A STUDY OF MASS MEDIA AND ITS IMPACT ON RURAL DEVELOPMENT IN MEERUT DISTRICT OF WESTERN UTTAR PRADESH

THESIS

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CERTIFICATE

      This is to certify that the thesis entitled "A study of mass media and its impact on rural development in Meerut district of Western Uttar Pradesh." submitted in partial fulfilment of the requirements for the degree of Master of Science in Agriculture with major in Agricultural Extension and minor in Horticulture of the College of Post-Graduate Studies, Sardar Vallabhbhai Patel University of Agriculture & Technology, Meerut, is a record of *bona fide* research carried out by Mr. Shashank Shekhar Singh, Id. No. 2585, under my supervision and no part of the thesis has been submitted for any other degree or diploma.

      The assistance and help received during the course of this investigation and source of literature have been duly acknowledged.

(D.K. Singh)
Chairman
Advisory Committee

Meerut
2015

CERTIFICATE

We, the undersigned, members of the Advisory Committee of Mr. Shashank Shekhar Singh, Id. No. 2585, a candidate for the degree of Master of Science in Agriculture with major in Agricultural Extension and minor in Horticulture agree that the thesis entitled "A Study of mass media and its impact on rural development in Meerut district of Western Uttar Pradesh." may be submitted by Mr. Shashank Shekhar Singh partial fulfilment of the requirements for the degree.

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India lives in its "villages" –Mahatma Gandhi. Literally and from the social, economic and political perspective the statement is valid even today. Around 65% of the State's population is living in rural area. People in rural areas should have the same quality of life as is enjoyed by people living in sub urban and urban areas. Further there are cascading effects of poverty, employment, poor and inadequate infrastructure in rural areas on urban centers causing slums and consequential social and economic tensions manifesting in economic deprivation and urban poverty. Hence Rural Development which is concerned with growth and social justice, improvement in the living standard of the rural people by providing adequate and quality social services and minimum basic needs becomes essential. The strategy of rural development mainly focuses on poverty alleviation, better livelihood opportunities, provision of basic amenities and infrastructure facilities through innovative programmes of wage and self-employment. The above goals will be achieved by various programme support being implemented creating partnership with communities, non-governmental organizations, community based organizations, institutions, while the Department of Rural Development will provide logistic support both on technical and administrative side for programme implementation. Other aspects that will ultimately lead to transformation of rural life are also being emphasized simultaneously.

Rural development is need of the hour for a country like India, which is on the threshold of being a big world power with the capacity to influencing the course of events on our planet. However, this is a dream which we can realize only when we are a country with no internal dissensions and strife, a country with a fair economic system and cohesive social order. In fact the essence of development lies not in a regimented system where none dares to disagree but in all – inclusive dispensation in which everyone plays an equal role. The quest for rural development must lead us in the

direction of empowering those sections of society who are in the need of being empowered. This is the real meaning of democracy and this is the area in which media can and media must play an important role.

To understand what role media can play in rural development we have to understand media scenario in all its dimensions. We have to understand scope, reach and impact of media on society as well as the functions it is supposed to perform. We also have to understand how media influences social change in a developing society. But before this it will be worth to see how information technology has changed the face of media as well as the society which media caters to. The speed of technological developments in the field of communication has no doubt changed the face of media and society in the past two to three decades. These developments are so fast that the social scientists and researchers are finding it difficult to assess, assimilate understand and interpret their impact on different communities and social groups. The diffusion of new information technologies are making such inroad as in to the Indian societies that their multiple applications are giving birth to more and more cynicism. Media is a helpless victim of this phenomenon (Singh, 2010).

After the conversion of the whole world into a global village the new information technologies which have brought the video, the sound, the graphics and text together at a great speed and skills, are basically aiming at creating an information society which, in the very near future, will widen the gap between the information rich and the information poor. The unequal pace of technological development between the urban and rural areas, where are both producers and beneficiaries of technology, has increased inequities between urban centers and rural periphery.

Today's technology, itself is class oriented, tending to increase divisions between social groups. The gap between information rich and information poor has widened. The Indian media is therefore, living in a situation where it does not know where to go. To survive it has to follow the lead being given by the IT revolution. To live up to its

tradition it has to show commitment for those sections of society who is becoming information starved. For centuries our society has been depending upon the traditional means of communication process and word of mouth. Human relationship, in closed Indian society used to develop in a natural, healthy and productive social environment. But in the early nineties the satellite and cable television's created new type of society (so far, mainly in the urban areas.) by bombarding our households with alien messages. The new information technology is creating a pseudo-environment, in which users tend to believe that by acquiring it, they have acquired everything, including wisdom, thought and logic. Most of the receivers fail to understand that what they do get are information packages. Consciously or unconsciously designed for creating an atmosphere of artificial intelligence. The receivers also develop a tendency to absorb the information, which is easy to understand. "In a way the television is taking conversation out of the family, the computers are responsible for taking human relationship away from the society. A society which has been bound together by inter-personal and group communication is sure to feel uncomfortable with the new information culture. However, very few are able to view this as a problem in the process of our development.

As we know our media is now entirely information technology driven. As we can see information technology has a very dynamic relationship with the society and culture. We see the scenario for media in the world dominated by the influence of information technology. No doubt this technology brings revolution in the modes of communication by making it more diverse, intra and interactive and mentally more provocative. But the fear is the diversity would lead to regimentation and segmentation, which may further lead to stagnation, loneliness disintegration, insecurity and isolation. All these major psychological issues in relation to development. That is why it can pose a threat to the individual and group identities and local cultures in case of a plural society like ours. Yet despite all the changes brought about by information on social scene as well as in media remains a dominant factor with its capacity to appeal to the

minds of people. Yet we often witness a tendency to take a very narrow view of media and limit our vision by our media use and our media habits. The whole range, scope and use of media has to be appreciated if want its application in solving the problems our society faces from time to time.

The whole range and dimension of media has to be understood if we want to know how media can play a role in promoting the culture of development. In the wake of increasing commercialization, media's role in expressing public thoughts is shrinking and more constraints and barriers are developing in the way of free and fair interaction between the media and the public. Media and the information systems in the developing countries are being governed by dominant concepts of the west.The developing countries can meet the challenge only through developing alternative concepts of media programming, which have roots in their own social and culture settings. These demands are great amount of will to experiment on the part of entire media industry.

Media Scenario:

Media scenario basically comprises TV, radio, newspapers, advertising, other print media forms, attempts at social marketing and net newspaper or cyber journalism. Various forms of traditional media are integrated into one social system; these forms are not nearly entertainment based they are essential means of education on various aspects of life. They also form part of larger media scenario. Yet independent news media –print, electronic are even cyber remains the most important media for its capacity to scrutinize public affairs without fear or favour and hold us accountable to our jobs and responsibilities. Its good health and right attitude is therefore, very important to all of us in the all-important task of national integration the importantance of independent news media cannot be over emphasized. We can understand the media reach in Indian scenario by having an idea of the total number of newspaper, journals

and periodical as well as the number of radio stations, TV channels, satellite links and media related websites.

Mass Media in India:

Radio, Television, Internet and print media are important mass media in Indian context. It is being increasingly realized that the potential of radio in aiding human growth and development in rural setting may be for greater than any other tool of mass media (Sofiyan, 2011).

Radio:

Radio broadcasting in India started in 1927 with two privately owned transmitters in Bombay and Calcutta. The Government took them over in 1930 to establish the Indian Broadcasting service. The name was changed to All India Radio (AIR) in 1936 and since 1957 it is also known as Akashwani. AIR is serving as an effective medium to inform and educate people besides providing healthy entertainment. At the time of independence there were six radio stations. All India Radio presently has 197 radio stations including 184 full-fledged stations, ten relay centers, and their exclusive. VividhBharati commercial centers.

AIR presently has 305 transmitters. These include 145 Medium wave, 55 short-wave and 105 FM transmitters and provide radio coverage to a population of 97.3 per cent spread over 90 per cent area of the country.

Farm and Home units function at various AIR stations. The average duration of farm and home broadcasts in 60-100 minutes per day from each station. It includes programme for rural woman and children.

Radio is giving reasonably good coverage to farmer's programmes. They are being educated on diverse topics like daily domestic hygiene, home economy etc. Research studies conducted on the effect of the radio on farm people have revealed that radio is popular among farmers of all the age groups and it is the source of information to them. Expansion of radio programme for farmers is found to have desirable results.

Television:

As compared to Radio, Television in India had a late start. Even though introduced in 1959 a regular Daily TV transmission was started only on the Independence Day i.e. Aug. 15, 1965 for another seven years there was only one TV centre i.e. in Delhi. The expansion had been rapid in late 70's and more so in the last couple of years. The flagship of Doordarshan DDI operates through a network of 984 terrestrial transmitters of varying powers reaching over 87 per cent of the population. There are 57 additional transmitters giving terrestrial support to other channels. Doordarshan uses a large number of transponders on the Indian National Satellites (INSAT) and other satellites to network its terrestrial transmitters and also to extend coverage. The signals of Doordarshan's International service could be received in most part of the globe. Doordarshan has established programme production facilities in 46 cities across the country. 360 million viewers in their homes watch Doordarshan programme in India. Doordarshan earned around Rs.4 billion during the financial year 1998-99 through commercial advertisements.

After 1992, television facilities have been rapidly expanding and during certain periods the country got an additional transmitter every day. In the decade 1981-90, the number of transmitters increased from 19 to 519.

Doordarshan has a three-tier primary programme service -national , regional and local, in the national programmes the focus is on the events and issues of interest to the whole nation, these programmes include news, current affairs, science, cultural magazines, documentaries, serials, music, dance, drama and feature films. Information programmes also include telecast on agriculture, rural development, health, family welfare, consumer's rights, environment etc. There are programmes specially targeted for women, children and youth.

Over the years Doordarshan's viewership has increased phenomenally and now an estimated 69 million homes have television sets which mean that 362 million people

can watch Doordarshan programmes in their homes. In rural areas most of the privately owned sets also act as community sets, attracting a number of viewers from non-TV homes and the total number who watch Doordarshan at least once in a week exceeds 5000 million. In the last four years programmes of commercial channels operating from outside India are available for some sections of the then population, but Doordarshan has retained more than 70 per cent of the total viewership in urban area and more than 90 per cent of the viewership in the rural areas in most of the States.

Print media:

As on 31st December, 1998, the total number of newspapers and periodicals was 43,828 as compared to 41,705 in 1907. There were 4,890 dailies, 331 tri-bi-weeklies, 12,065 monthlies, 5913 fortnights, 3,127 quarterlies, 383 annuals and 1,474 publications with periodicities like bi-monthlies, half-yearlies. Newspapers were published in as many as 100 languages enumerated in the 9th schedule of the constitution. Newspapers were published in 81 other languages, mostly Indian languages or dialects and a few foreign languages. The highest numbers of newspaper were published in the hindi language. Daily newspapers brought out in 18 principal languages and kashmiri was the only principal language that did not have a daily newspaper.

Newspapers were published from all states and union territories. Uttar Pradesh with 7,895 newspapers retained the prestigious position of publishing the largest number of news-papers in India. In the case of dailies also, Uttar Pradesh held the top position with 805 dailies (Singh, 2009).

Among the several mass media, newspaper and farm magazine are commonly used. They have a vital role to play in the communication of agricultural information among the literate farmers. Increasing rate of literacy in the country offers new promises and prospects for utilizing print medium as a means of mass communication. The print media widened the scope of communication. It is cheap and people can afford to buy and read them at their convenience. It is a permanent medium in that the

message are imprinted permanently with high storage value which makes them suitable for reference and research. Agricultural journalism is of recent origin in India. It came into existence just five decades ago. It is now gaining importance, particularly after the establishment of agricultural university in India; technical information needs to be provided to the farmers at the right time and in the right way, so that the productivity can be increased. In the view of increase in literacy level to 52.11 percent during 1991, print media has acquired a greater role in dissemination of information on improved, agricultural practices to the farming community and also to inform the public in general. India has farm magazines in every state, published mostly in local languages. Agricultural department also encourages the publishing of such farm magazines particularly through farmers association.

Today's farm literature mainly includes newspapers, farm magazines, books, bulletins, folders, leaflets, wallpapers, pamphlets etc. In 1914 "KrishiSudhar" and in 1918" Krishi" were published from Agra. A few farm journals were also published by State Govts, after 1947. Indian Council of Agriculture Research ventured upon publishing a farm monthly in Hindi the "Kheti" in May 1947. Today ICAR is publishing number of journals for research workers and farmers.

But some problems are also faced by farmers in accessing the mass media. Their access to agricultural programs was via television and radio; this manner of disseminating agricultural programs was highly accessible, convenient, effective and highly beneficial. The study also reveals that lack of electricity was the major problem hampering the dissemination of agricultural information. Therefore it's recommended that agricultural information needs to be disseminated to the farmers through radio and television especially during the morning hours (Ango et al. 2012).

By considering all these facts this study has been framed by the researcher entitled, "A study of mass media and its impact on rural development in Meerut District of Western Uttar Pradesh" based on the following objectives.

1. To study the socio-economic characteristics of the respondents.

2. To know the level of knowledge and attitude of respondents about rural development programme.

3. To know the communication behavior of the respondents.

4. To find out the constraint faced by respondent.

LIMITATION OF THE STUDY:

The present study had the limitation of time and resources usually faced by investigator. However, considerable care and thought were exercised in making the study as objective and systematic as possible. Moreover the present study was confined to C.D. block, Daurala, district Meerut (U.P.).

Respondents have not given the complete information in one sitting required for the research work, therefore, number of sitting were made for getting the complete information.

SCOPE OF THE STUDY:

The study refers to four village's. of C.D. block, Daurala, district Meerut (U.P.) in which 20 respondents were selected from each village so, 80 respondents were selected. This study covered mainly the respondents engaged in agricultural and allied sector of modern farm practices to some extent. The study was limited in the nature to "Ex-post facto" type and attempt was not made to test hypothesis through more analytical and experimental approaches, therefore, generalization from the result of the study were restricted only to the area of study.

