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Type of media from farming methods are adopted

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 154: Educational groups Vs Media from farming methods adopted for seasonal crops**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High school		Graduate		Matriculate and above		High school		Graduate		Matriculate and above		High school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	13	32.5	11	27.5	16	40.0	15	26.3	10	17.0	32	56.1	15	34.9	8	18.6	20	46.5
Private T.V. channels	0	0.0	1	100.0	0	0.0	3	27.3	3	27.3	5	45.5	1	14.3	1	14.3	5	71.4
AIR	2	50.0	0	0.0	2	50.0	0	0.0	1	25.0	3	75.0	0	0.0	2	28.6	5	71.4

		0				0				0		0						4
Doordars han & Pri. T.V. Channels	7	36. 8	5	26.3	7	36. 8	2	9.5	8	38. 1	1 1	52. 4	4	20. 0	4	20.0	1 2	60. 0

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Media from farming methods adopted for seasonal crops

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 155: Educational groups Vs Media from farming methods adopted for seasonal crops**

	Total					
	Graduate		Matriculate and above		High school	
	N	%	N	%	N	%
Doordarshan	43	30.7	29	20.7	68	48.6
Private T.V. channels	4	21.1	5	26.3	10	52.6
AIR	2	13.3	3	20.0	10	66.7
Doordarshan & Pri. T.V. Channels	13	21.7	17	28.3	30	50.0
Nor reported	50	13.9	56	15.6	115	31.9

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Media from farming methods adopted for seasonal crops

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 156: Educational groups Vs Nature of experimenting farm methods for farm programs**

	Idukki						Alappuzha					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%
Often	12	21.8	13	23.6	30	54.5	18	27.7	18	27.7	29	44.6
Rarely	8	21.1	9	23.7	21	55.3	4	10.0	11	27.5	25	62.5
Never	7	25.9	9	33.3	11	40.7	2	16.7	4	33.3	6	50.0
Pathanamthitta												
Graduate				Matriculate and above				High - school				
N		%		N		%		N		%		
13		28.3		13		28.3		20		43.5		
5		27.8		6		33.3		7		38.9		
1		10.0		2		20.0		7		70.0		

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Nature of experimenting farm methods for farm programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 157: Educational groups Vs Nature of experimenting farm methods for farm programs**

	Total		
	Graduate	Matriculate and above	High - school

	N	%	N	%	N	%
Often	43	25.9	44	26.5	79	47.6
Rarely	17	17.7	26	27.1	53	55.2
Never	10	20.4	15	30.6	24	49.0
Not reported	10	2.8	8	2.6	31	8.6

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Nature of experimenting farm methods for farm programs

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 158: Educational groups Vs Media broadcasting understandable farming methods**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordars han	18	66.7	5	18.5	4	14.8	8	42.1	3	15.8	8	42.1	6	35.3	5	29.4	6	35.3
Private T.V. channels	6	19.4	1	38.2	1	41.3	2	59.6	1	25.1	7	15.9	1	35.0	8	28.6	1	35.0
AIR	5	41.7	4	33.3	3	25.0	4	80.0	0	0.0	1	20.0	1	20.0	3	60.0	1	20.0
Doordars han & Pri. T.V. Channels	1	12.5	4	50.0	3	37.5	4	80.0	0	0.0	1	20.0	1	33.3	1	33.3	1	33.3

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Media broadcasting understandable farming methods

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 159: Educational groups Vs Media broadcasting understandable farming methods**

	Total					
	Graduate		Matriculate and above		High – school	
	N	%	N	%	N	%
Doordarshan	32	50.8	13	20.6	18	28.6
Private T.V. channels	32	40.8	31	30.1	30	29.1
AIR	10	45.5	7	31.8	5	22.7
Doordarshan & Pri. T.V. Channels	6	37.5	5	31.3	5	31.3
Not reported	0	0	37	10.3	129	35.8

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Media broadcasting understandable farming methods

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 160: Educational groups Vs Media transmitted methods for crops which farmers are cultivating**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordars han	15	38.5	13	33.3	12	28.1	14	24.6	14	24.6	29	50.9	16	25.8	16	25.8	30	48.4
Private T.V. channels	1	50.0	0	0.0	1	50.0	2	50.0	2	50.0	0	0.0	1	20.0	2	40.0	2	40.0
AIR	1	11.1	3	33.3	5	55.6	0	0.0	1	100.0	0	0.0	0	0.0	2	40.0	3	60.0
Doordars han & Pri. T.V. Channels	2	33.3	2	33.3	2	33.3	1	20.0	2	40.0	2	40.0	0	0.0	1	50.0	1	50.0
Private T.V Channels & AIR	1	100.0	0	0.0	0	0.0	0	0.0	2	40.0	3	60.0	3	27.3	3	27.3	5	45.5

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Media transmitted methods for crops which farmers are cultivating  
 Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 161: Educational groups Vs Media transmitted methods for crops which farmers are cultivating**

		Total					
		Graduate		Matriculate and above		High – school	
		N	%	N	%	N	%



Doordarshan	45	28.5	43	27.2	70	44.3
Private T.V. channels	4	36.4	4	36.4	3	27.3
AIR	1	6.7	6	40.0	8	53.3
Doordarshan & Pri. T.V. Channels	3	23.1	5	38.5	5	38.5
Private T.V Channels & AIR	4	23.5	5	29.4	8	47.1
Not reported	11	3.1	10	2.8	69	19.2

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Media transmitted methods for crops which farmers are cultivating  
Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 162: Educational groups Vs Media having convenient time schedule**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordars han	15	31.9	11	23.4	21	44.7	35	12.5	10	41.7	11	45.8	9	34.6	6	23.1	11	42.3
Private T.V. channels	17	22.4	19	25.0	40	52.6	15	20.5	19	26.0	39	53.4	15	20.0	25	33.3	35	46.7
AIR	4	30.8	3	23.1	6	46.2	2	15.4	3	23.1	8	61.5	1	10.0	2	20.0	7	70.0
Doordars han & Pri. T.V. Channels	3	9.1	0	0.0	3	90.9	0	0.0	1	33.3	2	66.7	0	0.0	4	44.4	5	55.6

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Media having convenient time schedule

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 163: Educational groups Vs Media having convenient time schedule**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Doordarshan	27	27.8	27	27.8	43	44.3
Private T.V. channels	43	21.0	53	28.1	86	50.9
AIR	7	19.4	8	22.2	21	58.3
Doordarshan & Pri. T.V. Channels	3	6.7	5	11.1	37	82.2

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Media having convenient time schedule

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 164: Educational groups Vs Media providing timely information for farming methods**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordars	5	22.	6	27.	1	50.	1	5.0	9	45.	1	50.	3	12.	7	29.2	1	58.

han		7		3	1	0				0	0	0		5			4	3
Private T.V. channels	1 3	22. 4	1 7	29. 3	2 8	48. 3	1 6	26. 7	1 4	23. 3	3 0	50. 0	4	36. 4	3	27.3	4	36. 4
AIR	3	27. 3	2	18. 2	6	54. 5	1	9.1	2	18. 2	8	72. 7	4	36. 4	3	27.3	4	36. 4
Doordars han & Pri. T.V. Channels	0	0.0	2	50. 0	2	50. 0	0	0.0	1	33. 3	2	66. 7	5	29. 4	4	23.5	8	47. 1

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Media providing timely information for farming methods

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 165: Educational groups Vs Media providing timely information for farming methods**

	Total					
	Graduate		Matriculate and above		High – school	
	N	%	N	%	N	%
Doordarshan	9	13.6	22	33.3	35	53.0
Private T.V. channels	33	25.6	34	26.4	62	48.1
AIR	8	24.2	7	21.2	18	54.5
Doordarshan & Pri. T.V. Channels	5	20.8	7	29.2	12	50.0
Not reported	25	6.9	23	6.4	60	16.7

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Media providing timely information for farming methods

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 166: Educational groups Vs Type of programs useful for cultivation**

		Idukki						Alappuzha						Pathanamthitta					
		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Serial programs	Yes	9	21.4	8	19.0	25	59.5	1	33.3	1	33.3	1	33.3	1	33.3	1	33.3	1	33.3
	No	19	25.0	22	28.9	35	46.1	27	23.5	29	25.9	5	51.3	25	22.1	29	25.9	59	52.2
Seasonal programs on different crops	Yes	17	22.7	17	22.7	41	54.7	18	22.8	24	30.4	37	46.8	18	35.8	8	15.7	25	49.0
	No	11	25.6	13	30.2	19	44.2	10	25.6	11	28.2	18	46.2	10	14.9	22	32.8	35	52.2
Success stories	Yes	12	27.3	16	36.4	16	36.4	12	31.6	10	26.3	16	42.1	12	17.1	17	24.3	41	58.6
	No	6	21.6	14	18.9	44	59.5	16	20.0	25	31.3	39	48.8	16	33.3	13	27.1	19	39.6
Newly invented methods on farming	Yes	1	5.3	9	47.4	9	47.4	21	53.8	9	23.1	9	23.1	33	50.8	16	24.6	16	24.6
	No	9	73.8	13	16.3	8	10.0	15	41.7	13	36.1	8	22.2	51	46.8	14	12.8	44	40.4

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Type of programs useful for cultivation

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 167: Educational groups Vs Type of programs useful for cultivation**

		Total					
		Graduate		Matriculate and above		High - school	
		N	%	N	%	N	%
Serial programs	Yes	11	22.9	10	20.8	27	56.3
	No	71	23.4	80	26.3	153	50.3
Seasonal programs on different crops	Yes	53	25.9	49	23.9	103	50.2
	No	31	20.8	46	30.9	72	48.3
Success stories	Yes	36	23.7	43	28.3	73	48.0
	No	48	23.8	52	25.7	102	50.5
Newly invented methods on farming	Yes	55	44.7	34	27.6	34	27.6
	No	125	55.6	40	17.8	60	26.7

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Type of programs useful for cultivation

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 168: Educational groups Vs Media broadcasting more number of serial programs on a particular crop**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordars han	8	25.0	7	21.9	17	53.1	6	20.0	6	20.0	18	60.0	2	20.0	3	30.0	5	50.0
Private T.V. channels	14	24.6	14	24.6	29	50.9	16	25.8	16	25.8	30	48.0	15	38.5	13	33.3	11	28.2
AIR	2	50.0	2	50.0	0	0.0	1	20.0	2	40.0	2	40.0	1	50.0	0	0.0	1	50.0
Doordars han & Pri. T.V. Channels	0	0.0	1	100.0	0	0.0	0	0.0	2	40.0	3	60.0	1	11.1	3	33.3	5	55.6

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Media broadcasting more number of serial programs on a particular crop

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 169: Educational groups Vs Media broadcasting more number of serial programs on a particular crop**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%

Doordarshan	16	22.2	16	22.2	40	55.6
Private T.V. channels	45	28.5	43	27.2	70	44.3
AIR	4	36.4	4	36.4	3	27.3
Doordarshan & Pri. T.V. Channels	1	6.7	6	40.0	8	53.3
Not reported	14	3.9	26	6.7	64	18.3

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Media broadcasting more number of serial programs on a particular crop

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 170: Educational groups Vs Media broadcasting more number of serial programs on different crops**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordars han	3	14.3	5	23.8	13	61.9	5	15.6	7	21.9	20	62.5	3	13.6	4	18.2	15	68.2
Private T.V. channels	16	24.6	15	23.1	34	52.3	15	34.9	13	30.2	15	34.9	16	26.2	17	27.9	28	45.9
AIR	1	20.0	2	40.0	2	40.0	0	0.0	1	50.0	1	50.0	2	33.3	2	33.3	2	33.3

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Media broadcasting more number of serial programs on different crops

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 171: Educational groups Vs Media broadcasting more number of serial programs on different crops**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Doordarshan	11	14.7	16	21.3	48	64.0
Private T.V. channels	47	27.8	45	26.6	77	45.6
AIR	3	23.1	5	38.5	5	38.5
Not reported	19	5.3	27	7.5	57	15.8

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Media broadcasting more number of serial programs on different crops

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 172: Educational groups Vs Media broadcasts more success stories of farmers**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarsan	4	26.7	4	26.7	7	46.7	4	13.8	7	24.1	18	62.1	1	5.3	8	42.1	10	52.6



Private T.V. channels	15	26.3	10	17.5	32	56.1	13	32.5	11	27.5	16	40.0	15	34.9	8	18.6	20	46.5
AIR	3	27.3	3	27.3	5	45.5	0	0.0	1	100.0	0	0.0	1	14.3	1	14.3	5	71.4
Doordarshan & Pri. T.V. Channels	0	0.0	1	25.0	3	75.0	2	50.0	0	0.0	2	50.0	0	0.0	2	28.6	5	71.4

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Media broadcasts more success stories of farmers

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 173: Educational groups Vs Media broadcasts more success stories of farmers**

	Total					
	Graduate		Matriculate and above		High – school	
	N	%	N	%	N	%
Doordarshan	9	14.3	19	30.2	35	55.6
Private T.V. channels	43	30.7	29	20.7	68	48.6
AIR	4	21.1	5	26.3	10	52.6
Doordarshan & Pri. T.V. Channels	2	13.3	3	20.0	10	66.7
Not reported	22	6.1	37	10.3	64	17.8

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Media broadcasts more success stories of farmers

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 174: Educational groups Vs Media which broadcasts more innovative methods on farming**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	12	30.8	12	30.8	15	38.5	13	21.7	17	28.3	30	50.0	15	23.8	15	23.8	33	52.4
Private T.V. channels	11	29.7	8	21.6	18	48.6	7	18.4	12	31.6	19	50.0	10	20.4	13	26.5	26	53.1
AIR	2	28.6	3	42.9	2	28.6	1	14.3	1	14.3	5	71.4	0	0.0	1	33.3	2	66.7
Doordarshan & Pri. T.V. Channels	7	25.9	9	33.3	11	40.7	2	16.7	4	33.3	6	50.0	1	10.0	2	20.0	7	70.0

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Media which broadcasts more innovative methods on farming

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 175: Educational groups Vs Media which broadcasts more innovative methods on farming**

	Total					
	Graduate		Matriculate and above		High – school	
	N	%	N	%	N	%

Doordarshan	40	24.7	40	27.2	78	48.1
Private T.V. channels	28	22.6	33	26.6	63	50.8
AIR	2	17.6	5	29.4	9	52.9
Doordarshan & Pri. T.V. Channels	10	20.4	15	30.6	24	49.0
Not reported	0	0	0	0	13	3.6

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Media which broadcasts more innovative methods on farming

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 176: Educational groups Vs Feeling of getting answers for queries regarding farm practices**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	7	36.8	5	26.3	7	36.8	2	9.5	8	38.1	1	52.4	4	20.0	4	20.0	1	60.2
Private T.V. channels	1	20.3	1	26.7	3	53.4	1	26.8	1	23.5	3	50.7	2	29.3	2	31.4	3	39.0
AIR	3	27.3	3	27.3	5	45.5	1	14.3	1	14.3	5	71.4	0	0	1	100	0	0

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Feeling of getting answers for queries regarding farm practices Classification: District wise (out of 120 in each district, percentages are

given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 177: Educational groups Vs Media which broadcasts more innovative methods on farming**

	Total					
	Graduate		Matriculate and above		High – school	
	N	%	N	%	N	%
Doordarshan	40	24.7	44	27.2	78	48.1
Private T.V. channels	28	22.6	33	26.6	63	50.8
AIR	3	17.6	5	29.4	9	52.9
Not reported	9	2.5	11	3.1	37	10.3

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Media which broadcasts more innovative methods on farming

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 178: Educational groups Vs Media which helps to better farm practices**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High – school		Graduate		Matriculate and above		High – school		Graduate		Matriculate and above		High – school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordars han	12	54.5	6	27.3	4	18.2	7	53.8	0	0.0	6	46.2	3	27.3	5	45.5	3	27.3
Private T.V. channels	10	25.0	14	35.0	16	40.0	31	51.7	16	26.7	13	21.7	16	36.4	12	27.3	16	36.4
AIR	5	38.5	3	23.1	5	38.5	4	50.0	1	12.5	3	37.5	0	0.0	2	100.0	0	0.0

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Media which helps to better farm practices

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 179: Educational groups Vs Media which helps to better farm practices**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Doordarshan	22	47.8	11	23.9	13	28.3
Private T.V. channels	53	39.6	42	29.2	45	31.3
AIR	5	39.1	6	26.1	8	34.8
Not reported	0	0	34	9.4	121	33.6

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Media which helps to better farm practices

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 180: Educational groups Vs Tendency of getting answers for queries**

	Idukki						Alappuzha					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%
Often	2	50.0	1	25.0	1	25.0	5	29.4	4	23.5	8	47.1
Rarely	16	30.8	17	32.7	19	36.5	11	13.8	33	41.3	36	45.0

Never	12	17.1	18	25.7	40	57.1	3	18.8	1	6.3	12	75.0
Pathanamthitta												
Graduate		Matriculate and above		High school		-						
N	%	N	%	N	%							
5	21.7	8	34.8	10	43.5							
17	22.1	19	24.7	41	53.2							
2	20.0	5	50.0	3	30.0							

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Tendency of getting answers for queries

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 181: Educational groups Vs Tendency of getting answers for queries**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Often	12	27.3	13	29.5	19	43.2
Rarely	44	21.1	56	33.0	96	45.9
Never	17	17.7	24	25.0	55	57.3
Not reported	7	1.9	0	0	17	4.7

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Tendency of getting answers for queries

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 182: Educational groups Vs Introduction of new crops after starting viewing / listening to farm programs**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High school		Graduate		Matriculate and above		High school		Graduate		Matriculate and above		High school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	14	16.5	22	25.9	49	57.6	17	19.8	23	26.7	46	53.5	22	24.2	28	30.8	41	45.1
No	4	36.4	2	18.2	5	45.5	2	18.2	1	9.1	8	72.7	2	14.3	4	28.6	8	57.1

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Introduction of new crops after starting viewing/listening to farm programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 183 :Educational groups Vs Introduction of new crops after starting viewing / listening to farm programs**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Yes	53	20.2	73	27.9	136	51.9
No	8	22.2	7	19.4	21	58.3
Not reported	19	5.3	13	3.6	30	8.3

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Introduction of new crops after starting viewing/listening to farm programs

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 184: Educational groups Vs Type of Crop introduced after viewing programs**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Food	12	31.6	24	63.2	25	5.3	16	32.0	25	50.0	9	18.0	40	49.4	16	19.8	25	30.9
Cash	0	0.0	3	100.0	0	0.0	2	50.0	2	50.0	0	0.0	3	42.9	2	28.6	2	28.6
Both	7	38.9	11	61.1	0	0.0	0	0.0	13	100.0	0	0.0	0	0.0	13	100.0	0	0.0

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Type of Crop introduced after viewing programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 185: Educational groups Vs Type of Crop introduced after viewing programs**

	Total		
	Graduate	Matriculate and above	High - school



	N	%	N	%	N	%
Food	68	40.2	65	38.5	36	21.3
Cash	5	35.7	7	50.0	2	14.3
Both	7	15.9	26	84.1	0	0.0
Not reported	0	0	0	0	149	41.4

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Type of Crop introduced after viewing programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 186: Educational groups Vs Getting a better yield after applying farm practices through media**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High school		Graduate		Matriculate and above		High school		Graduate		Matriculate and above		High school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	14	25.9	11	20.4	29	53.7	13	24.5	20	37.7	20	37.7	11	19.0	13	22.4	34	58.6
No	5	13.5	13	35.1	19	51.4	9	24.3	7	18.9	21	56.8	9	27.3	13	39.4	11	33.3

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Getting a better yield after applying farm practices through media  
Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 187: Educational groups Vs getting a better yield after applying farm practices through media**

	Total		
	Graduate	Matriculate and above	High - school

	N	%	N	%	N	%
Yes	38	23.0	44	26.7	83	50.3
No	23	21.5	33	30.8	51	47.7
Not reported						

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Getting a better yield after applying farm practices through media

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 188: Educational groups Vs Feeling of getting better yield through farming**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	15	20.5	21	28.8	37	50.7	18	24.7	26	35.6	29	39.7	17	22.4	18	23.7	41	53.9
No	10	23.8	9	21.4	23	54.8	11	24.4	10	22.2	24	53.3	8	21.1	13	34.2	17	44.7

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Feeling of getting better yield through farming

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 189: Educational groups Vs Feeling of getting better yield through farming**

	Total					
	Graduate		Matriculate and above		High – school	
	N	%	N	%	N	%
Yes	50	22.5	65	29.3	107	48.2
No	29	23.2	32	25.6	64	51.2
Not reported	19	5.3	16	4.4	63	14.7

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Feeling of getting better yield through farming

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 190: Educational groups Vs Feeling of themselves as a successful farmer.**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High – school		Graduate		Matriculate and above		High – school		Graduate		Matriculate and above		High – school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	4	25.0	4	25.0	8	50.0	3	16.7	5	27.8	1	5.6	3	23.1	5	38.5	5	38.5
No	1	24.6	17	29.8	2	45.6	1	19.2	16	26.2	3	54.1	1	21.6	24	32.0	3	46.7

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Feeling of themselves as a successful farmer

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 191: Educational groups Vs Feeling of themselves as a successful farmer.**

	Total					
	Graduate		Matriculate and above		High – school	
	N	%	N	%	N	%
Yes	10	21.3	14	29.8	23	48.9
No	42	21.8	57	29.5	94	48.7
Not reported	28	7.8	22	6.1	70	19.4

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Feeling of themselves as a successful farmer

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 192: Educational groups Vs Type of crop gives better yield by applying methods through farm programs**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High – school		Graduate		Matriculate and above		High – school		Graduate		Matriculate and above		High – school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Food	8	57.1	5	35.7	1	7.1	13	36.1	7	19.4	16	44.4	2	14.3	3	21.4	9	64.3
Cash	3	27.3	6	54.5	2	18.2	11	13.6	1	1.2	69	85.2	3	25.0	4	33.3	5	41.7
Both	5	18.5	18	66.7	4	14.8	18	42.9	6	14.3	18	42.9	1	3.8	7	26.9	18	69.2

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Type of crop gives better yield by applying methods through farm programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 193: Educational groups Vs Type of crop gives better yield by applying methods through farm programs**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Food	23	35.9	15	23.4	26	40.6
Cash	17	16.3	11	10.6	76	73.1
Both	24	25.3	31	32.6	40	42.1
Not reported	16	4.4	36	10.0	45	12.5

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Type of crop gives better yield by applying methods through farm programs

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 194: Educational groups Vs Feeling of getting ample support and follow up actions from government authorities**

	Idukki			Alappuzha			Pathanamthitta		
	Graduate	Matriculate and above	High - school	Graduate	Matriculate and above	High - school	Graduate	Matriculate and above	High - school

	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	15	21.4	17	24.3	38	54.3	17	26.6	15	23.4	32	52.0	20	28.6	21	30.0	29	41.1
No	12	28.6	13	31.0	17	40.5	7	15.2	10	21.7	29	63.0	8	22.9	10	28.6	17	48.6

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Feeling of getting ample support and follow up actions from government authorities

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 195: Educational groups Vs Feeling of getting ample support and follow up actions from government authorities**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Yes	52	27.8	53	28.3	82	43.9
No	27	26.0	33	31.7	44	42.3
Not reported	1	0.3	7	1.9	61	16.9

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Feeling of getting ample support and follow up actions from government authorities

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 196: Educational groups Vs Tendency to advice farming methods and experiments adapted from farm programs to other farmers**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High school		Graduate		Matriculate and above		High school		Graduate		Matriculate and above		High school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	5	7.7	21	32.3	39	60.0	11	15.3	25	34.7	36	50.0	11	15.9	19	27.5	39	56.5
No	6	17.1	10	28.6	19	54.3	3	10.3	10	34.5	16	55.2	8	20.0	13	32.5	19	47.5

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Tendency to advice farming methods and experiments adapted from farm programs to other farmers

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 197: Educational groups Vs Tendency to advice farming methods and experiments adapted from farm programs to other farmers**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%
Yes	50	23.5	60	27.8	114	48.7
No	30	27.5	33	27.5	54	45.0
Not reported	0	0	0	0	19	5.3

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Tendency to advice farming methods and experiments adapted from farm programs to other farmers

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 198: Educational groups Vs Opinion about such suggestions are received by other farmers**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	10	12.5	23	28.8	47	58.8	8	9.6	29	34.9	46	55.4	14	17.7	28	35.4	37	46.8
No	3	11.5	8	30.8	15	57.7	8	32.0	7	28.0	10	40.0	4	13.3	6	20.0	20	66.0

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Opinion about such suggestions are received by other farmers

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 199: Educational groups Vs Opinion about such suggestions are received by other farmers**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Yes	32	13.2	72	33.1	130	53.7



No	15	18.5	21	25.9	45	55.6
Not reported	33	9.2	0	0	12	3.3

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Opinion about such suggestions are received by other farmers

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 200: Educational groups Vs Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High school -		Graduate		Matriculate and above		High school -		Graduate		Matriculate and above		High school -	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	8	11.8	19	27.9	41	60.3	8	13.1	22	36.1	31	50.8	14	20.3	21	30.4	34	49.3
No	7	17.5	9	22.5	24	60.0	5	11.4	16	36.4	23	52.3	6	17.1	10	28.6	19	54.3

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 201: Educational groups Vs Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Yes	30	15.2	62	31.3	106	53.5
No	18	15.1	35	29.4	66	55.5
Not reported	32	8.9	0	0	15	4.2

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 202: Educational groups Vs Tendency to experiment farm methods through electronic media as such methods increased the yield**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	10	16.9	14	23.7	35	59.3	7	12.7	20	36.4	28	50.9	11	18.6	14	23.7	34	57.6
No	7	12.3	17	29.8	33	57.9	10	15.9	19	30.2	34	54.0	11	18.3	21	35.0	28	46.7

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Tendency to experiment farm methods through electronic media as such methods increased the yield

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 203: Educational groups Vs Tendency to experiment farm methods through electronic media as such methods increased the yield**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Yes	28	16.2	48	27.7	92	56.1
No	28	15.6	45	31.7	95	52.8
Not reported	24	6.7	0	0	0	0

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Tendency to experiment farm methods through electronic media as such methods increased the yield

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 204: Educational groups Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods**

	Idukki	Alappuzha	Pathanamthitta
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	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	2	12.5	7	43.8	7	43.8	1	5.9	6	35.3	10	58.8	1	5.3	6	50.0	5	41.7
No	9	16.7	17	31.5	28	51.9	9	15.3	17	28.8	33	55.9	13	17.6	19	25.7	42	56.8

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Opinion on farm communication through media can boost agricultural production and adoption of new methods

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 205: Educational groups Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Yes	4	8.9	19	42.2	22	48.9
No	31	16.6	53	28.3	103	55.1
Not reported	45	12.5	21	5.8	62	17.2

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Opinion on farm communication through media can boost agricultural production and adoption of new methods

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 206: Educational groups Vs Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	4	13.3	7	23.3	19	63.3	2	6.7	9	30.0	19	63.3	9	31.0	7	24.1	13	44.8
No	11	13.8	22	27.5	47	58.8	12	18.4	30	37.0	39	48.1	13	15.3	25	29.4	47	55.3

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 207: Educational groups Vs Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price**

	Total					
	Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%
Yes	15	16.9	23	25.8	51	57.3
No	36	14.6	77	31.3	133	54.1
Not reported	29	8.1	0	0	3	0.8

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 208: Educational groups Vs Opinion on type of media (print Vs electronic) which is suitable for disseminating farm information**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High school		Graduate		Matriculate and above		High school		Graduate		Matriculate and above		High school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	7	11.5	23	37.7	31	50.8	17	21.3	23	28.8	40	50.0	8	11.4	19	27.1	43	61.4
No	6	13.3	15	33.3	24	53.3	4	12.1	11	33.3	18	54.5	7	19.4	9	25.0	20	55.6

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Opinion on type of media (print Vs electronic) which is suitable for disseminating farm information

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 209: Educational groups Vs Opinion on type of media (print Vs electronic) which is suitable for disseminating farm information**

	Total					
	Large		Medium		Small	
	N	%	N	%	N	%

Yes	32	15.2	62	30.8	114	54.0
No	17	14.9	31	30.7	62	54.4
Not reported	31	8.6	0	0	11	3.1

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Opinion on type of media (print Vs electronic) which is suitable for disseminating farm information

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 210: Educational groups Vs Tendency to watch farm programs for entertainment**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High school -		Graduate		Matriculate and above		High school -		Graduate		Matriculate and above		High school -	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	5	12.2	7	17.1	29	70.7	7	17.5	14	35.0	19	47.5	8	21.1	11	28.9	19	50.0
No	6	12.5	19	39.6	23	47.9	7	12.5	18	32.1	31	55.4	9	13.8	20	30.8	36	55.4

Independent variable: Educational level in three categories –Graduate and above, Matriculate, High School

Dependent variable: Tendency to watch farm programs for entertainment

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 211: Educational groups Vs Tendency to watch farm programs for entertainment**

	Total					
	Large			Medium		Small
	N	%		N	%	N %

Yes	20	16.8	32	26.9	67	56.3
No	22	13.0	57	33.7	90	53.3
Not reported	38	10.6	4	1.1	30	8.3

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Tendency to watch farm programs for entertainment

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 212: Educational groups Vs Preferred electronic media to watch farm programs for entertainment**

	Idukki						Alappuzha						Pathanamthitta					
	Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school		Graduate		Matriculate and above		High - school	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	2	16.7	8	66.7	2	16.7	5	22.7	16	72.7	1	4.5	3	13.0	17	73.9	3	13.0
Private T.V. channels	7	15.2	32	69.6	7	15.2	10	31.3	21	65.6	1	3.1	6	14.3	30	71.4	6	14.3
AIR	2	20.0	6	60.0	2	20.0	2	50.0	2	50.0	0	0.0	1	9.1	9	81.8	1	9.1
Doordarshan & Pri. T.V. Channels	1	20.0	3	60.0	1	20.0	2	33.3	4	66.7	0	0.0	2	28.6	3	42.9	2	28.6

Independent variable: Educational level in three categories –<Graduate and above, Matriculate, High School



Dependent variable: Preferred electronic media to watch farm programs for entertainment

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 213: Educational groups Vs Preferred electronic media to watch farm programs for entertainment**

	Total					
	Graduate		Matriculate and above		High – school	
	N	%	N	%	N	%
Doordarshan	10	17.5	41	71.9	6	10.5
Private T.V. channels	23	19.2	33	69.2	14	11.7
AIR	5	20.0	17	68.0	3	12.0
Doordarshan & Pri. T.V. Channels	5	27.8	2	55.6	3	16.7
Not reported	37	10.3	0	0	161	44.7

Independent variable: Educational level in three categories – =<Graduate and above, Matriculate, High School

Dependent variable: Preferred electronic media to watch farm programs for entertainment

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 214: Pattern of owning land Vs Food crops**

Food crops	Idukki						Alappuzha						Pathanamthitta					
	Own		Lease d		Both		Own		Leased		Both		Own		Lease d		Both	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%

