

## A Study on Media Preferences of Dairy Farmers in Hilly District Reasi of J&K

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### Abstract

In present era information channels play the crucial role in the transfer of technology among the farmers. Presently the Indian extension system is under tremendous pressure because the extension functionaries have to cater not only the vast population but also to perform administrative, election, input supply and other works. Under these circumstances, it is not practically possible to serve all the farmers, all the time for all the problems when ratio of extension worker and farmer, the sender and receiver is more than 1:1000. Thus, the potential of mass media can be exploited to serve the rural population in this direction. Dairy is an important occupation for the farmers of hilly areas of J&K. In order to increase the milk production of dairy animals, it is necessary that the dairy farmers of hilly areas should adopt the latest dairy farming technologies and the latest information on modern dairy technologies can be disseminated by the different sources. In order to know the media preferences of dairy farmers residing in hilly district Reasi of J&K, the present study was conducted in hilly district Reasi of Union Territory of Jammu and Kashmir which was selected purposively. A sample of 20 percent (150) farmers was selected randomly from the selected villages. A list of different sources of dairy information was prepared and farmers were asked to indicate their preferences on a three point scale. It was found that KVK extension personnel and Livestock Extension Personnel were highly preferred by the dairy farmers.

### 1. Introduction

The present age has been rightly termed as an 'information age'. Information plays an immense value in our society. Information has become an integral part in our daily life. The farmer wants adequate and authentic information as early as possible so that he can mitigate his field problem. The mass media such as TV and radio are catering to this important need of people.

For the rapid and overall development of a country it is essential that the citizens of that country are well versed with the happenings around them. Development information and technologies generated for the farmers are of no use unless these reach to the ultimate users. It has been estimated that only about 30 percent of the technologies are being received and used by the farmers. It is further added that the technologies generated today reach to the entire ultimate users in about 20 years. Adoption of improved package of practices varies from farmer to farmer depending upon their situation and availability of information sources. TV and radio

are playing a crucial role in the dissemination of information. But still the extension personnel of KVK and livestock extension personnel have lot of credibility among the farmers. There is growing recognition that farmers and members of rural communities have needs for information and appropriate learning methods that are not being met (Greenridge, 2003; Lightfoot, 2003). It is in this premise that the thought of integrated information and communication technology is derived. The relevant ICT such as radio, TV, telephone and email provide information to the poor, which help them to improve their productivity and income (Ssewanyana, 2007).

The major occupation of the rural people of J&K is agriculture and livestock rearing is the major source of income and employment. Agriculture and allied sectors contribute about 38% to J&K gross domestic product of which 11% is contributed by the livestock. Majority of livestock rearers in J&K are small and landless farmers who have meager sources. Dairy sector not only generates income and employment among the farmers but also supplements the varied nutritional

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requirements of the individual. Livestock rearing is an integral part of rural J&K. This sector plays a crucial role in the lives of rural people in hilly areas of J&K. After agriculture their major occupation is dairy farming. There is need to promote scientific techniques for scientific dairy farming in hilly areas of J&K. India ranks first in milk production. The rapid growth of milk production in India has been mainly because of the increase in number of animals rather than that of the improved productivity. The maximum milk is produced from the selected areas of the country. However in hilly areas, the milk productivity is less. It could be due to lack of awareness of dairy farmers on modern dairy technologies. Therefore, it becomes important that the farmers of rural hilly areas become aware about the latest modern dairy technologies to increase the milk yield of dairy animals. Keeping in mind the importance of different sources for dairy information, a study on “**Media preferences of dairy farmers in hilly district Reasi of J&K**” was undertaken with the following specific objective:

- A study on media preferences of dairy farmers in hilly district Reasi of J&K.

## 2. Materials and Methods

The present study was conducted in hilly district Reasi of Union Territory of Jammu and Kashmir which was selected purposively. Out of 12 C.D. Blocks only 4 C.D. Blocks namely Painthal, Reasi, Thuroo and Pouni were selected randomly. A sample of 20 percent Gram Panchayets from each selected block was selected randomly. A sample of 20 percent (150) farmers was selected randomly from the selected villages. The parameters like age, education, caste land holding etc. were measured by using modified Trivedi scale. A list of different sources of dairy farming information was prepared and farmers were asked to indicate their preferences on a three point scale. Then the mean score was found out to rank the different sources of dairy farming information.

## 3. Results and Discussion

It is evident from Table 1 that the majority of respondents (57.33%) belonged to middle age group. Majority of respondents (50.00%) were having primary level of school education. 58.00 percent of respondents were from lower castes. Under land holding, 52.00 percent of respondents belonged to marginal category. It is evident from the table that all the respondents (100%) were having dairy/ agriculture as their main occupation. With regard to farm power, majority of respondents (90.00%) had bullocks and only 3.33 percent had tractors. Majority of respondents (92.00%) were having TV at their homes followed by agricultural/ dairy implements (76.66%) and Radio (68.00%). Majority of respondents (64.00%) were having mixed (kachcha and pucca both) and joint family system (84.00%). Majority of respondents (82.66%) had no social participation. Majority of respondents (62.66%) were having medium annual income (Rs. 30,000.00-60,000.00).