ORGANISATION OF THE THESIS:

The thesis has been divided into six chapters. The first chapter deals with Introduction, objectives, limitation of the study and scope of the study. The second chapter is devoted to Review of Literature and the third chapter deals with Description of study area. The fourth chapter deals with the Research Methodology. Findings and Discussion of the study are presented in fifth chapter. The last sixth chapter consists of Summary, Conclusion and Suggestions for further research followed by Bibliography and Appendices.

CHAPTER- 2   **REVIEW OF LITERATURE**

Socio economic status

Rohwer and Harris (1975) found that the especially in oral plus pictures, was superior to that in single-media conditions, whereas among high-socio economic status(SES) combinations of media were of little benefit.

Anita et al. (1995) suggested that the young age group person be associated the task of field of work more effective.

Islam and Zaman (2004) reported that the Semi-urban poor women of Dhaka region (Bangladesh) under the DAE network are mostly less educated and have little access to land ownership. Most of them are involved in non-farm activities. But if they can have an access to modern technologies of agriculture, through print and electronic media, they can be motivated and involved in the field of homestead gardening, poultry rearing, and small-scale agribusiness. So extension service providers have to develop informative, educative as well as entertaining media materials as a tool for technology transfer for the semi-urban poor women for agricultural development.

Christine (2006) indicate that less-educated women tend to respond more non-adaptively to health messages than more-educated women; for the former group, this has negative consequences in terms of increased levels of negative emotions and decreased levels of motivation to engage in healthy behaviors.

Lasisi et al. (2007) observed that there was significant correlation between socio-economic status and hearing loss (r=0.138, p=0.02) while no correlation was found with upper respiratory infection (r=0.054, p=0.36), age of onset (r=0.037, p=0.62) or frequency of attacks (r=-0.068, p=0.35). Conclusion: About one fifth of patients with CSOM have SHL. Early diagnosis and management of CSOM is imperative to improve outcome. CSOM is strongly associated with low socio-economic status.

Wangberg et al. (2008) found that Internet use was found to be more closely related to social support and subjective health than use of other media. Internet use was also found to be a plausible mediator between SES and subjective health, especially through interacting with social support.

Pendse and Rajguru (2009) reported that majority of the respondents (56%) had annual farm income of Rs. 20,000 or more. Many of them (69.50%) quoted television as the source of agricultural information. The information level of respondents about local news was highest (73.50%). The coefficient of correlation between income and mass media exposure was positive and strong at 0.7034, which showed that mass media exposure was highly dependent on income. The coefficient of correlation between age and mass media exposure was negative and weak (-) 0.0911, which showed that mass media exposure was high among young farmers.

Knowledge and attitude on rural development

Bunthamcharoen *et al.* (1995) the results revealed that the interest in reading of most rural youth was a moderate level. The main aims in reading were to acquire knowledge and for entertainment. Based on the youth's interest and frequency of reading, cartoon books were ranked first, followed by newspapers. Most rural youth preferred printed media produced with a regular type of alphabet and natural color photographs. Female youths had a preference towards newspapers, journals, and newsletters, all of which were higher than male youths. Older youths had preference levels toward newspapers, journals, leaflets, newsletters, and handbooks higher than younger youths.

Maheshwari (1995) reported that book re-examines the basic model of rural development in vogue in India. The original policy assumptions are evaluated and rational policy options and strategies for meaningful interventions for the future are presented.

Malaviya *et al*. (1995) reported that, Three messages on child development (prenatal, postnatal and child accidents) were selected and prepared in a slide/synchronized commentary and shown to 120 illiterate women in four villages in Hisar and Rewari districts, Haryana state, India. Data on knowledge levels were

gathered before and immediately after the slide show and analyzed. Approximately 50% of the women substantially gained in their level of knowledge on all the messages.

Ali (1998) analyzes the income and employment generated through IRDP in Nalgonda district of Andra Pradesh. He observes that IRDP has positive impact on generation of income and employment level of beneficiaries. His study also reveals that the marginal farmers have sold out all their assets created through IRDP.

Pandey and Kumar (1998) conducted a study in Uttar Pradesh to assess the extent of awareness of rural poor about development programmers' meant for them. They conclude that majority of respondents (56.5 %) are aware about the IRDP which is indicative of its popularity in the study area.

Paul (1998) discussed that the measures of the performance of the IRDP are followed by an assessment of the performance of the programme. It is concluded that over a period of two years, the level of poverty amongst IRDP families declined by 22% with 7% of families crossing the poverty line, the other two-thirds showing a substantial decline in their poverty levels and the remaining one-fourth becoming poorer.

Sharma and Chamala (1998) mention that the main way to achieve this is seen as being through increasing women's access to credit, given the current atmosphere of economic liberalization in India. Issues discussed are: the visibility of women in rural development; credit access to rural women - constraints and liberalization dilemmas; and maintaining/increasing women's access to formal credit.

Abdul and Bhole (2000) found that the inter-state disparities in rural development in India are very high. Out of 17 selected development indicators, 14 have a coefficient of variations above 20%, nine have coefficient variation above 40%, and four have coefficient of variation above 80%. At the aggregate level of development, Punjab is the most developed state followed by Haryana, Kerala and Karnataka while the least developed state is Bihar followed by Orissa, Uttar Pradesh and Assam.

Rohini and Bhat (2000) reported that there is no single reason can be attributed to the unsatisfactory achievements under different rural development programme in the country. The alternative may be a package of solutions including: proper identification of the beneficiaries; adequate allocation and proper utilization of funds; better implementation of the schemes with more commitment and dedication; and above all, the beneficiaries should be made aware of the programme at appropriate times.

Rew and Rew (2003) recommended that 'Sustainable Rural Livelihoods' as a framework for activities. The livelihoods and community development approaches understated the critical importance of social rank, caste and power relations treating them as adjuncts to models imported from elsewhere. Implemented out of context, livelihoods and community development models became 'luxuriant weeds' that residents must address or bypass in their struggle to survive.

Ahire *et. al.* (2008) found that telephone facility is the most economical and cheapest source of communication, which is adequately available at all centers expect sekauat and only two centers viz., sekauat and cifa were adequate with fax.

Rukmani (2008) observed that the principal objective of analyzing significant technologies that have been developed in the public research system pertaining to the major sectors of the rural economy of India over the post-independence period. Crop husbandry, animal husbandry, fisheries, forestry, irrigation, health, drinking water and energy have been the areas of concern.

Sivamurugan and Anbumani (2008) reported that media sector is now on the path of further growth with an expansion in rural telephony and broadband coverage.

Gangopadhyay and Mukhopadhyay (2010) observed that the study would be helpful for the planners and administrators not only in better realization of the socio-economic condition of the villagers but also in successful implementation of the proposed integrated approaches for sustainable rural development in Didhsari and surrounding villages.

Sanyal (2012) reported that the nationally, private school enrollment has risen year after year for the 6-14 age groups, increasing from 18.7% in 2006 to 25.6% in 2011. This increase are visible in all states expect bihar.

Singh (2012) found that he, Indian national policy since 1968 wanted to raise public expenditure of education to 6% of GDP. On the other hand outlay of central and state governments for educations amounted to about 3% of GDP. Thus the gap allocation for education is still substantial, and need to be urgently addressed.

Swamy (2012) reported that the value of educating girls is not recognized fully in rural areas. The problems of access, quality, content and the devaluing of non- formal education reduce enrolment. According to the country report of the government of India, empowerment means moving from a weak position to execute a power'.

Tamang (2012) found that the, 2001 to 2011 literacy among men increased from 75.26% to 82.14% a rise of 6.9% in the same time frame, the literacy among women increased from 53.67% to 65.46% an increase of 11.8%.

Manjunatha (2013) examine the relationship between Self Help Groups and socio-economic development of rural community in general and women in particular of Karnataka state and also to suggest suitable measures for the effective improvement of functioning of SHGs in improving the socio-economic conditions of the rural people. For the said purpose the primary data has been collected from field survey in Hassan district of Karnataka state.

Nagaraj *et al.* (2013) reported that nearly half of the respondents (45.00%) belonged to medium level of overall knowledge category about farm mechanization practices. Further, less than half of the respondents (42.50%) belonged to medium level of adoption category. However, only (15.00%) of the paddy growers possessed skill in the use of paddy transplanted due to its recent introduction.

Bharadi (2014) reported that the study covers a period since 2005-06. The parameters like employment, total working enterprises, gross output, banks credits and others have been used for analysis of MSMEs. The study used simple percentage and average method. Hence, present study is undertaken on the rural development and sustainability of MSME in India.

Rashmi (2015) found that the, Corporate Social Responsibility (CSR) refers to the way a company undertakes activities that positively affect the well-being of employees, local communities, the environment and society as a whole. These actions expected to earn the trust and respect from all the stakeholders. CSR initiatives for rural development were classified under five areas: livelihood, health, education, environment and infrastructure.

Communication behavior

Ayaz (1991) reported that the,Radio solves the problems of inaccessibility of media and that of illiteracy of farmers. Therefore, radio needs to be used more extensively to disseminate agricultural information to farmers.

Marjoram (1994) indicate the reasons to communicate, the importance of adopting new technology, the type of message that should be conveyed, who it should be targeted at, how it should be conveyed (the media and style), and the importance of language.

Mahal (1994) found that the several activities undertaken by cooperatives, and their role in aiding rural development: credit, marketing, consumer, and industrial. Cooperatives provide permanent economic infrastructure in rural areas, which can accelerate the development process. They can serve as one of the best ways to ensure people's participation and play a significant role in implementing rural development programmes.

Ngwainmbi (1994) analyses that are broadcast on Cameroon television and radio to determine how much information on rural development is featured (which includes

national radio and television stations in Yaounde, the nation's capital, and Bamenda, a provincial capital which broadcasts to ethnic groups). Also included is a survey, consisting of interviews with two groups of people: government officials in the areas of information, culture, and territorial planning; and villagers.

Nasrat (1994) revealed that a high percentage of women not using contraception regularly. Although women have the ability to contact reliable sources of information about family planning, the lack of efficient extension services has prevented this.

Annapurna et al (1996) suggested that the relationships established between innovative proneness and socioeconomic characteristics can be of use in making the training programmes more effective.

Krishna (1997) observed that there are some flaws and problems with the allocation principles. It also argues that although some women have made considerable progress in the political arena, this has gone unnoticed by the media, and without economic advancement it is unlikely that any real change will occur.

Gathu (1998) found that the use of radio in education programmes in Swaziland, where one of the main reasons for their acceptance is the oral culture of the learners.

Ogunwale and Laogun (1998) reported that there was no significant relationship between age of farmer and the number of sources of farm information and technologies used by farmers. The use of combinations of extension methods was recommended to facilitate extension service and adoption of farm technologies in the programmes.

Jha et al.(2003) indicated that attitude towards employment generation, participation in developmental programmes, family education status, and urban contact had a positive influence on the employment pattern of the tribals residing with the non-tribals in the same villages; albeit, the same 4 variables had negative impact on the employment pattern of the tribal living in purely tribal-inhabited villages. This means that tribal communities living with non-tribal, in co-existence, had a positive attitude

towards employment generation and employment pattern in agriculture, animal husbandry, and other enterprises.

Galindo (2004) suggested that, within the process of innovation, radio programmes play a very important role in disseminating knowledge and interest, and promoting faster adoption of new technology than other means. Among the advantages of the radio are: listeners are not required to read; the message is received as broadcasted; there is broad coverage; the cost of a radio is low; many are portable; transmission is simple; and radio production has low costs.

Sharma (2004) found that the different activities organized in these service centers include: soil testing and fertility mapping; pre-sowing training; crop demonstrations; monitoring increase in greenbelt impact on soil reclamation; Shaktiman farmers meetings; visit to agricultural universities/large farmer meetings in Jagdishpur; direct mailers/booklets on cropping practices and farmer diaries; and the chaupal-intensive village contact programme. Media and publicity related activities, as well as the future proposed rural activities of these service centers are also presented.

Taiye (2005) revealed that the majority of the farmers 60 (50%) had access to radio daily, 58 (48.33 %) weekly and the majority of the respondents ranked first in frequently listening to radio programmes with extension messages, in their vernacular.

Adeniji and Ega (2006) recommended that policy makers should effectively integrate mass media programmes with other aspects of agricultural and rural development programmes and projects at all the planning stages.

Bishnoi and Singh (2007) revealed that 63% women over 30 years of age were well aware of the activities of the DWCRA scheme while only 37% beneficiaries of less than thirty years had any knowledge about DWRA. Another important finding was that lower caste women were more aware than middle and higher caste women.

Shahid *et al.* (2007) reported that most used form of print media for agricultural information was pamphlets followed by posters, newspapers, book/booklets, magazines and journals. Pamphlets were reported for highest use while journals being the lowest

Ugwu (2007) recommended that there should be increased political support by the governments, increased community/beneficiary participation, commercialization of more ADP activities and more private sector involvement and intensification of extension-research linkage.

Sonawane *et al.* (2008) observed that, the extension personnel of BAIF were the only institutional sources with whom the respondent beneficiaries had regular contacts at varying frequencies. This might be the reason for all the respondent beneficiaries preferring the extension personnel of BAIF as a source for getting the periodical guidance for development and welfare programmes.

Benedict (2010) revealed that the majority of the people in Africa lived in the rural areas and were not abreast with information about government programmes aimed at improving them. Apart from acknowledging the basic challenges confronting policy makers, development communicators and other stakeholders in the development process, the paper recommends among others, that governments in Africa should create the enabling environment for the ICTS to be effectively used and synergized with traditional media in achieving development communication goals at all levels.

Fadairo and Fadairo (2011) highlights on Public Relation tools and how their potentials can be harnessed for effective public relation between key players in the Nigerian agricultural sector and its public. It also explains these tools can help accelerate progress towards attaining self-sufficiency in agricultural production while ensuring development of our rural populace. Also, insights were provided into the public relation strategies of the National Fadama Development Project II (NFDPII).

Krishnamoorthi and Raheem (2011) reported that the local population can profit from new employment (e.g. jobs in the food and/or tourist sector, the setting up of ICT

businesses), new markets (American tourists, particularly the retired, are big spenders), and improvement in amenities and infrastructure.