Paddy	Yes	31	81.6	5	13.2	2	5.3	23	59.0	12	30.8	4	10.3	23	56.1	5	12.2	13	31.7
	No	73	89.0	3	3.7	6	7.3	63	77.8	18	22.2	0	0.0	79	100.0	0	0.0	0	0.0
Coconut	Yes	68	84.0	7	8.6	6	7.4	71	79.8	14	15.7	4	4.5	72	83.7	5	5.8	9	10.5
	No	36	92.3	1	2.6	2	5.1	15	48.4	16	51.6	0	0.0	30	88.2	0	0.0	4	11.8
Fruits & Vegetables	Yes	86	86.9	6	6.1	7	7.1	70	70.0	25	25.3	4	4.0	76	85.4	1	1.1	12	13.5
	No	18	85.7	2	9.5	1	4.8	16	76.2	5	23.8	0	0.0	26	83.9	4	12.9	1	3.2
Mixed crops	Yes	54	84.4	7	10.9	3	4.7	38	59.4	24	34.4	4	6.3	45	90.0	0	0.0	5	10.0
	No	50	89.3	1	1.8	5	8.9	48	85.7	8	14.3	0	0.0	57	81.4	5	7.1	8	11.4
Fish & Poultry	Yes	19	73.1	4	15.4	3	11.5	14	58.3	9	37.5	1	4.2	16	76.2	3	14.3	2	9.5
	No	85	90.4	4	4.3	5	5.3	72	75.0	21	21.9	3	3.1	86	86.9	2	2.0	11	11.1

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Food crops

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 215: Pattern of owning land Vs listen to rural farm programs in radio and television**

	Idukki						Alappuzha						Pathanamthitta					
	Own		Leased		Both		Own		Leased		Both		Own		Leased		Both	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%

Often	3 5	89. 7	3	7.7	1	2.6	3 2	76. 2	9	21. 4	1	2.4	3 8	86. 4	3	6. 8	3	6. 8
Rarely	5 6	88. 9	2	3.2	5	7.9	4 5	71. 4	1 7	27. 0	1	1.6	5 3	94. 6	1	1. 8	2	3. 6
Never	1 3	72. 2	3	16. 7	2	11. 1	9	60. 0	4	26. 7	2	13. 3	1 1	91. 7	1	8. 3	0	0. 0

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Regularity of watching rural farm programs in radio and television

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 216: Pattern of owning land Vs listen to rural farm programs in radio and television**

	Total					
	Own		Leased		Both	
	N	%	N	%	N	%
Often	105	84	15	12	5	4
Rarely	154	85	20	11	8	4
Never	33	73	8	16	4	9

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Regularity of watching rural farm programs in radio and television

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 217: Pattern of owning land Vs Media used to listen farm programs**

		Idukki						Alappuzha						Pathanamthitta					
		Own		Leased		Both		Own		Leased		Both		Own		Leased		Both	
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordars han	Yes	44	84.6	6	11.5	2	3.8	25	80.6	5	16.1	1	3.2	35	76.1	4	8.7	7	15.2
	No	60	88.2	2	2.9	6	8.8	61	68.5	25	28.1	3	3.4	67	90.5	1	1.4	6	8.1
Private T.V. channels	Yes	67	81.7	7	8.5	8	9.8	55	73.3	16	21.6	4	5.3	48	88.9	0	0.0	6	11.1
	No	37	97.4	1	2.6	0	0.0	31	68.9	14	31.1	0	0.0	54	81.8	5	7.6	7	10.6
AIR	Yes	18	72.0	5	20.0	2	8.0	15	65.2	8	34.8	0	0.0	24	85.7	1	3.6	3	10.7
	No	86	90.5	3	3.2	6	6.3	71	73.2	22	22.7	4	4.1	78	84.8	4	4.3	10	10.9
Print	Yes	30	83.3	3	8.3	3	8.3	20	57.1	15	42.9	0	0.0	28	75.7	4	10.8	5	13.5
	No	74	88.1	5	6.0	5	6.0	66	77.6	15	17.6	4	4.7	74	89.2	1	1.2	8	9.6

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media used to listen to farm programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 218: Pattern of owning land Vs Media used to listen farm programs**

		Total					
		Own		Leased		Both	
		N	%	N	%	N	%
Doordarshan	Yes	104	81	15	12	10	8
	No	188	81	28	13	15	6
Private T.V. channels	Yes	170	81	23	11	18	9
	No	122	82	20	14	7	5
AIR	Yes	57	75	14	18	5	7
	No	235	83	29	11	20	7
Print	Yes	78	72	22	20	8	7
	No	214	85	21	9	17	7

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media used to listen to farm programs

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 219: Pattern of owning land Vs Type of media from farming methods are adopted**

	Idukki						Alappuzha						Pathanamthitta					
	Own		Leased		Both		Own		Leased		Both		Own		Leased		Both	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	34	79.1	5	11.6	4	9.3	21	56.8	15	40.5	1	2.7	23	74.2	1	3.2	7	22.6
Private T.V. channels	35	87.5	2	5.0	3	7.5	61	80.3	13	17.1	2	2.6	54	84.4	4	6.3	6	9.4
AIR	3	94.	1	2.7	1	2.	4	57.	2	28.	1	14.	6	100.	0	0.	0	0.0

	5	6				7		1		6		3		0		0		
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Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Type of media from farming methods are adopted

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 220: Pattern of owning land Vs Type of media from farming methods are adopted**

	Total					
	Own		Leased		Both	
	N	%	N	%	N	%
Doordarshan	78	70	21	19	12	11
Private T.V. channels	150	83	19	11	11	6
AIR	45	90	3	6	2	4

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Type of media from farming methods are adopted

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 221: Pattern of owning land Vs Media from farming methods adopted for seasonal crops**

	Idukki			Alappuzha			Pathanamthitta		
	Own	Leased	Both	Own	Leased	Both	Own	Leased d	Both

	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	18	72.0	3	12.0	4	16.0	3	56.1	2	40.3	2	3.5	1	68.7	1	4.0	7	28.0
Private T.V. channels	29	76.3	5	13.2	4	10.5	4	81.3	5	9.4	5	9.4	4	81.6	3	6.1	6	12.2
AIR	57	100.0	0	0.0	0	0.0	1	84.1	2	15.4	0	0.0	4	97.5	1	2.2	0	0.0

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media from farming methods adopted for seasonal crops

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 222: Pattern of owning land Vs Media from farming methods adopted for seasonal crops**

	Total					
	Own		Leased		Both	
	N	%	N	%	N	%
Doordarshan	67	63	27	25	13	12
Private T.V. channels	112	80	13	10	15	11
AIR	113	97	3	3	0	0

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media from farming methods adopted for seasonal crops

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 223: Pattern of owning land Vs Nature of experimenting farm methods for farm programs**

	Idukki						Alappuzha						Pathanamthitta					
	Own		Leased		Both		Own		Leased		Both		Own		Leased		Both	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Often	39	90.7	2	4.7	2	4.7	21	63.6	12	36.4	0	0.0	18	72.0	2	8.0	5	20.0
Rarely	39	90.7	1	2.3	3	7.0	35	72.9	10	20.8	3	6.3	56	90.3	1	1.6	5	8.1
Never	39	83.0	5	10.6	3	6.4	24	72.7	8	24.2	1	3.0	28	84.8	2	6.1	3	9.1

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Nature of experimenting farm methods from farm programs

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 224: Pattern of owning land Vs Nature of experimenting farm methods for farm programs**

	Total					
	Own		Leased		Both	
	N	%	N	%	N	%
Often	78	77	16	16	7	7
Rarely	130	85	12	8	11	7
Never	91	81	15	13	7	6

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Nature of experimenting farm methods from farm programs



Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 225: Pattern of owning land Vs Media broadcasting understandable farming methods**

	Idukki						Alappuzha						Pathanamthitta					
	Own		Leased		Both		Own		Leased		Both		Own		Leased		Both	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	59	90.8	5	7.7	1	1.5	36	63.2	18	31.6	3	5.3	49	77.8	4	6.3	10	15.9
Private T.V. channels	34	82.9	3	7.3	4	9.8	43	79.6	10	18.5	1	1.9	49	94.2	0	0.0	3	5.8
AIR	11	78.6	0	0.0	3	21.4	7	77.8	2	22.2	0	0.0	4	80.0	1	20.0	0	0.0

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media broadcasting understandable farming methods

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 226: Pattern of owning land Vs Media broadcasting understandable farming methods**

	Total					
	Own		Leased		Both	
	N	%	N	%	N	%
Doordarshan	144	78	27	15	14	8
Private T.V. channels	126	86	13	9	8	5
AIR	22	79	3	8	3	11

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media broadcasting understandable farming methods

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 227: Pattern of owning land Vs Media transmitted methods for crops which farmers are cultivating**

	Idukki						Alappuzha						Pathanamthitta					
	Own		Leased		Both		Own		Leased		Both		Own		Leased		Both	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	41	83.7	42	8.2	42	8.2	20	62.5	14	34.4	11	3.1	41	91.1	49	8.9	0	0.0
Private T.V. channels	63	92.6	49	5.9	15	1.5	57	76.0	16	21.3	22	2.7	49	77.8	16	1.6	13	20.6
AIR							92	69.2	31	23.1	17	7.7	12	100.0	0	0.0	0	0.0

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media transmitted methods for crops which farmers are cultivating

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 228: Pattern of owning land Vs Media transmitted methods for crops which farmers are cultivating**

	Total					
	Own		Leased		Both	
	N	%	N	%	N	%
Doordarshan	102	81	19	15	5	4
Private T.V. channels	169	82	21	11	16	8
AIR	21	84	3	11	1	4

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media transmitted methods for crops which farmers are cultivating

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 229: Pattern of owning land Vs Media having convenient time schedule**

	Idukki						Alappuzha						Pathanamthitta					
	Own		Leased		Both		Own		Leased		Both		Own		Leased		Both	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	27	90.0	1	3.3	2	6.7	24	53.3	18	40.0	3	6.7	34	87.2	3	7.7	2	5.1
Private T.V. channels	74	86.0	7	8.1	5	5.8	44	78.6	11	19.6	1	1.8	46	90.2	1	2.0	4	7.8
AIR	3	75.0	0	0.0	1	25.0	18	94.7	1	5.3	0	0.0	22	73.3	1	3.3	7	23.3

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media having convenient time schedule

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 230: Pattern of owning land Vs Media having convenient time schedule**

	Total					
	Own		Leased		Both	
	N	%	N	%	N	%
Doordarshan	85	75	22	19	7	6
Private T.V. channels	164	85	19	10	10	5
AIR	43	81	2	3	8	15

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Regularit Media having convenient time schedule

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 231: Pattern of owning land Vs Media providing timely information for farming methods**

	Idukki						Alappuzha						Pathanamthitta					
	Own		Leased		Both		Own		Leased		Both		Own		Leased		Both	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	22	91.7	1	4.2	1	4.2	36	64.3	18	32.1	2	3.6	38	95.0	1	2.5	1	2.5
Private T.V. channels	70	84.3	6	7.2	7	8.4	41	77.4	10	18.9	2	3.8	45	84.9	3	5.7	5	9.4
AIR	12	92.3	1	7.7	0	0.0	9	81.8	2	18.2	0	0.0	19	95.0	1	5.0	0	0.0

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media providing timely information for farming methods

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 232: Pattern of owning land Vs Media providing timely information for farming methods**

	Total					
	Own		Leased		Both	
	N	%	N	%	N	%
Doordarshan	96	80	20	17	4	3
Private T.V. channels	156	83	19	10	14	7
AIR	40	91	4	9	0	0

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media providing timely information for farming methods

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 233: Pattern of owning land Vs Type of programs useful for cultivation**

		Idukki						Alappuzha						Pathanamthitta					
		Own		Leased		Both		Own		Leased		Both		18-35		36-55		>=56	
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Serial programs	Yes	15	88.2	1	5.9	1	5.9	3	100.0	0	0.0	0	0.0	14	77.8	3	16.7	1	5.6
	No	89	86.4	7	6.8	7	6.8	83	70.9	30	25.6	4	3.4	88	86.3	2	2.0	12	11.8

Seasonal programs on different crops	Yes	35	85.4	3	7.3	3	7.3	30	61.2	16	32.7	3	6.1	31	73.8	5	11.9	6	14.3
	No	69	87.3	5	6.3	5	6.3	56	78.9	14	19.7	1	1.4	71	91.0	0	0.0	7	9.0
Success stories	Yes	64	90.1	5	7.0	2	2.8	52	72.2	16	22.2	4	5.6	74	89.2	5	6.0	4	4.8
	No	40	81.6	3	6.1	6	12.2	34	70.8	14	29.2	0	0.0	28	75.7	0	0.0	9	24.3
Newly invented methods on farming	Yes	42	85.7	4	8.2	3	6.1	33	76.7	10	23.3	0	0.0	38	77.6	3	6.1	8	16.3
	No	62	87.3	4	5.6	5	7.0	53	68.8	20	26.0	4	5.2	64	90.1	2	2.8	5	7.0

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Type of programs useful for cultivation

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 234: Pattern of owning land Vs Type of programs useful for cultivation**

		Total					
		Own		Leased		Both	
		N	%	N	%	N	%
Serial programs	Yes	32	84	4	10	2	5
	No	260	81	39	13	23	7
Seasonal programs on different crops	Yes	96	73	24	19	12	9
	No	196	86	19	9	13	6
Success stories	Yes	190	84	26	12	10	4

	No	102	76	17	13	15	11
Newly invented methods on farming	Yes	113	80	17	12	11	8
	No	179	82	26	12	14	6

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Type of programs useful for cultivation

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)

**Table 235: Pattern of owning land Vs Media broadcasting more number of serial programs on a particular crop**

	Idukki						Alappuzha						Pathanamthitta					
	Own		Leased		Both		Own		Leased		Both		Own		Leased		Both	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Doordarshan	43	87.8	4	8.2	2	4.1	12	31.6	24	63.2	2	5.3	49	92.5	2	3.8	2	3.8
Private T.V. channels	42	91.3	2	4.3	2	4.3	35	85.4	4	9.8	2	4.9	28	66.7	3	7.1	11	26.2
AIR	19	76.0	2	8.0	4	16.0	39	95.1	2	4.9	0	0.0	25	100.0	0	0.0	0	0.0

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media broadcasting more number of serial programs on a particular crop

Classification: District wise (out of 120 in each district, percentages are given out of the total number of respondents in each category, in each district, not out of the total respondents)

**Table 236: Pattern of owning land Vs Media broadcasting more number of serial programs on a particular crop**

	Total					
	Own		Leased		Both	
	N	%	N	%	N	%
Doordarshan	104	74	30	22	6	4
Private T.V. channels	105	81	9	7	15	12
AIR	83	91	4	4	4	4

Independent variable: Pattern of owning land in three categories –Own, leased and both

Dependent variable: Media broadcasting more number of serial programs on a particular crop

Classification: Out of the entire sample (out of 360, percentages are given out of the total number of respective media watchers, not out of the total respondents)



## Qualitative Research Method: Focus Group Discussions

The focus group discussion (FGD) is a rapid assessment, semi-structured data gathering Method, in which, a purposively selected set of participants gather to discuss issues and concerns based on a list of key themes drawn up by the researcher/facilitator (Kumar 1987).

This Qualitative research technique was originally developed to give marketing researchers a better understanding of the data from Quantitative consumer surveys. As an indispensable tool for marketing researchers (Krueger 1988), the focus group discussion has become extremely popular because it provides a fast way to learn from the target audience (Debus 1988; US Department of Health and Human Services 1980). Marketing and media studies have shown that the focus group discussion is a cost-effective technique for eliciting views and opinions of prospective clients, customers and end-users. In agriculture, focus groups have been used to obtain insights into target audience perceptions, needs, problems, beliefs, and reasons for certain practices.

## Background

The study is based on Triangulation research method in which focus group discussion is the chosen Qualitative research method. The sampling of the method is fully depended on the response of the sample population to the Questions in the Quantitative method, that is; questionnaire survey.

The responses of the sample population (farmer) to the Questions in the questionnaire method raised a set of other factors that can strongly influence the decision of farmer on the adoption of new farming methods. The factors like political orientation of farmers and the status of the research location is being the shooting location of most of the farming programs broadcasted, the responses of the sample has strong ability to challenge the objective of the research.

By considering these facts, a set of farmers has been taken as ideal sample (the responses that closely match with the hypothesis, neutral and expected response) and consider them as the Focus group for the Focus Group analysis.

The surety of the researcher to get a homogenous sample regarding a set of variables, and the similarity of responses and the dearness of the farmer responses towards the research hypothesis lead to conduct a focus group discussion on the ideal sample.

## **Objective**

The objective of the focus group discussion is getting in-depth information on the decision making factors in farmer for taking up new farming methods transmitted through Television. Following are the core objective of the research

To find whether propagating new farm methods through farm programs in electronic media or the availability of adequate infrastructure and economic factors make a farmer to adopt a new farming method.

To find out what are the driving forces that make farmer sure viewership to certain programs.

To find out the factors that highly encourage farmer for the adoption of farming methods

To find out the hindrances that make farmer to stay away from adoption of innovations

To find out what farmers are expecting from television as eligible to adopt farming methods

To find out the expectation of farmer on agriculture programs which are eligible for adoption

The questionnaire survey method reveals a set of factors that influence the decision of farmers towards adopting new farming methods in their routine

agriculture practices. The objective of the Focus Groups Discussions done among the farmers who responded closely to the hypothesis are to find out

The core factors that inhibit the farmer for adopting new methods

The factors that make a T.V. channel more credible to farmers

The concept of ideal farming program

The concept of saturated agriculture program which encourage the farmer to adopt methods in 100%

The most accepted agriculture extension program which ensures 100% adoption of innovation in farming

Towards collecting the information to achieve the set objective of the study, a set of 16 open ended Questions asked to the farmer.

## **Questions**

The questions for the focus group discussion is as follows,

Weekly how long you spent on watching agriculture program

Are you watching any agriculture program regularly (without fail), if so,

What are the driving force to watch the program

Which channel you count as the channel which broadcast credible information on farming

How fast and frequently you can adopt a new farming method to your traditional crops

What are the main reasons that inhibit you to take up a new farming method

What is the pattern or package of the ideal program that let you adopt confidently

What are key loop holes in current agriculture program

What are the traits of agricultural program that you dislike most

What are the recommendation from your side for an ideal agriculture program

Farming methods or crop protection techniques which one you experiment quickly?

What are the features of television that made it your favourite medium

Introduction of products, Introduction of methods, introduction of new crops, what type of information seems the most credible information to you?

How significant is agriculture extension programs towards promoting adoption?

What are the main challenges that you foreseen for adopting new methods to your agriculture practices

How effective is agriculture programs to deal with crop threats like spurt of diseases?

## **Sampling**

360 farmers participated in the questionnaire survey. The responses of farmers to the Questions weren't neutral as it showed their biased opinions out of the dominance of a political party in the research location. Out of the 360 farmers, 20 farmers are considered as ideal.

The ideal sample is the group of farmers, whose response to the questionnaire was neutral and didn't show the influence of political party and the proximity to the program because the location for the research was the shooting location for most of the agriculture programs.

Apart from the neutral answers, the following 6 independent variables have been taken for filtering the 20 farmers out of the 360.

Age	Income level (In rupees per year)	Education level	land	Area of land for cultivation (In acres)	Crop s cultivate
18-35 : 5	Large(more than1,10,000):6	Graduate: 4	Own:1 4	Large (5 and above): 2	Any
36-55: 11	Medium(50,000-1,00,000): 5	Matriculate and above:8	leased :6	Medium(1-4): 17	Any
>55: 4	Small(less than 50,000): 9	High School:8		Small(Below1 ):1	Any

Apart from the 20 farmers from different locations, the Agriculture Officer in Kanjikkuzhy Panchayath has been taken as the moderator for the discussion. The agriculture officer is considered as the 'expert' in the FGD as he knows each of the farmers in the sample individually.

### The Discussion Operation

The focus group discussion is moderated by the farm officer from Kanjikkuzhy Panchayath, who is popular both among the farmers in Kanjikkuzhy and for the others in focus group. The scheduled duration of the discussion was 3 hours in which the Questions captured under the **questions** has been communicated to the moderator.

Opinions and responses collected from the 20 participants for all the Questions captured in the questionnaire developed for the FSD.

## Questions and Answers

Question: 1	How much time do you spent on watching agriculture program in a week?
	The ideal farmer* spends average 5 hours for watching agricultural programs in their preferred channels. The duration that they spend on agricultural programs on weekends is more when compared to normal days.
Question :2	Are you watching any agriculture program regularly (without fail), if so, what kind of program which you prefer to watch most?
	The ideal farmer watches the agriculture program which alerts on the latest threat on crops and introduction and awareness program for new cash crops which mostly telecasted in DD (Doordarshan) Kerala. However, if private Television channels are broadcasting such programs, farmers prefer to watch them.
Question :3	What are the driving forces to watch the program?
	The programs that don't demand any alterations in the current farming practices. The programs which introduces crops that promise more yield. The programs which alerts on new events in the industry and the threats.
Question :4	Which channel you count as the channel which broadcast credible information on farming?
	Most of the people count Doordarshan as the channel which provides more credible information. Farmers found a program credible, if it is not under the brand of any products or

	companies.
Question :5	How fast and frequently you can adopt new farming method to your traditional crops?
	It is really difficult to adopt a new farming method in the traditional crop as the new methods are not promising any guarantee and we are comfortable with our current practices. If it is recommended for any new crops like vanilla, the farmers are ready to accept it up to an extent. If the infrastructure and material for adopting the practice is provided free of cost, the farmers adopt new method in a better pace. It is easy to adopt the innovations that provided against defending with any threats on the crops which lacks an effective prevention method
Question :6	What are the main reasons that inhibit you to take up a new farming method?
	Fear of failure of the practice, comfort provided by the current practice, any unexpected and unstated side effect of the new practice, the expense demand by the practice, lacking information on the compatibility of the proposed practice with the specific farming environment of the farmer. Above all, the sense of lacking credibility on the information due to the broadcasting of the program under sponsored program category.
Question :7	What is the pattern or package of the ideal program that let you adopt confidently?
	Introduction of the information from an expert  Continue program through Television including demonstrations and success stories

	<p>Provide necessary materials to kick start the practice</p> <p>Continue extended program and on field supervision of an expert</p> <p>Timely updating of the events in the method</p> <p>Collect farmers' feedback for the program and record it. Make necessary changes as per the feedback from the farmers.</p> <p>Maintain an audience research section based on AIR model and give an ear to the farmers' opinions and input in all areas of program production and schedules.</p> <p>Promise of security on the crop</p>
Question :8	What are key loop holes in current agriculture program?
	<p>Most of the programs are come under the brand or sponsorship of industry giant. It loses the credibility of the information.</p> <p>Unavailability of infrastructure and experts to kick start the practice</p> <p>Lack of continued extension program</p> <p>Lack of information regarding the side effects</p> <p>Unbalanced information by propagating only positive sides</p>
Question :9	What are the traits of agricultural program that you dislike most?
	<p>Programs which comes under the sponsorship of a company which demands the purchase of the product.</p> <p>Unavailability clear information on the proposed practices.</p>



	<p>Unavailability of extension program</p> <p>Lacking the platform for participatory communication</p>
Question :10	What are the recommendation from your side for an ideal agriculture program?
	Availability of an expert during the initial stage of practice, availability of required material and infrastructure to kick start the practice, continued extension programs and timely updates on the development.
Question :11	Farming methods or crop protection techniques which one you experiment quickly?
	Crop protection techniques
Question :12	What are the features of Television that made it your favourite medium to watch farm programs?
	Demonstration of methods, availability of latest developments, variety of programs, program serials on a particular crop, innovative farming methods.
Question :13	Introduction of products, Introduction of methods, introduction of new crops, what type of information seems the most credible information to you?
	Introduction of farming methods
Question :14	How significant is agriculture extension programs towards promoting adoption?
	Agriculture extension programs help the farmers to be confident

	for adopting a new method and help troubleshooting. Availability of improvisations in the adopted practice helps the farmers to get the best out of it. It helps to alter the practices as required based on the changing conditions and crop demands.
Question :15	What are the main challenges that you foreseen for adopting new methods to your agriculture practices?
	Untold side effects of the practice and biased information can lead to any crop disaster. The financial dependency of farmers on the crops sometimes makes them diffident to take up new methods which don't promise security. Credibility of information and the extra cost demanded by the practice.
Question :16	How effective is agriculture programs to deal with crop threats like spurt of diseases?
	Most of the farmers believe that the information on dealing with crop threats seems effective rather than cultivation of new crops and methods. Recommendation of certain chemicals for preventing crop threats still least acceptable among farmers. Farmers prefer to adopt biological methods than chemicals. Farmers prefer provision of the materials for kick start the practice.
Question : 17	Do you prefer Radio as an effective medium? What prevents you from using Radio as the preferred electronic medium?
	All India radio farm programs and their audience research section are excellent. However, farmers are seriously lacking the Radio equipment with medium wave reception facility to receive AIR signals.

Question : 18	Do you believe that a few of the agricultural programs doesn't intent to make farmers to adopt the method as it is refers the farming methods for the crops that is not cultivatable in Kerala?
	Private Television channels broadcast methods for crops which are not cultivatable in Kerala is associated with certain success stories. Success stories, irrespective of the crops, location and methods, give inspiration for successful farming.

## Findings

The discussion inferred the following observation on the adoption of farming innovation communicated through Television.

Farmers are open to accept the alerts on disease threats that telecasted through T.V. As such information doesn't demand any quick adoption, farmers are open to watch such programs and ready to take up precautions to protect the crop

Farmers still find Doordarshan as the credible channel as the programs in the channel comes under the band of Doordarshan itself, instead of any brand which is in the business of any services or products in agriculture industry.

Farmers have largely shifted their viewership for farm programs to private Television channels. Farmers are interested in the entertainment value of farm programs.

Farmers inhibit to take up any idea which transmitted to certain channels, because of the distrust that the farmers do have for the channel.

Farmers expect direct interaction of any expert of the new farming method to implement the method in their agriculture practices. Though introduction of a new idea in the T.V. is acceptable, farmers need the direct instruction of expert on field to start implementing the new farming practices

Farmers don't have any trust on sponsored program.

Farmers find agriculture information in T.V. is effective for dealing with spurt of diseases.

Fear of failure, absence of credibility, lack of provision to consult on demand basis inhibits most of the farmers to adopt new farming methods.

Farmers are aware of the advertisement and promotional value of sponsored program and its lack of credibility.

Most of the farmers are welcoming the participatory communication approach of media.

Without adequate infrastructure, monetary and expert support, farmers are reluctant to accept new farming methods. i.e., media acts only as an agent of persuasion and encouragement, however their programming methods are effective

Farmers are ready to adopt any farming methods if it is transmitted with success stories, field expert information and extended free of cost on field support.

Farmers prefer success stories and accepts the entertainment value of farm programs broadcasted, irrespective of these programs are being produced by private or Government owned Television channels.

Beyond adopting any methods to their current farming practices, farmers are equally interested to know about the new developments and advancements in farming methods around the world.

Farmers still have a very high rating for AIR farm programs. However, they are lacking the Radio equipment with medium wave reception facility to receive AIR signals.

Farmers opined that private Television channels broadcast methods for crops which are not cultivatable in Kerala is associated with certain success stories. Success stories, irrespective of the crops, location and methods, give inspiration for successful farming.

## **Conclusion**

Apart from communicating information on new farming method through agriculture programs on Television, extended programs and availability of experts to assist the farmers for clarifying their doubts on time encourage adoption of innovation in the agriculture sector. A mixed audience approach and program approach is needed in this regard. Instead of telecasting programs under the umbrella of big brands, the programs supported by research institutes get more acceptance.

# Chapter 5

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## ***FINDINGS***

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Based on the Triangulation method adopted for the research, a set of data collected from the selected respondents. The collected data showed a set of traits that match with both the strategy of the research. The data that collected for the research were sufficed to prove the hypothesis defined for the research.

This chapter presents the inference of the data collected from the samples as par with the overall findings that the research put forth.

## **FINDINGS**

**A majority of the farmers who are watching agricultural programs in television has shifted their viewership from Doordarshan to private television channels for getting more varieties of agriculture programs and entertainment.**

From *Table - Age Vs Media used to listen farm programs (district wise)* and *Table Age Vs Media used to listen farm programs (Total)* it is clear that in each district, and as a whole, farmers are watching private T. V channels for agricultural programs.

In **Idukki**, among a total of 60, 2 (3.3%) were watching Doordarshan in the group of 18-35 and 16 (26.7%) in the group of 36-55. In the group above 55, 42 (70.0%) were watching Doordarshan for farm programs. Among 84 who watch private channels, 10 (11.9%) are in the group of 18-35. In the group of 36-55, 35 (41.7%) and 39 (46.4%) are above 55 who watch private channels.

In **Alappuzha**, among a total of 29, 4 (13.8%) were watching Doordarshan in the group of 18-35 and 16 (55.2%) in the group of 36-55. In the group above 55, 9 (31.0%) were watching Doordarshan for farm programs. Among 64 who

watch private channels, 8 (12.5%) are in the group of 18-35. In the group of 36-55, 32 (50.0%) and 24 (37.5%) are above 55 who watch private channels.

In **Pathanamthitta**, among a total of 31, 6 (19.4%) were watching Doordarshan in the group of 18-35 and 13 (41.9%) in the group of 36-55. In the group above 55, 12 (38.7%) were watching Doordarshan for farm programs. Among 79 who watch private channels, 17 (21.5%) are in the group of 18-35. In the group of 36-55, 43 (54.4%) and 19 (24.1%) are above 55 who watch private channels.

Among 360 respondents, 120 watch Doordarshan and 12 (10.0%) are in the age group 18-35. 45 (37.5%) in the group of 36-55 and 63 (52.5%) in the group above 55 watch Doordarshan for farm programs. Among 227 who watch private channels, 35 (15.4%) are in the group of 18-35. 110 (48.5%) in the group of 36-55 and 82 (36.1%) in the group above 55 watch private channels.

### **Farmers prefer watching private T. V channels and they prefer to adopt farming methods from private T.V channels**

From Table - Age Vs Type of media used for adoption of farming methods (district wise) and Table- Age Vs type of media used for adoption of farming methods (Total), it is clear that in each district, and as a whole, farmers prefer watching private T. V channels and they prefer to adopt farming methods from private T.V channels.

24 adopted farming methods from Doordarshan in **Idukki**. Among them, 6 (25.0%) are in the group of 36-55 and 18 (75.0%) are in the group above 55. There is no one in the group of 18-35 who adopted from Doordarshan. Among a total of 45 respondents who adopted methods from Private T.V. channels, 10 (23.3%) are in the group of 18-35. 15 (34.8%) are in the group of 36-55 and 18 (41.9%) are in the group above 55, who adopted farming methods from Private T.V. channels.

21 adopted farming methods from Doordarshan in **Alappuzha**. Among them, 8 (38.1%) are in the group of 36-55 and 7 (33.3%) are in the group above 55. There 6 (28.6%) in the group of 18-35 who adopted from Doordarshan. Among

a total of 56 respondents who adopted methods from Private T.V. channels, 2 (3.6%) are in the group of 18-35. 32 (57.1%) are in the group of 36-55 and 22 (39.3%) are in the group above 55, who adopted farming methods from Private T.V. channels.

