KNOWLEDGE LEVEL OF T.V. VIEWING AND NON VIEWING RURAL WOMEN REGARDING IMPROVED PRACTICES OF AGRICULTURE AND ANIMAL HIUSBANDRY

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ABSTRACT

Study was consisted in 8 villages of Bikaner panchyat samiti of Bikaner district of Rajasthan. Total 120 T.V. viewing rural women and 60 non T.V. viewing rural women were selected randomly. Data were collected through personal interview technique. On the basis of result of investigation it could be said that knowledge of T.V. viewers regarding different components of agriculture and animal husbandry practices was higher than Non T.V. viewers. Further, education, socio-economic status and exposure to T.V. programme " Chaupal" were significantly associated with level of knowledge of T.V. viewers and in case of non viewers education, socio-economic status were associated with level of knowledge.

Key Words: T.V. Viewing, Chaupal

INTRODUCTION

Women are the central figure of the family. She performs wide spectrum of duties in running of farm, family and also in management of livestock. Therefore, it is necessary to assess their level of knowledge in these areas. Many of the rural women are illiterate in Rajasthan there also exist a large gap between quantum of information available and its actual dissemination. T.V. is an electronic audio-visual media which provides latest information through its different programmes. "Chaupal" is an important programme, which helps, in increasing knowledge regarding Agriculture and animal Husbandry to the rural masses.

The present study was undertaken with the following specific objectives.

1. To asses the knowledge level of rural women regarding improved practices of agriculture and animal Husbandry.
2. To find out association between personal attributes of rural women with their level of knowledge regarding Agriculture and animal Husbandry practices.

METHODOLOGY

There are five Panchyat samities in Bikaner district of Rajasthan. Out of which Bikaner Panchyat samiti was selected on the basis of highest number of T.V. sets. Total 120 T.V. viewing rural women were selected from 4 villages namely Udasar, Udairamsar, Ridmalsar and Napasar 60 non T.V. viewers were also selected from another 4 villages falling within the radius of 15 km from each selected village where T.V. facility were not available. These villages were Pemasar, Baringsar, Mundsar and Kilchoo. Thus, total 180 (120 T.V. viewers and 60 non T.V. viewers) were selected randomly. Data were collected through personal interview technique. The questionnaire was developed in the light of objectives and tested from reliability and validity point of view.

RESULTS AND DISCUSSION

Knowledge is a body of understood information possessed by an individual regarding different components of agriculture and animal husbandry. Rural women were categorized into 3 categories of knowledge level according to mean scores obtained by them.

Table 1. Distribution of Rural Women According to their Level of Knowledge about Improved Practices of Agriculture and Animal Husbandry

S. No.	Level of knowledge	Score range	Viewers		Non viewers	
			Frequency	%	Frequency	%
1	Low level	Up to 40	13	10.83	30	50.00
2	Medium level	41-60	44	36.67	30	50.00
3	Higher level	61-108	63	52.50	0	-

It was observed from table 1 that majority (52.5%) of programme viewers were from higher level of knowledge group followed by medium level (36.67%) and low level (10.83%) of knowledge group. While in case of non-T.V. viewers equal part of the rural women i.e. 50 and 50 per cent were from low and medium level of knowledge group. None of non-T.V. viewing rural women was found in higher knowledge group.

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Table 2. Knowledge Regarding Improved Practices of Agriculture

S. No.	Improved agricultural practices	MPS of programme viewers	Rank	MPS of non programme viewers	Rank	t-value
1	High Yielding varieties	52.32	11	21.90	11	57.14**
2	Inter cropping	60.98	9	37.87	7	61.13**
3	Inoculation of seed with culture	74.00	2	48.00	5	33.33**
4	Insect, pests, disease & their preventive measures	65.27	8	46.29	6	24.36**
5	Seed treatment	71.66	3	51.66	3	34.64**
6	Advantages of timely sowing	68.33	4.5	50.00	4.	27.34**
7	Recommended seed rate and spacing	67.33	6	36.33	8	33.33**
8	Chemical fertilizers	75.83	1	57.50	1	20.02**
9	Weed control	67.00	7	57.33	2	16.32**
10	Irrigation management	68.33	4.5	34.66	9	43.59**
11	Use of fumigants for stored pests	53.33	10	33.33	10	40.68**
	Average	65.85		43.17		36.05**