Chhachhar *et al*. (2012) study indicated that a number of significant findings explored that the only (18%) of respondent preferred to watch agriculture related program on television and (54.3%) respondent understand that television not is main source of dissemination agriculture information among farmers. Perception about television provides such program which increase the income of farmers (84.3) respondent said that television doesn't not provide such kind of programs which increase the income of farmers. Findings of the study further showed that (87.7%) of respondents have their own television set

Sharma and Kumar (2012) revealed that major sources of information were friends, aanganwadi workers and television, radio under personal localities, personal cosmopolite and mass media sources respectively. Majority of women have lack of knowledge about the rural development programs regarding-health, family planning, women empowerment, agriculture policies. Present research investigation concentrate the major problematic areas in which message should be designed through community radio is rural development policies and programmes.

Ndaghu and Taru (2012) suggested the establishment of a community based television stations targeted on agricultural programmes to farmer as this will go a long way in improving not only the quality of information but also its access.

Tsegyu and Asemah (2013) concluded that rural broadcasting has not been given due attention in Nigeria. It therefore recommends among others, that the government and private sector should take urgent measures to solve the identified challenges.

Diedong (2014) reported that those factors that can influence a model of community and educational radio capable of facilitating development through community participation.

Peters and Gregory (2014)reported that the challenge for EU rural networking activities therefore, will be to improve links between small farmers and the administrations to ensure that benefits are realized. Effective knowledge transfer between stakeholders will be further developed through increased use of social media whilst traditional networking tools will continue to be needed.

Islam and Zaman (2004) found that most of them are involved in non-farm activities. But if they can have an access to modern technologies of agriculture, through print and electronic media, they can be motivated and involved in the field of homestead gardening, poultry rearing, and small-scale agribusiness.

Goggin and Clark (2009) indicate that the use of mobile phones in community development, with examples including the Grameenphone, agriculture and markets, the Filipino diasporic community, HIV/AIDS healthcare, and mobile phones in activism and as media. It is argued that mobile phones form a contact zone between traditional concepts of community and citizen media, on the one hand, and emerging movements in citizenship, democracy, governance, and development.

Oladele (2010) results showed that journalists' positive attitudinal disposition include media should be used for rural mobilisation (4.39), and there is need to have specialised agriculture and rural development columnists (4.13). Also, prominent barriers to coverage of agriculture and rural development news are lack of technical equipment (1.9); lack of specialisation (1.9); inadequate personnel (1.8); and editors' preferences (1.7). Significant determinants were gender (t=2.31), age (t=2.58), place of current residence (t=3.62) and years of experience (t=-3.48). The paper recommends that there is need for coverage of agriculture and rural development news to improve in the study area, policymakers and planners as well as media outfit managers should pay proper attention to the highlighted barriers and the significant determinants.

Zia and Khan (2012) concluded that there is only one dedicated television channel (Sohni Dharti) for agriculture sector out of 82 channels. Indeed, a single

agricultural channel is inadequate for an agrarian country having 67 percent of total population living in rural areas and 44.7 percent of them connected to farming.

Ravi (2013) revealed that the significance of the study lies in closer scrutiny of contemporary media practices for recheck on cohesive communication among domestic and transnational media. The methodology here is the theoretical study with explorative type.

Adedugbe (2014) expressed that the social media networks have served as feedback mechanism, where youth ask questions and make enquiries on how to start agribusiness. It is important that government and the private sector capitalize on the potentials of new technologies; to link the youth to agriculture; and farmers to markets along value chains.

Constraints

Ango *et al.* (2012) found that the agricultural programs was via television and radio; this manner of disseminating agricultural programs was highly accessible, convenient, effective and highly beneficial. The study also reveals that lack of electricity was the major problem hampering the dissemination of agricultural information. Further recommended that agricultural information needs to be disseminated to the farmers through radio and television especially during the morning hours

Chauhan and Chauhan (2011) opinion that farmers are not in position to use this information for the development of their agriculture because whatever sites available on agriculture are in English language. This fact was reflected in study so 88 percent of the farmers partially or absolutely realized that information available on Internet is difficult to understand.

CHAPTER- 3   DESCRIPTION OF TRACT

The purpose of this chapter is to present the background information pertained to Agro-economic set-up of the region. In order to have a better understanding to the findings of any research study, it is necessary to have a complete understanding of the physical and socio-economic conditions of the area in which the investigation of such a study has been carried out. This provides sound basis for testing the validity of the results of similar studies. The justification for the selection of district and block of the study has been given in the Research Methodology.

General Description of the District under study:

Location of Meerut District:

Meerut district lies between 28°57' to 29°02' North latitude and 77°40' to 77°45' East longitude in the Indo-Gangetic plains of India. The district of Meerut is situated in the western Uttar Pradesh and falls under division. Meerut district is located at a distance of about 66 km away from New Delhi (capital of India). The district is surrounded by Baghpat, Muzaffarnagar, Bijnor and Ghaziabad district. The geographical area of the district is 2590 sq. km.

Central Potato Research Institute Campus, Modipuram is the biggest Research Station of the Central Potato Research Institute, Shimla. It has three units, i.e. Modipuram, Machhri and Pabli. At Modipuram main complex, potato research in various disciplines through 15 interdisciplinary programmes is carried out for Central-

Indo Gangetic plains. The Machhri and Pabli units are used exclusively for seed production. Besides research and seed production programme of potato, this Campus also serves as one of the centers of All India Co-ordinated Research Project on Potato. Wheat seed production is also carried out in the rotational areas for National Seeds Corporation Ltd. Research work is being carried out by 16 scientists in six disciplines

The Central Institute for Research on Cattle (CIRC) was founded as a nodal institution to monitor, coordinate and support all research and development projects for cattle improvement in the VII Five year Plan on 3rd November 1987 at Military Farms School & Research Centre, Meerut, by upgrading the status of All-India Coordinated Research Project (AICRP) on Cattle.

Project Directorate for Farming Systems Research (PDFSR), Modipuram, Meerut is an also important institute of ICAR New Delhi.

Sardar Vallabhbhai Patel University of Agriculture and Technology is a state agriculture university and plays important role in education, research and extension in the field of agriculture.

Topography:

The topography of district Meerut is not the same at all the places and is quite uneven. Some areas of the district fall under water logging and in kharif season except paddy crop, other crops cannot be grown successfully in the water logged areas.

Soils:

There are many type of soils present in the district which includes loam, sandy loam and sandy soils. In addition to it, fine soils are also available. Generally soluble salts are found in soils, but phosphatic, nitrogenous and others bio-chemicals are deficit in these soils.

Climatic conditions:

The climate of district Meerut is tropical and can be divided in to three different seasons as-

(1) Rainy season (Kharif season): From middle June to end of September.

(2) Winter season (Rabi season): From October to middle March.

(3) Summer season (Zaid season): From middle of March to end of June.

The average maximum and minimum temperature of the district normally remains around 44.5 ^{0} C and 4.00 ^{0} C with occasional ground frost.

Rainfall plays an important role in agricultural production. The rainy season is marked by the outbreak of the monsoon in the third week of the June but some time the shower is received in the first week July. It extends up to the end of September. The average rainfall in the district was 768 mm.

Population:

The sex wise population and literacy of district Meerut is presented in Table 3.1

Table 3.1: District Meerut at a Glance (2011 census)

Particulars	Population
Total Geographical area	2590 sq. km
Population:	
(a) Male	1825743
(b) Female	1617946
Total	3443689
Population:	
(a) Rural	1684507
(b) Urban	1759182
Total	3443689
Scheduled caste	3069
Length of roads	3302
No. of electrified villages	614

Source: SankhkiyaPatrika, Janpad Meerut (2014)

No. of Election Constituencies (2013-14):	

(a) Parliament seats	04
(b) Assemble House seats	07
Number of Tehsils	03
Number of C.D. Blocks	12
NayayPanchayats	91
Gram Sabhas	460
Number of villages:	
(a) Populated villages	667
Number of Nagar Nigam	01
Number of Nagar palikaParishad	02
Cantt. Region	01
Nagar Panchayat	10
Post Office (Rural and urban)	261
Police stations:	28
nationalized banks branches	296
rural banks	06
Co-operative banks	35
No. of Bio-gas plants	8098
Irrigation:	
(a) Length of canals	767
(b) No. of Govt. Tube wells	329
(c) Private tube wells & pump set (personal)	58044

Source: SankhkiyaPatrika, Janpad Meerut (2014).

Educational Institution:

Education is the most important single factor in achieving rapid economic development and in creating social order found on the values of freedom, social justice

and equal opportunity. Educational institutions are tools of rural transformation Table 3.2 gives the educational institutions in Meerut district.

Table 3.2: Educational institutes in the district Meerut.

Type of institutions	Number
Primary schools	2116
Senior Basis School	1092
Higher Secondary School	376
Degree/P.G. Colleges	13
University	03
I.T.I.	05

Source: SankhkiyaPatrika, Janpad Meerut (2014).

DESCRIPTION OF C.D. BLOCK, DAURALA UNDER STUDY:

The headquarters of C.D. Block, is situated on at the distance of 18 km. from district headquarter. This block came into existence on 1 July, 1957. It is bounded on the north by C.D. Block, west by east by Meerut city and south block.

GENERAL INFORMATION ABOUT THE BLOCK:

1. Name of the Block   -   C.D. Block, Daurala
2. Year of inception   -   1 July, 1957
3. Category of Block   -   Post-stage
4. Name of Tehsil   -   Sardhana
5. Name of LokSabha seat   - 3-Muzaffarnagar
6. Name of VidhanSabha   - 44-Sardhana

Table 3.3: Source of irrigation and net irrigated area.

S. No.	Source of irrigation	Irrigated Area (ha.)
1.	Canals	2493
2.	Tube wells (Govt.)	109

3.	Tube wells (Pvt.)	12676
4.	Wells/Ponds	14
5.	Others	-

It is evident from the above table that tube wells (Govt. and Private) are the major irrigation sources available to farmers followed by canal water.

Topography:

The area of the Block is well leveled but is low land and suffers from lack of drainage facilities. This makes kharif cropping rather precarious.

Soils:

Soil of this area is mostly sandy loam to loam in texture with varying fertility different types of soil that prevail in the block or villages are mainly of four types.

1. Loam soil

2. Sandy loam soil

3. Clay loam

4. Clay soil

Some soils are alkaline in chemical reaction and are universally different in the organic matter and nitrogenous contents. It hampers the growth of the crop to a considerable extent. Phosphoric deficiency is also seen in scattered patches while most of the soils are fairly rich in potash.

Climatic condition:

The Block is situated in Ganga tract of Uttar Pradesh typically characterized by monsoon climate, where summer is extremely hot and dry and winter sufficiently cold with the possibility of frost in late December or early January.

Rainfall:

The average of the annual rainfall is about 768 mm in C.D. Block, Daurala (Meerut).

Land distribution statistics in C.D. Block, Daurala:

The land utilization pattern in the block is given in the following table.

Table 3.4: Showing land use position in block.

S. No.	Items regarding land use	Area in ha.
1.	Total reported area	18839
2.	Forest	330
3.	Cultural waste land	73
4.	Current fellow	229
5.	Other fellow	97
6.	Barren and uncultivated	206
7.	Land use other than agriculture	2677
8.	Pasture	46
9.	Orchard, garden, bushes & trees	152
10.	Net area sown	15029
11.	Area shown more than once	5085

Source: SankhkiyaPatrika, Janpad Meerut (2014)

Educational institutions running at the block

The information related to the above aspect is presented in Table 3.5

Table 3.5: Institutional facilities available at block level.

S. No.	Items	Total No.

1.	Primary school (Boys + Girls)	136
2.	Higher primary school (Boys+Girls)	68
3.	Secondary school (Boys +Girls)	23
4.	Degree college	00
5.	Other	01
	Total	**228**

Source: SankhkiyaPatrika, Janpad Meerut (2014)

According to the above table there are 136 primary school, 688 Sr. primary school (Boys & Girls), 23 higher secondary schools and 1 other collage.

Table 3.6: Existing different agencies at block level

S. No.	Agencies	Total No.
	<u>Social Organisatinos</u>	
1.	AnganBadi/BalBadi	151
2.	Youth organizations	04
3.	MahilaMandal	02

	Public Health services		
1.	**Aleopathic Dispensary**		00
2.	**Community Health centre**		00
3.	**Primary Health centers**		01
4.	**Ayurvedic Dispensary**		01
5.	**Homeopathic Dispensary**		01
6.	**Family welfare centers**		02
7.	**Maternity & Child welfare centers**		26
	Veterinary treatment		
1.	**Veterinary Hospital**		00
2.	**Veterinary service centers**		04
3.	**Artificial insemination centers**		04
4.	**Veterinary hospital (D grade)**		00
5.	**Poultry unit**		00
	Transportation		
1.	**Total length of Pakka road**		170
2.	**P.W.D. Pakka road**		146
3.	**Rly station (with halt)**		01
4.	**Bus stand/Bus stop**		12
	Communication services:		
1.	**Post office**		16
2.	**Letter Box**		26
3.	**Telegraph office**		00
4.	**P.C.O.**		73
5.	**Telephone connection**		1255
	Banking		
1.	**Nationalized Banks**		05
2.	**Regional Rural Banks**		00
3.	**Other nationalized banks**		00
4.	**Coop. Agric. & Village Dev. Bank**		01
4.	**Distt. Coop. Ban**		03
4.	**Post Office saving Bank**		16
	Electrification:		
1.	**No. of villages electrified**		47
2.	**Electrification of mohalla of ST/SC**		47

3.	Electrified OBC colony	
	Ag. Services (Seed Sales Store)	
1.	Coop. store	05
2.	Agriculture Deptt.	01
3.	Others	03
	Fertilizers sales centre:	
1.	Coop. store	05
2.	Agri. Deptt.	01
3.	Others	23
	Insecticides/Pesticides sale Centre	
1.	Co-operative	03
2.	Agri. Deptt.	00
3.	Others	00
	Rural Godowns	
1.	Co-operative	06
2.	Agric. Deptt.	00
3.	Others	20
	Ag. Service centres:	
1.	Agro	04
2.	Others	02
3.	Fair Price shops	53
4.	Coop. Milk collection centers	27
5.	Gobar Gas Plants	653

Source: SankhkiyaPatrika, Janpad Meerut (2014)

Farm implements available at the block level:

Data pertaining to above aspect are given in Table 3.7

Table 3.7: Agricultural implements available in Block.