19 adopted farming methods from Doordarshan in **Pathanamthitta**. Among them, 5 (26.3%) are in the group of 18-35 and 8 (42.1%) are in the group of 36-55. There are 6 (31.6%) in the group above 55 who adopted methods from Doordarshan. Among a total of 73 respondents who adopted methods from Private T.V. channels, 20 (27.4%) are in the group of 18-35. 30 (41.1%) are in the group of 36-55 and 23 (31.5%) are in the group above 55, who adopted farming methods from Private T.V. channels.

Among a total of 360 respondents, 64 respondents were adopting farming methods from Doordarshan. Among them, 11 (17.2%) are in the group of 18-35 and 22 (34.4%) are in the group of 36-55. 31 (48.4%) are in the group above 55. Among a total of 172 who depends on Private T.V. channels, 32 (18.6%) are in the group of 18-35. 77 (44.8%) are in the group of 36-55 and 63 (36.6%) are in the group above 55.

#### **All age groups people depends mostly on private T.V channels to adopt information on seasonal crops**

From Table - Age Vs preferable media to adopt farming methods (District wise) and Age Vs preferable media to adopt farming methods (Total), it is clear that in all age groups people depends mostly on private T.V channels to adopt information on seasonal crops.

20 respondents in **Idukki** were depending on Doordarshan for their farming methods for seasonal crops. None of them in the group of 18-35 and 36-55 were there in this list. 20 (100%) in the group above 55 were depending on Doordarshan. 51 respondents were depending on private channels, among which 10 (19.6%) are in the group of 18-35. 27 (52.9%) are in the group of 36-55 and 14 (27.5%) in the group above 55. Among a total of 6, who depend on



AIR, 2 (33.3%) are in the group of 36-55 and 4 (66.7%) in the group above 55. There is no one in the group of 18-35.

16 respondents in **Alappuzha** were depending on Doordarshan for their farming methods for seasonal crops. 6 (40.0%) of them in the group of 18-35 and 4 (26.7%) in the group of 36-55 were there in this list. 5 (33.3%) in the group above 55 were depending on Doordarshan. 60 respondents were depending on private channels, among which 6 (10.0%) are in the group of 18-35. 34 (56.7%) are in the group of 36-55 and 20 (33.3%) in the group above 55.

17 respondents in **Pathanamthitta** were depending on Doordarshan for their farming methods for seasonal crops. 7 (41.2%) of them in the group of 18-35 and 4 (23.5%) in the group of 36-55 were there in this list. 6 (35.3%) in the group above 55 were depending on Doordarshan. 57 respondents were depending on private channels, among which 18 (31.6%) are in the group of 18-35. 27 (47.3%) are in the group of 36-55 and 12 (21.1%) in the group above 55.

Among a total of 52 respondents who depend on Doordarshan for farming methods of seasonal crops, 13 (25.0%) are in the group of 18-35. 8 (15.4%) are in the group of 36-55 and 31 (59.6%) in the group above 55. Among a total of 168 respondents who depend on private channels, 34 (20.2%) are in the group of 18-35. 88 (52.4%) are in the group of 36-55 and 46 (27.4%) in the group above 55.

### **All income level groups people depends mostly on private T.V channels to listen to farm programs**

From Table– Income level Vs Media used to listen to farm programs (District wise) and - Income Vs Media used to listen to farm programs (Total), it is clear that in all Income level groups people depends mostly on private T.V channels to listen to farm programs.

In **Idukki**, 49 respondents said that they preferred Doordarshan as media to listen to farm programs. 15 (30.6%) are in the group of large and 14 (28.6%) in

the group of medium. 20 (40.8%) are in the group of small. 87 respondents said that they prefer private T.V. channels as media used to listen farm programs. 32 (36.8%) are in the Income level group of large. 30 (34.5%) are in the group of medium. 25 (28.7%) are in the group of small.

In **Alappuzha**, 37 respondents said that they preferred Doordarshan as media to listen to farm programs. 5 (13.5%) are in the group of large. 15 (40.6%) group of medium and 17 (45.9%) in the Income level group of small. 83 respondents said that they preferred private T.V. channels as media to listen to farm programs. 21 (25.3%) are in the group of large. 33 (39.8%) are in the group of medium. 29 (34.9%) are in the group of small.

In **Pathanamthitta**, 38 respondents said that they preferred Doordarshan as a media to listen to farm programs. 12 (31.6%) are in the group of large. 15 (39.5%) are in the group of medium and 11 (28.9%) in the group of small. 60 respondents said that they preferred private T.V. channels as media to listen to farm programs. 18 (30%) are in the group of large. 18 (30%) are in the group of medium. 24 (40%) are in the group small.

Among a total of 360 respondents, 120 each are there from 3 different districts, Idukki, Alappuzha and Pathanamthitta.

124 respondents said that they preferred Doordarshan as media to listen to farm programs. 32 (25.8%) are in the group of large. 44 (35.5%) are in the group of medium. 48 (38.7%) are in the group of small.

230 respondents said that they preferred private T.V. channels as media to listen to farm programs. 71 (30.9%) are in the group of large. 81 (35.2%) are in the group of medium. 78 (33.9%) are in the group of small.

### **All Income level groups people depends mostly on private T.V channels to adopt farming methods**

From Table – Income level Vs Type of media from farming methods are adopted (District wise) and Income level Vs Type of media from farming

methods are adopted (Total), it is clear that in all Income level groups people depends mostly on private T.V channels to adopt farming methods.

In **Idukki**, 20 respondents said that they preferred Doordarshan as media to adopt farming methods. 5 (25%) are in the group of large. 7 (35%) in the group of medium. 8 (40%) are in the group of small. 42 respondents said that they prefer private T.V. channels as media to adopt farming methods. 13 (31%) are in the age group of large. 17 (40.4%) are in the group of medium. 12 (28.6%) are in the group of small.

In **Alappuzha**, 17 respondents said that they preferred Doordarshan as media to adopt farming methods. 1 (5.9%) are in the group of large. 9 (52.9%) group of medium and 7 (41.2%) in the group of small. 71 respondents said that they preferred private T.V. channels as media to adopt farming methods. 22 (31%) are in the group of large. 29 (40.8%) are in the group of medium. 20 (28.2%) are in the group of small.

In **Pathanamthitta**, 19 respondents said that they preferred Doordarshan as a media to adopt farming methods. 5 (26.3%) are in the group of large. 10 (52.6%) are in the group of medium and 4 (21.1%) in the group of small. 66 respondents said that they preferred private T.V. channels as media to adopt farming methods. 22 (33.3%) are in the group of large. 22 (33.3%) are in the group of medium. 22 (33.3%) are in the group small.

Among a total of 360 respondents, 120 each are there from 3 different districts, Idukki, Alappuzha and Pathanamthitta, 56 respondents said that they preferred Doordarshan as media to adopt farming methods. 11 (19.6%) are in the group of large. 26 (46.4%) are in the group of medium. 19 (33.9%) are in the group of small.

179 respondents said that they preferred private T.V. channels as media to adopt farming methods. 57 (31.8%) are in the group of large. 68 (38%) are in the group of medium. 54 (30.2%) are in the group of small.

### **All Income level groups people depends mostly on private T.V channels to adopt farming methods**

From Table. – Income level Vs preferable media to adopt farming methods (District wise) and Table – Income level Vs preferable media to adopt farming methods (Total), it is clear that in all Income level groups people depends mostly on private T.V channels to adopt farming methods.

49 respondents in **Idukki** were depending on Doordarshan for their farming methods for seasonal crops. 19 (38.8%) of them were in the group of large Income level and 15 (30.6%) were in the medium Income level. 15 (30.6%) in the group of small Income level were depending on Doordarshan. 67 respondents were depending on private channels, among which 22 (29.7%) are in the group of large Income level. 20 (36.5%) are in the group of medium Income level and 25 (33.8%) in the group of small Income level.

24 respondents in **Alappuzha** were depending on Doordarshan for their farming methods for seasonal crops. 2 (8.4%) of them were in the group of large Income level and 11 (45.8%) were in the medium Income level. 11 (45.8%) in the group of small Income level were depending on Doordarshan. 76 respondents were depending on private channels, among which 20 (26.3%) are in the group of large Income level. 29 (38.2%) are in the group of medium Income level and 27 (35.5%) in the group of small Income level.

27 respondents in **Pathanamthitta**, were depending on Doordarshan for their farming methods for seasonal crops. 9 (34.6%) of them were in the group of large Income level and 8 (30.8%) were in the medium Income level. 9 (34.6%) in the group of small Income level were depending on Doordarshan. 73 respondents were depending on private channels, among which 18 (24.7%) are in the group of large Income level. 29 (39.7%) are in the group of medium Income level and 26 (35.6%) in the group of small Income level.

Among a total of 360 respondents of 120 each from 3 different districts, Idukki, Alappuzha and Pathanamthitta, 99 respondents in **Idukki** were depending on Doordarshan for their farming methods for seasonal crops. 30 (30.3%) of them

were in the group of large Income level and 34 (34.3%) were in the medium Income level. 35 (35.4%) in the group of small Income level were depending on Doordarshan. 216 respondents were depending on private channels, among which 60 (26.9%) are in the group of large Income level. 78 (38.1%) are in the group of medium Income level and 78 (35.0%) in the group of small Income level.

**All educational groups, people depends mostly on private T.V channels to adopt farming methods**

From Table. – Income level Vs preferable media to adopt farming methods (District wise) and Table– Income level Vs preferable media to adopt farming methods (Total), it is clear that in all educational groups, people depends mostly on private T.V channels to adopt farming methods.

From Table– Educational groups Vs Media used to listen to farm programs (District wise) and Table– Educational groups Vs Media used to listen to farm programs (Total), it is clear that in all Income level groups people depends mostly on private T.V channels to adopt farming methods.

In **Idukki**, among a total of 56, 15 (26.8%) were watching Doordarshan in the group of graduates and 18 (32.1%) in the group of matriculates. High school graduates, 23 (41.1%) were watching Doordarshan for farm programs. Among 81 who watch private channels, 23 (28.4%) are in the group of graduates. In the group of matriculates, 21 (25.9%) and 37 (45.7%) are high school graduates who watch private channels.

In **Alappuzha**, among a total of 29, 8 (27.6%) were watching Doordarshan in the group of graduates and 8 (32.1%) in the group of matriculates. High school graduates, 13 (44.8%) were watching Doordarshan for farm programs. Among 83 who watch private channels, 21 (25.3%) are in the group of graduates. In the group of matriculates, 29 (34.9%) and 33 (39.8%) are high school graduates who watch private channels.

In **Pathanamthitta**, among a total of 55, 19 (34.5%) were watching Doordarshan in the group of graduates and 19 (34.5%) in the group of matriculates. High school graduates, 17 (30.9%) were watching Doordarshan for farm programs. Among 58 who watch private channels, 14 (24.1%) are in the group of graduates. In the group of matriculates, 15 (25.9%) and 29 (50.0%) are high school graduates who watch private channels.

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 140, 42 (30.0%) were watching Doordarshan in the group of graduates and 45 (32.1%) in the group of matriculates. High school graduates, 53 (37.9%) were watching Doordarshan for farm programs. Among 232 who watch private channels, 58 (26.1%) are in the group of graduates. In the group of matriculates, 65 (29.3%) and 99 (44.6%) are high school graduates who watch private channels.

**On the contrary to the general trend, while analyzing response from different educational groups, farmers were favouring Doordarshan as their media to adopt farming methods.**

From Table– Educational groups Vs Type of media from farming methods are adopted (District wise) and Table – Educational groups Vs Type of media from farming methods are adopted (Total), it is clear that in all educational groups people depends mostly on Doordarshan to adopt farming methods.

67 adopted farming methods from Doordarshan in **Idukki**. Among them, 22 (32.8%) are in the group of graduates and 18 (26.9%) are in the group of matriculates. There are 27 (40.3%) high school graduates who adopted from Doordarshan. Among a total of 3 respondents who adopted methods from Private T.V. channels, 2 (66.7%) are in the group of matriculates. 1 (33.3%) are high school graduates and no one are in the group of graduates, who adopted farming methods from Private T.V. channels.

62 adopted farming methods from Doordarshan in **Alappuzha**. Among them, 13 (21.0%) are in the group of graduates and 15 (24.2%) are in the group of matriculates. There are 34 (54.8%) high school graduates who adopted from

Doordarshan. Among a total of 10 respondents who adopted methods from Private T.V. channels, 5 (50.0%) are in the group of matriculates. 4 (40.0%) are high school graduates and 1 (10.0%) are in the group of graduates, who adopted farming methods from Private T.V. channels.

59 adopted farming methods from Doordarshan in **Pathanamthitta**. Among them, 17 (28.8%) are in the group of graduates and 13 (22.0%) are in the group of matriculates. There are 29 (49.2%) high school graduates who adopted from Doordarshan. Among a total of 10 respondents who adopted methods from Private T.V. channels, 2 (20.0%) are in the group of matriculates. 7 (70.0%) are high school graduates and 1 (10.0%) are in the group of graduates, who adopted farming methods from Private T.V. channels.

Among 360 respondents of 120 each from 3 different districts, Idukki Alappuzha and Pathanamthitta, 188 adopted farming methods from Doordarshan. Among them, 52 (27.7%) are in the group of graduates and 46 (24.5%) are in the group of matriculates. There are 90 (47.9%) high school graduates who adopted from Doordarshan. Among a total of 23 respondents who adopted methods from Private T.V. channels, 9 (39.1%) are in the group of matriculates. 12 (52.2%) are high school graduates and 2 (8.7%) are in the group of graduates, who adopted farming methods from Private T.V. channels.

**On the contrary to the general trend, while analyzing response from different educational groups; farmers were favouring Doordarshan as their media to adopt farming methods.**

From Table 84.a. – Educational groups Vs preferable media to adopt farming methods (District wise) and 84.b. – Educational groups Vs preferable media to adopt farming methods (Total), it is clear that in all educational groups people depends mostly on Doordarshan to adopt farming methods.

40 respondents in **Idukki** were depending on Doordarshan for their farming methods for seasonal crops. 13 (32.5%) of them in the group of graduates and

11 (27.5%) are in the group of matriculates. 16 (40.0%) high school graduates were depending on Doordarshan. (3.6%) respondent was depending on private channels, which is in the group of matriculates.

57 respondents in **Alappuzha** were depending on Doordarshan for their farming methods for seasonal crops. 15 (26.3%) of them in the group of graduates and 10 (17.5%) are in the group of matriculates. 32 (56.1%) high school graduates were depending on Doordarshan. 11 respondents were depending on private channels, among which 3 (27.3) each are in the group of graduates and matriculates. 5 (45.5%) are high school graduates.

43 respondents in **Pathanamthitta** were depending on Doordarshan for their farming methods for seasonal crops. 15 (34.9%) of them in the group of graduates and 8 (18.6%) are in the group of matriculates. 20 (46.5%) high school graduates were depending on Doordarshan. 7 respondents were depending on private channels, among which 1 (14.3) each are in the group of graduates and matriculates. 5 (71.4%) are high school graduates.

Among a total of 360 respondents of 120 each from 3 different districts, Idukki, Alappuzha and Pathanamthitta, 140 respondents were depending on Doordarshan for their farming methods for seasonal crops. 43 (30.7%) of them in the group of graduates and 29 (20.7%) are in the group of matriculates. 68 (48.6%) high school graduates were depending on Doordarshan. 19 respondents were depending on private channels, among which 4 (21.1%) are graduates and 5 (26.3%) are matriculates. 10 (52.6%) are high school graduates.

### **All patterns of owning land, people depends mostly on private T.V channels to listen to farm programs**

From Table— Pattern of owning land Vs Media used to listen farm programs (District wise) and Table. – Pattern of owning land Vs Media used to listen farm



programs (Total), it is clear that in all patterns of owning land, people depends mostly on private T.V channels to listen to farm programs.

In **Idukki** 52 respondents were watching Doordarshan, 44 (84.6%) who owned land, 6 (11.5%) who leased land and 2 (3.8%) who have both. 82 respondents were watching private T.V. channels, 67 (81.7%) who owned land, 7 (8.5%) who leased land and 8 (9.8%) who have both.

In **Alappuzha** 31 respondents were watching Doordarshan, 25 (80.6%) who owned land, 5 (16.1%) who leased land and 1 (3.2%) who have both. 75 respondents were watching private T.V. channels, 55 (73.3%) who owned land, 16 (21.3%) who leased land and 4 (5.3%) who have both.

In **Pathanamthitta** 46 were watching Doordarshan, 35 (76.1%) who owned land, 4 (8.7%) who leased land and 7 (15.2%) who have both. 54 respondents were watching private T.V. channels, 48 (88.9%) who owned land and 6 (11.1%) who have both.

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among them, 129 respondents were watching Doordarshan, 104 (81%) who owned land, 15 (12%) who leased land and 10 (8%) who have both. 211 respondents were watching private T.V. channels, 170 (81%) who owned land, 23 (11%) who leased land and 18 (9%) who have both.

**All patterns of owning land, people depends mostly on private T.V channels to adopt farming methods. There were slight variations in one district.**

From Table– Pattern of owning land Vs Type of media from farming methods are adopted (District wise) and Table – Pattern of owning land Vs Type of media from farming methods are adopted (Total), it is clear that in all patterns of owning land, people depends mostly on private T.V channels to adopt farming methods. There were slight variations in one district.

In **Idukki** 43 respondents adopted various type of farming methods from Doordarshan , 34 (79.1%) who owned land, 5 (11.6%) who leased land and 4 (9.3%) who have both. 40 respondents adopted farming methods from private T.V. channels, 35 (87.5%) who owned land, 2 (5.0%) who leased land and 3 (7.5%) who have both.

In **Alappuzha** 37 respondents adopted various type of farming methods from Doordarshan , 21 (56.8%) who owned land, 15 (40.5%) who leased land and 1 (2.7%) who have both. 76 respondents adopted farming methods from private T.V. channels, 61 (80.3%) who owned land, 13 (17.1%) who leased land and 2 (2.6%) who have both.

In **Pathanamthitta** 31 respondents adopted various type of farming methods from Doordarshan , 23 (74.2%) who owned land, 1 (3.2%) who leased land and 7 (22.6%) who have both. 64 respondents adopted farming methods from private T.V. channels, 54 (84.4%) who owned land, 4 (6.3%) who leased land and 6 (9.4%) who have both.

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among them, 111 respondents adopted various type of farming methods from Doordarshan , 78 (70%) who owned land, 21 (19%) who leased land and 12 (11%) who have both. 180 respondents adopted farming methods from private T.V. channels, 150 (83%) who owned land, 19 (11%) who leased land and 11 (6%) who have both.

**All patterns of owning land, people depends mostly on private T.V channels to adopt farming methods. There were slight variations in one district.**

From Table – Pattern of owning land Vs Media from farming methods adopted (District wise) and Table. – Pattern of owning land Vs Media from farming methods adopted (Total), it is clear that in all patterns of owning land, people

depends mostly on private T.V channels to adopt farming methods. There were slight variations in one district.

In **Idukki** 25 respondents were depending on Doordarshan for their farming methods for seasonal crops, 18 (72.0%) who owned land, 3 (12.0%) who leased land and 4 (16.0%) who have both. 38 respondents adopted farming methods from private T.V. channels, 29 (76.3%) who owned land, 5 (13.2%) who leased land and 4 (10.5%) who have both.

In **Alappuzha** 57 respondents were depending on Doordarshan for their farming methods for seasonal crops, 32 (56.1%) who owned land, 23 (40.0%) who leased land and 2 (3.5%) who have both. 53 respondents adopted farming methods from private T.V. channels, 43 (81.1%) who owned land, 5 (9.4%) who leased land and 5 (9.4%) who have both.

In **Pathanamthitta** 25 respondents were depending on Doordarshan for their farming methods for seasonal crops, 17 (68.0%) who owned land, 1 (4.0%) who leased land and 7 (28.0%) who have both. 49 respondents adopted farming methods from private T.V. channels, 40 (81.6%) who owned land, 3 (6.1%) who leased land and 6 (12.2%) who have both.

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among them, 107 respondents were depending on Doordarshan for their farming methods for seasonal crops, 67 (63%) who owned land, 27 (25%) who leased land and 13 (12%) who have both. 140 respondents adopted farming methods from private T.V. channels, 112 (80%) who owned land, 13 (10%) who leased land and 15 (11%) who have both.

**Farmers are more inclined to farm programs broadcasted by private television channels for adoption and experiment of new farming methods.**

Apart from the data from tables lead to the above findings, the following data supported this finding.

*Table Age Vs Media broadcasting understandable farming methods (district wise)*, it is clear that people started watching more private channels than Doordarshan for better understanding.

In **Idukki**, 46 respondents accepted Doordarshan as the understandable media for farming methods. 4 (8.7%) are in the group of 18-35 and 8 (17.4%) are in the group of 36-55. 34 (73.9%) are in the group above 55, who understands better through Doordarshan. Among a total of 39, 4 (10.3%) are in the group of 18-35 who understands better through private channels. 18 (46.1%) are in the group of 36-55 and 17 (43.6%) are in the group above 55.

In **Alappuzha**, 31 respondents accepted Doordarshan as the understandable media for farming methods. 6 (19.4%) are in the group of 18-35 and 14 (45.1%) are in the group of 36-55. 11 (35.5%) are in the group above 55, who understands better through Doordarshan. Among a total of 64, 8 (12.5%) are in the group of 18-35 who understands better through private channels. 32 (50.0%) are in the group of 36-55 and 24 (37.5%) are in the group above 55.

In **Pathanamthitta**, 31 respondents accepted Doordarshan as the understandable media for farming methods. 9 (29.0%) are in the group of 18-35 and 14 (45.2%) are in the group of 36-55. 8 (25.8%) are in the group above 55, who understands better through Doordarshan. Among a total of 70, 16 (22.9%) are in the group of 18-35 who understands better through private channels. 35 (50.0%) are in the group of 36-55 and 19 (27.1%) are in the group above 55.

*Table Age Vs Media broadcasting understandable farming methods (total)-* Among a total of 108 respondents who accepts Doordarshan as the most understandable media, 19 (17.6%) are in the group of 18-35 and 36 (33.3%) are in the group of 36-55. 53 (49.1%) are in the group above 55. Among a total of 173, who accepts private channels as the most understandable media, 28 (16.2%) are in the group of 18-35 and 85 (49.1%) are in the group of 36-55. 60 (34.7%) are in the group above 55.

***Table Age Vs Media having convenient time schedule (district wise-support private channels for providing more convenient time schedule.***

In **Idukki**, 26 respondents accepted Doordarshan as media having a convenient time schedule. Among respondents of 18-35 age groups none accepted Doordarshan as media having convenient time schedule. 2 (7.7%) respondents who belonged to age group 36-55 accepted Doordarshan as media having a convenient time schedule. In age group above 55, 24 (92.3%) supported Doordarshan as having a convenient time table. 8 i.e. 12.1% among the 66 respondents accepted private T.V. channels having a convenient time schedule. 31, (47.0%) respondents belonging from 36-55 age group accepted a convenient time schedule of Private T.V. Channels. 27, (40.9%) respondents were from above 55 age group to accept private T.V. channels having a convenient time schedule

In **Alappuzha**, 28 respondents accepted Doordarshan as media having a convenient time schedule. Among respondents of 18-35 age group 4 (14.3%) accepted Doordarshan as media having convenient time schedule. 10 (35.7%) respondents who belonged to age group 36-55 accepted Doordarshan as media having a convenient time schedule. In age group above 55, 14 (50%) supported Doordarshan as having a convenient time table. 6 i.e. 9.7% among the 62 respondents accepted private T.V. channels having a convenient time schedule. 36, (58.0%) respondents belonging from 36-55 age group accepted a convenient time schedule of Private T.V. Channels. 29, (32.3%) respondents were from above 55 age group to accept private T.V. channels having a convenient time schedule..

In **Pathanamthitta**, among 29 of total respondents, 11 (37.9%) of age group 18-35 accepted Doordarshan as media having a convenient time schedule. 4 (13.8%) respondents of 36-55 age group accepted Doordarshan as media having convenient time schedule. 14 (48.3%) respondents who belonged to age group above 55 accepted Doordarshan as media having a convenient time schedule. 16 i.e. 30.8% among the total of 52 respondents accepted private

T.V. channels having a convenient time schedule. 28, (53.8%) respondents belonging from 36-55 age group accepted a convenient time schedule of Private T.V. Channels. 8, (15.4%) respondents were from above 55 age group to accept private T.V. channels having a convenient time schedule.

*Table Age Vs Media having convenient time schedule (Total)*, Among the total of 83 respondents which accept Doordarshan as media having a convenient time schedule, 15 (18.1%) belong to age group 18-35 and 16 (19.3%) come under 36-55 age group. 52 (62.7%) of respondents belong to age group above 55. 16.7% i.e. 30 of 180 respondents of age group 18-35 accepted Private T.V. Channels having convenient time schedule. 95 (52.8%) and 55 (30.6%) of age groups 36-55 and above 55 respectively enjoyed convenient time schedule of Private T.V. channels.

**Table Age Vs Media providing timely information for farming methods (district wise makes it clear that private channels provide more timely information than Doordarshan.**

In **Idukki**, 0% of respondents appeared from age groups: 18-35 & 36-55 for Doordarshan as timely informer. 22 (100%) respondents of age group above 55 accepted Doordarshan of providing timely information for farming methods. Of total 68 respondents 10 (14.7%) of age group 18-35 awarded Private T.V. channels for providing timely information for farming methods. From age group 36-55, 37 (54.4%) accepted the same for Private T.V. channels. 21 (30.9%) belonging to age group above accepted Private T.V. Channels providing timely information for farming methods.

In **Alappuzha**, 4 (21.1%) of respondents appeared from age group 18-35 accepting Doordarshan as timely information provider. 8 (42.1%) respondents of age group 36-55 accepted Doordarshan of providing timely information for farming methods. Of age group above 55, 7 (36.8) respondents agreed for the same. Of total 48 respondents 6 (12.5%) of age group 18-35 awarded Private T.V. channels for providing timely information for farming methods. From age

group 36-55, 30 (62.5%) accepted the same for Private T.V. channels. 12 (25%) belonging to age group above 55 accepted Private T.V. Channels providing timely information for farming methods.

In **Pathanamthitta**, 9 (60.0%) of total 15 respondents appeared from age group 18-35 accepting Doordarshan as timely information provider. 2 (13.3%) respondents of age group 36-55 accepted Doordarshan of providing timely information for farming methods. Of age group above 55, 4 (26.7) respondents agreed for the same. Of total 48 respondents 12 (25.0%) of age group 18-35 awarded Private T.V. channels for providing timely information for farming methods. From age group 36-55, 23 (47.9%) accepted the same for Private T.V. channels. 13 (27.1%) belonging to age group above 55 accepted Private T.V. Channels providing timely information for farming methods.

Among the total 46 respondents who accept that Doordarshan provides timely information for farming methods, 13 (28.3%) fall under the age group 18-35; 10 (21.7%) fall under 36-55 age group and 23 (50.0%) fall under above 55 age group. 164 of total respondents accept that Private T.V. Channels provide timely information for farming methods which include 28 (17.1%) from age group 18-35; 90 (54.9%) from age group 36-55 and 46 (28.0%) from age group above 55.

***Table Age Vs Type of programs useful for cultivation (district wise) makes it clear that they consider success stories as the most useful programs for cultivation. They also watch new invented methods of farming to a large extent.***

In **Idukki**, Among 79 respondents, 7 (9%) from age group 18-35, 40 (50%) from age group 36-55, 32 (41%), from age group above 55 accepted success stories useful for cultivation. 40 respondents in which 4 (10%) falls under 18-35 age group, 18 (45%) fall under 36-55 age group, 18 (45%) fall under above 55 age group accepted that new invented methods on farming are useful for cultivation.

In **Alappuzha**, Among 75 respondents, 10 (13%) from age group 18-35, 35 (47%) from age group 36-55, 30 (40%), from age group above 55 accepted success stories useful for cultivation. 44 respondents in which 6 (14%) falls under 18-35 age group, 20 (45%) fall under 36-55 age group, 18 (41%) fall under above 55 age group accepted that new invented methods on farming are useful for cultivation.

In **Pathanamthitta** , Among 83 respondents, 12 (15%) from age group 18-35, 35 (44%) from age group 36-55, 33 (41%), from age group above 55 accepted success stories useful for cultivation. 36 respondents in which 6 (17%) falls under 18-35 age group, 17 (47%) fall under 36-55 age group, 13 (36%) fall under above 55 age group accepted that new invented methods on farming are useful for cultivation.

29 (12.4%), 110 (47.0%), 95 (40.6%) falling under the age groups 18-35, 36-55, above 55 respectively accepted success stories being useful for cultivation, among a total of 234. 120 of total respondents agreed with newly invented methods useful for cultivation. 16 (13.3%), 55 (45.8%), 49 (40.8%) are in the different age groups.

***Table Age Vs Media broadcasting more number of serial programs on a particular crop (district wise clearly shows that private channels provide more serial programs than Doordarshan on a particular crop.***

In **Idukki** 6 (30.0%) under the age group 36-55, 14 (70.0%) under the age group above 55 accepted Doordarshan broadcasting more number of serial programs on a particular crop. 10 (29.4%), 16 (47.1%), 8 (23.5%) under the age groups 18-35, 36-55, above 55 respectively accepted Private T.V. channels as broadcasting more no. of serial programs on a particular crop.

In **Alappuzha** among 16 respondents, 2 (12.5%) under the age group 18-35; 8 (50.0%) under the age group 36-55; 6 (37.5%) under the age group above 55 accepted Doordarshan broadcasting more number of serial programs on a



particular crop. 8 (17.4%), 18 (39.1%), 20 (43.5%) under the age groups 18-35, 36-55, above 55 respectively accepted Private T.V. channels as broadcasting more no. of serial programs on a particular crop.

In **Pathanamthitta** among 19 respondents; 9 (47.4%) under the age group 18-35, 2 (10.5%) under the age group 36-55, 8 (42.1%) under the age group above 55 accepted Doordarshan broadcasting more number of serial programs on a particular crop. 14 (51.9%), 7 (25.9%), 6 (22.2%) under the age groups 18-35, 36-55, above 55 respectively accepted Private T.V. channels as broadcasting more no. of serial programs on a particular crop.

55 respondents accepted Doordarshan of broadcasting more no. of serial programs on a particular crop in which 11 (20.0%) come under 18-35 age group, 16 (29.1%) come under 36-55 age group and 28 (50.9%) come under the age group above 55. 107 respondents believed Private T.V. channels of broadcasting more no of serial programs on a particular crop in which 32 (29.9%) fall under 18-35 age group, 41 (38.3%) fall under 36-55 age group and 34 (31.8%) fall under above 55 age group.

***Table Age Vs Media broadcasting more number of serial programs on different crops (district wise shows it clearly that private channels provide serial programs on different crops as compared to Doordarshan.***

In Idukki 32 respondents accepted Doordarshan as media broadcasting more no. of serial programs on different crops in which 6 (18.7%) come under 36-55 age group and 26 (81.3%) come under above 55 age group. 54 respondents accepted Private T.V. channels of broadcasting more no. of serial programs in which 10 (18.5%), 27 (50.0%), 17 (31.5%) belonged to age groups 18-35, 36-55, above 55 respectively.