Table 1: Socio-economic profile of the dairy farmers (N=150)

Sl. No.	Parameters	Frequency	%
1	<u>Age (years)</u>		
	20-35	38	25.33
	36-50	86	57.33
	Above 50	26	17.33
2	<u>Education</u>		
	Primary	76	50.00
	High School	54	36.00
	Intermediate	15	10.00
	Graduate and above	5	3.33
3	<u>Caste</u>		
	Upper	56	37.33
	Backward	7	4.00
	Lower	87	58.00
4	<u>Land holding (acre)</u>		
	Marginal (up to 2.5)	78	52.00
	Small (2.6 to 5)	50	33.33
	Big (5.1 and above)	22	14.66
5	<u>Occupation</u>		
	Dairy/ Agriculture	150	100.00
	Business	0	00.00
	Service	0	00.00
6	<u>Farm Power</u>		
	No any farm power	8	5.33
	Bullocks	135	90.00
	Diesel engine motor	2	1.33
	Tractor	5	3.33
7	<u>Material Possession</u>		
	Cycle	3	2.00
	Motor cycle	45	30.00
	Jeep/ Car	7	4.66
	Radio	102	68.00
	T.V.	138	92.00
	Agricultural/ Dairy implements	115	76.66
	Others, trolley etc.	12	8.00
8	<u>House</u>		
	Kachcha	24	16.00
	Mixed	96	64.00
	Pucca	30	20.00
9	<u>Family Type</u>		
	Joint	126	84.00
	Single	24	16.00
10	<u>Social Participation</u>		
	No participation	124	82.66
	Member of one organization	18	12.00
	Member of more than one organization	8	5.33

Table 1: Continue....

Sl. No.	Parameters	Frequency	%
11	<u>Income</u>		
	Low (up to Rs. 30,000.00 year <sup>-1</sup> )	32	21.33
	Medium (Rs. 30,000.00-60,000.00 year <sup>-1</sup> )	94	62.66
	High (above Rs. 60,000.00 year <sup>-1</sup> )	24	16.00

The figures in Table 2 reveal that Extension Personnels of KVK were ranked first in order of preference of dairy information source. This could be due to fact the dairy farmers were having lot of credibility on extension personnel of KVK and they were well educated and had expertise. Livestock Extension Personnel were ranked second in order of preference. This could be due to the fact that Livestock Extension Personnel were educated, efficient, trained and their services were

prompt that made the farmers to approach and utilize them. T.V. was ranked third in order of preference. This could be due to fact that farmers might have taken it for entertainment-cum-educational purpose. It could also be due to fact that TV has both audio-visual system and have influenced more to the farmers. On the other hand radio was preferred by the farmers with fourth priority. This could be due to fact that the radio is cheap and can also be taken to the fields. Moreover farmer can listen the radio while doing the field work and can also listen in the evening at home. Progressive dairy farmers were ranked fifth priority. This could be due to fact that dairy farmers of the area might go to the progressive dairy farmers for advice and information and had good rapport with them. Apart from these sources, the other sources like neighbourers, relatives and friends, local leaders, dairy extension publications and salesmen of dairy farming inputs were least preferred by the farmers.

Table 2: Dairy farming information sources for the dairy farmers (N=150)

Sources	Highly preferred (Frequency)	Preferred (Frequency)	Least preferred (Frequency)	Mean score	Ranks
1. Extension Personnel of KVK	87	40	23	2.42	I
2. Livestock Extension Personnel	84	39	27	2.38	II
3. Salesmen of dairy farming inputs	35	42	73	1.74	X
4. Local leaders	48	42	60	1.92	VIII
5. Progressive dairy farmers	61	40	49	2.08	V
6. T.V.	77	45	28	2.32	III
7. Radio	68	50	32	2.24	IV
8. Dairy Farming Extension publications	43	38	59	1.76	IX
9. Neighbourers	58	37	55	2.02	VI
10. Relatives and friends	53	43	54	1.99	VII

The finding is in line with the findings of Singh and Singh (1971), Rogers and Shoemaker (1971), Singh and Sharma (1973), Mehra (1976), Rao (1987). Chandra and Cherian (1991), Bembridge, T.J. (1993), Khan and Paracha (1994), Sandhu and Singh (1995), Chandra and Babel (1997), Chauhan (1997), Meena (1997), Sawarkar *et al.* (2001), Lal (2002), Kadian and Ram (2002), Government of India (2005), Wankhde and Khare (2005) and Naik and Rai (2014).

#### 4. Conclusion

The study concluded that the most of respondents were of middle aged, primary educated, belonged to lower castes, marginal land holding, agriculture as their main occupation, had joint family system and medium annual income. Mass media like television and radio are playing vital role for the dissemination of dairy farming information. However the farmers still have the high credibility on KVK extension personnel of KVK and like Livestock Extension Personnel.

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