S. No.	Items	Total No. of implements
1.	Plough (Wooden)	1842
2.	Plough (Iron)	3122
3.	Imp. Harrow and cultivator	2709
4.	Threshing machine	95

5.	Sprayer	756
6.	Seed drill	616
7.	Tractor	1486

Source: SankhkiyaPatrika, Janpad Meerut (2014)

Table 3.8: Showing the area (ha) under different crops:

S. No.	Name of the crop	Total area (ha)
1.	**Total paddy**	958
	Total pulses	281
	Total food grains	6302
	Oilseeds crops	448
	Sugarcane	10519
	Commercial crops	3299
2.	**Fodders:**	
	(a) Rabi	480
	(b) Kharif	2222
	(c) Zaid	571
1.	**Distribution of fertilizer:**	
	(a) Nitrogen	**5290 MT**
	(b) Phosphorus	**1548 MT**
	(c) Potash	**244 MT**
2.	**Irrigated area(ha) by different source:**	
	(a) Canals	2493
	(b) Govt. Tube wells	109
	(c) Pvt. Tube wells	12676
	(d) Others	14

Source: SankhkiyaPatrika, Janpad Meerut (2014)

Pilot study:

After locating the area of the study and nature of objectives prior to preparation of information collecting devices pilot study was conducted to know the improved agricultural programmes and rural development programmes were taken into account. The aim of conducting the pilot study was based on the following objectives:

1. To obtain the general idea of the locality.

2. To have an idea about the socio-economic conditions of the farmers and their knowledge and attitude regarding rural development, agriculture development and women and development programme.

CHAPTER-4   RESEARCH METHODOLOGY

This chapter deals with the research procedure, concept and measurement technique in view of the objectives of the study. The purpose of this chapter is to present briefly the sampling techniques followed, research strategy adopted and statistical tools used to draw valid inferences. The present study entitled "A study of mass media and its impact on rural development in Meerut district of Western Uttar Pradesh." has been completed through survey, direct observations and collection of secondary data from available sources.

Research Methodology is being presented into the following parts.

1. Research design.

2. Selection of state.

3. Selection of district.

4. Selection of block.

5. Sampling procedure.

    (i)   Selection of village

    (ii) Selection of respondents

6. Selection of variables:

    (i) Independent variables

    (ii) Dependent variables

7. Data collection, procedure and period of enquiry.

8. Analysis of data and statistical tools applied.

4.1 Research Design:

Design' is the process of making decision which is to be carried out where the situation arises for implementation. It is a process of deliberate anticipation directed toward solution of expected situations.

The present study is based on the 'descriptive' type of research design in which "Ex-post facto" planning stage and specific objectives were set for the enquiry in the light of objectives.

4.2 Selection of state:

For any social research involving farmers as the unit of study direct communication between the researcher and the respondent is a must to achieve good report and to insure free and frank expression of respondents keeping this point in view the investigator selected his own state i.e. Uttar Pradesh .

4.3 Selection of District:

It is difficult to conduct such a study in the entire state (U.P.) in a short period and with limited resources. Therefore, one district of the state i.e. Meerut located in the Mid Western Plain Zone was selected for this study. Moreover, the investigator was also aware about the Meerut district and is conversant with the language, geography, agriculture and other aspects of the area.

4.4 Selection of Block:

District Meerut comprises of 12 C.D blocks, out of which one block namely C.D block Daurala was selected purposively. The reason for selecting of this block is good communication of investigator with people, language and Socio cultural contact with the people of the block under study.

4.5 Sampling procedure:

Commensurate with the objective of the present study, the multistage and purpose wise random sampling technique has been applied. The present study is confined to C.D block Daurala, district Meerut and the sampling process in this study consists of two stages viz. Selection of villages and selection of respondents.

4.5:1 Selection of village:

The list of villages in Daurala block taken from the block office and arranged in alphabetical order. Four village i.e. Four villages were randomly selected from block. For this investigation list of villages under the area of jurisdiction of block given in table-1.

Table-4.1:Name of the block and villages under taken in the investigation.

Name of block	Name of village	Distance from block
Daurala	RasoolpurMuradnagar	11km
	Jamalpur	8km
	Lawar	6km
	Mawimira	4km

4.5:2 Selections of respondents:

Respondents were selected by the random sampling method of the sampling techniques. For the collection of data the list of all the farming families were taken from the V.D.O and Lekhpal and noted down the name of household and land they possessed. All 80 respondents were selected (20 respondents from each selected village) by the random

sampling method of the sampling techniques.

4.6: Selection of variables and their measurement:

Most of the variables were measured with the help of schedule specially developed by the investigator for the purpose of the study. Two types of variables were selected.

      (i) Independent variables.

      (ii) Dependent variables.

4.6:1 Independent variables:

Independent variables are the condition or characteristics that the experimenter manipulates in his or her attempt to ascertain their relationship to observed phenomena. (Khan, 2002)

These variables were selected on the basis of previous studies, discussion held with the experts familiar with the nature of job and pilot study. These are operationalized below-

4.6:2 Socio-economic status

This refers the respect and position enjoyed by an individual in his society. This variable was included for the study because the variable affects the quest for knowledge and increase the production on the bases of capability of resources under purview.

4.6:3 Scoring techniques

Socio-economic status scale developed by Trivedi (1963) was used with some modifications. The scale includes the caste, education, land holding, farm power and machinery, material possession, house, family type and social participation. The quantification of these aspects was done on the basis mentioned in the scale. Following three categories were taken into account for the purpose of the study.

Socio-economic status	Assigned scores
Low	**Up to 17**

| Medium | 18 - 34 |
| High | 35 and above |

Detailed scoring procedure of each aspects of socio-economic status scale developed by Trivedi (1963) could be viewed in appendix.

4.6:4 Age:

It refers to the chronological age of the respondents in terms of years. It has been proved that age of individuals refers his maturity and thinking. This has been quantified as actual age of the respondents during the course of study in terms of years. Responses were divided into three groups.

Age group	Assigned score
Young (Up to 45 years)	1
Middle (46 to 55 years)	2
Old (Above 56 years)	3

4.6:5 Education:

Education defined simply education in any form is the production of desirable change in human behavior. (Khan, 2005). Education has been operationalized on the line suggested by Trivedi (1963) in their S.E.S. scale.

Level of education	Assigned score
Illiterate	0
Primary school	1
Middle school	2
High school	3
Secondary	4
Graduation	5

P G & Above	6

4.6:6 Caste

In the study caste of the respondents was measured in terms of schedule caste, back word caste and upper caste with the following score.

Category	Assigned score
Schedule caste	1
Other Back ward caste	2
General caste	3

4.6:7 Land holding:

Land holding refers to the cultivated land managed and operated by the respondents. Leased area does not come under this concept.

Categories	Assigned score
Marginal and Small (up to 2 ha)	1
Medium (2- 4 ha)	2
Large(above 4 ha)	3

4.6:8 Family type:

It refers two types of the family of the farmers who directly or indirectly contributed their efforts towards cultivation. It was measured by following score.

Type of family	Assigned score
Joint	1
Nuclear	2

4.6:9 Family sizes

  The size of family is one of the important factors influencing labour availability in a vegetable cultivation. It was further categorized as:

Size of family	Score
Small (up to 4 members)	1
Middle (5 to 6 members)	2
Large (above 6 members)	3

4.6:10 House type

  In the study house refers three types i.e. kachcha, mixed and pukka score with 1, 2 and 3.

House type	Assigned score
Kachcha	1
Mixed	2
Pukka	3

4.6.11 Live stock:

  It refers to the dairy (milch animals) possessed the vegetable growers. This variable categorized in four groups as:

Live stock	Score
Nil	0
Small dairy (below 4 animals)	1
Medium dairy (4-6 animals)	2
Large dairy (above 6 animals)	3

4.6:12 Irrigation facilities

Farm power of the respondents scored according to the scale developed by the Trivedi (1963).

Material	Assigned score
Govt. tube well	1
Canal	2
Electric tube well	3
Diesel tube well	4

4.6:13 Material possessions:

In order to find out the level of material possession of the respondent. They were asked to recorded their response against ten items. Score was assigned to each item given below:

Material	Assigned score
Radio	1
TV	2
Cycle	2
Motor cycle	3
Car	4
Refrigerator	2
Sofa	2
Washing machine	3

4.6.14 Farm machinery and equipment

Farm machinery and equipment are useful assets that aid not only in saving labour but also in increasing working efficiency at the farm. The farm material possession were measured with the help of scale developed by Trivedi (1963) with suitable modification.

Farm machinery &equipments	Score
Less material possession (<5)	1
Medium material possession (6-10)	2
High material possession (>10)	3

4.6:15 Social participation

Social participation interpreted as including both formal and informal activities of the individual.

Participation	Assigned score
No social participation	0
Member of one organization	1
Member of more than one organization	2
Office bearer	3

4.6:16 Annual Income

It refers to the actual total income in terms of rupees of the respondents from all sources including vegetable cultivation. The respondents were categorized into three groups depending on their annual income.

- Low income (up to Rs. 50,000)
- Medium income (Rs. 50,001-1,00,000)
- High income (above Rs. 1,00,000)

4.6:17 Communication behaviors

In the study, an attempt to measure the communication behavior of the a respondent has been made. According to Rogers and Shoemakers (1971)

communication is the transfer of ideas from a source with a view points of modifying the behavior of receiver. Communication the exchange of information and transmission of meanings is very essential of a social system or an organization. Communication behaviour of a respondent was conceptualized as a composite measure of sources of information through mass media exposure and extension contact.

i) Mass media exposure

In the study mass media has been defined as the extent to which respondents were exposed to mass media viz. radio, television, internet, news paper, magazines, farmers fair, kisangosthi, leaflet, folders etc. for getting information related to agricultural, rural and women and child development programme. The score was distributed as 2, 1 and 0 for frequently, occasionally and never respectively. The total score contains 14.

ii) Extension contact

Under extension contact 10 sources of information. The source was distributed as 2, 1 and 0 for frequently, occasionally and never respectively. The total score contains 20.

4.6:2 Dependent variables

The dependent variable is the condition which the researcher tries to explain the dependent variable is the consequent e.g. time and extent of adoption attitude towards new farm practices etc.(Khan, 2002).

Knowledge

Knowledge may be defined as referred by English and English (1961) "a body of understood information possessed by an individual" The schedule consistent of 19 items covering in brief related with the knowledge of rural, agricultural, women and children development programme. The questions were framed in such a way to get the answer of yes/no and correct/incorrect type/fully known/Partially known/Not known. Question

about knowledge and attitude of respondents about rural development, agriculture development, women and child development.

Quantification was done on the basis of correct/incorrect answers. The correct answer was given 1 score while incorrect answer was recorded 0. Total 19 questions were incorporated in the schedule which it self was further classified into parts. Thus, respondents could obtain maximum score of 19.

The score on knowledge was obtained as follows:

$$\text{Knowledge index} = \frac{X_1 + X_2 + X_3 \ldots\ldots + X_n}{N} \times 100$$

Where, $X_1 + X_2 + X_3 \ldots\ldots + X_n$ are correct answers for first, second, third …….. n^{th} questions and 'N' is the maximum score possible to source. Finally the knowledge level of the respondents was expressed in terms of percentage the over all level of knowledge was as under-

Level of knowledge	Score range
Poor	0-6
Fair	7-12
Good	13 and above

Scoring pattern of extent of knowledge was taken in to account of fully known, partially known and not known with the score of 2, 1 and 0.

4.7 Data collection procedure and period enquiry:

The study is based on primary as well as secondary data .The secondary data was collected from the concerning officers of block and village selected while the primary data was collected with the help of pre- tested structural schedule by personal interview method. Taking into consideration the various existing factor e.g. time and extent of literacy amongst the respondents. It was decided to adopt personal interview method along with schedule for

the purpose of collection of data.

As detailed Schedule was prepared for collection of needed information. The schedule was developed in the light of the objectives of the present study.

The schedule was pre-tested in the sampling population to the extent of about 5 percent of the total respondents and modified according to the need of study. The purpose of study was clearly explained to the respondents at the time of data collection.

Interviewing the respondents personally for the rural development, agriculture and allied activities in the year of 2014-15.

4.8 Analysis of data and statistical tools applied:

A Schedule is prepared for the purpose of collection of relevant information from the respondents and pre-tested before using it and necessary improvements were made available. Information was arranged in tabular forms and interpretation and analysis were done usually in terms of percentage, average, chi-square etc.

Percentage:

Percentage was used for making the simple comparison. For calculating percentage, frequency of particular cell was multiplied by 100 and divided by total number of observation or respondents. For example out of 80 respondents, 40 used radio as source of information, percentage will be-

Percentage (%) = 40/80X100=50.0%

Chi- Square (x2)

For the purpose of testing the association the two variables, chi-square test was worked out to know whether there was any association between the variables. The formula was used for calculating x^2 test was-

$$X^2 = \frac{\Sigma \ [(f_o - f_e)]^2}{f_e}$$

d.f. = (r-1) (c-1)

Σ = Summation

0 = Observed data or frequency

E = Expected frequency

d.f. = degree of freedom

(r) = Number of rows of the table

(c) = Number of column of the table

CHAPTER- 5   FINDINGS AND DISCUSSION

5.1 Socio -economic characteristics of the respondents:

The Socio economic characteristics of the respondents studied were age, caste, education, land holding, occupation, farm power, farm material, material possession, house type, social participation and annual income. The observations of the above variables are presented as follows-

5.1:1 Age:

The following table present the age distribution of the head of the farm families as obtained from the sample under study-

Table 5.1: Age distribution of the respondents.