In **Alappuzha**, 14 respondents accepted Doordarshan as media broadcasting more no. of serial programs on different crops in which 2 (14.3%) come under 18-35 age group and 8 (57.1%) come under 36-55 age group and 4 (28.6%)

come under above 55 age group. 44 respondents accepted Private T.V. channels broadcast more no. of serial programs on different crops in which 8 (18.2%), 16 (36.3%), 20 (45.5%) belonged to age groups 18-35, 36-55, above 55 respectively.

In **Pathanamthitta**, 19 respondents accepted Doordarshan as media broadcasting more no. of serial programs on different crops in which 6 (31.6%) come under 18-35 age group and 5 (26.3%) come under 36-55 age group and 8 (42.1%) come under above 55 age group. 38 respondents accepted Private T.V. channels broadcast more no. of serial programs on different crops in which 19 (50.0%), 11 (28.9%), 8 (21.1%) belonged to age groups 18-35, 36-55, above 55 respectively.

65 respondents accepted Doordarshan of broadcasting more no. of serial programs on different crops in which 8 (12.3%) come under 18-35 age group, 19 (29.2%) come under 36-55 age group and 38 (58.5%) come under the age group above 55. 136 respondents believed Private T.V. channels of broadcasting more no of serial programs on different crops in which 37 (27.2%) fall under 18-35 age group, 54 (39.7%) fall under 36-55 age group and 45 (33.1%) fall under above 55 age group.

**Table Age Vs Media broadcasts more success stories of farmers (district wise) makes it clear that more success stories are provided by private channels.**

In Idukki 20 respondents accepted Doordarshan as broadcasting more success stories of farmers in which 4 (20.0%) come under 18-35 age group and 16 (80.0%) come under above 55 age group. 70 respondents accepted Private T.V. channels of broadcasting more success stories of farmers in which 6 (8.6%), 35 (50.0%), 29 (41.4%) belonged to age groups 18-35, 36-55, above 55 respectively. 2 (100%) respondents falling under above 55 age group accepted

both- Doordarshan & Private T.V. channels as broadcasters of more success stories of farmers.

In **Alappuzha** 20 respondents accepted Doordarshan as broadcasting more success stories of farmers in which 6 (30.0%) come under 18-35 age group and 10 (50.0%) come under 36-55 age group and 4 (20%) fall under above 55 age group. 54 respondents accepted Private T.V. channels of broadcasting more success stories of farmers in which 8 (14.8%), 24 (44.5%), 22 (40.7%) belonged to age groups 18-35, 36-55, above 55 respectively. 4 (100%) respondents falling under above 55 age group accepted both- Doordarshan & Private T.V. channels as broadcasters of more success stories of farmers.

In **Pathanamthitta**, 19 respondents accepted Doordarshan as broadcasting more success stories of farmers in which 9 (47.4%) come under 18-35 age group and 2 (10.5%) come under 36-55 age group and 8 (42.1%) fall under above 55 age group. 63 respondents accepted Private T.V. channels of broadcasting more success stories of farmers in which 14 (22.2%), 32 (50.8%), 17 (27.0%) belonged to age groups 18-35, 36-55, above 55 respectively. 4 (100%) respondents falling under above 55 age group accepted both- Doordarshan & Private T.V. channels as broadcasters of more success stories of farmers.

59 respondents accepted Doordarshan as broadcasting more success stories of farmers in which 19 (32.2%) come under 18-35 age group, 12 (20.3%) come under 36-55 age group and 28 (47.5%) come under the age group above 55. 187 respondents believed Private T.V. channels of broadcasting more success stories of farmers in which 28 (15.0%) fall under 18-35 age group, 91 (48.7%) fall under 36-55 age group and 68 (36.4%) fall under above 55 age group. 10 (100%) of respondents under age group above 55 accepted both Doordarshan & Private T.V. channels as broadcasting more success stories of farmers.

**Table Age Vs Media which broadcasts more innovative methods on farming (district wise)- shows that private channels broadcasts more innovative methods of farming.**

In **Idukki** 22 respondents accepted Doordarshan as broadcasting more innovative methods on farming in which 2 (9.1%) come under 36-55 age group and 20 (90.9%) come under above 55 age group. 44 respondents accepted Private T.V. channels as broadcasting more innovative methods on farming in which 10 (22.7%), 24 (54.6%), 10 (22.7%) belonged to age groups 18-35, 36-55, above 55 respectively. 2 (100%) respondents falling under 36-55 age group accepted both- Doordarshan & Private T.V. channels as broadcasters of more innovative methods on farming.

In **Alappuzha**, 13 respondents accepted Doordarshan as broadcasting more innovative methods on in which 6 (46.2%) come under 36-55 age group and 7 (53.8%) come under above 55 age group. 60 respondents accepted Private T.V. channels as broadcasting more innovative methods on farming in which 8 (13.3%), 32 (53.4%), 20 (33.3%) belonged to age groups 18-35, 36-55, above 55 respectively. 3 (100%) respondents falling under above 55 age group accepted both- Doordarshan & Private T.V. channels as broadcasters of more innovative methods on farming.

In **Pathanamthitta**, 18 respondents accepted Doordarshan as broadcasting more innovative methods on farming in which 7 (38.9%) come under 36-55 age group, 5 (27.8) under age group 36-55 and 6 (33.3%) come under above 55 age group. 37 respondents accepted Private T.V. channels as broadcasting more innovative methods on farming in which 16 (43.2%), 13 (35.2%), 8 (21.6.%) belonged to age groups 18-35, 36-55, above 55 respectively. 4 (100%) respondents falling under above 55 age group accepted both- Doordarshan & Private T.V. channels as broadcasters of more innovative methods on farming.

55 respondents accepted Doordarshan as broadcasting more innovative methods on farming in which 7 (12.7%) come under 18-35 age group, 15

(27.3%) come under 36-55 age group and 33 (60.0%) come under the age group above 55. 144 respondents believed Private T.V. channels of broadcasting more innovative methods on farming in which 34 (23.6%) fall under 18-35 age group, 72 (50.0%) fall under 36-55 age group and 38 (26.4%) fall under above 55 age group. 2 (22.2%) and 7 (77.8) of respondents under age group 36-55 and above 55 accepted both Doordarshan & Private T.V. channels as broadcasting more innovative methods on farming.

***Table Age Vs Feeling of getting answers for queries regarding farm practices (district wise)- shows that private channels provide answers queries regarding farm practices as compared to Doordarshan.***

In **Idukki** 12 respondents accepted Doordarshan as answers for queries regarding farm practices in which 4 (33.3%), 2 (16.7) and 6 (50.0%) come under 18-35, 36-55 and above 55 age groups respectively. 41 respondents accepted Private T.V. channels as answers for queries regarding farm practices in which 4 (9.8%), 19 (46.3%), 18 (43.9%) belonged to age groups 18-35, 36-55, above 55 respectively. 2 (33.3%) and 4 (66.7) respondents falling under 18-35 and above 55 age groups accepted both- Doordarshan & Private T.V. channels as answers for queries regarding farm practices.

In **Alappuzha**, 27 respondents accepted Doordarshan as answers for queries regarding farm practices in which 8 (29.6%), 6 (22.3) and 13 (48.1%) come under 18-35, 36-55 and above 55 age groups respectively. 62 respondents accepted Private T.V. channels as answers for queries regarding farm practices in which 6 (9.7%), 38 (61.3%), 18 (29.0%) belonged to age groups 18-35, 36-55, above 55 respectively. Only 4 (100%) respondents of age group 36-55 accepted that AIR as answers for queries regarding farm practices. 4 (100%) respondents accepted both- Private T.V. channels & AIR as answers for queries regarding farm practices.

In **Pathanamthitta**, 17 respondents accepted Doordarshan as answers for queries regarding farm practices in which 9 (52.9%), 4 (22.6) and 4 (23.5%) come under 18-35, 36-55 and above 55 age groups respectively. 31

respondents accepted Private T.V. channels as answers for queries regarding farm practices in which 16 (51.6%), 13 (41.9%), 2 (6.5%) belonged to age groups 18-35, 36-55, above 55 respectively. 2 (100%) respondents of age group above 55 accepted both- Doordarshan & Private T.V. channels as answers for queries regarding farm practices.

Table 24.b. Age Vs Feeling of getting answers for queries regarding farm practices (Total) 61 respondents accepted Doordarshan as answers for queries regarding farm practices in which 21 (34.4%) come under 18-35 age group, 17 (27.9%) come under 36-55 age group and 23 (37.7%) come under the age group above 55. 137 respondents believed Private T.V. channels as answers for queries regarding farm practices in which 26 (19.0%) fall under 18-35 age group, 73 (53.3%) fall under 36-55 age group and 38 (27.7%) fall under above 55 age group. 2 (20.0%), 2 (20%) and 6 (60.0%) of respondents under age group 18-35, 36-55 and above 55 accepted both Doordarshan & Private T.V. channels as answers for queries regarding farm practices

**Table: Income level Vs Media broadcasting understandable farming methods (district wise)-the makes it clear that private channels are more understandable than Doordarshan.**

In **Idukki**, 30 respondents accepted Doordarshan as the understandable media for farming methods. 10 (33.3%) are in the group of large Income level and 6 (20.0%) are in the group of medium level. 14 (46.7%) are in the group of small Income who understands better through Doordarshan. Among a total of 68, 24 (35.3%) are in the group of large Income level who understands better through private channels. 26 (38.2%) are in the group of medium Income level and 18 (26.5%) are in the group of small Income level. A total of 8 respondents accepted both Doordarshan and private channels as understandable media. 3 (37.5%) each are there in the group of large and medium Income level group. 2 (25.0%) are in the group of small Income level.

In **Alappuzha**, 29 respondents accepted Doordarshan as the understandable media for farming methods. 1 (3.4%) are in the group of large Income level and

12 (41.4%) are in the group of medium level. 16 (55.2%) are in the group of small Income who understands better through Doordarshan. Among a total of 62, 14 (22.5%) are in the group of large Income level who understands better through private channels. 28 (45.2%) are in the group of medium Income level and 20 (32.3%) are in the group of small Income level. A total of 7 respondents accepted both Doordarshan and private channels as understandable media. 4 (57.1%) each are there in the group of large and 2 (28.6%) are in the medium Income level group. 1 (14.3%) are in the group of small Income level.

In **Pathanamthitta**, 30 respondents accepted Doordarshan as the understandable media for farming methods. 11 (36.7%) are in the group of large Income level and 10 (33.3%) are in the group of medium level. 9 (30.0%) are in the group of small Income who understands better through Doordarshan. Among a total of 59, 16 (27.1%) are in the group of large Income level who understands better through private channels. 22 (37.3%) are in the group of medium Income level and 21 (35.6%) are in the group of small Income level. A total of 9 respondents accepted both Doordarshan and private channels as understandable media. 1 (11.4%) each are there in the group of large and 3 (33.0%) are in the medium Income level group. 5 (55.6%) are in the group of small Income level.

*Table Income level Vs Media broadcasting understandable farming methods(total)* Among 360 respondents, 120 each were there from 3 different districts, Idukki, Alappuzha and Pathanamthitta. 89 respondents accepted Doordarshan as the understandable media for farming methods. 22 (24.7%) are in the group of large income level and 28 (31.5%) are in the group of medium level. 39 (43.8%) are in the group of small income who understands better through Doordarshan. Among a total of 189, 54 (28.6%) are in the group of large income level who understands better through private channels. 76 (40.2%) are in the group of medium income level and 59 (31.2%) are in the group of small income level. A total of 35 respondents accepted both Doordarshan and private channels as understandable media. 9 (25.7%) are there in the group of

large and 5 (14.3%) are in the medium income level group. 21 (60%) are in the group of small income level.

**Table: Income level Vs Media having convenient time schedule (district wise) - shows that private channels have more convenient time.**

In **Idukki**, among a total of 32 respondents watches different media because they have convenient time schedule, 4 (12.5%) were watching Doordarshan in the group of large Income level, 11 (34.4%) were in the group of medium Income level and 17 (53.1%) were in the group of small Income level. Among 44 who watch private T.V. channels, 18 (40.9%) are in the group of large Income level. In the group of medium level Income 18 (40.9%) and 8 (18.2%) are in the group of small Income level. In a total of 11 who watch Doordarshan and Pri. T.V. channels, 2 (18.2%) are in the group of large Income level, 6 (54.5%) are in the group of medium Income level and 3 (27.3%) are in the group of small Income level.

In **Alappuzha**, among a total of 22 respondents watches different media because they have convenient time schedule, 3 (13.6%) were watching Doordarshan in the group of large Income level, 9 (40.9%) are in the group of medium Income level and 10 (45.5%) are in the group of small Income level. Among a total of 61, 14 (23.0%) were watching private T.V. channels in the group of large Income level, 25 (41.0%) were in the group of medium Income level, 22 (36.1%) were in the group of small Income level. In a total of 5 who watch Doordarshan and Pri. T.V. channels, 2 (40.0%) are in the group of large Income level, 2 (40.0%) are in the group of medium Income level and 1 (20.0%) are in the group of small Income level.

In **Pathanamthitta**, among a total of 21 respondents watches different media because they have convenient time schedule, 5 (23.8%) were watching Doordarshan in the group of large Income level, 6 (28.6%) are in the group of medium Income level and 10 (47.6%) are in the group of small Income level. Among a total of 65, 15 (23.1%) were watching private T.V. channels in the group of large Income level, 29 (44.6%) were in the group of medium Income



level, 21 (32.3%) were in the group of small Income level. In a total of 5 who watch Doordarshan and Pri. T.V. channels, 1 (20.0%) are in the group of large Income level, 2 (40.0%) are in the group of medium Income level and 2 (40.0%) are in the group of small Income level.

*Table: Income level Vs Media having convenient time schedule(total) Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta.*

Among a total of 75 respondents watches different media because they have convenient time schedule, 12 (16.0%) were watching Doordarshan in the group of large Income level, 26 (34.7%) were in the group of medium Income level and 37 (49.3%) were in the group of small Income level. Among 170 who watch private T.V. channels, 47 (27.6%) are in the group of large Income level. In the group of medium level Income 72 (42.4%) and 51 (30.0%) are in the group of small Income level. In a total of 21 who watch Doordarshan and Pri. T.V. channels, 5 (23.8%) are in the group of large Income level, 10 (47.6%) are in the group of medium Income level and 6 (28.6%) are in the group of small Income level.

**Table: Income level Vs media providing timely information for farming methods (district wise) shows that private channels provide more timely information for farming methods.**

In **Idukki**, among a total of 40 respondents watches different media because they provide timely information for farming methods, 16 (40%) were watching Doordarshan in the group of large Income level, 14 (35.0%) were in the group of medium Income level and 10 (25.0%) were in the group of small Income level. Among 2 who watch private T.V. channels, 1 (50.0%) are in the group of large Income level, 1 (50.0%) are in the group of small Income level. small Income level. In a total of 10 who watch Doordarshan and Pri. T.V. channels, 1 (10.0%) are in the group of large Income level, 4 (40.0%) are in the group of medium Income level and 5 (50.0%) are in the group of small Income level.

In **Alappuzha**, among a total of 57 respondents watches different media because they provide timely information for farming methods, 12 (21.1%) were watching Doordarshan in the group of large Income level, 24 (42.1%) are in the group of medium Income level and 21 (36.8%) are in the group of small Income level. Among a total of 4, 1 (25.0%) were watching private T.V. channels in the group of large Income level, 3 (75.0%) were in the group of medium Income level.

In **Pathanamthitta**, among a total of 62 respondents watches different media because they provide timely information for farming methods, 18 (29.0%) were watching Doordarshan in the group of large Income level, 26 (41.9%) are in the group of medium Income level and 18 (29.0%) are in the group of small Income level. Among a total of 5, 3 (60.0%) were watching private T.V. channels in the group of large Income level, 2 (40.0%) were in the group of small Income level. Among a total of 5 who listens to AIR, 1 (20.0%) are from the group of large Income level, 2 (40.0%) are in the group of medium Income level and 2 (40.0%) are in the group of small Income level. In a total of 30 who watch Doordarshan and Pri. T.V. channels, 7 (23.3%) are in the group of large Income level, 12 (40.0%) are in the group of medium Income level and 11 (36.7%) are in the group of small Income level.

*Table.Income level Vs Media providing timely information for farming methods*  
Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 159 respondents watches different media because they provide timely information for farming methods, 46 (28.9%) were watching Doordarshan in the group of large Income level, 64 (40.3%) were in the group of medium Income level and 49 (30.8%) were in the group of small Income level. Among 11 who watch private T.V. channels, 5 (45.5%) are in the group of large Income level. In the group of medium level Income 3 (27.3%) and 3 (27.3%) are in the group of small Income level. In a total of 72 who watch Doordarshan and Pri. T.V. channels, 14 (19.4%) are in the group of large Income level, 31 (43.1%) are in the group of medium Income level and 27 (37.5%) are in the group of small Income level.

**Table:Income level Vs Type of programs useful for cultivation (district wise)-tables 55.a and 55.b shows that people believe that success stories are useful for cultivation.**

In **Idukki**, among a total of 18 respondents watches different types of programs which are useful for cultivation, 11 (12%) were watching serial programs in the group of large Income level, 5 (63%) were in the group of medium Income level and 2 (25%) were in the group of small Income level. Among 33 who watch seasonal programs on different crops, 8 (24%) are in the group of large Income level, 12 (36%) are in the group of medium Income level and 13 (39%) are in the group of small Income level. Among a total of 78 who watch success stories, 28 (36%) are from the group of large Income level, 26 (33%) are in the group of medium Income level and 24 (31%) are in the group of small Income level. In a total of 40 who watch newly invented methods on farming, 13 (33%) are in the group of large Income level, 16 (40%) are in the group of medium Income level and 11 (27%) are in the group of small Income level.

In **Alappuzha**, among a total of 3 respondents watches different types of programs which are useful for cultivation, 3 (99%) were watching serial programs in the group of medium Income level. Among a total of 42, 8 (19%) were watching seasonal programs on different crops in the group of large Income level, 20 (48%) were in the group of medium Income level and 14 (33%) are in the group of small Income level. Among a total of 75 who watch success stories, 18 (24%) are from the group of large Income level, 28 (37%) are in the group of medium Income level and 29 (39%) are from the group of small Income level. In a total of 44 who watch newly invented methods on farming, 11 (25%) are in the group of large Income level, 18 (41%) are in the group of medium Income level and 15 (34%) are in the group of small Income level.

In **Pathanamthitta**, among a total of 9 respondents watches different types of programs which are useful for cultivation, 2 (22%) were watching serial programs in the group of large Income level, 3 (34%) are in the group of

medium Income level and 4 (44%) are in the group of small Income level. Among a total of 29, 11 (38%) were watching seasonal programs on different crops in the group of large Income level, 10 (34%) were in the group of medium Income level and 8 (28%) were in the group of small Income level. Among a total of 80 who watch success stories, 21 (36%) are from the group of large Income level, 31 (29%) are in the group of medium Income level and 28 (35%) are in the group of small Income level. In a total of 36 who watch newly invented methods on farming, 13 (36%) are in the group of large Income level, 11 (31%) are in the group of medium Income level and 12 (33%) are in the group of small Income level.

*Table Income level Vs Type of programs useful for cultivation (total)* Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 30 respondents watches different types of programs which are useful for cultivation, 13 (43.3%) were watching serial programs in the group of large income level, 11 (36.7%) were in the group of medium income level and 6 (20.0%) were in the group of small income level. Among 104 who watch seasonal programs on different crops, 27 (26.0%) are in the group of large income level. In the group of medium level income 42 (40.4%) and 35 (33.7%) are in the group of small income level. Among a total of 233 who watches success stories, 67 (28.8%) are from the group of large income level and 85 (36.5%) are in the group of medium income level and 81 (34.8%) are in the group of small income level. In a total of 120 who watch newly invented methods of farming, 37 (30.8%) are in the group of large income level, 45 (37.5%) are in the group of medium income level and 38 (31.7%) are in the group of small income level.

**Table: Income level Vs Media broadcasting more number of serial programs on a particular crop (district wise)- tables 56.a and 56.b makes it clear that private channels broadcasts more number of serial programs.**

In **Idukki**, among a total of 29 respondents watches different media which broadcasts more number of serial programs on a particular crop, 6 (20.7%) were watching Doordarshan in the group of large Income level, 9 (31.0%) were in the group of medium Income level and 14 (48.3%) were in the group of small Income level. Among 26 who watch private T.V. channels, 7 (26.9%) are in the group of large Income level, 15 (57.7%) are in the group of medium Income level and 4 (15.4%) are in the group of small Income level. In a total of 20 who watch Doordarshan and Pri. T.V. channels, 4 (20.0%) are in the group of large Income level, 6 (30.0%) are in the group of medium Income level and 10 (50.0%) are in the group of small Income level.

In **Alappuzha**, among a total of 17 respondents watches different media which broadcasts more number of serial programs on a particular crop, 1 (5.9%) were watching Doordarshan in the group of large Income level, 9 (52.9%) are in the group of medium Income level and 7 (41.2%) are in the group of small Income level. Among a total of 51, 12 (23.5%) were watching private T.V. channels in the group of large Income level, 21 (41.2%) were in the group of medium Income level and 18 (35.3%) were in the group of small Income level. In a total of 19 who watch Doordarshan and Pri. T.V. channels, 3 (15.9%) are in the group of large Income level, 9 (47.4%) are in the group of medium Income level and 7 (36.7%) are in the group of small Income level.

In **Pathanamthitta**, among a total of 23 respondents watches different media which broadcasts more number of serial programs on a particular crop, 6 (26.1%) were watching Doordarshan in the group of large Income level, 9 (39.1%) are in the group of medium Income level and 8 (34.8%) are in the group of small Income level. Among a total of 33, 6 (18.2%) were watching private T.V. channels in the group of large Income level, 14 (42.4%) were in the group of medium Income level and 13 (39.4%) are in the group of small Income level. In a total of 21 who watch Doordarshan and Pri. T.V. channels, 6 (28.6%) are in the group of large Income level, 9 (42.8%) are in the group of medium Income level and 6 (28.6%) are in the group of small Income level.

*Table: Income level Vs Media broadcasting more number of serial programs on a particular crop(total)* Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 69 respondents watches different media which broadcasts more number of serial programs on a particular crop, 13 (18.8%) were watching Doordarshan in the group of large income level, 27 (39.1%) were in the group of medium income level and 29 (42.0%) were in the group of small income level. Among 110 who watch private T.V. channels, 25 (22.7%) are in the group of large income level. In the group of medium level income 50 (45.5%) and 35 (31.8%) are in the group of small income level. In a total of 60 who watch Doordarshan and Pri. T.V. channels, 13 (22.7%) are in the group of large income level, 24 (45.5%) are in the group of medium income level and 23 (31.8%) are in the group of small income level.

**Table: Income level Vs Media broadcasting more number of serial programs on different crops (district wise) shows that private channels provide more number of serial programs on different crops.**

In **Idukki**, among a total of 42 respondents watches different media which broadcasts more number of serial programs on different crop, 12 (28.6%) were watching Doordarshan in the group of large Income level, 21 (50.0%) were in the group of medium Income level and 9 (21.4%) were in the group of small Income level. Among 1 who watches private T.V. channels, 1 (100%) is in the group of medium Income level.

In **Alappuzha**, among a total of 57 respondents watches different media which broadcasts more number of serial programs on different crop, 11 (19.3%) were watching Doordarshan in the group of large Income level, 24 (42.1%) are in the group of medium Income level and 22 (38.6%) are in the group of small Income level. Among a total of 11, 1 (9.1%) were watching private T.V. channels in the group of large Income level, 8 (72.7%) were in the group of medium Income level and 2 (18.2%) were in the group of small Income level

In **Pathanamthitta**, among a total of 43 respondents watches different media which broadcasts more number of serial programs on different crop, 9 (20.9%) were watching Doordarshan in the group of large Income level, 16 (37.2%) are in the group of medium Income level and 18 (41.9%) are in the group of small Income level. Among a total of 7, 4 (57.1%) were watching private T.V. channels in the group of medium Income level, 3 (42.9%) were in the group of small Income level.

Table 57.b: Income level Vs Media broadcasting more number of serial programs on different crops (total) Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 142 respondents watches different media which broadcasts more number of serial programs on different crop, 32 (22.5%) were watching Doordarshan in the group of large Income level, 61 (43.0%) were in the group of medium Income level and 49 (34.5%) were in the group of small Income level. Among 19 who watch private T.V. channels, 1 (5.3%) are in the group of large Income level. In the group of medium level Income 13 (68.4%) and 5 (26.3%) are in the group of small Income level.

**Table Income level Vs Media broadcasts more success stories of farmers(district wise)-tables and shows that private channels broadcasts more successful stories.**

In **Idukki**, among a total of 40 respondents watches different media which broadcasts more success stories of farmers, 16 (40.0%) were watching Doordarshan in the group of large Income level, 14 (35.0%) were in the group of medium Income level and 10 (25.0%) were in the group of small Income level. Among 2 who watch private T.V. channels, 1 (50.0%) are in the group of large Income level, 1 (50.0%) are in the group of small Income level. In a total of 11 who watch Doordarshan and Pri. T.V. channels, 2 (18.2%) are in the

group of large Income level, 6 (54.5%) are in the group of medium Income level and 3 (27.3%) are in the group of small Income level.

In **Alappuzha**, among a total of 57 respondents watches different media which broadcast more success stories of farmers, 12 (21.1%) were watching Doordarshan in the group of large Income level, 24 (42.1%) are in the group of medium Income level and 21 (36.8%) are in the group of small Income level. Among a total of 4, 1 (25.0%) were watching private T.V. channels in the group of large Income level, 3 (75.0%) were in the group of medium Income level. In a total of 5 who watch Doordarshan and Pri. T.V. channels, 2 (40.0%) are in the group of large Income level, 2 (40.0%) are in the group of medium Income level and 1 (20.0%) are in the group of small Income level.

In **Pathanamthitta**, among a total of 62 respondents watches different media which broadcasts more success stories of farmers, 18 (29.0%) were watching Doordarshan in the group of large Income level, 26 (42.0%) are in the group of medium Income level and 18 (29.0%) are in the group of small Income level. Among a total of 5, 3 (60.0%) were watching private T.V. channels in the group of large Income level, 2 (40.0%) were in the group of small Income level. In a total of 5 who watch Doordarshan and Pri. T.V. channels, 1 (20.0%) are in the group of large Income level, 2 (40.0%) are in the group of medium Income level and 2 (40.0%) are in the group of small Income level.

*Table: Income level Vs Media broadcasts more success stories of farmers(total)* Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 159 respondents watches different media which broadcasts more success stories of farmers, 46 (28.9%) were watching Doordarshan in the group of large income level, 64 (40.3%) were in the group of medium income level and 49 (30.8%) were in the group of small income level. Among 11 who watch private T.V. channels, 5 (45.5%) are in the group of large income level. In the group of medium level income 3 (27.3%) and 3 (27.3%) are in the group of small income level. In a



total of 21 who watch Doordarshan and Pri. T.V. channels, 5 (23.8%) are in the group of large income level, 10 (47.6%) are in the group of medium income level and 6 (28.6%) are in the group of small income level.

**Table: Income level Vs Media which broadcasts more innovative methods on farming (district wise)- shows that private channels broadcasts more innovative methods.**

In **Idukki**, among a total of 43 respondents watches different media which broadcasts more innovative methods on farming, 13 (30.6%) were watching Doordarshan in the group of large Income level, 14 (28.6%) were in the group of medium Income level and 16 (40.8%) were in the group of small Income level. Among 40 who watch private T.V. channels, 13 (32.5%) are in the group of large Income level, 17 (22.5%) are in the group of medium Income level and 10 (25.0%) are in the group of small Income level. In a total of 13 who watch Doordarshan and Pri. T.V. channels, 6 (46.2%) are in the group of large Income level, 5 (38.4%) are in the group of medium Income level and 2 (15.4%) are in the group of small Income level.

In **Alappuzha**, among a total of 32 respondents watches different media which broadcast more innovative methods of farming, 5 (13.6%) were watching Doordarshan in the group of large Income level, 15 (40.5%) are in the group of medium Income level and 12 (45.9%) are in the group of small Income level. Among a total of 60, 14 (23.3%) were watching private T.V. channels in the group of large Income level, 27 (45.0%) were in the group of medium Income level and 19 (31.7%) are in the group of small Income level. In a total of 8 who watch Doordarshan and Pri. T.V. channels, 2 (25.0%) are in the group of large Income level, 2 (25.0%) are in the group of medium Income level and 5 (50.0%) are in the group of small Income level.

In **Pathanamthitta**, among a total of 28 respondents watches different media which broadcasts more innovative methods on farming, 2 (31.6%) were watching Doordarshan in the group of large Income level, 15 (39.5%) are in the group of medium Income level and 11 (28.9%) are in the group of small Income level. Among a total of 53, 18 (28.6%) were watching private T.V. channels in the group of large Income level, 12 (34.9%) were in the group of medium Income level and 23 (36.5%) are in the group of small Income level. In a total of 7 who watch Doordarshan and Pri. T.V. channels, 3 (42.9%) are in the group of large Income level, 2 (28.6%) are in the group of medium Income level and 2 (28.5%) are in the group of small Income level.

Table 59.b: Income level Vs Media which broadcasts more innovative methods on farming(total) Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 103 respondents watches different media which broadcasts more innovative methods on farming, 20 (25.8%) were watching Doordarshan in the group of large Income level, 40 (35.5%) were in the group of medium Income level and 43 (31.9%) were in the group of small Income level. Among 123 who watch private T.V. channels, 45 (27.6%) are in the group of large Income level. In the group of medium level Income 36 (40.5%) and 42 (31.9%) are in the group of small Income level. In a total of 28 who watch Doordarshan and Pri. T.V. channels, 11 (39.3%) are in the group of large Income level, 9 (32.1%) are in the group of medium Income level and 8 (28.6%) are in the group of small Income level.

**Table :Income level Vs Feeling of getting answers for queries regarding farm practices(district wise) shows that private channels provide answers for queries regarding farm practices.**

In **Idukki**, among a total of 42 respondents felt of getting answers for queries regarding farm practices, 11 (26.2%) were watching Doordarshan in the group of large Income level, 15 (35.7%) were in the group of medium Income level

and 16 (38.1%) were in the group of small Income level. Among 41 who watch private T.V. channels, 12 (31.0%) are in the group of large Income level, 17 (40.4%) are in the group of medium Income level and 12 (28.6%) are in the group of small Income level. In a total of 12 who watch Doordarshan and Pri. T.V. channels, 7 (58.3%) are in the group of large Income level, 3 (25%) are in the group of medium Income level and 2 (16.7%) are in the group of small Income level

In **Alappuzha**, among a total of 27 respondents felt of getting answers for queries regarding farm practices, 2 (7.4%) were watching Doordarshan in the group of large Income level, 11 (40.7%) are in the group of medium Income level and 14 (51.9%) are in the group of small Income level. Among a total of 69, 20 (31.0%) were watching private T.V. channels in the group of large Income level, 29 (40.8%) were in the group of medium Income level and 20 (28.2%) are in the group of small Income level. In a total of 1 who watch Doordarshan and Pri. T.V. channels, 1 (100%) are in the group of small Income level.

