

## ICT and Cultivation Together: A Study of Television-based Agriculture Programme

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**Abstract:**

India is blessed with all types of seasons so variety of crops and vegetables are cultivated all the year around. But from few years, Indian agriculture is characterised by small farmers, high risk, obsolete technology and production methods, inadequate research, poor rural infrastructure and inadequate institutional arrangements. With these given parameters, there is an urgent need to increase productivity. In these regards, it is very important to provide the farmers with the right information, in the right way, due to which, success will be definite. Television is one of the most popular electronic media for news and information. Therefore, this paper attempts to analyse the contribution of agriculture-related Television programmes on the dissemination of agricultural information for the framers for their agricultural enrichments. The study was conducted at Kalyan Taluka of Thane District of Maharashtra.

**Keywords:** Agriculture, Television, ICT, Information

**Introduction:**

According to CIA Factbook India, GDP of Agriculture in 2014 was 17.9%. Total production of agriculture sector is \$366.92 billion. India is the 2<sup>nd</sup> largest producer of agriculture products. India accounts for 7.68 percent of total global agricultural output. Contribution of Agriculture sector in Indian economy is much higher than world's average (6.1%).<sup>1</sup> 58 % of rural household in India are engaged in farming activity. This makes the gap between agriculture's share in GDP relative to that of the population residing in rural areas not as yawning as it may appear to be. It is, thus, an alarming situation to increase the production of declining natural resources, unavailable labour, lack of infrastructural facilities etc. The importance of agriculture has long been recognised by the stakeholders like the Government of India, Private Companies, Public Private Corporation and others. These stakeholders have been launched in a range of development projects and programmes in agriculture sector. Though various efforts of improvements are available, the agriculture sector is facing a range of

challenges for its development like over-population, climatic change, loss of agricultural land, infertile land, use of excessive pesticides, lack of inputs, improper irrigation etc. Television constitutes an important medium widely used to disseminate information to its viewers. It has unique features of combining audio and visual technology, and thus considered to be more effective than audio-media. Since 1967, *Krishi Darshan*, or Agricultural Television, a 30-minute show broadcast by the state-run network has been keeping India's vast flock of farmers up-to-date with farming practices.

Now, Prime Minister Modi's government has decided to add to the pastoral programming with round-the-clock operations to create a channel for farmers and rural dwellers- called as the *Kisan TV* or Farmers' TV.<sup>2</sup>

**Research Type: Descriptive Research****Research Objectives:**

- 1) To find out the type of agricultural information the respondents receive from the current Television-based agricultural programmes.
- 2) To find out the expectations of the respondents through the Television-based agricultural programmes.

**Sample Size:**

Farmers in Kalyan taluka who had government authenticate record that is 7/12 Extract were considered as population of the study. Total number of farmers in Kalyan Taluka is 8427. So 1 % of the farmers were taken for the study. So, this sample size became of 84 farmers.

**Data Collection:**

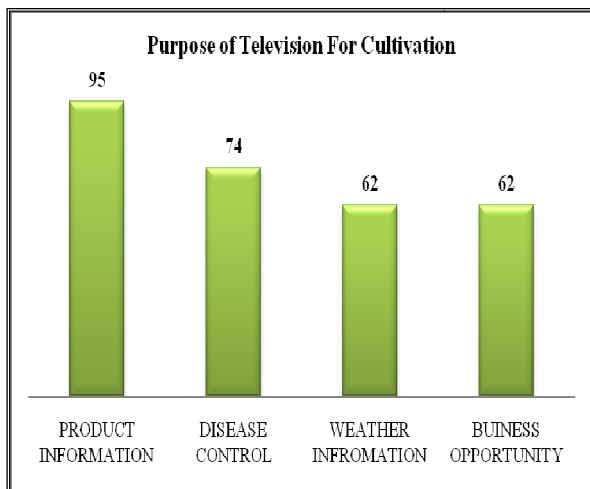
This study is based on Primary and Secondary data. Generally, the literacy level of the farmers is low. Due to this, collection of data with the help of Structured Questionnaire was difficult. Therefore, the researcher had designed Schedule in vernacular language, i.e., in Marathi for data collection.