S.No.	Age (in years)	Frequency	Percentage
1	Young age (Up to 45)	32	40.00
2	Middle age (46 to 55)	39	48.75
3	Old age (Above 56 years)	09	11.25
	Total	80	100.00

The above table. 5.1 shows that majority of respondents (48.75%) belong to the middle age group (46 to 55 years) followed by 40.00 percent respondents with the age group (up to 45 years), whereas 11.25 per cent respondent belongs to the age group of old age group (above 56 years).

It is thus clear from the table that maximum respondents i.e. 48.75 percent belong to the age group between (46 to 55 years). The old age groups of above 56 years are mostly family of head therefore, they work less but they supervise, guide and take decision for developmental activities.

5.1:2 Education

The following table presents the educational status of the respondents.

Table 5.2: Educational background of the respondents

S.No.	Level of Education	Frequency	Percentage
1	Illiterate	06	07.50
2	Primary School	11	13.75
3	Middle School	15	18.75
4	High School	27	33.75
5	Secondary	13	16.25
6	Graduation	05	06.25
7	PG and Above	03	3.75
	Total	80	100.00

The table 5.2 shows that majority(33.75%) of respondents have educational level up to high school followed by 18.75 percent respondents of middle school, 16.25 percent Secondary level, 5.0 percent graduate, 7.5 percent illiterate, however only 3.75 percent respondents were PG & Above.

Thus table concludes that 92.50 percent respondents were educated while only 07.5 percent were illiterate.

5.1:3 Caste

Caste is another important factor which pervades all fields of social action in the rural societies. Ones position in the caste hierarchy in a large measure, determines his behavior in society.

Caste categories are divided into three i.e. General, Backward and Schedule caste. The relevant information has been presented in the table given below:

Table 5.3: Caste distribution of the respondents

S.No.	Category	Frequency	Percentage
1	General caste	16	20.00
2	Backward caste	53	66.25
3	Schedule caste	11	13.75
	Total	80	100.00

The above table indicates that maximum number of respondents belong to backward caste constituting 66.25%, while 20 percent and 13.75 percent respondents belong to upper cast and schedule caste group respectively.

It is clear from the table that the majority of the respondents belong to backward caste.

5.1:4 Land holding

Land is a major factor which helps in fixing the socio-economic status of an individual. Findings are given in the table 5.4.

Table 5.4: Land distribution of the respondents.

S.No.	Land holding category	Frequency	Percentage
1	Marginal and Small (up to 2 ha)	30	37.50
2	Medium (2-4 ha)	38	47.50
3	Large (above 4 ha)	12	15.00
	Total	80	100.00

The table 5.4 shows that as regards land ownership, majority (47.5%) of respondents have medium size of land holding i.e. 2-4 ha followed by marginal and small (37.5%) whereas, 15 percent respondents belong to large category of land holding.

It is clear from the table land holding is decreasing with the increasing number of farm families.

5.1:5 Family type:

The following table shows the structure of the farming families as obtained from the sample under study.

Table 5.5: Distribution of the respondents according to their family types.

S.No.	Type of family	Frequency	Percentage
1	Joint	47	58.75
2	Nuclear	33	41.25
	Total	80	100.00

The data of above table shows that majority of respondent 58.75 percent have joint family structures, while remaining 41.25 percent respondent have nuclear family structure.

Thus study indicates that system of Joint family in rural society appears to be stable and dominant over nuclear family.

5.1:6 Family size

Table 5.6: Family size of the respondents

S.No.	Family size	Frequency	Percentage
1	Small (up to 4 members)	21	26.25
2	Middle (5- 6 members)	43	53.75
3	Large (above 6 members)	16	20.00
	Total	80	100.00

The above table indicates that majority (53.75 percent) respondents belonged to middle family size, while 26.25 percent and 20 percent respondent belong to small and large family size respectively.

It is clear from table that majority of respondent belong to middle family size which indicates joint family concept in the rural society.

5.1:7 House type

House types are categorized into three groups viz. kachcha, mixed and pukka. Observations are given in the table 5.7

Table 5.7: Structures of house type of respondents

S.No.	House type	Frequency	Percentage
1	Kachcha	02	02.50
2	Mix	07	08.75
3	Pukka House	71	88.75
	Total	80	100.00

It is apparent from the table 5.7 that majority (88.75 percent) of respondents have pukka house, 8.75 percent of respondent have mixed house and 2.5 percent respondent have kachcha house.

It is clear from the above discussion that majority of respondents 88.75 percent have their pukka house.

5.1:8 Live stock

Table 5.8: Livestock position of the respondents.

S.No.	Live stock	Frequency	Percentage
1	Nil	08	10.00
2	Small dairy (below 4 animals)	45	56.25
3	Middle dairy (4 to 6 animals)	18	22.50
4	Large dairy (above 6 animals)	09	11.25
	Total	80	100.00

It is clear from above table the majority (56.25) of respondent have small dairy, while 22.5 percent respondent have middle dairy and 11.25 and 10 percent respondent have large dairy and have not any animal respectively.

5.1:9 Irrigation facility:

Table 5.9: Irrigation facility of the respondents.

S.No.	Irrigation Facility	Frequency	Percentage
1	Govt. tube well	22	27.50
2	Canal	38	47.50
3	Electric tube well	44	55.00
4	Diesel tube well	26	32.50
	Total	80	100.00

As regards irrigation facility in the above table 55 majority of the respondents (55 %) have electric tube well, 47.5, 32.5 per cent have canal and diesel tube well, and 27.5 percent have a Govt. tube well used as a irrigation facility.

5.1:10 Material Possessions:

The respondents are grouped on the basis of material they possess. The distribution of the respondents are presented in the table 5.10

Table 5.10: Material possessed by the respondents

S.No.	Non farm material	Frequency	Percentage
1	Radio	66	82.50
2	T.V	78	97.50
3	Cycle	76	95.00
4	Motor cycle	73	91.25
5	Car	05	6.250
6	Refrigerator	32	40.00
7	Sofa	16	20.00
8	Washing machine	08	10.00

The above table reveals that 97.5 percent respondent have TV, 95 percent have cycle, 91.25 percent have motor cycle, 82.5 have radio, 40 percent have refrigerator, 20 percent have sofa, 10 percent have washing machine and 6.25 percent have car.

5.1:11 Farm machinery and equipment

The respondents are grouped on the basis of farm material they possess. The distribution of the respondents are presented in the table 5.11

Table 5.11: Farm machinery distribution of the respondents

S.No.	Farm material	Frequency	Percentage
1	Bullock cart	38	47.50
2	Tractor	31	38.75
3	Trolley	31	38.75
4	Cultivator	16	20.00
5	Harrow	12	15.00
6	Land leveler	38	47.50
7	Thresher	27	33.75
8	Winnower	08	10.00
9	Chaff cutter	36	45.00
10	Sprayer	46	57.50
11	Pumping set (electric)	44	55.00
12	Pumping set (diesel)	26	32.50

As regards farm machinery and equipment in the table 5.11, majority of the respondents (57.5%) have sprayer, 55 per cent have electric motor, 47.5 percent have bullock cart and land leveller, 45 percent have chaff cutter, 38.75 percent have tractors and trolley, 33.75 percent have thresher, 32.5 percent have diesel pumping set, 20 percent have cultivator, 15 percent have harrow and 10 percent have winnower. The maximum respondents possess as medium level of farm machinery and equipment for their need.

5.1:12 Social Participation:

Table 5.12: Social Participation of the respondents

S.No.	Social Participation	Frequency	Percentage
1	No any Social Participation	45	56.25
2	Member of one organization	24	30.00
3	Member of more than one organization	06	7.50
4	Office bearer	05	6.25
	Total	80	100.00

It clear from the above table the majority of respondent that 56.25 percent have no any social participation followed by 30 percent respondent member of one organization, while 7.5 and 6.25 percent respondent were member of more than one organization and office bearer respectively.

5.1:13 Income

Income of the respondents are categorized in to three groups i.e. up to 50,000, 50,001 to 1,00,000 and above 1,00,000. The table 5.13 shows that of the large no. respondents i.e. 45 percent belong to the income group of 50,001 to 1,00,000 per annum, while 35   percent respondent belong to Income group of above 1,00,000/- per annum followed by 20 percent respondent belong to the Income group of Rs up to 50,000/-per

Table 5.13: Annual Income of the respondents

S.No.	Annual income (in Rs.)	Frequency	Percentage
1	Up to 50,000	16	20.00
2	50,001-1,00,000	36	45.00
4	Above 1,00,000	28	35.00
	Total	80	100.00

Per annum Income group.

It is also clear from the table that the majority of respondents belong to Rs. 50,001 to 1,00,000 per annum income group.

5.1:14 Socio- economic status

It was measured with the help of socio-economic status scale developed by Trivedi (1963). Respondents were categorized in three categories viz. high, medium and low. The distribution of farmers in three categories are given in Table 5.14

It is evident from the table 5.14 that majority (43.75%) of respondents belonged to medium socio- economic status followed by 41.25 percent belong to high socio-economic status, while 15 percent respondent possess low score category of socio-economic status.

Table 5.14: Distribution of the respondents according to their socio-economic status.

S.No.	Categories	Frequency	Percentage
1	Low(score up to 17)	12	15.00
2	Medium(18-34)	35	43.75
3	High (above 35)	33	41.25
	Total	80	100.00

5.2 Level of knowledge of the respondents

Knowledge of the respondent regarding various development issue i.e. rural development, agricultural development and development of women and child in rural areas. Six programmes of rural development, seven programmes of agricultural development and six programmes of women and child development were taken in to account to know their knowledge level. The findings are presented in the following table

Table 5.15: Level of knowledge about rural development.

S.No.	Knowledge	Frequency	Percentage
1	Poor (0-6)	08	10.00
2	Fair (7-12)	53	66.25

3	Good (13 and above)	19			23.75	
	Total	80			100.00	

Table indicates that majority (66.25%) had fair knowledge about rural development followed by 23.75 percent respondents have good knowledge, while 10 percent respondents had poor knowledge regarding various rural development programmes.

Table 5.16: Extent of knowledge about rural development programme.

S.No.	Programmes	Knowledge			Total Score	Rank Order
		Fully known	Partially known	Not known		
1.	Indira AwasYojana	63	08	09	134	III
2.	MGNREGAS	68	12	00	148	II
3.	NRLM	22	45	13	89	VI
4.	NHM	38	32	10	108	V
5.	Mid Day Meal	73	05	02	149	I
6.	SGSY	48	24	08	120	IV

The knowledge of respondents about rural development programmes was calculated and is presented in above table. The result revealed that MDM score possess higher score (149) followed by NREGS (148), IAY (134), SGSY (120), NHM (108) and NRLM passes (89) score.

Table5.17: Knowledge about Agricultural development programmes.

S.N.	Programmes	Knowledge			Total Score	Rank Order
		Fully known	Partially known	Not known		
1.	RKVY	53	17	10	123	II

2.	Scheme on Fertilizer	38	21	21	097	V
3.	Macro Mgt. Krishi	19	45	16	083	VI
4.	LDY	35	40	05	110	IV
5.	Seed Gramm Yojana	58	18	04	134	I
6.	Mixed cropping	42	34	04	118	III
7.	NFSM	13	34	33	060	VII

The above Table indicates that in case of knowledge of respondent about Agricultural Development programmes, the respondent possess higher knowledge score seed grammyojana (134) followed by RKVY (123), Mixed cropping (118), LDY (110), Scheme on fertilizers (97), macro management krishi (83) and NFSM (60).

Table 5.18: Knowledge of respondent about Women and Child Development Programmes.

S.N.	Programmes	Knowledge			Total	Rank
		Fully known	Partially known	Not known	Score	Order
1.	Pre-school Education	67	10	03	144	I
2.	Vaccination	52	19	09	123	IV
3.	Health test	50	25	05	125	III
4.	Nutrition & Health	65	10	05	140	II
5.	VridhhiNigrani	47	27	06	121	V
6.	Supplementary Feeding	22	45	13	089	VI

Knowledge about Women and Child Development Pre-School Education posses higher score that is (144) followed by nutrition and health (140), health test (125), vaccination (123), VridhhiNigrani (121) and supplementary posses (89) score.

Table 5.19: Attitude of respondents towards programme:

S.No.	Particulars	Favourable		Unfavourable		Total	
		Frq.	(%)	Frq.	(%)	Frq.	%
1.	Rural development	58	72.50	22	27.50	80	100.00
2.	Agricultural development	65	81.25	15	18.75	80	100.00
3.	Women and child development	53	66.25	27	33.75	80	100.00

The above table show that majority (81.25%) of respondents have favorable attitude toward agricultural development, 72.5 and 66.25 percent of respondents have favorable attitude toward rural and women and child development respectively.

And table also shows that majority (33.75%) of respondent have unfavorable attitude toward women and development, 27.5 percent have rural development and 18.75 percent respondents have unfavorable attitude toward agricultural development.

5.3 Association between personal characteristics and knowledge of respondents

Association between personal characteristics i.e. age, education. Land holding and socio- economic status knowledge level of the respondents are given in the table 5.20

Statistical analysis about the association between age with knowledge level of respondents shows that calculated value of X^2 is 8.77, which is higher than the table value of X^2 (5.99) at 5% level of significance at 2 degrees of freedom, hence there is a significant association between age and knowledge.

In another statistical analysis about the association between education with knowledge level of respondents shows that calculated value of X^2 is 7.74, which is also higher than the table value of X^2 (5.99) at 5% level of significance at 2 degrees of

freedom, hence there is a significant association between education and knowledge was observed.

Table 5.20: Association between age and knowledge level of respondents

S.No.	Attributes		Knowledge level score		Total	X^2 value
			0-19	20-38		
1.		Young	14	18	32	
	Age	Middle	05	34	39	8.77*
		Old	02	07	09	
		Total	21	59	80	
2.		Illiterate	04	02	06	
	Education	Up to Secondary	21	45	66	7.74*
		Graduation & above	06	02	08	
		Total	31	49	80	
3.		Up to Marginal	07	03	10	
	Land Holding	Small	14	12	26	2.06

		Medium & above	20	24	44	
		Total	41	39	80	
4.		Low	05	07	12	
	S.E.S.Medium		15	20	35	1.12
		High	18	15	33	
		Total	38	42	80	

X^2= Chi-square value

Non -Significant at 0.05 level of probability

Statistical analysis about the association between land holding with knowledge level of respondents shows that calculated value of X^2 is 2.06, which is lower than the table value of X^2 (5.99) at 5% level of significance at 2 degrees of freedom, hence there is a non-significant association between land holding and knowledge.