In **Pathanamthitta**, among a total of 31 respondents watches different media which broadcasts felt of getting answers for queries regarding farm practices, 8 (25.8%) were watching Doordarshan in the group of large Income level, 13 (41.9%) are in the group of medium Income level and 10 (32.3%) are in the group of small Income level. Among a total of 62, 22 (33.3%) were watching private T.V. channels in the group of large Income level, 18 (33.3%) were in the group of medium Income level and 22 (33.4%) are in the group of small Income level. In a total of 2 who watch Doordarshan and Pri. T.V. channels, 1 (50.0%) are in the group of medium Income level, 1 (50.0%) are in the group of small Income level.

*Table: Income level Vs Feeling of getting answers for queries regarding farm practices (total)* Among a total of 100 respondents watches different media which broadcasts felt of getting answers for queries regarding farm practices , 21 (21.0%) were watching Doordarshan in the group of large income level, 39

(39.0%) were in the group of medium income level and 40 (40.0%) were in the group of small income level. Among 168 who watch private T.V. channels, 52 (31.8%) are in the group of large income level. In the group of medium level income 62 (38.0%) and 54 (30.2%) are in the group of small income level. In a total of 15 who watch Doordarshan and Pri. T.V. channels, 7 (46.7%) are in the group of large income level, 4 (26.7%) are in the group of medium income level and 4 (26.7%) are in the group of small income level.

Table: Level of education Vs Media broadcasting understandable farming methods(district wise)-tables 87.a and 87.b shows that private channels are more understandable media.

In **Idukki**, 27 respondents accepted Doordarshan as the understandable media for farming methods. 18 (66.7%) are graduates and 5 (18.5%) are matriculates. 4 (14.8%) are high school graduates, who understands better through Doordarshan. Among a total of 31, 6 (19.4%) are graduates who understands better through private channels. 12 (38.7%) are matriculates and 13 (41.9%) are high school graduates. media. A total of 8 respondents accepted both Doordarshan and private channels as understandable media. 1 (12.5%) are graduates and 4 (50.0%) are matriculates. 3 (37.5%) were accepting both Doordarshan and private channels as the most understandable media.

In **Alappuzha**, 19 respondents accepted Doordarshan as the understandable media for farming methods. 8 (42.1%) are graduates and 3 (15.8%) are matriculates. 8 (42.1%) are high school graduates, who understands better through Doordarshan. Among a total of 44, 26 (59.1%) are graduates who understands better through private channels. 11 (25.0%) are matriculates and 7 (15.9%) are high school graduates. 1 (20.0%) are high school graduates. A total of 5 respondents accepted both Doordarshan and private channels as understandable media. 4 (80.0%) graduates and 1 (20.0%) were accepting both Doordarshan and private channels as the most understandable media.

In **Pathanamthitta**, 17 respondents accepted Doordarshan as the understandable media for farming methods. 6 (35.3%) are graduates and 5

(29.4%) are matriculates. 6 (35.3%) are high school graduates, who understands better through Doordarshan. Among a total of 28, 10 (35.7%) are graduates who understands better through private channels. 8 (28.6%) are matriculates and 10 (35.7%) are high school graduates. A total of 3 respondents accepted both Doordarshan and private channels as understandable media. 1 (33.3%) are graduates and 1 (33.3%) are matriculates. 1 (33.3%) were accepting both Doordarshan and private channels as the most understandable media.

*Table: Level of education Vs media broadcasting understandable farming methods (total)* Among 360 respondents, 120 each were there from 3 different districts, Idukki, Alappuzha and Pathanamthitta. 63 respondents accepted Doordarshan as the understandable media for farming methods. 32 (50.8%) are graduates and 13 (20.6%) are matriculates. 18 (28.6%) are high school graduates, who understands better through Doordarshan. Among a total of 93, 32 (40.8%) are graduates who understands better through private channels. 31 (30.1%) are matriculates and 30 (29.1%) are high school graduates. 5 (22.7%) are high school graduates. A total of 16 respondents accepted both Doordarshan and private channels as understandable media. 6 (37.5%) are graduates and 5 (31.3%) are matriculates. 5 (31.3%) were accepting both Doordarshan and private channels as the most understandable media.

**Table: Educational groups Vs Media having convenient time schedule(district wise)- shows that private channels has convenient time schedule than Doordarshan.**

In **Idukki**, among a total of 47 respondents watches different media because they have convenient time schedule, 15 (31.9%) were watching Doordarshan in the group of graduate level, 11 (23.4%) were in the group of matriculate and above level and 21 (44.7%) were high school graduates level. Among 76 who watch private T.V. channels, 17 (22.4%) are in the group of graduate level, 19

(25.0%) are in the group of matriculate and above level and high school graduates level 40 (52.6%). In a total of 33 who watch Doordarshan and Pri. T.V. channels, 3 (9.1%) in the group of graduate level, 2 (33.3%) and 30 (90.9%) are high school graduates level.

In **Alappuzha**, among a total of 24 respondents watches different media because they have convenient time schedule, 3 (12.5%) were watching Doordarshan in the group of graduate level, 10 (41.7%) are in the group of matriculate and above level and 11 (45.8%) are high school graduates level. Among a total of 73, 15 (20.5%) were watching private T.V. channels in the group of graduate level, 19 (26.0%) were in the group of matriculate and above level and 39 (53.4%) are high school graduates level. In a total of 3 who watch Doordarshan and Pri. T.V. channels, 1 (33.3%) are in the group of matriculate and high level, 2 (66.7%) are high school graduates level.

In **Pathanamthitta**, among a total of 26 respondents watches different media because they have convenient time schedule, 9 (34.6%) were watching Doordarshan in the group of graduate level, 6 (23.1%) are in the group of matriculate and above level and 11 (42.3%) are high school graduates level. Among a total of 75, 15 (20.0%) were watching private T.V. channels in the group of graduate level, 25 (33.3%) were in the group of matriculate and above level and 35 (46.7%) were high school graduates level.. In a total of 9 who watch Doordarshan and Pri. T.V. channels, 4 (44.4%) are in the group of matriculate and above level and 5 (55.6%) are from the group of high school level.

*Table: Educational groups Vs Media having convenient time schedule (total)-*  
Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 97 respondents watches different media because they have convenient time schedule, 27 (27.8%) were watching Doordarshan in the group of graduate level, 27 (27.8%) were in the group of matriculate and above level and 43 (44.3%) were high school graduates level. Among 182 who watch private T.V. channels, 43 (21.0%) are

in the group of graduate level. In the group of matriculate and above level 53 (28.1%) and 86 (50.9%) are high school graduates level. In a total of 45 who watch Doordarshan and Pri. T.V. channels, 3 (6.7%) are in the group of graduate level, 5 (11.1%) are in the group of matriculate and above level and 37 (82.2%) are high school graduates level.

**Table: Educational groups Vs Media providing timely information for farming methods (district wise) shows that private channels provide timely information for farming methods.**

In **Idukki**, among a total of 22 respondents watches different media because they provide timely information for farming methods, 5 (22.7%) were watching Doordarshan in the group of graduate level, 6 (27.3%) were in the group of matriculate and above level and 11 (50.0%) were high school graduates level. Among 58 who watch private T.V. channels, 13 (22.4%) are in the group of graduate level, 17 (29.3%) are in the group of matriculate and above level and high school graduates level 28 (48.3%).. In a total of 4 who watch Doordarshan and Pri. T.V. channels, 2 (50.0%) in the group of matriculate and above level, 2 (50.0%) are high school graduates level.

In **Alappuzha**, among a total of 20 respondents watches different media because they provide timely information for farming methods, 1 (5.0%) were watching Doordarshan in the group of graduate level, 9 (45.0%) are in the group of matriculate and above level and 10 (50.0%) are high school graduates level. Among a total of 60, 16 (26.7%) were watching private T.V. channels in the group of graduate level, 14 (23.3%) were in the group of matriculate and above level and 30 (50.0%) are high school graduates level. In a total of 3 who watch Doordarshan and Pri. T.V. channels, 1 (33.3%) are in the group of matriculate and high level, 2 (66.7%) are high school graduates level.

In **Pathanamthitta**, among a total of 24 respondents watches different media because they provide timely information for farming methods, 3 (12.5%) were watching Doordarshan in the group of graduate level, 7 (29.2%) are in the group of matriculate and above level and 14 (58.3%) are high school graduates level. Among a total of 11, 4 (36.4%) were watching private T.V. channels in the group of graduate level, 3 (27.3%) were in the group of matriculate and above level and 4 (36.4%) were high school graduates level. In a total of 17 who watch Doordarshan and Pri. T.V. channels, 5 (29.4%) are in the group of graduate level, 4 (23.5%) are in the group of matriculate and above level and 8 (47.1%) are from the group of high school level.

Table: Educational groups Vs Media providing timely information for farming methods (total)

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 66 respondents watches different media because they provide timely information for farming methods, 9 (13.6%) were watching Doordarshan in the group of graduate level, 22 (33.3%) were in the group of matriculate and above level and 35 (53.0%) were high school graduates level. Among 129 who watch private T.V. channels, 8 (24.2%) are in the group of graduate level. In the group of matriculate and above level 7 (21.2%) and 18 (54.5%) are high school graduates level. In a total of 24 who watch Doordarshan and Pri. T.V. channels, 5 (20.8%) are in the group of graduate level, 7 (29.2%) are in the group of matriculate and above level and 12 (50.0%) are high school graduates level.

***Table: Educational groups Vs Type of programs useful for cultivation (district wise) shows that private channels provide success stories programs which are useful for cultivation.***

In **Idukki**, among a total of 42 respondents watches different type of programs which are useful for cultivation, 9 (21.4%) were watching serial programs in the group of graduate level, 8 (19.0%) were in the group of matriculate and above



level and 25 (59.5%) were high school graduates level. Among 75 who watch seasonal programs on different crops, 17 (22.7%) are in the group of graduate level, 17 (22.7%) are in the group of matriculate and above level and high school graduates level 41 (54.7%). Among a total of 44 who watch success stories, 12 (27.3%) are from the group of graduate level, 16 (36.4%) are in the group of matriculate and above level and 16 (36.4%) are high school graduates level. In a total of 19 who watch newly invented methods on farming, 1 (5.3%) are in the group of graduate level, 9 (47.4%) are in the group of matriculate and above level, 9 (47.4%) are high school graduates level.

In **Alappuzha**, among a total of 3 respondents watches different type of programs which are useful for cultivation, 1 (33.3%) were watching serial programs in the group of graduate level, 1 (33.3%) are in the group of matriculate and above level and 1 (33.3%) are high school graduates level. Among a total of 79, 18 (22.8%) were watching seasonal programs on different crops, in the group of graduate level, 24 (30.4%) were in the group of matriculate and above level and 37 (46.8%) are high school graduates level. Among a total of 38 who watch success stories, 12 (31.6%) are from the group of graduate level, 10 (26.3%) are in the group of matriculate and above level and 16 (42.1%) are from the group of high school level. In a total of 39 who watch newly invented methods on farming, 9 (47.4%) are in the group of graduate level, 21 (53.8%) are in the group of matriculate and high level, 9 (23.1%) are high school graduates level.

In **Pathanamthitta**, among a total of 3 respondents watches different of programs which are useful for cultivation, 1 (33.3%) were watching serial programs in the group of graduate level, 1 (33.3%) are in the group of matriculate and above level and 1 (33.3%) are high school graduates level. Among a total of 51, 18 (35.3%) were watching seasonal programs on different crops in the group of graduate level, 8 (15.7%) were in the group of matriculate and above level and 25 (49.0%) were high school graduates level. Among a total of 70 who watch success stories, 12 (17.1%) are from the group of graduate level, 17 (24.3%) are from the group of matriculate and above level,

41 (58.6%) are high school graduates level. In a total of 65 who watch newly invented methods on farming , 33 (50.8%) are in the group of graduate level, 16 (24.6%) are in the group of matriculate and above level and 16 (24.6%) are from the group of high school level.

Table 92.b: Educational groups Vs Type of programs useful for cultivation (total) Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 48 respondents watches different media because they provide timely information for farming methods, 11 (22.9%) were watching serial programs in the group of graduate level, 10 (20.8%) were in the group of matriculate and above level and 27 (56.3%) were high school graduates level. Among 205 who watch seasonal programs on different crops, 53 (25.9%) are in the group of graduate level. In the group of matriculate and above level 49 (23.9%) and 103 (50.2%) are high school graduates level. Among a total of 152 who watch success stories, 36 (23.7%) are from the group of graduate level, 43 (28.3%) are in the group of matriculate and above level and 73 (48.0%) are high school graduates level. In a total of 123 who watch newly invented methods on farming, 55 (44.7%) are in the group of graduate level, 34 (27.6%) are in the group of matriculate and above level and 34 (27.6%) are high school graduates level.

**Table: Educational groups Vs Media broadcasting more number of serial programs on a particular crop(district wise ) shows that private channels provide more number of serial programs on a particular crop.**

In **Idukki**, among a total of 32 respondents watches different media because they broadcasts more number of serial programs on a particular crop, 8 (25.0%) were watching Doordarshan in the group of graduate level, 7 (21.9%) were in the group of matriculate and above level and 17 (53.1%) were high school graduates level. Among 57 who watch private T.V. channels, 14 (24.6%) are in the group of graduate level, 14 (24.6%) are in the group of matriculate and above level and high school graduates level 29 (50.9%).. In a total of 1 who

watch Doordarshan and Pri. T.V. channels, 1 (100%) in the group of matriculate and above level.

In **Alappuzha**, among a total of 30 respondents watches different media because they broadcasts more number of serial programs on a particular crop, 6 (20.0%) were watching Doordarshan in the group of graduate level, 6 (20.0%) are in the group of matriculate and above level and 18 (60.0%) are high school graduates level. Among a total of 62, 16 (25.8%) were watching private T.V. channels in the group of graduate level, 16 (25.8%) were in the group of matriculate and above level and 30 (48.4%) are high school graduates level. In a total of 5 who watch Doordarshan and Pri. T.V. channels, 2 (40.0%) are in the group of matriculate and high level, 3 (60.0%) are high school graduates level.

In **Pathanamthitta**, among a total of 10 respondents watches different media because they broadcasts more number of serial programs on a particular crop, 2 (20.0%) were watching Doordarshan in the group of graduate level, 3 (30.0%) are in the group of matriculate and above level and 5 (50.0%) are high school graduates level. Among a total of 39, 15 (38.5%) were watching private T.V. channels in the group of graduate level, 13 (33.3%) were in the group of matriculate and above level and 11 (28.2%) were high school graduates level. In a total of 9 who watch Doordarshan and Pri. T.V. channels, 1 (11.1%) are in the group of graduate level, 3 (33.3%) are in the group of matriculate and above level and 5 (55.6%) are from the group of high school level.

*Table: Educational groups Vs Media broadcasting more number of serial programs on a particular crop( total )* Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 72 respondents watches different media because they broadcasts more number of serial programs on a particular crop, 16 (22.2%) were watching Doordarshan in the group of graduate level, 16 (22.2%) were in the group of matriculate and above level and 40 (55.6%) were high school graduates level. Among 158 who watch private T.V. channels, 45 (28.5%) are in the group of graduate level. In the group of matriculate and above level 43 (27.2%) and 70

(44.3%) are high school graduates level. In a total of 15 who watch Doordarshan and Pri. T.V. channels, 14 (3.9%) are in the group of graduate level, 26 (6.7%) are in the group of matriculate and above level and 64 (18.3%) are high school graduates level

**Table: Educational groups Vs Media broadcasting more number of serial programs on different crops (district wise) –shows that more number of serial programs on different crops are broadcasted by private channels.**

In **Idukki**, among a total of 21 respondents watches different media because they broadcasts more number of serial programs on different crops, 3 (14.3%) were watching Doordarshan in the group of graduate level, 5 (23.8%) were in the group of matriculate and above level and 13 (61.9%) were high school graduates level. Among 65 who watch private T.V. channels, 16 (24.6%) are in the group of graduate level, 15 (23.1%) are in the group of matriculate and above level and high school graduates level 34 (52.3%). Among a total of 5 who listens to AIR, 1 (20.0%) are from the group of graduate level, 2 (40.0%) are in the group of matriculate and above level and 2 (40.0%) are from the group of high school level.

In **Alappuzha**, among a total of 32 respondents watches different media because they broadcasts more number of serial programs on different crops, 5 (15.6%) were watching Doordarshan in the group of graduate level, 7 (21.9%) are in the group of matriculate and above level and 20 (62.5%) are high school graduates level. Among a total of 43, 15 (34.9%) were watching private T.V. channels in the group of graduate level, 13 (30.2%) were in the group of matriculate and above level and 15 (34.9%) are high school graduates level.

In **Pathanamthitta**, among a total of 22 respondents watches different media because they broadcasts more number of serial programs on different crops, 3 (13.6%) were watching Doordarshan in the group of graduate level, 4 (18.2%) are in the group of matriculate and above level and 15 (68.2%) are high school graduates level. Among a total of 61, 16 (26.2%) were watching private T.V.

channels in the group of graduate level, 17 (27.9%) were in the group of matriculate and above level and 28 (45.9%) were high school graduates level.

Educational groups Vs Media broadcasting more number of serial programs on different crops (total) Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 75 respondents watches different media because they broadcasts more number of serial programs on different crops, 11 (14.7%) were watching Doordarshan in the group of graduate level, 16 (21.3%) were in the group of matriculate and above level and 48 (64.0%) were high school graduates level. Among 169 who watch private T.V. channels, 47 (27.8%) are in the group of graduate level. In the group of matriculate and above level 45 (26.6%) and 77 (45.6%) are high school graduates level.

**Table: Educational groups Vs Media broadcasts more success stories of farmers(district wise)- makes it clear that private channels broadcasts more success stories than Doordarshan.**

In **Idukki**, among a total of 15 respondents watches different media because they broadcasts more success stories of farmers, 4 (26.7%) were watching Doordarshan in the group of graduate level, 4 (26.7%) were in the group of matriculate and above level and 7 (46.7%) were high school graduates level. Among 57 who watch private T.V. channels, 15 (26.3%) are in the group of graduate level, 10 (17.5%) are in the group of matriculate and above level and high school graduates level 32 (56.1%). In a total of 4 who watch Doordarshan and Pri. T.V. channels, 1 (25.0%) in the group of matriculate and above level and 3 (75.0%) are from the group of high school level.

In **Alappuzha**, among a total of 29 respondents watches different media because they broadcasts more success stories of farmers, 4 (13.8%) were

watching Doordarshan in the group of graduate level, 7 (24.1%) are in the group of matriculate and above level and 18 (62.1%) are high school graduates level. Among a total of 40, 13 (32.5%) were watching private T.V. channels in the group of graduate level, 11 (27.5%) were in the group of matriculate and above level and 16 (40.0%) are high school graduates level. In a total of 4 who watch Doordarshan and Pri. T.V. channels, 2 (50.0%) are in the group of graduate level, 2 (50.0%) are high school graduates level.

In **Pathanamthitta**, among a total of 19 respondents watches different media because they broadcasts more success stories of farmers, 1 (5.3%) were watching Doordarshan in the group of graduate level, 8 (42.1%) are in the group of matriculate and above level and 10 (52.6%) are high school graduates level. Among a total of 43, 15 (34.9%) were watching private T.V. channels in the group of graduate level, 8 (18.6%) were in the group of matriculate and above level and 20 (46.5%) were high school graduates level.. In a total of 7 who watch Doordarshan and Pri. T.V. channels, 2 (28.6%) are in the group of matriculate and above level and 5 (71.4%) are from the group of high school level.

*Table : Educational groups Vs Media broadcasts more success stories of farmers (total)* Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 63 respondents watches different media because they broadcasts more number success stories of farmers, 9 (14.3%) were watching Doordarshan in the group of graduate level, 19 (30.2%) were in the group of matriculate and above level and 35 (55.6%) were high school graduates level. Among 140 who watch private T.V. channels, 43 (30.7%) are in the group of graduate level. In the group of matriculate and above level 29 (20.7%) and 68 (48.6%) are high school graduates level. Among a total of 15 who watch Doordarshan and priv T.V. channels, 2 (13.3%) are from the group of graduate level, 3 (20.0%) are from the group of matriculate and above level and 10 (66.7%) are from the group of high school level.

**Table: Educational groups Vs Media which broadcasts more innovative methods on farming (district wise)- makes it clear that private channels broadcasts more innovative methods on farming.**

In **Idukki**, among a total of 39 respondents watches different media because they broadcasts more innovative methods on farming, 12 (30.8%) were watching Doordarshan in the group of graduate level, 12 (30.8%) were in the group of matriculate and above level and 15 (38.5%) were high school graduates level. Among 37 who watch private T.V. channels, 11 (29.7%) are in the group of graduate level, 8 (21.6%) are in the group of matriculate and above level and high school graduates level 18 (48.6%). In a total of 27 who watch Doordarshan and Pri. T.V. channels, 7 (25.9%) in the group of graduate level, 9 (33.3%) are from the group of matriculate and above level and 11 (40.7%) are from the group of high school level.

In **Alappuzha**, among a total of 60 respondents watches different media because they broadcasts more innovative methods on farming, 13 (21.7%) were watching Doordarshan in the group of graduate level, 17 (28.3%) are in the group of matriculate and above level and 30 (50.0%) are high school graduates level. Among a total of 38, 7 (18.4%) were watching private T.V. channels in the group of graduate level, 12 (31.6%) were in the group of matriculate and above level and 19 (50.0%) are high school graduates level. In a total of 12 who watch Doordarshan and Pri. T.V. channels, 2 (16.7%) are in the group of graduate level, 4 (33.3%) are in the group of matriculate and above level and 6 (50.0%) are high school graduates level.

In **Pathanamthitta**, among a total of 63 respondents watches different media because they broadcasts more innovative methods on farming, 15 (23.8%) were watching Doordarshan in the group of graduate level, 15 (23.8%) are in the group of matriculate and above level and 33 (52.4%) are high school graduates level. Among a total of 49, 10 (20.4%) were watching private T.V. channels in the group of graduate level, 13 (26.5%) were in the group of

matriculate and above level and 26 (53.1%) were high school graduates level. In a total of 10 who watch Doordarshan and Pri. T.V. channels, 1 (10.0%) are in the group of graduate level, 2 (20.0%) are from the group of matriculate and above level and 7 (70.0%) are from the group of high school level.

*Table: Educational groups Vs Media which broadcasts more innovative methods on farming (total)* Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 158 respondents watches different media because they broadcasts more innovative methods on farming, 40 (24.7%) were watching Doordarshan in the group of graduate level, 40 (27.2%) were in the group of matriculate and above level and 78 (48.1%) were high school graduates level. Among 124 who watch private T.V. channels, 28 (22.6%) are in the group of graduate level. In the group of matriculate and above level 33 (26.6%) and 63 (50.8%) are high school graduates level. Among a total of 49 who watch Doordarshan and priv T.V. channels, 10 (20.4%) are from the group of graduate level, 15 (30.6%) are from the group of matriculate and above level and 24 (49.0%) are from the group of high school level.

**Table: Pattern of owning land Vs Media broadcasting understandable farming methods (district wise) shows that private channels are better understandable media.**

In **Idukki** 65 respondents accepted Doordarshan as the understandable media for farming methods, 59 (90.8%) who owned land, 5 (7.7%) who leased land and 1 (1.5%) who have both. 41 respondents accepted private T.V. channels as the understandable media for farming methods, 34 (82.9%) who owned land, 3 (7.3%) who leased land and 4 (9.8%) who have both.

In **Alappuzha** 57 respondents accepted Doordarshan as the understandable media for farming methods, 36 (63.2%) who owned land, 18 (31.6%) who



leased land and 3 (5.3%) who have both. 54 respondents accepted private T.V. channels as the understandable media for farming methods, 43 (79.6%) who owned land, 10 (18.5%) who leased land and 1 (1.9%) who have both.

In **Pathanamthitta** 63 respondents accepted Doordarshan as the understandable media for farming methods, 49 (77.8%) who owned land, 4 (6.3%) who leased land and 10 (15.9%) who have both. 52 respondents accepted private T.V. channels as the understandable media for farming methods, 49 (94.2%) who owned land, 3 (5.8%) who have both.

Table: Pattern of owning land Vs Media broadcasting understandable farming methods(total)

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. 185 respondents accepted Doordarshan as the understandable media for farming methods, 144 (78%) who owned land, 27 (15%) who leased land and 14 (8%) who have both. 147 respondents accepted private T.V. channels as the understandable media for farming methods, 126 (86%) who owned land, 13 (9%) who have leased land and 8 (5%) who have both.

**Table: Pattern of owning land Vs Media having convenient time schedule(district wise): shows that private channels has convenient time schedule.**

In **Idukki** 30 respondents were watching Doordarshan because they have convenient time schedule, 27 (90.0%) who owned land, 1 (3.3%) who leased land and 2 (6.7%) who have both. 86 respondents were watching private T.V. channels because they have convenient time schedule, 74 (86.0%) who owned land, 7 (8.1%) who leased land and 5 (5.8%) who have both.

Alappuzha district had 120 respondents. In **Alappuzha** 45 respondents were watching Doordarshan because they have convenient time schedule, 24 (53.3%) who owned land, 18 (40.0%) who leased land and 3 (6.7%) who have

both. 56 respondents were watching private T.V. channels because they have convenient time schedule, 44 (78.6%) who owned land, 11 (19.6%) who leased land and 1 (1.8%) who have both.

Pathanamthitta district had 120 respondents. In **Pathanamthitta** 39 respondents were watching Doordarshan because they have convenient time schedule, 34 (87.2%) who owned land, 3 (7.7%) who leased land and 2 (5.1%) who have both. 51 respondents were watching private T.V. channels because they have convenient time schedule, 46 (90.2%) who owned land, 1 (2.0%) who leased land and 4 (7.8%) who have both.

*Table: Pattern of owning land Vs Media having convenient time schedule(district wise)* Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among them, 114 respondents were watching Doordarshan because they have convenient time schedule, 85 (75%) who owned land, 22 (19%) who leased land and 7 (6%) who have both. 193 respondents were watching private T.V. channels because they have convenient time schedule, 164 (85%) who owned land, 19 (10%) who leased land and 10 (5%) who have both.

*Table: Pattern of owning land Vs Media providing timely information for farming methods(district wise)* shows that private channels provides more timely information on farming methods. In **Idukki** 24 respondents were watching Doordarshan because they provide timely information for farming methods, 22 (91.7%) who owned land, 1 (4.2%) who leased land and 1 (4.2%) who have both. 83 respondents were watching private T.V. channels because they provide timely information for farming methods, 70 (84.3%) who owned land, 6 (7.2%) who leased land and 7 (8.4%) who have both.

Alappuzha district had 120 respondents. In **Alappuzha** 56 respondents were watching Doordarshan because they provide timely information for farming methods, 36 (64.3%) who owned land, 18 (32.1%) who leased land and 2 (3.6%) who have both. 53 respondents were watching private T.V. channels

because they provide timely information for farming methods, 41 (77.4%) who owned land, 10 (18.9%) who leased land and 2 (3.8%) who have both.

Pathanamthitta district had 120 respondents. In **Pathanamthitta** 40 respondents were watching Doordarshan because they provide timely information for farming methods, 38 (95.0%) who owned land, 1 (2.5%) who leased land and 1 (2.5%) who have both. 53 respondents were watching private T.V. channels because they provide timely information for farming methods, 45 (84.9%) who owned land, 3 (5.7 %) who leased land and 5 (9.4%) who have both.

*Table: Pattern of owning land Vs Media providing timely information for farming methods (total)* Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among them, 120 respondents were watching Doordarshan because they provide timely information for farming methods, 96 (80%) who owned land, 20 (17%) who leased land and 4 (3%) who have both. 189 respondents were watching private T.V. channels because they provide timely information for farming methods, 156 (83%) who owned land, 19 (10%) who leased land and 14 (7%) who have both.

**Table: Pattern of owning land Vs Type of programs useful for cultivation(district wise)- makes it clear that success stories are the most useful programs.**

In **Idukki** 17 respondents were watching serial programs which are useful for cultivation, 15 (88.2%) who owned land, 1 (5.9%) who leased land and 1 (5.9%) who have both. 41 respondents were watching seasonal programs on different crops which are useful for cultivation, 35 (85.4%) who owned land, 3 (7.3%) who leased land and 3 (7.3%) who have both. 71 respondents were watching success stories which are useful for cultivation, 64 (90.1%) who owned land, 5 (7.0%) who have leased land and 2 (2.8%) who have both. 49 respondents were watching newly invented methods on farming which are useful for

cultivation, 42 (85.7%) who have owned land, 4 (8.2%) who have leased land and 3 (6.1%) who have both.

Alappuzha district had 120 respondents. In **Alappuzha** 3 respondents were watching serial programs which are useful for cultivation, 3 (100%) who owned land. 49 respondents were watching seasonal programs on different crops which are useful for cultivation, 30 (61.2%) who owned land, 16 (32.7%) who leased land and 3 (6.1%) who have both. 72 respondents were watching success stories which are useful for cultivation, 52 (72.2%) who owned land, 16 (22.2%) who have leased land and 4 (5.6%) who have both. 43 respondents were watching newly invented methods on farming which are useful for cultivation, 33 (76.7%) who have owned land, 10 (23.3%) who have leased land.

Pathanamthitta district had 120 respondents. In **Pathanamthitta** 18 respondents were watching serial programs which are useful for cultivation, 14 (77.8%) who owned land, 3 (16.7%) who leased land and 1 (5.6%) who have both. 42 respondents were watching seasonal programs on different crops which are useful for cultivation, 31 (73.8%) who owned land, 5 (11.9%) who leased land and 6 (14.3%) who have both. 83 respondents were watching success stories which are useful for cultivation, 74 (89.2%) who owned land, 5 (6.0%) who have leased land and 4 (4.8%) who have both. 49 respondents were watching newly invented methods on farming which are useful for cultivation, 38 (77.6%) who have owned land, 3 (6.1%) who have leased land and 8 (16.3%) who have both.

*Table: Pattern of owning land Vs Type of programs useful for cultivation(total)*

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among them, 38 respondents were watching serial programs which are useful for cultivation, 32 (84%) who owned land, 4 (10%) who leased land and 2 (5%) who have both. 132 respondents were watching seasonal programs on different crops which are useful for cultivation,

96 (73%) who owned land, 24 (19%) who leased land and 12 (9%) who have both. 226 respondents were watching success stories which are useful for cultivation, 190 (84%) who owned land, 26 (12%) who have leased land and 10 (4%) who have both. 141 respondents were watching newly invented methods on farming which are useful for cultivation, 113 (80%) who have owned land, 17 (12%) who have leased land and 11 (8%) who have both.

**Table: Pattern of owning land Vs Media broadcasting more number of serial programs on a particular crop (district wise)- makes it clear that private channels provide more number of serial programs on a particular crop.**

In **Idukki** 49 respondents were watching Doordarshan because they broadcasts more number of serial programs on a particular crop, 43 (87.8%) who owned land, 4 (8.2%) who leased land and 2 (4.1%) who have both. 46 respondents were watching private T.V. channels because they broadcasts more number of serial programs on a particular crop , 42 (91.3%) who owned land, 2 (4.3%) who leased land and 2 (4.3%) who have both. 25 respondents were listening to AIR because they broadcasts more number of serial programs on a particular crop , 19 (76.0%) who owned land, 2 (8.0%) who have leased land and 4 (16.0%) who have both.

