ABSTRACT

The new technologies covering different aspects related to agriculture and allied fields are developed by State Agricultural Universities and research institutes. Simultaneously, farmers are eager to get information about advancement in the field of research in the science of agriculture. The improved and new techniques of research should be reached to the farmers’ fields at fastest rate without loosing their completeness and clarity to get the maximum returns. The success of agricultural extension is depending on the methods used for the communication. Among mass media methods, farm magazine is very useful as it contains the information related to various topics of need. The aspects related to the technology and recommendations are converted and simplified in such a local language through farm magazines, which makes them more popular for the practical utilization on the fields of the farmers. This information can be stored as reference and can be used at any time. There is a growing realization for improving the standard of farm magazines in order to make them more popular, understandable, informative and effective.

Therefore, the components such as format of magazine, titles given to the articles and sub titles to the different aspects, content, illustrations, tables and advertisements covered in the farm magazines should be critically examined to increase the effectiveness of farm magazine. The characteristics of readers which build up the frame of reference affect the perception of readers about the effectiveness of farm magazine. Therefore, it is worthwhile to understand different characteristics of the clientele for effective communication. Krishi Jivan, a farm magazine published by GSFC Limited and having wide circulation in the farmers, was selected for the study.

Hence, the present investigation entitled “Determinants of effectiveness for Krishi Jivan farm magazine” was conducted with the following objectives;

1. To study the selected characteristics of the farm magazine readers.
2. To develop and standardize Farm Magazine Effectiveness Index.
3. To measure the effectiveness of farm magazine.
4. To examine the relationship between characteristics of readers and the effectiveness of farm magazine.
5. To examine the relationship between components and the effectiveness of farm magazine.
6. To determine the contribution of components in the effectiveness of the farm magazine.
7. To analyze the content of farm magazine.
8. To study the utility value of various topics of farm magazine to the readers.
9. To seek suggestions from farm magazine readers for making the agricultural magazines more effective.

In order to realize the objectives, one hundred and eighty farm magazine readers were selected from three talukas of Junagadh district and three talukas of Rajkot district. The scale was developed and standardized for measurement of effectiveness of farm magazine. The selected independent variables were measured either with the help of already developed scales or by developing schedules. An interview schedule was prepared for collecting the data from the respondents. It consisted the information regarding the selected characteristics of the respondents, the content of farm magazine and its utility value. It also included Farm Magazine Effectiveness Index (dependent variable) with its components as independent variables and open end question on suggestions of readers.

The data were collected by personal interview of farmers either at home or farm. The data so collected were coded, classified, tabulated and analyzed in order to make meaningful conclusions as under;

Majority of the respondents were in middle age group, educated up to primary and secondary level, with large size of family, medium level of reading habit, belonged to only agriculture as their main occupation, high annual income group, medium level of social participation, small size of land holding category, found to have medium innovativeness, belonged to medium risk orientation, medium level of market intelligence, medium level of mass media exposure and medium level of localite-cosmopolite value orientation. About two-third of the respondents perceived that farm magazine was in the category of medium level of effectiveness, followed by high and low level of effectiveness.

The relationship between the effectiveness of farm magazine and reading habit, as well as, extension participation was positive and highly significant. The
positive and significant relationship was observed between the effectiveness and
different characteristics viz., education, social participation, innovativeness,
market intelligence and mass media exposure. The age had negative and
significant relationship with the effectiveness of farm magazine.

There was positive and highly significant relationship between
effectiveness of farm magazine and different components viz., illustration and
design of cover page, column arrangements, arrangement of sub titles,
appropriateness of titles, relevancy of messages to the season, size of messages,
profitability of messages, problem orientation of messages, accuracy of messages,
practicability of messages for adoption, adequacy of messages understandability
of messages and attractiveness of messages.

The positive and significant relationship was observed between the
effectiveness of farm magazine and different components viz., quality of cover
tage, number of pages of magazine, size of letters, spacing between two lines,
Attractiveness of titles, market orientation of messages, utility value of
messages, reference for further information, method of presentation, placement
of tables in text, need orientation of advertisements and utility value of
advertisements.

It was observed that eight characteristics of respondents, which were found
significantly associated with the effectiveness in correlation analysis,
contributed 17.80 per cent of variation in the effectiveness of farm magazine.
The order of four variables with respect to their significant contribution from
highest to lowest was; reading habit, extension participation, innovativeness
and social participation.

It was found that the twenty five components contributed 80.50 per cent of
variation in the effectiveness of farm magazine. The order of thirteen
components with respect to their significant contribution from highest to lowest
was; practicability of message for adoption, profitability of messages, utility
value of messages, market orientation of messages, problem orientation of
message, method of presentation, relevancy of messages to the season,
Attractiveness of advertisements, size of messages, attractiveness of titles,
understandability of messages, adequacy of messages, utility value of
advertisements and accuracy of messages.

The highest difference in weightage given in FMEI and mean of weightage
perceived by the respondents was observed in the component illustration and
tables with rank first followed by format, advertisement, titles and content with rank second, third, fourth and fifth, respectively.

The major topics which have been covered in the various issues of magazine were; crop production practices, fruit and vegetable crop production practices, plant protection measures, agricultural extension and Government schemes, post harvest technologies, value addition and marketing, improved varieties, general articles, soil testing and fertilizers.

The most useful topics as perceived by the readers were; success stories of farmers, improved varieties, agricultural extension and Government schemes. The topics perceived useful were; post harvest techniques, value addition, marketing, plant protection, crop production practices, organic farming practices, medicinal crop production practices, spices crop production practices, animal husbandry, soil and water conservation practices, irrigation methods, agricultural implements and farm machinery and weed control methods.

The important suggestions offered by the readers were; good quality of paper should be used in magazine and inclusion of more illustrations and photographs, publication of information about content for next issues, information regarding beneficial schemes from Government and other organizations, monthwise agricultural operations of major crops, more articles should be according to crops and farming practices of respective region and message should be in local words and language.