Statistical analysis about the association between Socio-economic status with knowledge level of respondents shows that calculated value of X^2 is 1.12, which is lower than the table value of X^2 (5.99) at 5% level of significance at 2 degrees of freedom, hence there is a non-significant association between socio- economic status and knowledge about different development programmes.

5.4 Communication behavior of the respondent

Communication behavior of a respondent was conceptualized as a composite measure of sources of information through mass media exposure and extension contact which are given in the following tables.

Table 5.21: No. of respondent adopting mass media exposure

S.No.	Category	Score	Frequency	Percentage

1	Low	0 – 5	22	27.50
2	Medium	6-10	32	40.00
3	High	Above10	26	32.50
	Total		80	100.00

Table 5.21 indicated that the majority of the respondents 40 percent were found to have medium mass media exposures followed by 32.5 percent respondents having high mass media exposure and remaining 27.5 percent respondent had low level of mass media exposure.

Table 5.22: Extension contact of the respondents

S.No.	Category	Score	Frequency	Percentage
1	Low	0 – 7	29	36.25
2	Medium	8-14	27	33.75
3	High	Above 14	24	30.00
	Total		80	100.00

Data presented in table 5.22 depicted that the majority of 36.25 percent respondent were having low communication behavior whereas 33.75 and 30 percent respondent had medium and high extension contact respectively.

Table 5.23: Use of Sources of the information by respondents.

S.No.	Particulars	Extent			Total	Rank
		Frequently	Occasionally	Never	Score	Order
1.	Progressive farmers	44	26	10	114	III
2.	Friends/relatives etc.	43	29	08	115	II
3.	KisanSahayak	28	41	11	097	IV
4.	A.D.O	06	19	55	031	VI

S.No		Frequently	Occasionally	Never	Total	Rank
5.	B.D.O	04	12	64	020	VII
6.	S.D.O. (A.E.)	00	00	80	-	-
7.	DAO/PPO	00	06	74	06	IX
8.	Govt. input dealers	10	17	53	037	V
9.	Pvt. Input dealers	59	14	07	132	I
10.	Scientists of KVK /University	00	11	69	011	VIII

It was noticed from the table 5.23, that Pvt. Input dealers possess higher score (132) followed by friends/relatives/neighbours (115), progressive farmers (114), KisanSahayak (97), Govt. input dealers (37), B.D.O (20), Scientists of KVK /University (11), DAO/PPO (06) while, S.D.O. (A.E.) possess no any score regarding sources of information.

Table 5.24: Use of sources of the information by respondents.

S.No.	Particulars	Extent			Total Score	Rank Order
		Frequently	Occasionally	Never		
1.	Radio	56	10	14	122	III
2.	Television	74	03	03	151	I
3.	Internet	03	06	71	12	VI
4.	Newspaper	61	08	11	130	II
5.	Magazines	2	22	56	26	V
6.	Leaflets, folder etc	00	02	78	2	VI
7.	Farmers fair/kisangosthi	00	38	42	38	IV

It was also noticed from the table 5.24, that Television possess higher score (151) followed by Newspaper (130), Radio (122), Farmers fair / KisanGosthi (38), Magazines (26), internet (12), Leaflets, folder etc (02), possess score regarding sources of information.

Table 5.25: Constraints of respondents related to rural development:

N=80

S.N.	Constraints	Frequency	Percentage	Rank Order
1	Lack of awareness	70	87.50	I
2	Poor infrastructure	45	56.25	V
3	Lack of good leadership quality	66	82.50	II
4	Low level of education	52	65.00	IV
5	Lack of employment	65	81.25	III
6	Poor extension linkage	32	40.00	VI
7	Personal ego	24	30.00	VII

Table 5.25 indicates the constraints faced by respondent in rural development. 87.5 percent respondent expressed lack of awareness, 82.5 percent having lack of good leadership quality, 81.25 percent lack of employment, 65 percent low level of education, 56.25, 40 and 30 percent respondent faced problem through poor infrastructure, poor extension linkage and personal ego respectively.

Table 5.26: Constraints of respondents related to Agriculture development.

N=80

S.No.	Constraints	Freq.	Percentage	Rank Order

1	Lack of expected awareness	30	37.50	III
2	High costs of chemical and	63	78.75	I
3	fertilizers	55	68.75	II
4	Lack of proper marketing facility	22	27.50	V
5	Lack of storage facility	25	31.25	IV
6	Poor roads and transport facility	17	21.25	VI
7	Lack of mechanization Unavailability of inputs	15	18.75	VII

The above Table show problem faced by respondent in agricultural development. Majority (78.75%) respondents faced problem through high cost of chemical and fertilizers followed by 68.75 percent having lack of proper marketing facility, 37.5 percent lack of expected awareness, 31.25 percent poor road and transport facility, 27.5 percent lack of storage facility, 21.25 percent lack of mechanization and 18.75 percent respondent faced problem by unavailability of inputs.

Table 5.27: Constraints of respondents related to Women and child development.

N=80

S.No.	Constraints	Freq.	Percentage	Rank Order
1	Lack of awareness	56	70.00	III
2	Lack of vocational skill & employment opportunities	43	53.75	V
3	Child labour	49	61.25	IV
4	Problem of trafficking	38	47.50	VI
5	Lack of access to education and school	57	71.25	II
6	Early age marriages	33	41.25	VII

7	Lack of rights for women and child	62	77.50	I

Table 5.27 reflects the overall picture of the constraints faced by respondents related to women and child development. 77.5 percent having lack of rights for women and child, 71.25 percent having lack of access to education and school, 70 percent lack of awareness, 61.25 percent child labor, 53.75 percent lack of vocational skill and employment opportunities, 47.5 and 41.25 percent respondent faced problem of trafficking and early age marriages, respectively.

CHAPTER- 6 SUMMARRY, CONCLUSION AND SUGGESSIONS

Several national programmes have been launched for poverty alleviation, employment generation, food security, abolition of child labour, safeguard of human rights, empowerment of women, ensuring education for all, right to information, rural electrification, safe drinking water, road connectivity, access to mass media, etc. Prominent among them are Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Swarna jayanti Gram Swarozgar Yojana (SGSY), Pradhan Mantri Gram SadakYojana (PMGSY), Indira AwasYojana (IAY), National Social Assistance Programme (NSAP), National Land Records Modernisation Programme (NLRMP), Integrated watershed Management Programme (IWMP), Right To Information (RTI), Right To Education (RTE), Rashtriya Madhyamik Sikshya Abhiyan (RMSA), formation of Self Help Groups (SHGs).

All these programmes need special care by the media personnel for smooth arrival of these programmes to the needy people of the country. Television broadcast programme and community radio service are very helpful in this regard. Newspapers and journals have no less importance in propagating as we know due to ignorance of the

people the welfare programmes do not yield desirable results. Hence media especially electronic media has to play a vital role in generating awareness among rural people.

Keeping in view this study has been framed by the researcher entitled, "A study of mass media and its impact on rural development in Meerut district of Western Uttar Pradesh" based on the following objectives.

1. To study the socio-economic characteristics of the respondents.

2. To know the level of knowledge and attitude of respondents about rural development programme.

3. To know the communication behavior of the respondents.

4. To find out the constraint faced by respondents.

Research methodology is being presented into the following parts.

Research Design:

Design is the process of making decision which is to be carried out where the situation arises for implementation. It is a process of deliberate anticipation directed toward solution of expected situations.

The present study is based on the 'descriptive' type of research design in which "Ex-post facto" planning stage and specific objectives were set for the enquiry. In the light of objectives, the technique of the investigation to be adopted, tools to be used and the pattern of statistical analysis to be followed were decided. Further, the scheme of the presentation of the study was developed and given a definite shape to match with the outline of the study.

Selection of state:

For any social research involving farmers as the unit of study direct communication between the researcher and the respondent is a must to achieve good report and to insure free and frank expression of respondents keeping this point in view the investigator selected his

own state i.e. Uttar Pradesh .

Selection of District:

It is difficult to conduct such a study in the entire state (U.P.) in a short period and with limited resources. Therefore, one district of the state i.e. Meerut located in the Mid-Western Plain Zone was selected for this study. Moreover, the investigator was also aware about Meerut district and is conversant with the language, geography, agriculture and other aspects of the area.

Selection of Block:

After selection of district, next step was to locate the block under the study. District Meerut comprises of 12 C.D blocks, out of which one block namely C.D block Daurala was selected purposively. The reason for selecting of this block is good communication of investigator with people, language and Socio cultural contact with the people of the block under study.

Sampling procedure:

Commensurate with the objective of the present study, the multistage and purpose wise random sampling technique has been applied. The present study is confined to C.D block Daurala, district Meerut and the sampling process in this study consists of two stages viz. Selection of villages and selection of respondents.

Selection of village:

The list of villages in Daurala block taken from the block office and arranged in alphabetical order. Four village i.e. RasulpurMuradnagar, Jamalpur, Lawar and Mavimira were randomly selected from block.

Selections of respondents:

Respondents were selected by the random sampling method of the sampling techniques. For the collection of data the list of all the farming families were taken from the V.D.O and Lekhpal and noted down the name of household and land they possessed. All 80 respondents were selected (20 respondents from each selected village) by the random sampling method of the sampling techniques.

Selection of variables: Two types of variables were selected.

Independent variables:

Independent variables are those which precede other variables in order of time and theoretically are expected to lead or be followed by certain other variables. These variables may be situational or personal in nature (Rogers 1966).

Dependent variable

Knowledge: Knowledge may be defined as referred by English and English (1961) "a body of understood information possessed by an individual" The schedule consisted of 19 items covering in brief the developmental activities.

Data collection procedure and period enquiry:

The study is based on primary as well as secondary data. The secondary data was collected from the concerning officers of block and village selected while the primary data was collected with the help of pre- tested schedule by personal interview method. The schedule was developed in the light of the objectives of the present study.

The schedule was pre-tested in the sampling population to the extent of about 5 percent of the total respondents and modified according to the need of study. The purpose of study was clearly explained to the respondents at the time of data collection. Interviewing the farmers personally for the agriculture activities in the year of 2014-15.

Analysis of data and Statistical tools applied:

A Schedule is prepared for the purpose of collection of relevant information from the respondents and pre-tested before using it and necessary improvements were made available. Information's were arranged in tabular forms and interpretation and analysis were done usually in terms of percentage, average rank order etc.

The finding of the study has been summarised below according to facts revealed on different aspects of subject matter covered within the scope of this thesis problem.

1. Maximum of respondents i.e. 48.75% belong to middle age group of 46 to 55, while 40 % of respondents belong to young age group of up 45 years and 11.25 percent belong to old age group of above 56 years. It shows that higher percentage of respondents belong to middle age group.

2. The educational background of respondents indicates that majority 33.75% respondents have their level of high school followed by middle school. It is clear from the study that level of education is quite different in the area under study.

3. About 66.25% of the respondents belong to backward caste stratum.

4. Majority of respondent 45.50% belong to medium size of land holding.

5. Maximum of respondent's i.e. 58.75% belong to joint family.

6. Maximum of respondents i.e. 53.75% belong to middle size of family with 5 - 6 family members.

7. Maximum respondents 88.75% were living in Pukka house followed by 08.75% in Mixed House.

8. Highest percentages 56.25 of respondents were from category of small dairy with less than four animals where only 11.25% was recorded in large dairy with more than six animals.

9. Majority (55.00) percent respondent used electric tub well for irrigation followed by 47.50 percent respondents used canal. While least (27.50) percent respondent were used Govt. Tub well.

10. Maximum percentage (97.50%) respondents have TV, 95% have cycle, 82.50% have radio, 91.25% have motor cycle. While least 10 percent respondent have washing machine.

11. Maximum of respondents i.e. 57.50% were possessing Power sprayer followed by pumping set electric i.e. 55.00%. Only 10 percent passes Winnower.

12. Majority of respondents 56.25% were having no any social participation followed by 30.00% respondents who were member of more one organization and 6.25% were office bearer.

13. Large no. of respondents i.e. 45 percent belong to the income group of 50,001 to 1,00,000 per annum followed by 35 percent respondent belong to Income group of above 1,00,000/- per annum.

14. Majority of respondent i.e. 43.75 percent having medium socio-economic status followed by 41.25 and 15.00 percent respondent belong to high and low socio-economic status, respectively.

15. 66.25 percent respondents had fair knowledge, 23.75 percent had good knowledge and 10.00 percent respondent had poor knowledge about rural development.

16. Under rural development programme, Mid Day Meal ranked Ist followed by MGNERGA as IInd and Indira Awas Yojana IIIrd rank respectively.

17. In the study it was observed that Seed gram yojana ranked Ist followed by RKVY as IInd, whereas NFSM ranked VIIth.

18. Under women and child development programmePre school education ranked Ist followed by Supplementary feed as IInd and Health test posses IIIrd rank respectively.

19. No significant association was found between socio-economic status and knowledge about different developmental programmes.

20. majority (81.25%) of respondents have favorable attitude toward agricultural development, 72.50 and 66.25 percent of respondents have favorable attitude

toward rural and women and child development respectively and majority (33.75%) of respondent have unfavorable attitude toward women and development, 27.50 percent have rural development and 18.75 percent respondents have unfavorable attitude toward agricultural development.

21. Majority of respondents i.e. 40 percent were having medium mass media exposure followed by 32.5 and 27.5 percent respondents were having high and low mass media exposure respectively.

22. Maximum 36.25 percent respondents were found to be having low extension contact whereas 33.75 and 30 percent respondent were having medium and high extension contact, respectively.

23. Lack of awareness, lack of good leadership quality and lack of employment were major problem faced by respondents in rural development.