Alappuzha district had 120 respondents. In Alappuzha 38 respondents were watching Doordarshan because they broadcasts more number of serial programs on a particular crop, 12 (31.6%) who owned land, 24 (63.2%) who leased land and 2 (5.3%) who have both. 41 respondents were watching private T.V. channels because they broadcasts more number of serial programs on a particular crop , 35 (85.4%) who owned land, 4 (9.8%) who leased land and 2 (4.9%) who have both.

Pathanamthitta district had 120 respondents. In Pathanamthitta 53 respondents were watching Doordarshan because they broadcasts more number of serial programs on a particular crop, 49 (92.5%) who owned land, 2 (3.8%) who

leased land and 2 (3.8%) who have both. 42 respondents were watching private T.V. channels because they broadcasts more number of serial programs on a particular crop , 28 (66.7%) who owned land, 3 (7.1%) who leased land and 11 (26.2%) who have both.

*Table: Pattern of owning land Vs Media broadcasting more number of serial programs on a particular crop (total)* Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among them, 140 respondents were watching Doordarshan because they broadcasts more number of serial programs on a particular crop, 104 (74%) who owned land, 30 (22%) who leased land and 6 (4%) who have both. 129 respondents were watching private T.V. channels because they broadcasts more number of serial programs on a particular crop , 105 (81%) who owned land, 9 (7%) who leased land and 15 (12%) who have both.

Farmers prefer success stories and accepts the entertainment value of farm programs broadcasted, irrespective of these programs are being produced by private or Government owned Television channels.

Farmers prefer success stories and accepts the entertainment value of farm programs broadcasted, irrespective of these programs are being produced by private or Government owned Television channels. They prefer private T.V channels because private channels are giving importance to success stories and broadcast farm programs with more entertainment value.

***Table. Age Vs Media broadcasting more number of serial programs on a particular crop (District wise)-tables 20.a and 20.b makes it clear that private channels provide more serial programs on a particular crop.***

In Idukki 6 (30.0%) under the age group 36-55, 14 (70.0%) under the age group above 55 accepted Doordarshan broadcasting more number of serial programs on a particular crop. 10 (29.4%), 16 (47.1%), 8 (23.5%) under the age groups 18-35, 36-55, above 55 respectively accepted Private T.V. channels as

broadcasting more no. of serial programs on a particular crop. For both Doordarshan & Private T.V. channels only 2 (100%) belonging to age group 36-55 accepted them of broadcasting more no. of serial programs on a particular crop.

In **Alappuzha** among 16 respondents, 2 (12.5%%) under the age group 18-35; 8 (50.0%) under the age group 36-55; 6 (37.5%) under the age group above 55 accepted Doordarshan broadcasting more number of serial programs on a particular crop. 8 (17.4%), 18 (39.1%), 20 (43.5%) under the age groups 18-35, 36-55, above 55 respectively accepted Private T.V. channels as broadcasting more no. of serial programs on a particular crop.

In **Pathanamthitta** among 19 respondents; 9 (47.4%%) under the age group 18-35, 2 (10.5%) under the age group 36-55, 8 (42.1%) under the age group above 55 accepted Doordarshan broadcasting more number of serial programs on a particular crop. 14 (51.9%), 7 (25.9%), 6 (22.2%) under the age groups 18-35, 36-55, above 55 respectively accepted Private T.V. channels as broadcasting more no. of serial programs on a particular crop.

*Table Age Vs Media broadcasting more number of serial programs on a particular crop (Total).* 55 respondents accepted Doordarshan of broadcasting more no. of serial programs on a particular crop in which 11 (20.0%) come under 18-35 age group, 16 (29.1%) come under 36-55 age group and 28 (50.9%) come under the age group above 55. 107 respondents believed Private T.V. channels of broadcasting more no of serial programs on a particular crop in which 32 (29.9%) fall under 18-35 age group, 41 (38.3%) fall under 36-55 age group and 34 (31.8%) fall under above 55 age group. Only 2 (100%) respondents from age group 36-55 accepted of both Doordarshan & Private T.V. channels broadcasting more no of serial programs on a particular crop.

Table. Age Vs Media broadcasting more number of serial programs on different crops (District wise)- shows that private channels provide more serial programs on different crops than Doordarshan.

In Idukki 32 respondents accepted Doordarshan as media broadcasting more no. of serial programs on different crops in which 6 (18.7%) come under 36-55 age group and 26 (81.3%) come under above 55 age group. 54 respondents accepted Private T.V. channels of broadcasting more no. of serial programs in which 10 (18.5%), 27 (50.0%), 17 (31.5%) belonged to age groups 18-35, 36-55, above 55 respectively.

In **Alappuzha**, 14 respondents accepted Doordarshan as media broadcasting more no. of serial programs on different crops in which 2 (14.3%) come under 18-35 age group and 8 (57.1%) come under 36-55 age group and 4 (28.6%) come under above 55 age group. 44 respondents accepted Private T.V. channels broadcast more no. of serial programs on different crops in which 8 (18.2%), 16 (36.3%), 20 (45.5%) belonged to age groups 18-35, 36-55, above 55 respectively.

In **Pathanamthitta**, 19 respondents accepted Doordarshan as media broadcasting more no. of serial programs on different crops in which 6 (31.6%) come under 18-35 age group and 5 (26.3%) come under 36-55 age group and 8 (42.1%) come under above 55 age group. 38 respondents accepted Private T.V. channels broadcast more no. of serial programs on different crops in which 19 (50.0%), 11 (28.9%), 8 (21.1%) belonged to age groups 18-35, 36-55, above 55 respectively.

65 respondents accepted Doordarshan of broadcasting more no. of serial programs on different crops in which 8 (12.3%) come under 18-35 age group, 19 (29.2%) come under 36-55 age group and 38 (58.5%) come under the age group above 55. 136 respondents believed Private T.V. channels of broadcasting more no of serial programs on different crops in which 37 (27.2%) fall under 18-35 age group, 54 (39.7%) fall under 36-55 age group and 45 (33.1%) fall under above 55 age group.

Tables Age Vs Media broadcasts more success stories of farmers (District wise) and total makes it clear that private channels broadcast more success stories than Doordarshan.



In Idukki 20 respondents accepted Doordarshan as broadcasting more success stories of farmers in which 4 (20.0%) come under 18-35 age group and 16 (80.0%) come under above 55 age group. 70 respondents accepted Private T.V. channels of broadcasting more success stories of farmers in which 6 (8.6%), 35 (50.0%), 29 (41.4%) belonged to age groups 18-35, 36-55, above 55 respectively. 2 (100%) respondents falling under above 55 age group accepted both- Doordarshan & Private T.V. channels as broadcasters of more success stories of farmers.

In **Alappuzha** 20 respondents accepted Doordarshan as broadcasting more success stories of farmers in which 6 (30.0%) come under 18-35 age group and 10 (50.0%) come under 36-55 age group and 4 (20%) fall under above 55 age group. 54 respondents accepted Private T.V. channels of broadcasting more success stories of farmers in which 8 (14.8%), 24 (44.5%), 22 (40.7%) belonged to age groups 18-35, 36-55, above 55 respectively. 4 (100%) respondents falling under above 55 age group accepted both- Doordarshan & Private T.V. channels as broadcasters of more success stories of farmers.

In **Pathanamthitta**, 19 respondents accepted Doordarshan as broadcasting more success stories of farmers in which 9 (47.4%) come under 18-35 age group and 2 (10.5%) come under 36-55 age group and 8 (42.1%) fall under above 55 age group. 63 respondents accepted Private T.V. channels of broadcasting more success stories of farmers in which 14 (22.2%), 32 (50.8%), 17 (27.0%) belonged to age groups 18-35, 36-55, above 55 respectively. 4 (100%) respondents falling under above 55 age group accepted both- Doordarshan & Private T.V. channels as broadcasters of more success stories of farmers.

59 respondents accepted Doordarshan as broadcasting more success stories of farmers in which 19 (32.2%) come under 18-35 age group, 12 (20.3%) come under 36-55 age group and 28 (47.5%) come under the age group above 55.

187 respondents believed Private T.V. channels of broadcasting more success stories of farmers in which 28 (15.0%) fall under 18-35 age group, 91 (48.7%) fall under 36-55 age group and 68 (36.4%) fall under above 55 age group. 10 (100%) of respondents under age group above 55 accepted both Doordarshan & Private T.V. channels as broadcasting more success stories of farmers.

Tables Age Vs Media which broadcasts more innovative methods on farming (District wise) and total shows that private channels provide more innovative methods on farming.

In **Idukki** 22 respondents accepted Doordarshan as broadcasting more innovative methods on farming in which 2 (9.1%) come under 36-55 age group and 20 (90.9%) come under above 55 age group. 44 respondents accepted Private T.V. channels as broadcasting more innovative methods on farming in which 10 (22.7%), 24 (54.6%), 10 (22.7%) belonged to age groups 18-35, 36-55, above 55 respectively. 2 (100%) respondents falling under 36-55 age group accepted both- Doordarshan & Private T.V. channels as broadcasters of more innovative methods on farming.

In **Alappuzha**, 13 respondents accepted Doordarshan as broadcasting more innovative methods on farming in which 6 (46.2%) come under 36-55 age group and 7 (53.8%) come under above 55 age group. 60 respondents accepted Private T.V. channels as broadcasting more innovative methods on farming in which 8 (13.3%), 32 (53.4%), 20 (33.3%) belonged to age groups 18-35, 36-55, above 55 respectively. 3 (100%) respondents falling under above 55 age group accepted both- Doordarshan & Private T.V. channels as broadcasters of more innovative methods on farming.

In **Pathanamthitta**, 18 respondents accepted Doordarshan as broadcasting more innovative methods on farming in which 7 (38.9%) come under 36-55 age group, 5 (27.8) under age group 36-55 and 6 (33.3%) come under above 55 age group. 37 respondents accepted Private T.V. channels as broadcasting more innovative methods on farming in which 16 (43.2%), 13 (35.2%), 8

(21.6.%) belonged to age groups 18-35, 36-55, above 55 respectively. 4 (100%) respondents falling under above 55 age group accepted both- Doordarshan & Private T.V. channels as broadcasters of more innovative methods on farming.

55 respondents accepted Doordarshan as broadcasting more innovative methods on farming in which 7 (12.7%) come under 18-35 age group, 15 (27.3%) come under 36-55 age group and 33 (60.0%) come under the age group above 55. 144 respondents believed Private T.V. channels of broadcasting more innovative methods on farming in which 34 (23.6%) fall under 18-35 age group, 72 (50.0%) fall under 36-55 age group and 38 (26.4%) fall under above 55 age group. 2 (22.2%) and 7 (77.8) of respondents under age group 36-55 and above 55 accepted both Doordarshan & Private T.V. channels as broadcasting more innovative methods on farming.

Tables Age Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods (District wise) and total shows that they believe media can boost agricultural production and adoption of new methods.

In **Idukki**, 96 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of 18-35, 10 (10.4%) and in the group of 36-55, 35 (36.5%) and 51 (53.1%) in the group of above 55 were in the list. Among a total of 20, 10 (50.0%) and 10 (50.0%) in the age group of 36-55 and above 55 respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

In **Alappuzha**, 65 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of 18-35, 8 (12.3%) and in the group of 36-55, 30 (46.2%) and 27 (41.5%) in the group of above 55 were in the list. Among a total of 40, in the group of 18-35, 6 (15.0%), 18 (45.0%) and 16 (40.0%) in the age group of 36-

55 and above 55 respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

In **Pathanamthitta**, 36 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of 18-35, 4 (11.1%) and in the group of 36-55, 22 (61.1%) and 10 (27.8%) in the group of above 55 were in the list. Among a total of 54, in the group of 18-35, 27 (50.0%), 13 (24.1%) and 14 (25.9%) in the age group of 36-55 and above 55 respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

A total of 197 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of 18-35, 22 (11.2%) and in the group of 36-55, 87 (44.2%) and 88 (44.7%) in the group of above 55 were in the list. Among a total of 114, in the group of 18-35, 33 (28.9%), 41 (36.0%) and 40 (35.1%) in the age group of 36-55 and above 55 respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

Tables Age Vs Tendency to watch farm programs for entertainment (District wise) and total shows that people did not have a tendency to watch farm programs for entertainment.

In **Idukki**, 6 respondents have tendency to watch farm programs for entertainment. In the age group of 36-55, 2 (33.3%) and 4 (66.7%) in the group of above 55 were in the list. Among a total of 106, in the group of 18-35, 10 (9.4%), 41 (38.7%) and 55 (51.9%) in the age group of 36-55 and above 55 respectively did not have tendency to watch farm programs for entertainment.

In **Alappuzha**, 14 respondents have tendency to watch farm programs for entertainment. In the age group of 18-35, 2 (14.3%) and in the group of 36-55, 2 (14.3%) and 10 (71.4%) in the group of above 55 were in the list. Among a total of 63, in the group of 18-35, 8 (12.7%), 26 (41.3%) and 29 (46.0%) in the age group of 36-55 and above 55 respectively did not have tendency to watch farm programs for entertainment.

In **Pathanamthitta**, 18 respondents have tendency to watch farm programs for entertainment. In the age group of 36-55, 14 (77.8%) and 4 (22.2%) in the group of above 55 were in the list. Among a total of 84, in the group of 18-35, 25 (29.8%), 37 (44.0%) and 22 (26.2%) in the age group of 36-55 and above 55 respectively did not have tendency to watch farm programs for entertainment.

Tables Age Vs Preferred electronic media to watch farm programs for entertainment (District wise) and total preferred private channels over Doordarshan for entertainment.

In Idukki, 2 respondents said that they preferred Doordarshan as electronic media to watch farm programs for entertainment. 2 (100%) in the age group of equal and above 55. 22 respondents said that they preferred private channels as electronic media to watch farm programs for entertainment. 2 (9.1%) are in the age group of 18-35. 12 (54.5%) are in the age group of 36-55. 8 (36.4%) are in the age group of equal and above 55. 2 respondents said that they preferred Doordarshan and private channels. 2 (100%) are in the age group of equal and above 55.

In Alappuzha, 9 respondents said that they preferred Doordarshan as electronic media to watch farm programs for entertainment. 4 (44.4%) group of 36-55 and 5 (55.6%) in the age group of equal and above 55. 63 respondents said that they preferred private channels as electronic media to watch farm programs for entertainment. 6 (9.5%) are in the age group of 18-35. 34 (54%) are in the age group of 36-55. 23 (36.5%) are in the age group of equal and above 55. 6 respondents said that they preferred Doordarshan and private channels as electronic media to watch farm programs. 2 (33.3%) are in the age group of 18-35. 4 (66.7%) are in the age group of equal and above 55.

In Pathanamthitta, 12 respondents said that they preferred Doordarshan as electronic media to watch farm programs for entertainment. 4 (33.3%) are in the

age group of 18-35. 2 (16.7%) are in the group of 36-55 and 6 (50%) in the age group of equal and above 55. 72 respondents said that they preferred private channels as electronic media to watch farm programs for entertainment. 21 (29.2%) are in the age group of 18-35. 34 (47.2%) are in the age group of 36-55. 17 (23.6%) are in the age group of equal and above 55. 4 (44.4%) are in the age group of the 18-35. 5 (55.6%) are in the age group of 36-55. 6 respondents said that they preferred Doordarshan and private channels as electronic media to watch farm programs for entertainment. 2 (33.3%) are the age group of 36-55. 4 (66.%) are in the age group of equal and above 55.

Among a total of 360 respondents, 120 each are there from 3 different districts, Idukki, Alappuzha and Pathanamthitta. 23 respondents said that they preferred Doordarshan as electronic media to watch farm programs for entertainment. 4 (17.4%) are in the age group 18-35. 6 (26.1%) are in the age group 36-55. 13 (56.5%) are in the age group of equal and above 55. 157 respondents said that they preferred private channels as electronic media to watch farm programs for entertainment. 29 (18.5%) are in the age group 18-35. 80 (51%) are in the age group of 36-55. 48 (38.6%) are in the age group of equal and above 55. 14 respondents said that they preferred Doordarshan and private channels as electronic media to watch farm programs for entertainment. 2 (14.3%) are in the age group of 18-35. 2 (14.3%) are in the age group of 36-55. 10 (71.4%) are in the age group of equal and above 55.

**Tables Income level Vs Media broadcasting more number of serial programs on a particular crop (district wise) and total makes it clear that private channels provide more serial programs on a particular crop.**

In Idukki, among a total of 29 respondents watches different media which broadcasts more number of serial programs on a particular crop, 6 (20.7%) were watching Doordarshan in the group of large Income level, 9 (31.0%) were in the group of medium Income level and 14 (48.3%) were in the group of small Income level. Among 26 who watch private T.V. channels, 7 (26.9%) are in the group of large Income level, 15 (57.7%) are in the group of medium Income

level and 4 (15.4%) are in the group of small Income level. In a total of 20 who watch Doordarshan and Pri. T.V. channels, 4 (20.0%) are in the group of large Income level, 6 (30.0%) are in the group of medium Income level and 10 (50.0%) are in the group of small Income level.

In **Alappuzha**, among a total of 17 respondents watches different media which broadcasts more number of serial programs on a particular crop, 1 (5.9%) were watching Doordarshan in the group of large Income level, 9 (52.9%) are in the group of medium Income level and 7 (41.2%) are in the group of small Income level. Among a total of 51, 12 (23.5%) were watching private T.V. channels in the group of large Income level, 21 (41.2%) were in the group of medium Income level and 18 (35.3%) were in the group of small Income level. In a total of 19 who watch Doordarshan and Pri. T.V. channels, 3 (15.9%) are in the group of large Income level, 9 (47.4%) are in the group of medium Income level and 7 (36.7%) are in the group of small Income level.

In **Pathanamthitta**, among a total of 23 respondents watches different media which broadcasts more number of serial programs on a particular crop, 6 (26.1%) were watching Doordarshan in the group of large Income level, 9 (39.1%) are in the group of medium Income level and 8 (34.8%) are in the group of small Income level. Among a total of 33, 6 (18.2%) were watching private T.V. channels in the group of large Income level, 14 (42.4%) were in the group of medium Income level and 13 (39.4%) are in the group of small Income level. In a total of 21 who watch Doordarshan and Pri. T.V. channels, 6 (28.6%) are in the group of large Income level, 9 (42.8%) are in the group of medium Income level and 6 (28.6%) are in the group of small Income level.

Among a total of 69 respondents watches different media which broadcasts more number of serial programs on a particular crop, 13 (18.8%) were watching Doordarshan in the group of large Income level, 27 (39.1%) were in the group of medium Income level and 29 (42.0%) were in the group of small Income level. Among 110 who watch private T.V. channels, 25 (22.7%) are in the group

of large Income level. In the group of medium level Income 50 (45.5%) and 35 (31.8%) are in the group of small Income level. In a total of 60 who watch Doordarshan and Pri. T.V. channels, 13 (22.7%) are in the group of large Income level, 24 (45.5%) are in the group of medium Income level and 23 (31.8%) are in the group of small Income level.

**Tables Income level Vs Media broadcasting more number of serial programs on different crops (district wise) and total shows that private channels provide more serial programs on different crops than Doordarshan.**

In **Idukki**, among a total of 42 respondents watches different media which broadcasts more number of serial programs on different crop, 12 (28.6%) were watching Doordarshan in the group of large Income level, 21 (50.0%) were in the group of medium Income level and 9 (21.4%) were in the group of small Income level. Among 1 who watches private T.V. channels, 1 (100%) is in the group of medium Income level.

In **Alappuzha**, among a total of 57 respondents watches different media which broadcasts more number of serial programs on different crop, 11 (19.3%) were watching Doordarshan in the group of large Income level, 24 (42.1%) are in the group of medium Income level and 22 (38.6%) are in the group of small Income level. Among a total of 11, 1 (9.1%) were watching private T.V. channels in the group of large Income level, 8 (72.7%) were in the group of medium Income level and 2 (18.2%) were in the group of small Income level.

In **Pathanamthitta**, among a total of 43 respondents watches different media which broadcasts more number of serial programs on different crop, 9 (20.9%) were watching Doordarshan in the group of large Income level, 16 (37.2%) are in the group of medium Income level and 18 (41.9%) are in the group of small Income level. Among a total of 7, 4 (57.1%) were watching private T.V. channels in the group of medium Income level, 3 (42.9%) were in the group of small Income level.



Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 142 respondents watches different media which broadcasts more number of serial programs on different crop, 32 (22.5%) were watching Doordarshan in the group of large Income level, 61 (43.0%) were in the group of medium Income level and 49 (34.5%) were in the group of small Income level. Among 19 who watch private T.V. channels, 1 (5.3%) are in the group of large Income level. In the group of medium level Income 13 (68.4%) and 5 (26.3%) are in the group of small Income level.

**Tables Income level Vs Media broadcasts more success stories of farmers(district wise) and total makes it clear that private channels broadcasts more success stories than Doordarshan.**

In **Idukki**, among a total of 40 respondents watches different media which broadcasts more success stories of farmers, 16 (40.0%) were watching Doordarshan in the group of large Income level, 14 (35.0%) were in the group of medium Income level and 10 (25.0%) were in the group of small Income level. Among 2 who watch private T.V. channels, 1 (50.0%) are in the group of large Income level, 1 (50.0%) are in the group of small Income level. In a total of 11 who watch Doordarshan and Pri. T.V. channels, 2 (18.2%) are in the group of large Income level, 6 (54.5%) are in the group of medium Income level and 3 (27.3%) are in the group of small Income level.

In **Alappuzha**, among a total of 57 respondents watches different media which broadcast more success stories of farmers, 12 (21.1%) were watching Doordarshan in the group of large Income level, 24 (42.1%) are in the group of medium Income level and 21 (36.8%) are in the group of small Income level. Among a total of 4, 1 (25.0%) were watching private T.V. channels in the group of large Income level, 3 (75.0%) were in the group of medium Income level. In a total of 5 who watch Doordarshan and Pri. T.V. channels, 2 (40.0%) are in the

group of large Income level, 2 (40.0%) are in the group of medium Income level and 1 (20.0%) are in the group of small Income level.

In **Pathanamthitta**, among a total of 62 respondents watches different media which broadcasts more success stories of farmers, 18 (29.0%) were watching Doordarshan in the group of large Income level, 26 (42.0%) are in the group of medium Income level and 18 (29.0%) are in the group of small Income level. Among a total of 5, 3 (60.0%) were watching private T.V. channels in the group of large Income level, 2 (40.0%) were in the group of small Income level. In a total of 5 who watch Doordarshan and Pri. T.V. channels, 1 (20.0%) are in the group of large Income level, 2 (40.0%) are in the group of medium Income level and 2 (40.0%) are in the group of small Income level.

Among a total of 159 respondents watches different media which broadcasts more success stories of farmers, 46 (28.9%) were watching Doordarshan in the group of large Income level, 64 (40.3%) were in the group of medium Income level and 49 (30.8%) were in the group of small Income level. Among 11 who watch private T.V. channels, 5 (45.5%) are in the group of large Income level. In the group of medium level Income 3 (27.3%) and 3 (27.3%) are in the group of small Income level. In a total of 21 who watch Doordarshan and Pri. T.V. channels, 5 (23.8%) are in the group of large Income level, 10 (47.6%) are in the group of medium Income level and 6 (28.6%) are in the group of small Income level.

Tables Income level Vs Media which broadcasts more innovative methods on farming (district wise) and total shows that private channels provide more innovative methods on farming.

In **Idukki**, among a total of 43 respondents watches different media which broadcasts more innovative methods on farming, 13 (30.6%) were watching Doordarshan in the group of large Income level, 14 (28.6%) were in the group of medium Income level and 16 (40.8%) were in the group of small Income level. Among 40 who watch private T.V. channels, 13 (32.5%) are in the group

of large Income level, 17 (22.5%) are in the group of medium Income level and 10 (25.0%) are in the group of small Income level. In a total of 13 who watch Doordarshan and Pri. T.V. channels, 6 (46.2%) are in the group of large Income level, 5 (38.4%) are in the group of medium Income level and 2 (15.4%) are in the group of small Income level.

In **Alappuzha**, among a total of 32 respondents watches different media which broadcast more innovative methods of farming, 5 (13.6%) were watching Doordarshan in the group of large Income level, 15 (40.5%) are in the group of medium Income level and 12 (45.9%) are in the group of small Income level. Among a total of 60, 14 (23.3%) were watching private T.V. channels in the group of large Income level, 27 (45.0%) were in the group of medium Income level and 19 (31.7%) are in the group of small Income level. In a total of 8 who watch Doordarshan and Pri. T.V. channels, 2 (25.0%) are in the group of large Income level, 2 (25.0%) are in the group of medium Income level and 5 (50.0%) are in the group of small Income level.

In **Pathanamthitta**, among a total of 28 respondents watches different media which broadcasts more innovative methods on farming, 2 (31.6%) were watching Doordarshan in the group of large Income level, 15 (39.5%) are in the group of medium Income level and 11 (28.9%) are in the group of small Income level. Among a total of 53, 18 (28.6%) were watching private T.V. channels in the group of large Income level, 12 (34.9%) were in the group of medium Income level and 23 (36.5%) are in the group of small Income level. In a total of 7 who watch Doordarshan and Pri. T.V. channels, 3 (42.9%) are in the group of large Income level, 2 (28.6%) are in the group of medium Income level and 2 (28.5%) are in the group of small Income level.

Among a total of 103 respondents watches different media which broadcasts more innovative methods on farming, 20 (25.8%) were watching Doordarshan in the group of large Income level, 40 (35.5%) were in the group of medium Income level and 43 (31.9%) were in the group of small Income level. Among 123 who watch private T.V. channels, 45 (27.6%) are in the group of large

Income level. In the group of medium level Income 36 (40.5%) and 42 (31.9%) are in the group of small Income level. In a total of 28 who watch Doordarshan and Pri. T.V. channels, 11 (39.3%) are in the group of large Income level, 9 (32.1%) are in the group of medium Income level and 8 (28.6%) are in the group of small Income level.

**Tables Income level Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods(district wise) and total shows that they believe media can boost agricultural production and adoption of new methods.**

In Idukki, 33 respondents felt that the opinion on farm communication through media can boost agricultural production and adoption of new methods. 8 (24.2%) are in the large Income level group. 14 (42.5%) are in the medium Income level group. 11 (33.3%) are in the small Income level. Among a total of 81, 17 (21%) are in the large Income group. 33 (40.7%) are in the medium Income group. 31 (38.3%) are in the small Income level group respectively did not feel the opinion on farm communication through media can boost agricultural production and adoption of new methods.

In Alappuzha, 32 respondents felt the opinion on farm communication through media can boost agricultural production and adoption of new methods. 8 (25%) are in the large Income level group. 11 (34.4%) are in the medium Income level group and 13 (40.6%) in the small Income level group. Among a total of 84, 23 (27.4%) are in the large Income level group. 30 (35.7%) are in the medium Income level group and 31 (36.9%) are in the small Income level group respectively did not feel opinion on farm communication through media can boost agricultural production and adoption of new methods.

In Pathanamthitta, 72 respondents felt the opinion on farm communication through media can boost agricultural production and adoption of new methods.

24 (33.3%) are in the large Income level group. 26 (36.1%) are in the medium Income level group and 22 (30.6%) are in the small Income level group. Among a total of 34, 10 (29.4%) are in the large Income level group. 10 (29.4%) are in the medium Income level group and 14 (41.2%) are in the small Income level group respectively did not feel the opinion on farm communication through media can boost agricultural production and adoption of new methods.

A total of 137 respondents feel the opinion on farm communication through media can boost agricultural production and adoption of new methods. In the large Income level group, 40 (29.2%) and in the medium Income level group, 51 (37.2%) and 46 (33.6%) are in the small Income level group of were in the list. Among a total of 199, in the large Income level group of, 50 (25.1%), 73 (36.7%) are in the medium Income level group and 76 (38.2%) are in the small Income level group respectively did not feel the tendency to experiment farm methods through electronic media as such methods increased the yield.

**Tables Income level Vs Tendency to watch farm programs for entertainment (district wise) and total shows that people did not have a tendency to watch farm programs for entertainment.**

In Idukki, 57 respondents have tendency to watch farm programs for entertainment. 18 (31.6%) are in the large Income level group. 18 (31.6%) are in the medium Income level group. 21 (36.8%) are in the small Income level. Among a total of 65 respondents, 19 (29.2%) are in the large Income group. 23 (35.4%) are in the medium Income group. 23 (35.4%) are in the small Income level group respectively did not feel the tendency to watch farm programs for entertainment.

In Alappuzha, 35 respondents have tendency to watch farm programs for entertainment. 14 (45.9%) are in the large Income level group. 14 (35.9%) are in the medium Income level group and 7 (18.2%) in the small Income level group. Among a total of 58, 21 (31.8%) are in the large Income level group. 23 (34.8%) are in the medium Income level group and 14 (28.4%) are in the small Income level group respectively did not feel the tendency to watch farm programs for entertainment.

In Pathanamthitta, 40 respondents have tendency to watch farm programs for entertainment. 11 (27.5%) are in the large Income level group. 12 (30%) are in the medium Income level group and 17 (32.5%) are in the small Income level group. Among a total of 59, 20 (33.9%) are in the large Income level group. 18 (30.5%) are in the medium Income level group and 21 (35.6%) are in the small Income level group respectively did not feel the tendency to watch farm programs for entertainment.

A total of 132 respondents have tendency to watch farm programs for entertainment. In the large Income level group, 43 (32.6%) and in the medium Income level group, 44 (33.3%) and 45 (34.1%) are in the small Income level group of were in the list. Among a total of 177, in the large Income level group of, 55 (33%), 64 (35.2%) are in the medium Income level group and 58 (31.9%) are in the small Income level group respectively did not have tendency to watch farm programs for entertainment. Among a total of 51 respondents, 19 (5.2%) are in the medium Income level group and 32 (8.7%) in the small Income level group respectively were not reported.

Tables Income level Vs Preferred electronic media to watch farm programs for entertainment (district wise) and total shows that farmers preferred private channels over Doordarshan for entertainment.

In Idukki, 38 respondents preferred Doordarshan as electronic media to watch to watch farm programs for entertainment. 16 (42.1%) are in the large Income level group. 12 (31.6%) are in the medium Income level group. 10 (26.3%) are in the small Income level. Among a total of 20 respondents, 3 (15%) are in the

large Income group. 5 (25%) are in the medium Income group. 12 (60%) are in the small Income level group respectively preferred private T.V. channels as electronic media to watch farm programs for entertainment. Among 20 respondents, 3 (15%) are in the large Income group. 5 (25%) are in the medium Income group. 12 (60%) are in the small Income group respectively preferred Doordarshan and private T.V. channels as electronic media to watch farm programs.

In Alappuzha, 61 preferred Doordarshan as electronic media to watch farm programs. 14 (23%) are in the large Income level group. 16 (26.2%) are in the medium Income level group and 31 (50.8%) in the small Income level group. Among a total of 17 respondents, 6 (35.3%) are in the large Income level group. 4 (23.5%) are in the medium Income level group and 7 (41.2%) are in the small Income level group respectively preferred private T.V. channels as electronic media to watch farm programs. Among a total of 17 respondents, 6 (25.3%) are in the large Income group, 4 (23.5%) are in the medium Income group and 7 (41.2%) are in the small Income group respectively preferred Doordarshan and private T.V. channels as an electronic media to watch farm programs.