<sup>1</sup> <http://statisticstimes.com/economy/sectorwise-gdp-contribution-of-india.php>

<sup>2</sup> <http://blogs.wsj.com/indiarealtime/2015/04/20/pastoral-programming-india-to-get-247-farming-tv/>

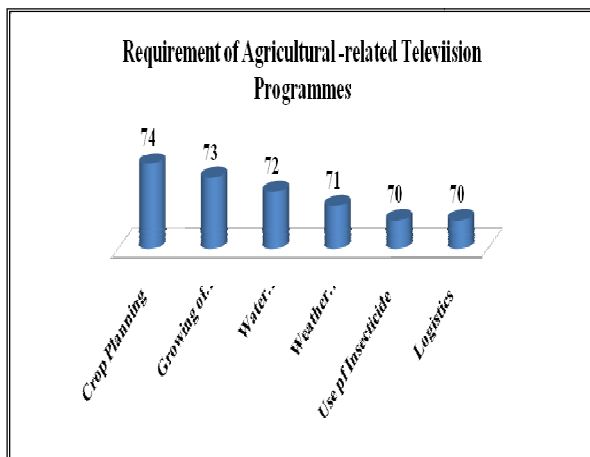
**Data Analysis:**

Figure 1: Shows the purpose of Television for Cultivation Purpose



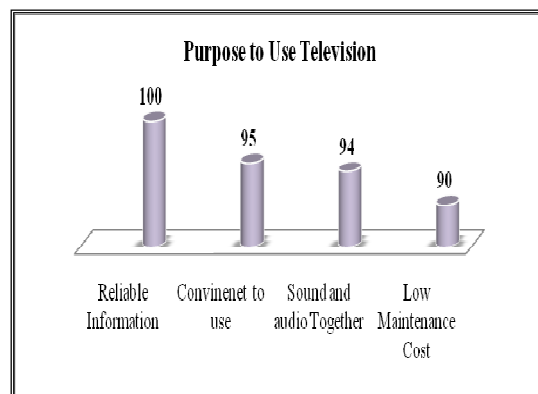
(Source: Primary Data Collected)  
Figures are in Percentages

Figure 2: Shows that Expected Agriculture Information for Television Programmes



(Source: Primary Data Collected)  
Figures are in Percentages

Figure 3: shows that Reasons to use Television for Agriculture Purpose



**Findings:**

- 1) 95 % farmers are get up-to-date information through Agriculture-related programmes.
- 2) Use of TV for agriculture purpose is nearly 98.81% in overall Kalyan Taluka. Majority of farmers watch agricultural programmes even though it is not useful for them. They try to implement the agro-practices explained in these cultivation programmes and modernise their traditional farming practices. The farmers hope that something could be useful for them. The farmers of Kalyan Taluka said that if some fruitful programmes are shown, they will definitely watch them. Therefore, screening of good quality of agricultural programmes is the urgent need; in order to save the farmers and their crops.
- 3) It is observed that TV is the highest ICT medium to provide information regarding product information, disease control, market information, weather information etc. Therefore, broadcasting Agriculture-oriented programmes can give a good impact on the cultivation practices.

**Suggestions:**

**1. Decentralisation of cultivation-related programmes:**

Programmes related to agriculture were watched almost by every farmer. But the requirement of every farmer is different. So, at least at the taluka level, programmes can be beneficial for the farmers. The programmes should be focused on the active participation of the farmers. The schedule of the programmes should be known to the farmers, well in advance. So, here, with the help of mobile phones, SMSes can be sent to individual farmers.

**2. Tele-education to the farmers:**

Farmers should be aware about on the recent developments in their field. So, TV can be beneficial for the farmers. Introduction of some role models/ideals

at the local level can be motivating through TV Programmes.

### 3. **Role of Government:**

Government of India is also working on the implementation of new technology for Agriculture. Many projects have already started and are getting good response from the farmers at the macro level. However, at the micro level, some of the major consequences faced by the farmers like local offices of the Governments in rural area are not well-equipped with up-to-date information. Awareness regarding these programmes should be done at the village level through local channels. So recent information can be reached to the farmers.

### **References:**

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2. Bhagat B.T. (2004) *Bharatiya Sahakari Chalwaliche Shatak – Maharashtra (Marathi)* Sahakari Maharashtra.
3. <http://indianexpress.com/article/business/business-others/theres-less-of-krishi-in-bharat-now/>