24. High cost of chemical and fertilizers, lack of proper marketing facility and lack of expected awareness were major problem faced by respondent in agricultural development.

25. Maximum number of respondent faced problem by lack of rights for women and child, lack of access to education and school and lack of awareness in women and child development.

CONCLUSION:

1. On the basis of findings and observations made, it may be concluded that higher percentage of respondents belong to middle age group, have high school education, belong to backward caste stratum, belong to small size of land holding, belong to joint family, belong to middle size of family with 5-6 family members and having medium socio-economic status.

2. Majority of respondents have fair knowledge about different rural development programmes.

3. No significant association between socio-economic status and knowledge about different developmental programmes

4. Maximum percent of respondents were found to have medium mass media exposure and low extension contact, respectively.

5. Lack of awareness, lack of access to education and school, lack of good leadership quality, lack of employment, poor infrastructure, poor extension linkage, high cost of chemical and fertilizers, lack of proper marketing facility, lack of rights for women and child, child labour and early age marriages were major problem faced by respondent in developmental activities.

SUGGESTION:

The following suggestions are being made in the light of finding of the study-

1. The Govt. should emphasise on minimum facility to rural masses in terms of education, health, electricity and communication for proper development.

2. The Govt. should provide financial assistance to develop the artisans in the rural areas, farmers and agrarian unskilled labor, small and big rural entrepreneurs to improve their economy.

3. Develop and empower Women and Child resource of rural area in terms of their psychology, skill, knowledge, attitude and other abilities.

4. The Govt. should improve educational quality among rural youth and girls for improving their knowledge level and life style.

5. The Govt. should create employment opportunities among rural people to stop their migration.

The present investigation was conducted in the 4 villages of Daurala block of Meerut district and only 80 respondents as a farmer/ village people were selected to make the finding applicable and useful. For a more comprehensive study over a large area should be conducted to find out the concrete result.
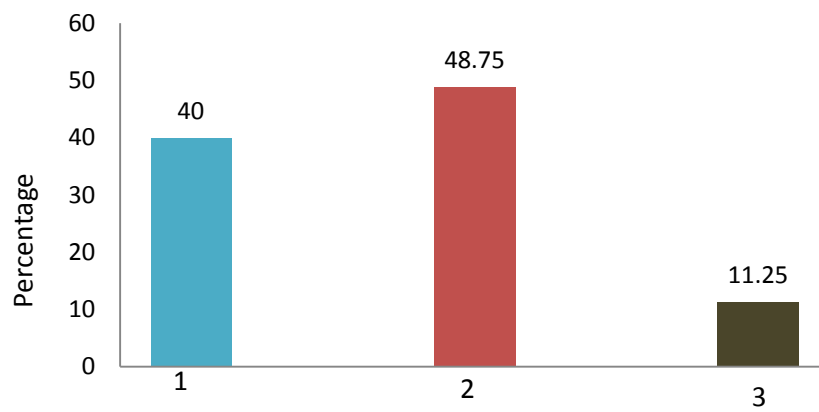
Fig 5.1: Disribution of respondents according to their age
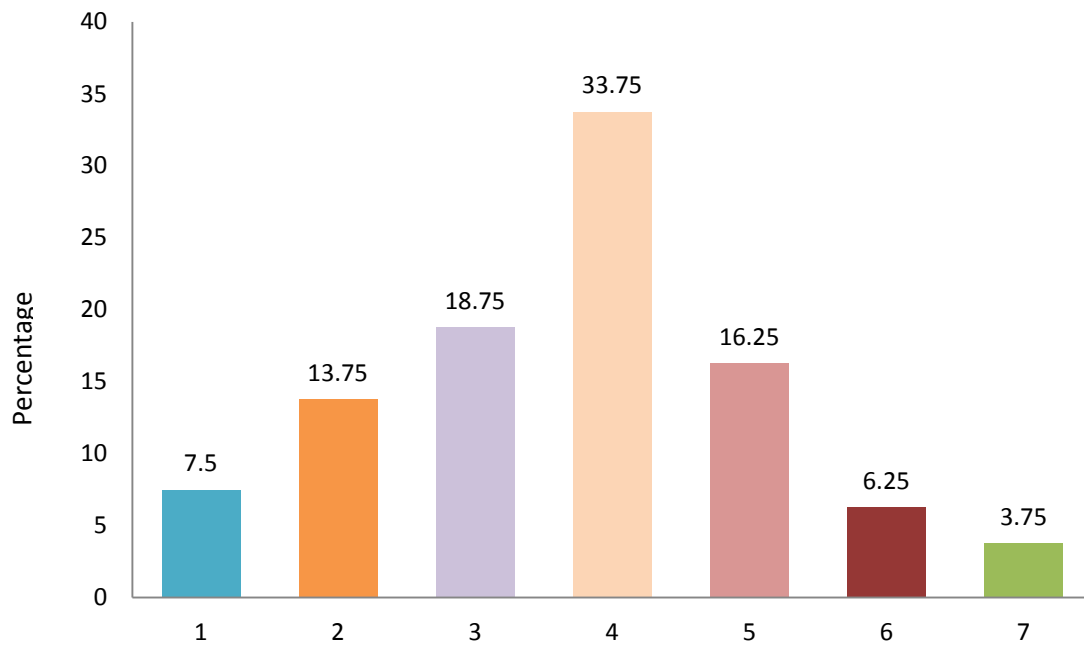
Fig 5.2: Disribution of respondent acording to their eduation level.
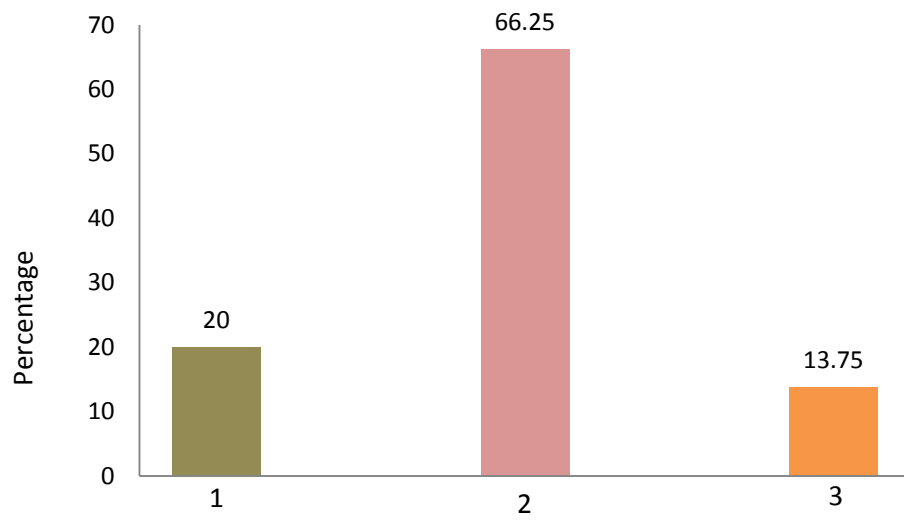
Fig 5.3: Disribution of respondent according to their caste.
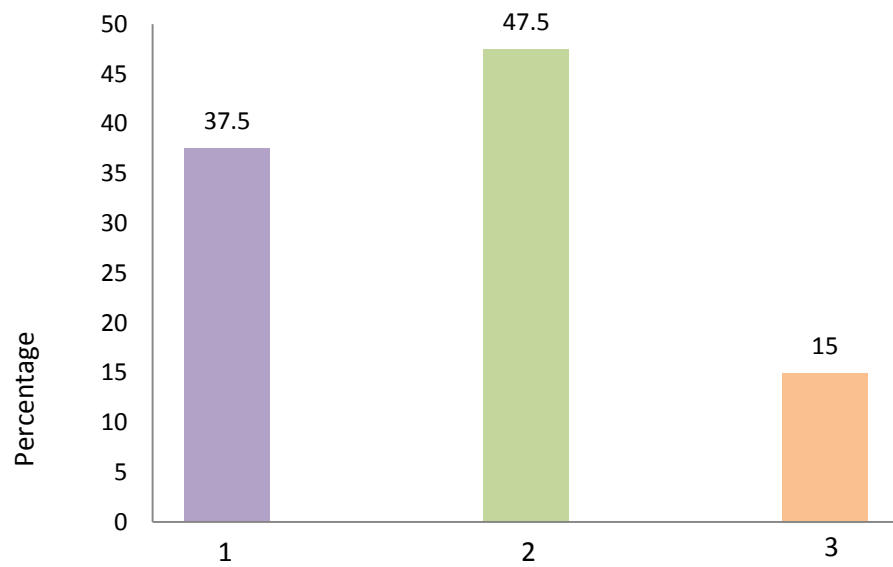
Fig 5.4: Distribution of respondent according to their land holding.

Fig 5.5: Distribution of respondent according to their family type.
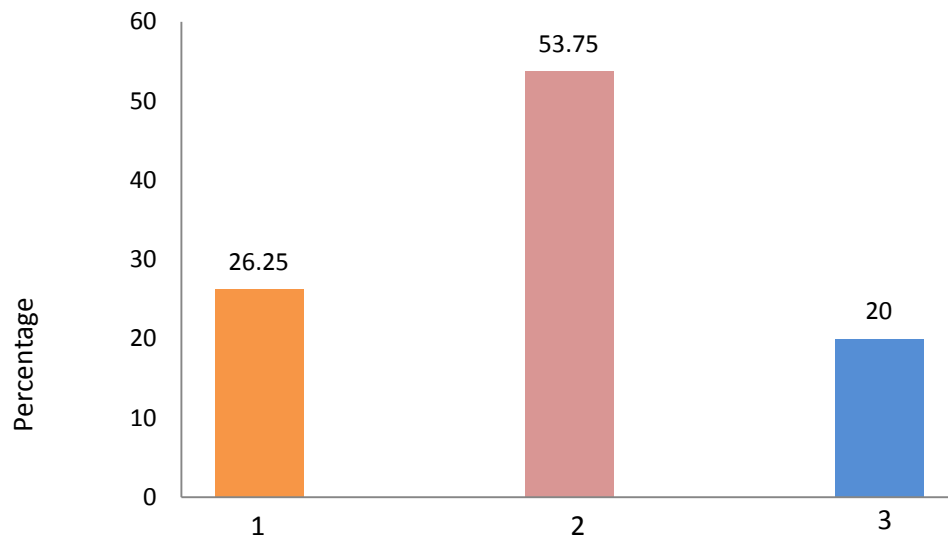
Fig 5.6: Distribution of respondent according to their family size.