In Pathanamthitta, 60 respondents preferred Doordarshan as an electronic media to watch farm programs. 16 (26.7%) are in the large Income level group. 13 (21.6%) are in the medium Income level group and 21 (51.7%) are in the small Income level group. Among a total of 19 respondents, 6 (31.6%) are in the medium Income level group. 13 (68.4%) are in the small Income level group respectively preferred private T.V. channels as an electronic media to watch farm programs. Among a total of 19 respondents, 6 (31.6%) are in the medium Income level group and 13 (68.4%) are in the small Income level group respectively preferred Doordarshan and private T.V. channels as an electronic media to watch farm programs.

A total of 159 respondents preferred Doordarshan as an electronic media to watch farm programs. In the large Income level group, 46 (28.9%) and in the medium Income level group, 41 (25.8%) and 72 (45.3%) are in the small Income level group of were in the list. Among a total of 44 respondents, in the large Income level group of, 9 (16.1%), 15 (26.8%) are in the medium Income level group and 20 (57.1%) are in the small Income level group respectively preferred private T.V. channels as an electronic media to watch farm programs. Among a total of 25 respondents, 6 (24%) are in the large Income level group, 9 (36%) are in the medium Income level group and 10 (40%) in the small Income level group respectively preferred air as an electronic media to watch farm programs. Among a total of 56 respondents, 9 (16.1%) are in the large Income group, 15 (26.8%) are in the medium Income level group and 32 (57.1%) are in the small Income level group respectively preferred Doordarshan and private T.V. channels as an electronic media to watch programs.

**Tables Educational groups Vs Media broadcasting more number of serial programs on particular crop (district wise) and total makes it clear that private channels provide more serial programs on a particular crop.**

In **Idukki**, among a total of 32 respondents watches different media because they broadcasts more number of serial programs on a particular crop, 8 (25.0%) were watching Doordarshan in the group of graduate level, 7 (21.9%) were in the group of matriculate and above level and 17 (53.1%) were high school graduates level. Among 57 who watch private T.V. channels, 14 (24.6%) are in the group of graduate level, 14 (24.6%) are in the group of matriculate and above level and high school graduates level 29 (50.9%). In a total of 1 who watch Doordarshan and Pri. T.V. channels, 1 (100%) in the group of matriculate and above level.

In **Alappuzha**, among a total of 30 respondents watches different media because they broadcasts more number of serial programs on a particular crop, 6 (20.0%) were watching Doordarshan in the group of graduate level, 6 (20.0%) are in the group of matriculate and above level and 18 (60.0%) are high school



graduates level. Among a total of 62, 16 (25.8%) were watching private T.V. channels in the group of graduate level, 16 (25.8%) were in the group of matriculate and above level and 30 (48.4%) are high school graduates level. In a total of 5 who watch Doordarshan and Pri. T.V. channels, 2 (40.0%) are in the group of matriculate and high level, 3 (60.0%) are high school graduates level.

In **Pathanamthitta**, among a total of 10 respondents watches different media because they broadcasts more number of serial programs on a particular crop, 2 (20.0%) were watching Doordarshan in the group of graduate level, 3 (30.0%) are in the group of matriculate and above level and 5 (50.0%) are high school graduates level. Among a total of 39, 15 (38.5%) were watching private T.V. channels in the group of graduate level, 13 (33.3%) were in the group of matriculate and above level and 11 (28.2%) were high school graduates level. In a total of 9 who watch Doordarshan and Pri. T.V. channels, 1 (11.1%) are in the group of graduate level, 3 (33.3%) are in the group of matriculate and above level and 5 (55.6%) are from the group of high school level.

Among a total of 72 respondents watch different media because they broadcasts more number of serial programs on a particular crop, 16 (22.2%) were watching Doordarshan in the group of graduate level, 16 (22.2%) were in the group of matriculate and above level and 40 (55.6%) were high school graduates level. Among 158 who watch private T.V. channels, 45 (28.5%) are in the group of graduate level. In the group of matriculate and above level 43 (27.2%) and 70 (44.3%) are high school graduates level. In a total of 15 who watch Doordarshan and Pri. T.V. channels, 14 (3.9%) are in the group of graduate level, 26 (6.7%) are in the group of matriculate and above level and 64 (18.3%) are high school graduates level. Among a total of 64 who were not reported, 14 (3.9%) are in the group of graduate level, 26 (6.7%) are in the group of matriculate and above level and 64 (18.3%) are high school graduates level.

**Tables Educational groups Vs Media broadcasting more number of serial programs on different crops (district wise) and total shows that private channels provide more serial programs on different crops than Doordarshan.**

In **Idukki**, among a total of 21 respondents watches different media because they broadcasts more number of serial programs on different crops, 3 (14.3%) were watching Doordarshan in the group of graduate level, 5 (23.8%) were in the group of matriculate and above level and 13 (61.9%) were high school graduates level. Among 65 who watch private T.V. channels, 16 (24.6%) are in the group of graduate level, 15 (23.1%) are in the group of matriculate and above level and high school graduates level 34 (52.3%).

In **Alappuzha**, among a total of 32 respondents watches different media because they broadcasts more number of serial programs on different crops, 5 (15.6%) were watching Doordarshan in the group of graduate level, 7 (21.9%) are in the group of matriculate and above level and 20 (62.5%) are high school graduates level. Among a total of 43, 15 (34.9%) were watching private T.V. channels in the group of graduate level, 13 (30.2%) were in the group of matriculate and above level and 15 (34.9%) are high school graduates level.

In **Pathanamthitta**, among a total of 22 respondents watches different media because they broadcasts more number of serial programs on different crops, 3 (13.6%) were watching Doordarshan in the group of graduate level, 4 (18.2%) are in the group of matriculate and above level and 15 (68.2%) are high school graduates level. Among a total of 61, 16 (26.2%) were watching private T.V. channels in the group of graduate level, 17 (27.9%) were in the group of matriculate and above level and 28 (45.9%) were high school graduates level.

Among a total of 75 respondents watches different media because they broadcasts more number of serial programs on different crops, 11 (14.7%) were watching Doordarshan in the group of graduate level, 16 (21.3%) were in the group of matriculate and above level and 48 (64.0%) were high school graduates level. Among 169 who watch private T.V. channels, 47 (27.8%) are

in the group of graduate level. In the group of matriculate and above level 45 (26.6%) and 77 (45.6%) are high school graduates level.

**Tables Educational groups Vs Media broadcasts more success stories of farmers (district wise) and total make it clear that private channels broadcast more success stories than Doordarshan.**

In **Idukki**, among a total of 15 respondents watches different media because they broadcasts more success stories of farmers, 4 (26.7%) were watching Doordarshan in the group of graduate level, 4 (26.7%) were in the group of matriculate and above level and 7 (46.7%) were high school graduates level. Among 57 who watch private T.V. channels, 15 (26.3%) are in the group of graduate level, 10 (17.5%) are in the group of matriculate and above level and high school graduates level 32 (56.1%). In a total of 4 who watch Doordarshan and Pri. T.V. channels, 1 (25.0%) in the group of matriculate and above level and 3 (75.0%) are from the group of high school level.

In **Alappuzha**, among a total of 29 respondents watches different media because they broadcasts more success stories of farmers, 4 (13.8%) were watching Doordarshan in the group of graduate level, 7 (24.1%) are in the group of matriculate and above level and 18 (62.1%) are high school graduates level. Among a total of 40, 13 (32.5%) were watching private T.V. channels in the group of graduate level, 11 (27.5%) were in the group of matriculate and above level and 16 (40.0%) are high school graduates level. In a total of 4 who watch Doordarshan and Pri. T.V. channels, 2 (50.0%) are in the group of graduate level, 2 (50.0%) are high school graduates level.

In **Pathanamthitta**, among a total of 19 respondents watches different media because they broadcasts more success stories of farmers, 1 (5.3%) were watching Doordarshan in the group of graduate level, 8 (42.1%) are in the

group of matriculate and above level and 10 (52.6%) are high school graduates level. Among a total of 43, 15 (34.9%) were watching private T.V. channels in the group of graduate level, 8 (18.6%) were in the group of matriculate and above level and 20 (46.5%) were high school graduates level. In a total of 7 who watch Doordarshan and Pri. T.V. channels, 2 (28.6%) are in the group of matriculate and above level and 5 (71.4%) are from the group of high school level.

Among a total of 63 respondents watches different media because they broadcasts more number success stories of farmers, 9 (14.3%) were watching Doordarshan in the group of graduate level, 19 (30.2%) were in the group of matriculate and above level and 35 (55.6%) were high school graduates level. Among 140 who watch private T.V. channels, 43 (30.7%) are in the group of graduate level. In the group of matriculate and above level 29 (20.7%) and 68 (48.6%) are high school graduates level. Among a total of 15 who watch Doordarshan and priv T.V. channels, 2 (13.3%) are from the group of graduate level, 3 (20.0%) are from the group of matriculate and above level and 10 (66.7%) are from the group of high school level.

**Tables: Educational groups Vs Media which broadcasts more innovative methods on farming (district wise) and total shows that private channels provide more innovative methods on farming.**

In **Idukki**, among a total of 39 respondents watches different media because they broadcasts more innovative methods on farming, 12 (30.8%) were watching Doordarshan in the group of graduate level, 12 (30.8%) were in the group of matriculate and above level and 15 (38.5%) were high school graduates level. Among 37 who watch private T.V. channels, 11 (29.7%) are in the group of graduate level, 8 (21.6%) are in the group of matriculate and above level and high school graduates level 18 (48.6%). In a total of 27 who watch Doordarshan and Pri. T.V. channels, 7 (25.9%) in the group of graduate level, 9

(33.3%) are from the group of matriculate and above level and 11 (40.7%) are from the group of high school level.

In **Alappuzha**, among a total of 60 respondents watches different media because they broadcasts more innovative methods on farming, 13 (21.7%) were watching Doordarshan in the group of graduate level, 17 (28.3%) are in the group of matriculate and above level and 30 (50.0%) are high school graduates level. Among a total of 38, 7 (18.4%) were watching private T.V. channels in the group of graduate level, 12 (31.6%) were in the group of matriculate and above level and 19 (50.0%) are high school graduates level. In a total of 12 who watch Doordarshan and Pri. T.V. channels, 2 (16.7%) are in the group of graduate level, 4 (33.3%) are in the group of matriculate and above level and 6 (50.0%) are high school graduates level.

In **Pathanamthitta**, among a total of 63 respondents watches different media because they broadcasts more innovative methods on farming, 15 (23.8%) were watching Doordarshan in the group of graduate level, 15 (23.8%) are in the group of matriculate and above level and 33 (52.4%) are high school graduates level. Among a total of 49, 10 (20.4%) were watching private T.V. channels in the group of graduate level, 13 (26.5%) were in the group of matriculate and above level and 26 (53.1%) were high school graduates level. In a total of 10 who watch Doordarshan and Pri. T.V. channels, 1 (10.0%) are in the group of graduate level, 2 (20.0%) are from the group of matriculate and above level and 7 (70.0%) are from the group of high school level.

Among a total of 158 respondents watches different media because they broadcasts more innovative methods on farming, 40 (24.7%) were watching Doordarshan in the group of graduate level, 40 (27.2%) were in the group of matriculate and above level and 78 (48.1%) were high school graduates level. Among 124 who watch private T.V. channels, 28 (22.6%) are in the group of graduate level. In the group of matriculate and above level 33 (26.6%) and 63 (50.8%) are high school graduates level. Among a total of 49 who watch

Doordarshan and priv T.V. channels, 10 (20.4%) are from the group of graduate level, 15 (30.6%) are from the group of matriculate and above level and 24 (49.0%) are from the group of high school level.

**Tables Educational groups Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods (district wise) and total shows that they believe media can boost agricultural production and adoption of new methods.**

In **Idukki**, 16 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the group of graduates, 2 (12.5%) and in the group of matriculates and above, 7 (43.8%) and 7 (43.8%) in the group of matriculates and above and high school. Among a total of 54, 9 (16.7%) and 17 (31.5%) in the group of matriculates and above and high school respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

In **Alappuzha**, 17 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the group of graduates, 1 (5.9%) and in the group of matriculates and above, 6 (35.3%) and 10 (58.8%) high school graduates. above. Among a total of 59, in the group of graduates, 9 (15.3%), 17 (28.8%) and 33 (55.9%) in the age group of matriculates and above and high school respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

In **Pathanamthitta**, 12 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of graduates , 1 (5.3%) and in the group of matriculates and above, 6 (50%) and 5 (41.7%) high school graduates 55. Among a total of 74, in the group of graduates, 13 (17.6%), 19 (25.9%) and 42 (56.8%) in the age group of matriculates and above and high school respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

A total of 45 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of graduates, 4 (8.9%) and in the group of matriculates and above, 19 (42.2%) and 22 (48.9%) high school graduates were in the list. Among a total of 187, in the group of graduates, 31 (16.6%), 53 (28.3%) and 103 (55.1%) in the group of matriculates and above and high school respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods. Among a total of 128 respondents, 45 (12.5%) are in the group of graduates ,21 (5.8%) in the group of matriculates and above and 62 (17.2%).

Tables Educational groups Vs Tendency to watch farm programs for entertainment (District wise) and total shows that people did not have a tendency to watch farm programs for entertainment.

In **Idukki**, 41 respondents have tendency to watch farm programs for entertainment. In the group of graduates, 5 (12.2%) and 7 (17.1%) in the group of matriculates and above and 29 (70.7%) high school graduates were in the list. Among a total of 48, in the group of graduates, 6 (12.5%), 19 (39.6%) and 23 (47.9%) in the group of matriculates and above and high school respectively did not have tendency to watch farm programs for entertainment.

In **Alappuzha**, 40 respondents have tendency to watch farm programs for entertainment. In the group of graduates, 7 (17.5%) and in the group of matriculates and above, 14 (35%) and 19 (47.5%) high school graduates were in the list. Among a total of 56, in the group of graduates, 7 (12.5%), 18 (32.1%) and 31 (55.4%) in the group of matriculates and above and high school respectively did not have tendency to watch farm programs for entertainment.

In **Pathanamthitta**, 38 respondents have tendency to watch farm programs for entertainment. In the group of graduate, 8 (21.1%), 11 (28.9%) in the group of matriculates and above and 19 (50%) high school graduates were in the list. Among a total of 65, in the group of graduates, 9 (13.8%), 20 (30.8%) and 36

(55.4%) in the group of matriculation and above and high school respectively did not have tendency to watch farm programs for entertainment.

A total of 117 respondents have tendency to watch farm programs for entertainment. In the group of graduates, 20 (16.8%) and in the group of matriculates and above, 32 (26.9%) and 67 (56.3%) high school graduates were in the list. Among a total of 169, in the group of graduates, 22 (13%), 57 (33.7%) and 90 (53.3%) in the group of matriculation and above and high school respectively did not have tendency to watch farm programs for entertainment.

**Tables Educational groups Vs Preferred electronic media to watch farm programs for entertainment (District wise) and total shows that farmers preferred private channels over Doordarshan for entertainment.**

In Idukki, 12 respondents preferred Doordarshan as electronic media to watch to watch farm programs for entertainment. 2 (16.7%) are graduates. 8 (66.7%) are matriculates. 2 (16.7%) are high school graduates. Among a total of 46 respondents, 7 (15.2%) are graduates. 32 (69.6%) are matriculates. 7 (15.2%) are in the high school group respectively preferred private T.V. channels as electronic media to watch farm programs for entertainment. Among 5 respondents, 1 (20.0%) are graduates. 3 (60.0%) are matriculates. 1 (20.0%) are high school group respectively preferred Doordarshan and private T.V. channels as electronic media to watch farm programs.

In Alappuzha, 22 respondents preferred Doordarshan as electronic media to watch to watch farm programs for entertainment. 5 (22.7%) are graduates. 16 (72.7%) are matriculates. 1 (4.5%) are high school graduates. Among a total of 32 respondents, 10 (31.3%) are graduates. 21 (65.6%) are matriculates. 1 (3.1%) are in the high school group respectively preferred private T.V. channels as electronic media to watch farm programs for entertainment. Among 6 respondents, 2 (33.3%) are in the large Income group. 4 (66.7%) are in the matriculates group. 0 (00.0%) are in the high school group respectively



preferred Doordarshan and private T.V. channels as electronic media to watch farm programs.

In Pathanamthitta, 23 respondents preferred Doordarshan as electronic media to watch to watch farm programs for entertainment. 3 (13.0%) are graduates. 17 (73.9%) are matriculates. 3 (13.0%) are high school graduates. Among a total of 42 respondents, 6 (14.3%) are graduates. 30 (71.4%) are matriculates. 6 (14.3%) are in the high school group respectively preferred private T.V. channels as electronic media to watch farm programs for entertainment. Among 7 respondents, 2 (28.6%) are in the large Income group. 3 (42.9%) are in the matriculates group. 2 (28.6%) are in the high school group respectively preferred Doordarshan and private T.V. channels as electronic media to watch farm programs.

57 respondents preferred Doordarshan as electronic media to watch to watch farm programs for entertainment. 10 (17.5%) are graduates. 41 (71.9%) are matriculates. 6 (10.5%) are high school graduates. Among a total of 70 respondents, 23 (19.2%) are graduates. 33 (69.2%) are matriculates. 14 (11.7%) are in the high school group respectively preferred private T.V. channels as electronic media to watch farm programs for entertainment. Among 10 respondents, 5 (27.8%) are graduates. 2 (55.6%) are matriculates. 3 (16.7%) are high school group respectively preferred Doordarshan and private T.V. channels as electronic media to watch farm programs.

Tables Pattern of owning land Vs Media broadcasting more number of serial programs on a particular crop(District wise) and total makes it clear that private channels provide more serial programs on a particular crop.

In **Idukki** 49 respondents were watching Doordarshan because they broadcasts more number of serial programs on a particular crop, 43 (87.8%) who owned land, 4 (8.2%) who leased land and 2 (4.1%) who have both. 46 respondents were watching private T.V. channels because they broadcasts more number of serial programs on a particular crop, 42 (91.3%) who owned land, 2 (4.3%) who leased land and 2 (4.3%) who have both.

Alappuzha district had 120 respondents. In Alappuzha 38 respondents were watching Doordarshan because they broadcasts more number of serial programs on a particular crop, 12 (31.6%) who owned land, 24 (63.2%) who leased land and 2 (5.3%) who have both. 41 respondents were watching private T.V. channels because they broadcasts more number of serial programs on a particular crop, 35 (85.4%) who owned land, 4 (9.8%) who leased land and 2 (4.9%) who have both.

Pathanamthitta district had 120 respondents. In Pathanamthitta 53 respondents were watching Doordarshan because they broadcasts more number of serial programs on a particular crop, 49 (92.5%) who owned land, 2 (3.8%) who leased land and 2 (3.8%) who have both. 42 respondents were watching private T.V. channels because they broadcasts more number of serial programs on a particular crop, 28 (66.7%) who owned land, 3 (7.1%) who leased land and 11 (26.2%) who have both.

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among them, 140 respondents were watching Doordarshan because they broadcasts more number of serial programs on a particular crop, 104 (74%) who owned land, 30 (22%) who leased land and 6 (4%) who have both. 129 respondents were watching private T.V. channels because they broadcasts more number of serial programs on a particular crop, 105 (81%) who owned land, 9 (7%) who leased land and 15 (12%) who have both.

**Beyond adopting any methods to their current farming practices, farmers are equally interested to know about the new developments and advancements in farming methods around the world.**

The following findings from the focus group discussion prove that farmers, beyond adopting any methods to their current farming practices, farmers are equally interested to know about the new developments and advancements in farming methods around the world.

### **Farmers are more open to adopt new methods for non-traditional crops.**

From Tables Age Vs Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media (District wise) and total makes it clear that media is not the reason for farming of non-traditional and cash crops.

In **Idukki**, 43 respondents opined that spreading of farming of non-traditional and cash crops are due to the influence of media. In the age group of 18-35, 6 (14.0%) and in the group of 36-55, 22 (51.2%) and 15 (34.8%) in the group of above 55 were in the list. Among a total of 75, in the group of 18-35, 4 (5.3%), 23 (30.7%) and 48 (64.0%) in the age group of 36-55 and above 55 respectively did not opined about spreading of farming of non-traditional and cash crops are due to the influence of media.

In **Alappuzha**, 38 respondents opined spreading of farming of non-traditional and cash crops are due to the influence of media. In the age group of 18-35, 6 (15.8%) and in the group of 36-55, 12 (31.6%) and 20 (52.6%) in the group of above 55 were in the list. Among a total of 74, in the group of 18-35, 8 (10.8%), 38 (51.4%) and 28 (37.8%) in the age group of 36-55 and above 55 respectively did not opined about spreading of farming of non-traditional and cash crops are due to the influence of media.

In **Pathanamthitta**, 36 respondents opined spreading of farming of non-traditional and cash crops are due to the influence of media. In the age group of 18-35, 8 (22.2%) and in the group of 36-55, 14 (38.9%) and 14 (38.9%) in the group of above 55 were in the list. Among a total of 82, in the group of 18-35, 21 (25.6%), 44 (53.7%) and 17 (20.7%) in the age group of 36-55 and above 55 respectively did not about spreading of farming of non-traditional and cash crops are due to the influence of media.

A total of 117 respondents opined spreading of farming of non-traditional and cash crops are due to the influence of media. In the age group of 18-35, 20 (17.1%) and in the group of 36-55, 48 (41.0%) and 49 (41.9%) in the group of above 55 were in the list. Among a total of 231, in the group of 18-35, 33 (14.3%), 105 (45.5%) and 93 (40.3%) in the age group of 36-55 and above 55

respectively did not opined spreading of farming of non-traditional and cash crops are due to the influence of media.

**Tables Age Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods (District wise)-and total shows that farm communication through media can boost agricultural production except a fluctuation in one district.**

In **Idukki**, 96 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of 18-35, 10 (10.4%) and in the group of 36-55, 35 (36.5%) and 51 (53.1%) in the group of above 55 were in the list. Among a total of 20, 10 (50.0%) and 10 (50.0%) in the age group of 36-55 and above 55 respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

In **Alappuzha**, 65 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of 18-35, 8 (12.3%) and in the group of 36-55, 30 (46.2%) and 27 (41.5%) in the group of above 55 were in the list. Among a total of 40, in the group of 18-35, 6 (15.0%), 18 (45.0%) and 16 (40.0%) in the age group of 36-55 and above 55 respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

In **Pathanamthitta**, 36 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of 18-35, 4 (11.1%) and in the group of 36-55, 22 (61.1%) and 10 (27.8%) in the group of above 55 were in the list. Among a total of 54, in the group of 18-35, 27 (50.0%), 13 (24.1%) and 14 (25.9%) in the age group of 36-55 and above 55 respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

A total of 197 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of 18-35, 22 (11.2%) and in the group of 36-55, 87 (44.2%) and 88

(44.7%) in the group of above 55 were in the list. Among a total of 114, in the group of 18-35, 33 (28.9%), 41 (36.0%) and 40 (35.1%) in the age group of 36-55 and above 55 respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

**Table: Income level Vs Opinion about such suggestions are received by other farmers (District wise) makes it clear that media is not the reason for farming of non-traditional and cash crops.**

In **Idukki**, 60 respondents felt that the opinions about such suggestions are received by other farmers. 13 (21.7%) are in the large Income level group. 28 (46.6%) are in the medium Income level group. 19 (31.7%) are in the small Income level. Among a total of 70, 15 (21.4%) are in the large Income group. 28 (40%) are in the medium Income group. 27 (38.6%) are in the small Income level group respectively did not feel the opinion about such suggestions are received by other farmers.

In **Alappuzha**, 57 respondents felt the opinions about such suggestions are received by other farmers. 18 (31.6%) are in the large Income level group. 18 (31.6%) are in the medium Income level group and 21 (36.8%) in the small Income level group. Among a total of 57, 13 (22.8%) are in the large Income level group. 25 (43.9%) are in the medium Income level group and 19 (33.3%) are in the small Income level group respectively did not feel that the opinion about such suggestions are received by other farmers.

In **Pathanamthitta**, 12 respondents felt the opinions about such suggestions are received by other farmers. 5 (41.7%) are in the large Income level group. 5 (41.7%) are in the medium Income level group and 2 (16.6%) are in the small Income level group. Among a total of 61, 15 (24.6%) are in the large Income level group. 21 (34.4%) are in the medium Income level group and 25 (41%) are in the small Income level group respectively did not feel the opinion about such suggestions are received by other farmers.

A total of 129 respondents feel the opinion about such suggestions are received by other farmers. In the large Income level group, 36 (27.9%) and in the

medium Income level group, 51 (39.5%) and 42 (32.6%) are in the small Income level group of were in the list. Among a total of 188, in the large Income level group of, 43 (22.9%), 74 (39.4%) are in the medium Income level group and 71 (37.8%) are in the small Income level group respectively did not feel the opinion about such suggestions are received by other farmers.

**Tables Income level Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods (District wise) and total shows that farm communication through media can boost agricultural production except a fluctuation in one district.**

In **Idukki**, 33 respondents felt that the opinion on farm communication through media can boost agricultural production and adoption of new methods. 8 (24.2%) are in the large Income level group. 14 (42.5%) are in the medium Income level group. 11 (33.3%) are in the small Income level. Among a total of 81, 17 (21%) are in the large Income group. 33 (40.7%) are in the medium Income group. 31 (38.3%) are in the small Income level group respectively did not feel the opinion on farm communication through media can boost agricultural production and adoption of new methods.

In **Alappuzha**, 32 respondents felt the opinion on farm communication through media can boost agricultural production and adoption of new methods. 8 (25%) are in the large Income level group. 11 (34.4%) are in the medium Income level group and 13 (40.6%) in the small Income level group. Among a total of 84, 23 (27.4%) are in the large Income level group. 30 (35.7%) are in the medium Income level group and 31 (36.9%) are in the small Income level group respectively did not feel opinion on farm communication through media can boost agricultural production and adoption of new methods.

In **Pathanamthitta**, 72 respondents felt the opinion on farm communication through media can boost agricultural production and adoption of new methods.

24 (33.3%) are in the large Income level group. 26 (36.1%) are in the medium Income level group and 22 (30.6%) are in the small Income level group. Among a total of 34, 10 (29.4%) are in the large Income level group. 10 (29.4%) are in the medium Income level group and 14 (41.2%) are in the small Income level group respectively did not feel the opinion on farm communication through media can boost agricultural production and adoption of new methods.

A total of 137 respondents feel the opinion on farm communication through media can boost agricultural production and adoption of new methods. In the large Income level group, 40 (29.2%) and in the medium Income level group, 51 (37.2%) and 46 (33.6%) are in the small Income level group of were in the list. Among a total of 199, in the large Income level group of, 50 (25.1%), 73 (36.7%) are in the medium Income level group and 76 (38.2%) are in the small Income level group respectively did not feel the tendency to experiment farm methods through electronic media as such methods increased the yield. Among a total of 24 respondents, in the large Income level group, 8 (2.2%), 3 (.80%) in the medium Income level group and 13 (3.6%) in the small Income level group respectively were not reported.

**From Table Educational Groups Vs Opinion about spreading of farming of non-traditional and cash crops is due to the influence of media(district wise) and total makes it clear that media is not the reason for farming of non-traditional and cash crops.**

In **Idukki**, 68 respondents opined that spreading of farming of non-traditional and cash crops are due to the influence of media. In the group of graduates, 8 (11.8%) and in the group of matriculate and above, 19 (27.9%) and 41 (60.3%) high school graduates were in the list. Among a total of 40, in the group of graduates, 7 (17.5%), 9 (22.5%) and 24 (60%) in the age group of matriculate and above and high school respectively did not opined about spreading of farming of non-traditional and cash crops are due to the influence of media.

In **Alappuzha**, 61 respondents opined spreading of farming of non-traditional and cash crops are due to the influence of media. In the group of graduates, 8 (13.1%) and in the group of matriculates and above, 22 (36.1%) and 31 (50.8%) high school graduates were in the list. Among a total of 44, in the group of graduates, 5 (11.4%), 16 (36.4%) and 23 (52.3%) in the group of matriculates and above and high school respectively did not opined about spreading of farming of non-traditional and cash crops are due to the influence of media.

In **Pathanamthitta**, 69 respondents opined spreading of farming of non-traditional and cash crops are due to the influence of media. In the group of graduates, 14 (20.3%) and in the group of matriculate and above, 21 (30.4%) and 34 (49.3%) in the group of above high school were in the list. Among a total of 35, in the group of graduates, 6 (17.1%), 10 (28.6%) and 19 (54.3%) in the age group of matriculate and above and high school respectively did not about spreading of farming of non-traditional and cash crops are due to the influence of media.

A total of 198 respondents opined spreading of farming of non-traditional and cash crops are due to the influence of media. In the group of graduate, 30 (15.2%) and in the group of matriculate and above, 48 (41.0%) and 49 (41.9%) high school graduates were in the list. Among a total of 119, in the group of graduate, 18 (15.1%), 35 (29.4%) and 66 (55.5%) in the group of matriculate and above and high school respectively did not opined spreading of farming of non-traditional and cash crops are due to the influence of media. Among a total of 47 respondents, in the group of graduate, 32 (8.9%) and 15 (4.2%) high school graduates respectively were not reported.

**From Table Educational Groups Vs Opinion on farm communication through media can boost agricultural production and adoption of new methods(district wise) and total shows that farm communication through media can boost agricultural production except a fluctuation in one district.**



In **Idukki**, 16 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the group of graduates, 2 (12.5%) and in the group of matriculates and above, 7 (43.8%) and 7 (43.8%) in the group of high school. Among a total of 54, 9 (16.7%) and 17 (31.5%) in the group of matriculates and above and high school respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

In **Alappuzha**, 17 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the group of graduates, 1 (5.9%) and in the group of matriculates and above, 6 (35.3%) and 10 (58.8%) high school graduates opined like his. Among a total of 59, in the group of graduates, 9 (15.3%), 17 (28.8%) and 33 (55.9%) in the age group of matriculates and above and high school respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

In **Pathanamthitta**, 12 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of graduates , 1 (5.3%) and in the group of matriculates and above, 6 (50%) and 5 (41.7%) high school graduates 55. Among a total of 74, in the group of graduates, 13 (17.6%), 19 (25.9%) and 42 (56.8%) in the age group of matriculates and above and high school respectively did not opined that on farm communication through media can boost agricultural production and adoption of new methods.

A total of 45 respondents opined that on farm communication through media can boost agricultural production and adoption of new methods. In the age group of graduates, 4 (8.9%) and in the group of matriculates and above, 19 (42.2%) and 22 (48.9%) high school graduates were in the list. Among a total of 187, in the group of graduates, 31 (16.6%), 53 (28.3%) and 103 (55.1%) in the group of matriculates and above and high school respectively did not opined that on farm communication through media can boost agricultural production

and adoption of new methods. Among a total of 128 respondents, 45 (12.5%) are in the group of graduates, 21 (5.8%) in the group of matriculates and above and 62 (17.2%).

**Farmers adopt more from success stories and comprehensive program serials, mostly irrespective of the source.**

From Table - Age Vs Type of programs useful for cultivation (district wise) and Table. Age Vs Type of programs useful for cultivation (total) it is clear that in each district, and as a whole, farmers prefer success stories and comprehensive program serials.