$r_s = 0.698*$

** Highly significant

Table 3. Knowledge Regarding Improved Practices of Animal Husbandry

S. No.	Improved agricultural practices	MPS of programme viewers	Rank	MPS of non programme viewers	Rank	t- value
1	Exotic breed	62.96	5	38.51	7	50.85**
2	Artificial insemination	51.94	8	36.11	8	39.19**
3	Concentrate requirement	42.60	9	29.58	9	26.44**
4	Advantages of salt & minerals mixture for animals	68.61	3	53.33	3	19.59**
5	Urea feeding	62.15	6	44.66	5	44.44**
6	Castration and its advantages	66.11	4	55.55	2	19.90**
7	Advantages of cholestrum feeding	72.08	2	56.66	1	32.54**
8	Deworming and its advantages	55.27	7	44.44	6	20.34**
9	Vaccination and its advantages	80.00	1	51.91	4	50.22**
	Average	62.41	45.64	17.64**		

$r_s = 0.834*$

Overall (Irrespective of agriculture (animal husbandry)	64.15		44.41		59.391**

** Highly significant

It was found from Table 2 and 3 that knowledge regarding different components of agriculture and animal Husbandry was higher in case of programme viewers and showed highly significant difference between two groups of rural women in agriculture as well as Animal husbandry aspects. Further overall knowledge level of programme viewers was also higher with 64.15 MPS than non-programme viewers (44.41 MPS).

It may be due to the fact that Television may be helpful in increasing knowledge. These findings are similar to the study of Sharma and Rathore (1992) who reported that T.V. is more important medium for knowledge function.

It was observed from Table 2 that programme viewers had relatively higher knowledge about "Chemical fertilizers", "Inoculation of seed with culture" and " Seed treatment", while non-viewers had medium knowledge regarding these practices.

Data presented in table 3 showed that in the area of animal husbandry, programme viewers had relatively high knowledge regarding practices like " Vaccination and its advantages", "Advantages of cholestrum feeding" and "Advantages of salt & minerals mixture for animals". While non-programme viewers has less knowledge about these practices.

The value of rank order correlation coefficient (rs) was 0.698 for improved practices of Agriculture and 0.834 for Animal Husbandry practices also showed similarity in assessing the ranks between programme viewers and non-programme viewers in spite of difference in magnitude in knowledge in terms of MPS.

It was observed from Table 4 that there was significant association between education, socio-economic status and exposure to T.V. programme "Chaupal" with level of knowledge of T.V. programme viewing rural women. While, in case of non viewers, significant association was found between education and socio-economic status with their level of knowledge.

Further, it was also found that age and caste of respondent did not play any role on knowledge for both the categories of respondents.

Table 4. Association Between Personal Attributes of Respondents with Their Level of Knowledge

S. No.	Personal attributes	Value of χ^2	
		Knowledge of programme viewers	Knowledge of non programme viewers
1.	Age	0.206 NS	0.287NS
2	Caste	0.0431 NS	0.12 NS
3	Education	10.206**	13.393**
4	Socio-economic status	10.206**	5.40**
5	Exposure to T.V. programme "Chaupal"	5.030**	-

** Highly significant at 5 per cent level of significance
NS = Non significant

Findings are similar to findings of Chauhan et al. (1994) and Krishnaveer et al. (1992) who showed significant association between education, socio-economic status with extent of knowledge.

CONCLUSION

From above findings it could be concluded that:

(1) Most of the T.V. viewers were found in higher level on knowledge group, while equal part of non-T.V. viewers were in medium and low level of knowledge group. In the area of agriculture, programme viewers had relatively higher knowledge regarding " Chemical fertilizers", "Inoculation of seed with culture" and "Seed treatment". While non-viewers had medium knowledge about these practices. In the area of animal husbandry, T.V. viewers had high knowledge regarding "Vaccination & its advantages", Advantages of cholestrum feeding", and "Advantages of salt mineral mixture for animals", while non viewers has les knowledge about these practices. Over all level of knowledge of programme viewers was higher than non viewers. Rank order correlation (rs) was also found significant.

(2) There was significant association between personal attributes like education, socio-economic status, exposure to T.V. programme "Chaupal" with level of knowledge of programme viewers. While, education and socio-economic status of non viewers were also associated with their level of knowledge.

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