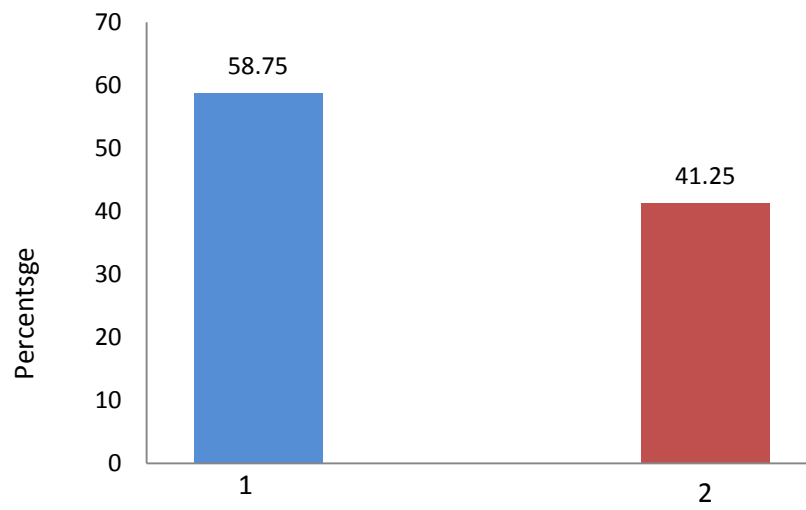Fig 5.7: Distribution of respondent according to their house type.
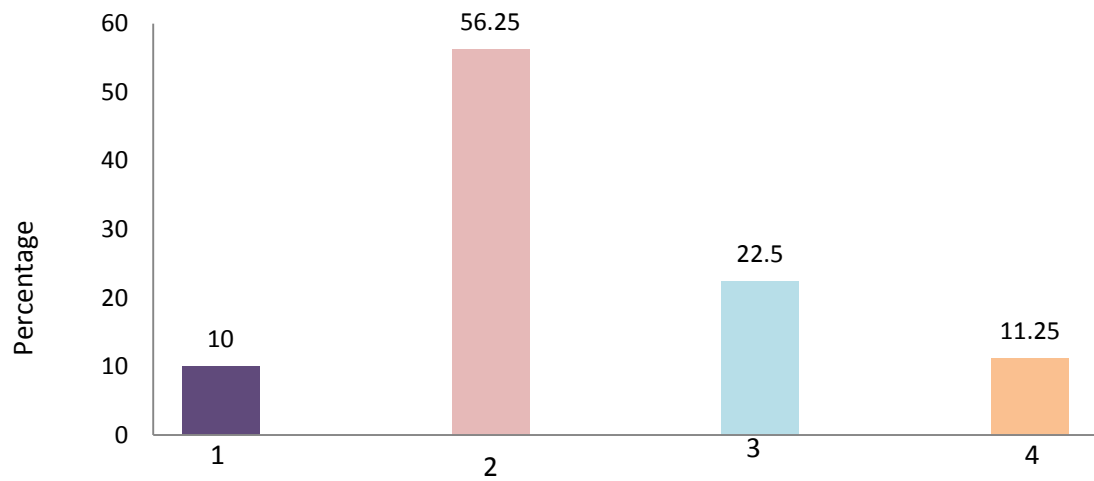
Fig 5.8: Distribution of respondent according to their livestock position.
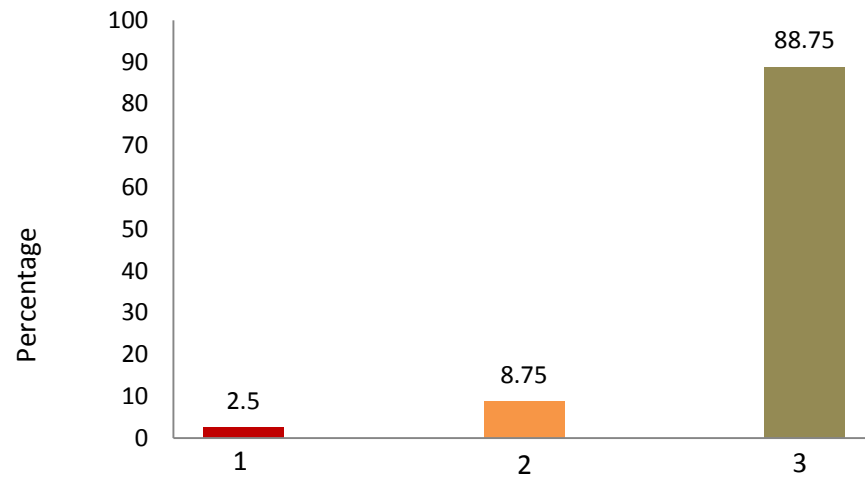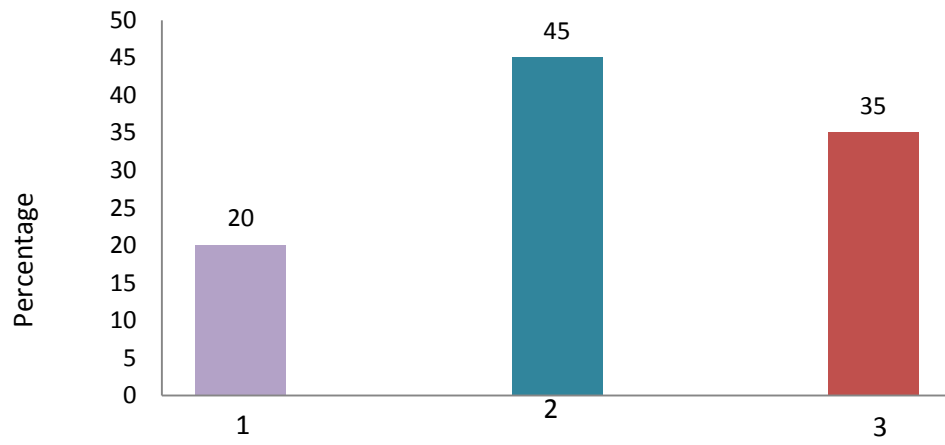
Fig 5.9: Disribution of respondent according to their annual income.
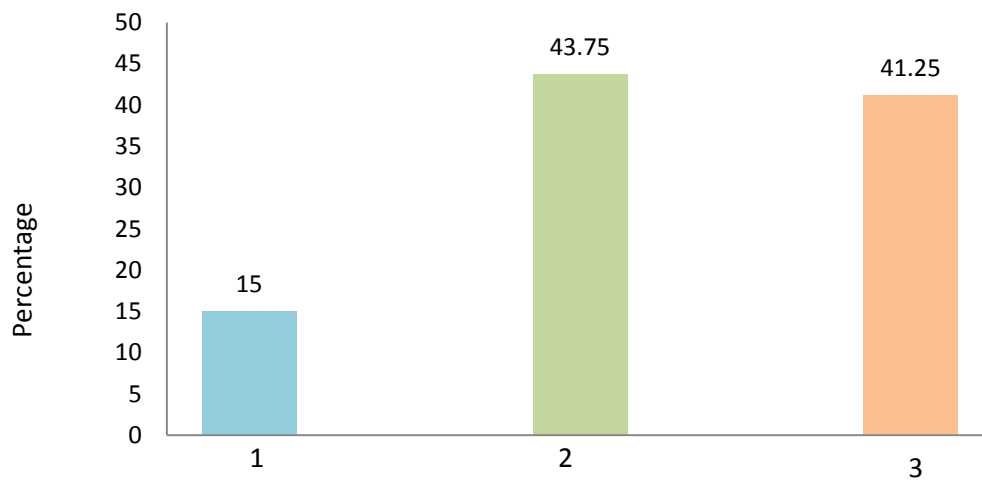
Fig 5.10: Distribution of respondent according to their socio-economic status.
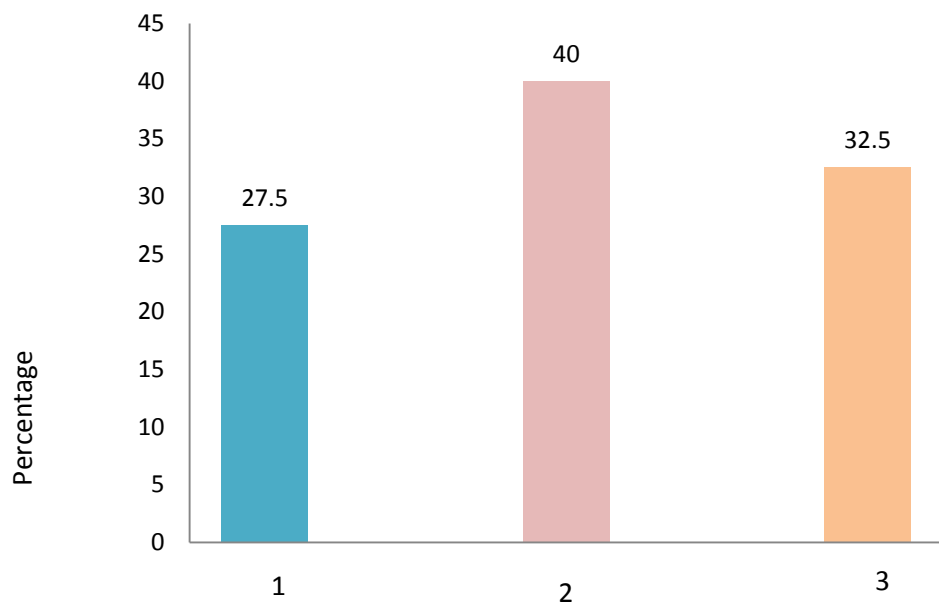
Fig 5.21: Mass media exposure of respondent.
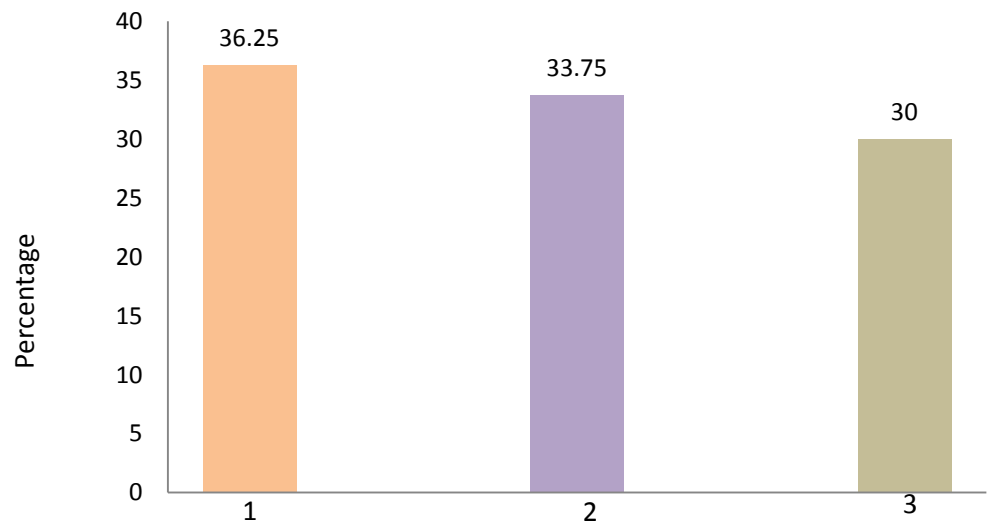
Fig 5.22 Extension contact of respondents.

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Appendix

Farmers Interview Schedule

Name of Respondent ……...

Father Name …………………………………

Village Name ......………………………………..

Block …………………………………..

District …………………………………

State …………………………………..

Distance from block H.Q. …………………………………..

Distance from district H.Q. …………………………………

Phone / Mobile No …………………………………..

A. To study the Socio-economic characteristics:

1. Age of Respondent:

- **Young age (up to 45 years)**

- **Middle age (46-55 years)**

- **Old age (above 56 years)**

2. Education:

- **Illiterate**

- **Primary school**

- **Middle school**

- **High school**

- **Secondary**

- **Graduation**

- **P G & Above**

3. Caste:

- **General caste**

- **Other backward caste**
- **Schedule caste**

4. Land holding

- **Marginal and small (up to 2 ha)**
- **Medium (2 – 4 ha)**
- **Large (above 4 ha)**

5. Family type:

- **Joint**
- **Nuclear**

6. Family Size:

- **Small (up to 4 members)**
- **Middle (5 – 6 members)**
- **Large (above 6 members**

7. House Type:

- **Kachcha**
- **Mixed**
- **Pucca**

8. Live stock:

- **Nil**
- **Small dairy (below 4 animals)**
- **Medium dairy (4 – 6 animals)**
- **Big dairy (above 6 animals)**

9. Irrigation facility:

- **Govt. tube well**
- **Canal**
- **Electric tube well**

- **Diesel tube well**

10. Material possession:

- Radio

- TV

- Cycle

- Motor cycle

- Car

- Refrigerator

- Sofa

- Washing machine

11. Farm machinery and equipment:

- **Bullock cart**

- **Tractor**

- **Trolley**

- **Cultivator**

- **Harrow**

- **Land leveller**

- **Thresher**

- **Winnower**

- **Chaff cutter**

- **Sprayer**

- **Pumping set (electric)**

- **Pumping set (diesel)**

12. Social Participation:

- No participation

- Member of one organization

- Member of more than one organization

- Official bearer

13. Annual Income:

- **Up to   Rs. 50,000**

- **Rs. 50,001 – 1,00,000**

- **Above   Rs. 1,00,000**

B. Knowledge of respondents about Rural Development Programmes:

1. Programmes:

S.N.	Programmes	Fully known	Partially known	Not known
1	IAY			
2	MGNREGS			
3	National Rural Livelihood Mission			
4	National Health Mission			
5	Mid Day Meal			
6	SGSY			

2. Knowledge of respondents about Agricultural Development Programmes:

S.N.	Programmes	Fully known	Partially known	Not known
1	RKVY			
2	Scheme on Fertilizer			
3	Macro Mgt. Krishi			
4	Land Development Yojna			
5	Seed Gramm Yojna			
6	Mixed Cropping			
7	National Food Security			

	Mission			

3. Knowledge of respondents about Women and child Development Programmes

S.N.	Programmes	Fully known	Partially known	Not known
1	Pre-School Education			
2	Vaccination			
3	Health test			
4	Nutrition & Health			
5	Vridhi Nigarani			
6	Annuupurak Poshahar			

4.Attitude of respondents towards programme:

S.No.	Particulars	Favourable	Unfavourable
1.	Rural development		
2.	Agriculture development		
3.	Women and child development		

C. Communication Behaviour

1. Mass Media Exposure

S.No.	Particulars	Frequently	Occasionally	Never
1.	Radio			
2.	Internet			
3.	Newspaper			
4.	Magazines			
5.	Leaflets, folder etc			
6.	Farmers fair / Kisan Gosthi			

2. Extension contact

S.N	Sources	Frequently	Occasionally	Never
1.	**Progressive farmers**			
2.	**Friends/relatives/neighbours**			
3.	**Kisan Sahayak**			
4.	**A.D.O**			
5.	**B.D.O**			
6.	**S.D.O. (A.E.)**			
7.	**DAO/PPO**			
8.	**Govt. input dealers**			
9.	**Pvt. Input dealers**			
10.	**Scientists of KVK /Agril. University**			

D. Constraints:

1. ....

2. ....

3. ....

4. ....

5. ....

6. ....

7. ....

DEPARTMENT OF AGRICULTURAL EXTENSION

S.V.P University of Agriculture and Technology

Meerut- 250110 (U.P.) INDIA.

Name of student : **Shashank Shekhar Singh**
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Admission : **2013-2014**
Degree : **M.Sc. (Ag.)Agricultural Extension**
Thesis title : **"A study of mass media and its impact on rural development in Meerut District of Western Uttar Pradesh"**
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ABSTRACT

The present investigation entitled "A study of mass media and its impact on rural development in Meerut District of Western Uttar Pradesh" to find out the impact of mass media in the development of rural society. The study was conducted in four villages of Daurala block of Meerut district. Under the investigation eighty respondents were considered for the purpose. In the study it was found that maximum of respondents i.e. 48.75% belong to middle age group of 46 to 55, while 40 % of respondents belong to young age group of up 45 years and 11.25 percent belong to old age group of above 56 years. It shows that higher percentage of respondents belong to middle age group. Majority of respondent i.e. 43.75 percent having medium socio-economic status followed by 41.25 and 15.00 percent respondent belong to high and low socio-economic status respectively. 66.25 percent respondents had fair knowledge, 23.75 percent had good knowledge and 10.00 percent respondent had poor knowledge about rural development. No- significant association between socio-economic status and knowledge about different developmental programmes. majority (81.25%) of respondents have favorable attitude toward agricultural development, 72.50 and 66.25 percent of respondents have favorable attitude toward rural and women and child development respectively. Maximum 36.25 percent respondents were found to low extension contact whereas 33.75 and 30 percent respondent were having medium and high extension contact respectively. Lack of awareness, lack of good leadership quality and lack of employment were major problem faced by respondents in rural development.

Name and Signature of advisor   Name and Signature of student
    Dr. D. K. Singh   Shashank Shekhar Singh

Curriculum Vitae

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ACADEMIC QUALIFICATION-:

- ➢ 2007–PASSED HIGH SCHOOL EXAMINATION with IInd Division from U.P. BOARD.
- ➢ 2009–PASSED INTERMEDIATE EXAMINATION with Ist Division from U.P. BOARD.
- ➢ 2013–PASSED B.Sc. Forestry WITH Ist Division from SAM HIGGINBOTTOM INSTITUTE OF AGRICULTURE AND SCIENCES, NAINI, ALLAHABAD.
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