In **Idukki**, 8 respondents agreed that the serial programs are useful for cultivation in which, 1 (13%) fall under 18-35 age group; 2 (25%) fall under 36-55 age group and 5 (62%) come under above 55 age group. 4 (12%), 13 (39%), 16 (49%) from the age groups 18-35, 36-55, >=56 respectively, accepted that seasonal programs on different crops are useful for cultivation. Among 79 respondents, 7 (9%) from age group 18-35, 40 (50%) from age group 36-55, 32 (41%), from age group above 55 accepted success stories useful for cultivation. 40 respondents in which 4 (10%) falls under 18-35 age group, 18 (45%) fall under 36-55 age group, 18 (45%) fall under above 55 age group accepted that new invented methods on farming are useful for cultivation.

In **Alappuzha**, 3 respondents agreed that the serial programs are useful for cultivation in which, 1 (13%) fall under 18-35 age group; 2 (25%) fall under 36-55 age group and 0% come under above 55 age group. 4 (10%), 24 (57%), 14 (33%) from the age groups 18-35, 36-55, above 55 respectively, accepted that seasonal programs on different crops are useful for cultivation. Among 75 respondents, 10 (13%) from age group 18-35, 35 (47%) from age group 36-55, 30 (40%), from age group above 55 accepted success stories useful for cultivation. 44 respondents in which 6 (14%) falls under 18-35 age group, 20 (45%) fall under 36-55 age group, 18 (41%) fall under above 55 age group accepted that new invented methods on farming are useful for cultivation.

In **Pathanamthitta**, 9 respondents agreed that the serial programs are useful for cultivation in which, 0% fall under 18-35 age group; 2 (22%) fall under 36-55 age group and 7 (78%) come under  $\geq 56$  age group. 5 (17%), 16 (55%), 8 (28%) from the age groups 18-35, 36-55, above 55 respectively, accepted that seasonal programs on different crops are useful for cultivation. Among 83 respondents, 12 (15%) from age group 18-35, 35 (44%) from age group 36-55, 33 (41%), from age group above 55 accepted success stories useful for cultivation. 36 respondents in which 6 (17%) falls under 18-35 age group, 17 (47%) fall under 36-55 age group, 13 (36%) fall under above 55 age group accepted that new invented methods on farming are useful for cultivation.

Among the total respondents, 20 agreed serial programs useful for cultivation. 2 (10.0%), 6 (30.0%) and 12 (60.0%) are in the age group of 18-35, 36-55 and above 55 respectively in the list. Among a total of 104, 13 (12.5%) of age group 18-35, 53 (51.0%) of age group 36-55, 38 (36.5%) of age group above 55 accepted seasonal programs on different crops useful for cultivation. 29 (12.4%), 110 (47.0%), 95 (40.6%) falling under the age groups 18-35, 36-55, above 55 respectively accepted success stories being useful for cultivation, among a total of 234. 120 of total respondents agreed with newly invented methods useful for cultivation. 16 (13.3%), 55 (45.8%), 49 (40.8%) are in the different age groups.

**From Table Income level Vs Type of programs useful for cultivation (district wise) and Table Income level Vs Type of programs useful for cultivation (total) it is clear that in each district, and as a whole, farmers prefer success stories and comprehensive program serials.**

In **Idukki**, among a total of 18 respondents watches different types of programs which are useful for cultivation, 11 (12%) were watching serial programs in the group of large Income level, 5 (63%) were in the group of medium Income level and 2 (25%) were in the group of small Income level. Among 33 who watch seasonal programs on different crops, 8 (24%) are in the group of large Income level, 12 (36%) are in the group of medium Income level and 13 (39%) are in

the group of small Income level. Among a total of 78 who watch success stories, 28 (36%) are from the group of large Income level, 26 (33%) are in the group of medium Income level and 24 (31%) are in the group of small Income level. In a total of 40 who watch newly invented methods on farming, 13 (33%) are in the group of large Income level, 16 (40%) are in the group of medium Income level and 11 (27%) are in the group of small Income level.

In **Alappuzha**, among a total of 3 respondents watches different types of programs which are useful for cultivation, 3 (99%) were watching serial programs in the group of medium Income level. Among a total of 42, 8 (19%) were watching seasonal programs on different crops in the group of large Income level, 20 (48%) were in the group of medium Income level and 14 (33%) are in the group of small Income level. Among a total of 75 who watch success stories, 18 (24%) are from the group of large Income level, 28 (37%) are in the group of medium Income level and 29 (39%) are from the group of small Income level. In a total of 44 who watch newly invented methods on farming, 11 (25%) are in the group of large Income level, 18 (41%) are in the group of medium Income level and 15 (34%) are in the group of small Income level.

In **Pathanamthitta**, among a total of 9 respondents watches different types of programs which are useful for cultivation, 2 (22%) were watching serial programs in the group of large Income level, 3 (34%) are in the group of medium Income level and 4 (44%) are in the group of small Income level. Among a total of 29, 11 (38%) were watching seasonal programs on different crops in the group of large Income level, 10 (34%) were in the group of medium Income level and 8 (28%) were in the group of small Income level. Among a total of 80 who watch success stories, 21 (36%) are from the group of large Income level, 31 (29%) are in the group of medium Income level and 28 (35%) are in the group of small Income level. In a total of 36 who watch newly invented methods on farming, 13 (36%) are in the group of large Income level,

11 (31%) are in the group of medium Income level and 12 (33%) are in the group of small Income level.

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 30 respondents watches different types of programs which are useful for cultivation, 13 (43.3%) were watching serial programs in the group of large Income level, 11 (36.7%) were in the group of medium Income level and 6 (20.0%) were in the group of small Income level. Among 104 who watch seasonal programs on different crops, 27 (26.0%) are in the group of large Income level. In the group of medium level Income 42 (40.4%) and 35 (33.7%) are in the group of small Income level. Among a total of 233 who watches success stories, 67 (28.8%) are from the group of large Income level and 85 (36.5%) are in the group of medium Income level and 81 (34.8%) are in the group of small Income level. In a total of 120 who watch newly invented methods of farming, 37 (30.8%) are in the group of large Income level, 45 (37.5%) are in the group of medium Income level and 38 (31.7%) are in the group of small Income level.

**From Table Educational groups Vs Type of programs useful for cultivation (district wise) and Educational groups Vs Type of programs useful for cultivation (total) it is clear that in each district, and as a whole, farmers prefer success stories and comprehensive program serials.**

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. In **Idukki**, among a total of 42 respondents watches different type of programs which are useful for cultivation, 9 (21.4%) were watching serial programs in the group of graduate level, 8 (19.0%) were in the group of matriculate and above level and 25 (59.5%) were high school graduates level. Among 75 who watch seasonal programs on different crops, 17 (22.7%) are in the group of graduate level, 17 (22.7%) are in the group of matriculate and above level and high school graduates level 41 (54.7%). Among a total of 44 who watch success stories, 12 (27.3%) are from the group

of graduate level, 16 (36.4%) are in the group of matriculate and above level and 16 (36.4%) are high school graduates level. In a total of 19 who watch newly invented methods on farming, 1 (5.3%) are in the group of graduate level, 9 (47.4%) are in the group of matriculate and above level, 9 (47.4%) are high school graduates level.

In **Alappuzha**, among a total of 3 respondents watches different type of programs which are useful for cultivation, 1 (33.3%) were watching serial programs in the group of graduate level, 1 (33.3%) are in the group of matriculate and above level and 1 (33.3%) are high school graduates level. Among a total of 79, 18 (22.8%) were watching seasonal programs on different crops, in the group of graduate level, 24 (30.4%) were in the group of matriculate and above level and 37 (46.8%) are high school graduates level. Among a total of 38 who watch success stories, 12 (31.6%) are from the group of graduate level, 10 (26.3%) are in the group of matriculate and above level and 16 (42.1%) are from the group of high school level. In a total of 39 who watch newly invented methods on farming, 9 (47.4%) are in the group of graduate level, 21 (53.8%) are in the group of matriculate and high level, 9 (23.1%) are high school graduates level.

In **Pathanamthitta**, among a total of 3 respondents watches different of programs which are useful for cultivation, 1 (33.3%) were watching serial programs in the group of graduate level, 1 (33.3%) are in the group of matriculate and above level and 1 (33.3%) are high school graduates level. Among a total of 51, 18 (35.3%) were watching seasonal programs on different crops in the group of graduate level, 8 (15.7%) were in the group of matriculate and above level and 25 (49.0%) were high school graduates level. Among a total of 70 who watch success stories, 12 (17.1%) are from the group of graduate level, 17 (24.3%) are from the group of matriculate and above level, 41 (58.6%) are high school graduates level. In a total of 65 who watch newly

invented methods on farming , 33 (50.8%) are in the group of graduate level, 16 (24.6%) are in the group of matriculate and above level and 16 (24.6%) are from the group of high school level.

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among a total of 48 respondents watches different media because they provide timely information for farming methods, 11 (22.9%) were watching serial programs in the group of graduate level, 10 (20.8%) were in the group of matriculate and above level and 27 (56.3%) were high school graduates level. Among 205 who watch seasonal programs on different crops, 53 (25.9%) are in the group of graduate level. In the group of matriculate and above level 49 (23.9%) and 103 (50.2%) are high school graduates level. Among a total of 152 who watch success stories, 36 (23.7%) are from the group of graduate level, 43 (28.3%) are in the group of matriculate and above level and 73 (48.0%) are high school graduates level. In a total of 123 who watch newly invented methods on farming, 55 (44.7%) are in the group of graduate level, 34 (27.6%) are in the group of matriculate and above level and 34 (27.6%) are high school graduates level.

**From Table: Pattern of owning land Vs Type of programs useful for cultivation (district wise) and 125.b. Pattern of owning land Vs Type of programs useful for cultivation (total) it is clear that in each district, and as a whole, farmers prefer success stories and comprehensive program serials.**

Among the total 360 respondents from Idukki, Pathanamthitta and Alappuzha districts, Idukki district had 120 respondents. In **Idukki** 17 respondents were watching serial programs which are useful for cultivation, 15 (88.2%) who owned land, 1 (5.9%) who leased land and 1 (5.9%) who have both. 41 respondents were watching seasonal programs on different crops which are useful for cultivation, 35 (85.4%) who owned land, 3 (7.3%) who leased land and 3 (7.3%) who have both. 71 respondents were watching success stories which are useful for cultivation, 64 (90.1%) who owned land, 5 (7.0%) who have

leased land and 2 (2.8%) who have both. 49 respondents were watching newly invented methods on farming which are useful for cultivation, 42 (85.7%) who have owned land, 4 (8.2%) who have leased land and 3 (6.1%) who have both.

Alappuzha district had 120 respondents. In **Alappuzha** 3 respondents were watching serial programs which are useful for cultivation, 3 (100%) who owned land. 49 respondents were watching seasonal programs on different crops which are useful for cultivation, 30 (61.2%) who owned land, 16 (32.7%) who leased land and 3 (6.1%) who have both. 72 respondents were watching success stories which are useful for cultivation, 52 (72.2%) who owned land, 16 (22.2%) who have leased land and 4 (5.6%) who have both. 43 respondents were watching newly invented methods on farming which are useful for cultivation, 33 (76.7%) who have owned land, 10 (23.3%) who have leased land.

Pathanamthitta district had 120 respondents. In **Pathanamthitta** 18 respondents were watching serial programs which are useful for cultivation, 14 (77.8%) who owned land, 3 (16.7%) who leased land and 1 (5.6%) who have both. 42 respondents were watching seasonal programs on different crops which are useful for cultivation, 31 (73.8%) who owned land, 5 (11.9%) who leased land and 6 (14.3%) who have both. 83 respondents were watching success stories which are useful for cultivation, 74 (89.2%) who owned land, 5 (6.0%) who have leased land and 4 (4.8%) who have both. 49 respondents were watching newly invented methods on farming which are useful for cultivation, 38 (77.6%) who have owned land, 3 (6.1%) who have leased land and 8 (16.3%) who have both.

Among 360 respondents, 120 each were from 3 different districts, Idukki, Alappuzha and Pathanamthitta. Among them, 38 respondents were watching serial programs which are useful for cultivation, 32 (84%) who owned land, 4 (10%) who leased land and 2 (5%) who have both. 132 respondents were watching seasonal programs on different crops which are useful for cultivation, 96 (73%) who owned land, 24 (19%) who leased land and 12 (9%) who have



both. 226 respondents were watching success stories which are useful for cultivation, 190 (84%) who owned land, 26 (12%) who have leased land and 10 (4%) who have both. 141 respondents were watching newly invented methods on farming which are useful for cultivation, 113 (80%) who have owned land, 17 (12%) who have leased land and 11 (8%) who have both.

**Farmers are aware of the advertisement and promotional value of sponsored program and its lack of credibility.**

From the focus groups discussion results display table, for the following Questions and the answers from the discussion shows farmers' perception on farm programs broadcasted by Television. The answers clearly exhibit their perception on farm sponsored programs.

Farmers opined the following loop holes in current agriculture program

- Most of the programs are come under the brand or sponsorship of industry giant. It loses the credibility of the information.
- Unavailability of infrastructure and experts to kick start the practice.
- Lack of continued extension program.
- Lack of information regarding the side effects.
- Unbalanced information by propagating only positive sides.

The negative traits of agricultural program that makes programs unacceptable.

- Programs which comes under the sponsorship of a company which demands the purchase of the product.
- Unavailability clear information on the proposed practices.
- Unavailability of extension program.
- Lacking the platform for participatory communication.

- Most of the farmers are welcoming the participatory communication approach of media.
- From the focus groups discussion results display table, for the following question and the answers from the discussion proves that farmers' are expecting to have a participatory approach. The pilot survey results show an inclination of farmers towards the programs produced in their own locality. The proximity factor plays a major role in it.

The most acceptable pattern or package of the ideal program that let farmers adopt confidently

- Most of the farmers prefer the following sequence of operation introduction for any new farming method.
- Introduction of the information from an expert.
- Continue program through Television including demonstrations and success stories.
- Provide necessary materials to kick start the practice.
- Continue extended program and on field supervision of an expert.
- Timely updating of the events in the method.
- Collect farmers' feedback for the program and record it. Make necessary changes as per the feedback from the farmers.
- Maintain an audience research section based on AIR model and give an ear to the farmers' opinions and input in all areas of program production and schedules.
- Promise of security on the crop.
- Farmers prefer the program content of private Television channels to that of Doordarshan because of the freshness and variety of information.

The following findings from the focus group discussion proves that farmers prefer the program content of private Television channels to that of Doordarshan because of the freshness and variety of information.

Farmers prefer success stories and accepts the entertainment value of farm programs broadcasted, irrespective of these programs are being produced by private or Government owned Television channels.

Beyond adopting any methods to their current farming practices, farmers are equally interested to know about the new developments and advancements in farming methods around the world.

Farmers still prefer Radio (All India Radio) as an effective and reliable source for farm information. However, most of them are lacking equipment with medium wave reception facility.

From the focus groups discussion results display table, for the following question and the answers from the discussion proves that farmers' still rates All India Radio (AIR) farm programs high. The only factor that prevents them from listening to AIR farm programs is the lack of the Radio equipment with medium wave reception facility to receive AIR signals.

The factors that prevent the farmers to take Radio as the preferred electronic medium for agriculture information.

- All India radio farm programs and their audience research section are excellent. However, farmers are seriously lacking the Radio equipment with medium wave reception facility to receive AIR signals.
- Without adequate infrastructure, monetary and expert support, farmers are reluctant to accept new farming methods. i.e., media acts only as an agent of persuasion and encouragement, however their programming methods are effective.

From Table Age Vs Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price (district wise) Table Age Vs Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price (Total) it is clear that in each district, and as a whole, farmers strongly believe that farm communication alone cannot increase rate of adoption even without proper support, infrastructure, and stable price.

In **Idukki**, 20 respondents opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price. In the age group of 18-35, 2 (10.0%) and in the group of 36-55, 10 (50.0%) and 8 (40.0%) in the group of above 55 were in the list. Among a total of 96, in the age group of 18-35, 8 (8.3%), 35 (36.5%) and 53 (55.2%) in the age group of 36-55 and above 55 respectively did not opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price.

In **Alappuzha**, 45 respondents opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price. In the age group of 18-35, 12 (26.7%) and in the group of 36-55, 22 (48.9%) and 11 (24.4%) in the group of above 55 were in the list. Among a total of 54, in the group of 18-35, 2 (3.7%), 22 (40.7%) and 30 (55.6%) in the age group of 36-55 and above 55 respectively did not opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price.

In **Pathanamthitta**, 14 respondents opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price. In the age group of 18-35, 2 (14.3%) and in the group of 36-55, 6 (42.8%) and 6 (42.9%) in the group of above 55 were in the list. Among a total of 72, in the group of 18-35, 29 (40.3%), 27 (37.5%) and 16 (22.2%) in the age group of 36-55 and above 55 respectively did not opined that on farm

communication alone can increase rate of adoption even without proper support, infrastructure, and stable price.

A total of 79 respondents opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price. In the age group of 18-35, 16 (20.3%) and in the group of 36-55, 38 (48.1%) and 25 (31.6%) in the group of above 55 were in the list. Among a total of 222, in the group of 18-35, 39 (17.6%), 84 (37.8%) and 99 (44.6%) in the age group of 36-55 and above 55 respectively did not opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price. Among a total of 59 respondents, 37 (62.7%) and 22 (37.3%) in the age group of 36-55 and above 55 respectively were not reported.

From Table Income level Vs Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price (district wise) and Table Income level Vs Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price (Total) it is clear that in each district, and as a whole, farmers strongly believe that farm communication alone cannot increase rate of adoption even without proper support, infrastructure, and stable price.

In **Idukki**, 43 respondents felt that the opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price. 7 (16.3%) are in the large Income level group. 16 (37.2%) are in the medium Income level group. 20 (46.5%) are in the small Income level. Among a total of 50 respondents, 14 (28%) are in the large Income group. 22 (44%) are in the medium Income group. 14 (28%) are in the small Income level group respectively did not feel the opinion alone can increase rate of adoption even without proper support, infrastructure, and stable price.

In **Alappuzha**, 40 respondents felt the opinion on alone can increase rate of adoption even without proper support, infrastructure, and stable price. 11

(27.5%) are in the large Income level group. 12 (30%) are in the medium Income level group and 17 (42.5%) in the small Income level group. Among a total of 59, 20 (33.9%) are in the large Income level group. 18 (30.5%) are in the medium Income level group and 21 (35.6%) are in the small Income level group respectively did not feel opinion on alone can increase rate of adoption even without proper support, infrastructure, and stable price.

In **Pathanamthitta**, 59 respondents felt the opinion on alone can increase rate of adoption even without proper support, infrastructure, and stable price. 19 (32.3%) are in the large Income level group. 22 (37.2%) are in the medium Income level group and 18 (30.5%) are in the small Income level group. Among a total of 62, 22 (35.5%) are in the large Income level group. 19 (30.6%) are in the medium Income level group and 21 (33.9%) are in the small Income level group respectively did not feel the opinion on alone can increase rate of adoption even without proper support, infrastructure, and stable price.

A total of 142 respondents feel the opinion on alone can increase rate of adoption even without proper support, infrastructure, and stable price farm. In the large Income level group, 37 (26.1%) and in the medium Income level group, 50 (35.2%) and 55 (38.7%) are in the small Income level group of were in the list. Among a total of 171, in the large Income level group of, 56 (32.7%), 59 (34.5%) are in the medium Income level group and 56 (32.7%) are in the small Income level group respectively did not feel the media alone can increase rate of adoption even without proper support, infrastructure, and stable price. Among a total of 47 respondents, in the large Income level group, 5 (1.4%), 18 (4.9%) in the medium Income level group and 24 (6.6%) in the small Income level group respectively were not reported.

From Table Educational Groups Vs Opinion on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price (district wise) and Table Educational Groups Vs Opinion on farm communication alone can increase rate of adoption even without proper

support, infrastructure, and stable price (Total) it is clear that in each district, and as a whole, farmers strongly believe that farm communication alone cannot increase rate of adoption even without proper support, infrastructure, and stable price.

In **Idukki**, 30 respondents opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price. In the group of graduates, 4 (13.3%) and in the group of matriculates and above, 7 (23.3%) and 19 (63.3%) high school graduates were in the list. Among a total of 80, in the group of graduates, 11 (13.8%), 22 (27.5%) and 47 (58.8%) in the group of matriculates and above and high school respectively did not opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price.

In **Alappuzha**, 30 respondents opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price. In the group of graduates, 2 (6.7%) and in the group of matriculates and above, 9 (30%) and 19 (63.3%) high school graduates were in the list. Among a total of 81, in the group of graduates, 12 (18.4%), 30 (37%) and 39 (48.1%) high school graduates respectively did not opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price.

In **Pathanamthitta**, 29 respondents opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price. In the group of graduates, 9 (31%) and in the group of matriculates and above, 7 (24.1%) and 13 (44.8%) high school graduates were in the list. Among a total of 85, in the group of graduates, 13 (15.3%), 25 (29.4%) and 47 (55.3%) in the group of matriculates and above and high school respectively did not opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price.

A total of 89 respondents opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable

price. In the group of graduates, 15 (16.9%) and in the group of matriculates, 23 (25.8%) and 51 (57.3%) high school graduates were in the list. Among a total of 246, in the group of graduates, 36 (14.6%), 77 (31.3%) and 133 (54.1%) in the group of matriculates and above and high school respectively did not opined that on farm communication alone can increase rate of adoption even without proper support, infrastructure, and stable price. Among a total of 32 respondents, 29 (8.1%) and 3 (0.8%) in the group of graduates and matriculates and above respectively were not reported.

Farmers believe that a few of the agricultural programs doesn't intent to make farmers to adopt the method as it is refers the farming methods for the crops that is not cultivatable in Kerala.

In focus group discussion, the following question and its answer from farmers proves that they don't have such a feeling.

**Private television channels broadcast methods for crops which are not cultivatable in Kerala is associated with certain success stories. Success stories, irrespective of crops, location and methods give inspiration for successful farming.**



# Chapter 6

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## ***CONCLUSIONS AND RECOMMENDATIONS***

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### **CONCLUSIONS**

The comparative study of audience perception on farm programs of electronic media in Kerala was special in its kind due to many reasons. The main challenge faced by the researcher was the very high standards of general and media literacy among the population of Kerala. The high media saturation and the replacement of medium wave Radio receiver by cable, DTH and terrestrial Television receivers simultaneously helped and challenged the research in many ways. However, the conclusions out of the findings and observations are as follows.

Farmers, who are the audience of farm programs, have a very serious approach towards the medium. They are maintaining a critical point of view towards the content of the programs. Farmers are reasonably aware about the financial side of the programs and the monitory aspirations of both private and Government owned Television channels.

Even though, the farmers are not aware on the technical terminology and jargons, they have ideas about success stories, program serials and they are even informed about channels are not maintaining an audience research section like AIR.

Though the farmers accept Doordarshan as the credential source of farm information and methods, they are inclined to the entertainment value of programs too. They prefer to have more entertainment value for the programs of Doordarshan. Surprisingly, they have very solid suggestions on even about the shots which add entertainment value to the farm broadcasting methods of Doordarshan.

Farmers are very much aware about the fact that media is just an instrument for inspiration and persuasion. They strongly believe that the source of information and new methods is agricultural research and an effective change happens only when there are adequate infrastructure and marketing facilities, along with the proper support from Government agricultural guideline and support systems like Krishi Bhavans. They strongly believe that media alone cannot create any magic in increasing agricultural production.

Farmers are pointing out the lack of response to the feedback and queries of farmers on farming methods, as an evidence for the difference in levels of commitment of Government and private owned Television channels.

Farmers are still perceiving AIR farm programs are far more committed to farmers and farming than any other electronic medium. However, they are seriously lacking Radio receivers with medium wave reception facility.

Farmers perceive that the farming methods on newly introduced crops are more adoptable than the farming methods of traditional crops in both private and Government owned Television channels. There are multiple factors behind this observation from farmers.

Farmers changed in terms of viewing habits and they prefer success stories, which are totally irrelevant and they even think that such stories encourage people to go for farming and they opined that such stories are good sources of inspiration. However, they are all very much sure about the importance and particular about the presence of entertainment factor even in farm programs.

Farmers expect direct interaction of any expert of the new farming method to implement the method in their agriculture practices. Though introduction of a new idea in the T.V. is acceptable, farmers need the direct instruction of expert on field to start implementing the new farming practices

Farmers still have an affinity towards print media reports and agricultural pages and they have complaints to print media on the removal of agricultural

information pages from news papers. They prefer the reports in print media as it facilitates them to collect and refer articles when they need it.

Farmers still have an eye of doubt about the credibility of farm programs by private T.V. channels. Even if they prefer private Television channels for listening and adopting new farming methods and other farm information, they scrutinize programs to know whether they are a sponsored programme by a particular agro-chemical or agro-fertilizer manufacturer.

## **RECOMMENDATIONS**

The study about farmers' perception on farm programs by electronic media in the faculty of Social Sciences, especially with a mass communication perspective is probably the first in its kind. To determine the methodology and questionnaire models was rather challenging. However, it spreads light to an area which is not yet explored or analyzed by researchers.

During the pilot survey in Kanjikuzhy Panchayath, the researcher observed a political bias of farmers to a particular political party and effect of this political bias on the programs, participation of farmers in farm programs produced by certain channels run by political parties and how the proximity factor affects the viewing habit of farmers, irrespective of any quality standards, and programme type. As the researcher has no expertise on research in political Science, the researcher recommends conducting a research on how political factors affect the media watching habit of farmers.

The researcher recommends for a study on the viability of a central information system for farmers and access for farmers to that information system using cable Television technology and options.

The researcher recommends for a psychological study on the farmers beliefs and altercations on their points of view, which makes them to choose or reject certain methods broadcasted by Television channels and Radio stations.

The researcher strongly recommends strong and committed research collaborations between countries like India, Pakistan and Uzbekistan, as they are having a knowledge and research pool on the effective use of electronic media in dissemination of agricultural information.

Both central and state agricultural ministries can apply the method of farm programme production on the platform of private Television channels and broadcasting them through private Television channels to exploit the popularity of private Television channels.

Farmers are also exposed to the features of globalization. Apart from broadcasting only the farming methods, they are expecting programme packages which contain global news on farming, surprising small news on farming and farming outcomes, information on controversial agricultural discoveries like killer seeds. A separate programme production culture should be nurtured based on the fact that farmers are a separate segment who deserves separate attention.

Pamphlets and leaflets on special crops and innovative farming methods, distributed following the broadcasting of such methods could be very much effective and it will make the farmers to collect and refer them when needed.

A central agro-extension system which coordinates print, audio and audio-visual medium to support each other will facilitate better reception and adoption rates of farm programs.

New media methods can be effectively used to create a central database which provides anytime access to the information. It can effectively bridge the communication gaps through interactive methods of communication.

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# APPENDIX A: SURVEY QUESTIONNAIRE

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1. What is your age?

☐ 35      ☐ 55      ☐ 56 and above

2. What is your income level? (In rupees per year)

☐ Large (more than 1, 10,000) ☐ Medium (50,000 – 1, 00,000) ☐ Small (less than 50,000)

3. What is your education level?

☐ Graduate      ☐ Matriculate and above      High School ☐

4. Your land is

☐ Own      ☐ Leased      ☐ Both

5. Area of land you cultivate (In acres)

☐ Large (5 and above)      ☐ Medium (1-4)      ☐ Small (Below 1)

6. Which type of crops do you cultivate more?

Food      Cash      ☐ Both Food and cash

7. Which are the major Food crops do you cultivate? Please arrange them in the following space according to the area of land of cultivation.

Paddy ☐

Coconut ☐

Fruits & Vegetables ☐

Mixed crops ☐

Fish & Poultry ☐

8. Which are the cash crops do you cultivate? Please arrange them in the following space according to the area of land of cultivation.

Spices ☐

Rubber ☐

Areca nut ☐

☐

Medicinal Plants

Vanilla ☐

Cashew nut ☐

Beverages ☐

9. Do you listen to rural farm programs in radio and television?

☐ Often ☐ Rarely ☐ Never

10. Through which media do you listen to farm programs?

☐ Doordarshan ☐ Private T.V. channels ☐ A I R ☐ Print

11. Do you experiment farm crops /methods transmitted through media?

☐ Often ☐ Rarely ☐ Never

12. From which media do you adopt most farming practices?

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

13. From which media do you adopt most farming practices for seasonal crops like vegetables?

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

14. You adopt farm practices transmitted by agricultural programs because

- ☐ Methods exhibited through the programs disseminates knowledge and awareness
- ☐ Methods exhibited through the programs impart an attitudinal change
- ☐ Adequate Infrastructure, farming facilities and stable price for the crops available
- ☐ Got proper support from farm authorities of the government
- ☐ All of the above

15. Which media broadcasts easily understandable farming methods?

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

16. More information for the crops which you are cultivating is transmitted through

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

17. Which media keeps convenient time schedule for you to view /listen farm programs?

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

18. Which media provides timely information on farming practices?

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

19. Which type of programs are useful for your cultivation?

- ☐ Serial programs like farm school on AIR
- ☐ Seasonal programs on different crops
- ☐ Success stories
- ☐ Newly invented methods on farming

20. Which media broadcasts more serial programs on a particular crop

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

21. Which media broadcasts more seasonal programs on different crops

Doordarshan ☐ Private ☐ T.V. channels ☐ A I R ☐

22. Which media broadcasts more success stories of farmers

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

23. Which media broadcasts more innovative methods on farming

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

24. Do you often get a feed back for your queries regarding farm practices?

☐ Often ☐ Rarely ☐ Never

25. Which media often gives you a better feed back for your queries regarding farm practices?

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

26. Which media helps more for betterment of your faming practices?

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

27. Have you introduced any new crops after started viewing /listening to farm programs?

☐ Yes ☐ No

28. If so which crops do you introduced newly to your farming?

Food ☐ Cash ☐ Both Food and cash

29. Do you have a better yield by applying farming practices through media?

☐ Yes ☐ No

30. Do you think that you can earn a better livelihood through farming?

☐ Yes ☐ No

31. Do you think that you are a successful farmer?

☐ Yes ☐ No

32. Which type of crop gives you better yield by applying methods through farm programs?

Food ☐ Cash ☐ Both Food and cash

33. Do you get ample support and follow up actions from farm offices in Panchayath level to bring the methods introduced by media into practice?

☐ Yes ☐ No

34. Do you advice the methods and experiences adapted from farm programs to other farmers?

☐ Yes ☐ No ☐ Rarely

35. Do other farmers accept your advices and experiment them for their farm practices?

☐ Yes ☐ No ☐ Rarely

36. Do you think that the spreading of farming of non-traditional crops like rubber is due to the influence of media?

☐ Yes ☐ No

37. You experiment new farm methods broadcast through electronic media because new farming practices through media increases your yield and profit?

☐ Yes ☐ No

38. Do you think that farm communication through media can boost agricultural production/ adoption of new farming practices?

☐ Yes ☐ No

39. Do you think that without proper support, stable price and better yield, farm communication can produce wonders in boosting the rate of adoption?

☐ Yes ☐ No

40. Do you think that the electronic medium is more suitable than print medium for disseminating farm information?



☐ Yes ☐ No

41. Do you watch farm programs for entertainment?

☐ Yes ☐ No ☐ Rarely

42. If yes, which media do you prefer more to watch farm programs for entertainment?

☐ Doordarshan ☐ Private T.V. channels ☐ A I R

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