

**EVALUATION OF FARM MAGAZINE 'SHRI SUGI' PUBLISHED BY
M. P. K. V., RAHURI AT FARMERS' LEVEL**

By

Sunil Manohar Kate

B. Sc. (Agri.) First Class

A Thesis submitted to the

MAHATMA PHULE KRISHI VIDYAPEETH

RAHURI, 413 722 DIST - AHMEDNAGAR,

Maharashtra State. (India.)

In Partial fulfilment of the requirements for the degree

of

MASTER OF SCIENCE (AGRICULTURE)

in

AGRICULTURAL EXTENSION

DEPARTMENT OF AGRICULTURAL EXTENSION

POST GRADUATE INSTITUTE

MAHATMA PHULE KRISHI VIDYAPEETH

RAHURI, DIST- A'NAGAR M. S. (INDIA)

1992

MPKV LIBRARY



T02586

EVALUATION OF FARM MAGAZINE 'SHRI SUGI' PUBLISHED BY
M.P.K.V., RAHURI AT FARMERS' LEVEL

By

ABSTRACT DIGITIZED

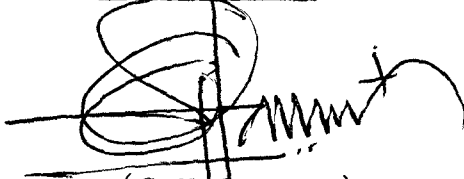
SUNIL MANOHAR KATE

B.Sc.(Agri.), First Class

A Thesis submitted to the
MAHATMA PHULE KRISHI VIDYAPEETH
RAHURI (Dist. Ahmednagar)

in partial fulfilment of the requirements for the Degree
of
MASTER OF SCIENCE (AGRICULTURE)
in
AGRICULTURAL EXTENSION

Approved by :



(G.K. Sawant)

Chairman and
Research Guide



K.K. Khade.

Committee Member



(L.P. Kamble)

Committee Member



(S.V. Mahajan)

Committee Member

MAHATMA PHULE KRISHI VIDYAPEETH

RAHURI


1992

CANDIDATE'S DECLARATION

I hereby declare that this thesis or part
thereof has not been submitted by me
or other person to any other
University or Institute
for a degree or
Diploma

Place : Rahuri

Dated : 14th July, 1992.


(S. M. Kate)

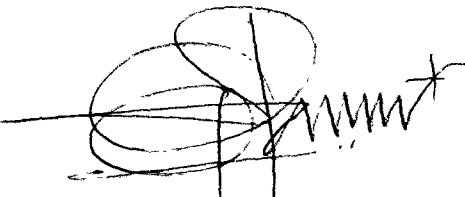
Dr. G.K. Sawant
Professor of Agricultural Extension
Department of Agril. Extension,
Mahatma Phule Krishi Vidyapeeth,
Rahuri, Dist. Ahmednagar (M.S.)

CERTIFICATE

This is to certify that the thesis entitled,
"EVALUATION OF FARM MAGAZINE 'SHRI SUGI' PUBLISHED
BY M.P.K.V. RAHURI AT FARMERS' LEVEL", submitted
to the Faculty of Agriculture, Mahatma Phule
Krishi Vidyapeeth, Rahuri, Dist. Ahmednagar
(Maharashtra) in partial fulfilment of the require-
ments for the award of the degree of MASTER OF
SCIENCE (AGRICULTURE) in AGRICULTURAL EXTENSION is
a record of bona fide research carried out by
Shri. S.M. Kate, under my guidance and supervision
and that no part of the thesis has been submitted
for any other degree, diploma or publication in
any other form.

Place : Rahuri

Dated : 14 th July, 1992.



(G. K. Sawant)
Research Guide.


Dr. N.K. Umrani
Associate Dean,
Post Graduate Institute,
Mahatma Phule Krishi Vidyapeeth,
Rahuri, Dist. Ahmednagar
(Maharashtra)

CERTIFICATE

This is to certify that the thesis entitled,
"EVALUATION OF FARM MAGAZINE 'SHRI SUGI' PUBLISHED
BY M.P.K.V. RAHURI AT FARMERS' LEVEL", submitted
to the Faculty of Agriculture, Mahatma Phule Krishi
Vidyapeeth, Rahuri, Dist. Ahmednagar (Maharashtra)
in partial fulfilments of the requirements for the
degree of MASTER OF SCIENCE (AGRICULTURE) in
AGRICULTURAL EXTENSION embodies the results of a
piece of bona fide research carried out by SHRI.S.M.
KATE, under the guidance and supervision of Dr.G.K.
Sawant, Professor of Agricultural Extension,
M.P.K.V., Rahuri. It is of sufficiently high
standard to warrant its submission to the University
for the award of the said degree. No part of the
thesis has been submitted for any other degree or
diploma or publication in any other form.

Place : Rahuri

Dated : 4th ^{Aug} ~~July~~, 1992.


(N. K. Umrani)

ACKNOWLEDGEMENTS

I consider myself to be extremely fortunate for the opportunity to work under the scholastic guidance of Dr.G.K. Sawant, Professor, Department of Agricultural Extension, Mahatma Phule Krishi Vidyapeeth, Rahuri. I feel honoured to express my deep feelings of gratitude for his constant inspiration, timely suggestions, keen interest and constructive criticism, generous treatment and immense sympathy throughout the course of investigation and finally for the preparation of this manuscript.

I wish to express my profound sense of gratitude to the members of the advisory committee, Dr. L.P.Kamble, Ex.Head, Department of Agricultural Extension and presently the Associate Dean, Lower Education, Mahatma Phule Krishi Vidyapeeth, Rahuri; Prof.P.S.Pol, Associate Professor of Agronomy, and Prof.S.V.Mahajan, Head, Department of Agril. Statistics, MPKV, Rahuri for their valuable suggestions, helpful comments and constructive criticism.

I would like to express my deep sense of gratitude to Dr.T.S.Khuspe, Head, Department of Agricultural Extension, M.P.K.V., Rahuri for his suggestions and co-operation.

I am also indebted to Prof.K.R.Kadam, Prof. S.D. Nimbalkar, Prof. P.S.Patil, Prof. B.B.Khot for the help and suggestions during the course of present investigation.

I am grateful to Shri Arvind L. Bhoyar, Stenographer, Shri Gaikwad, Mrs.Pathak, who have typed the thesis and other papers neatly and accurately.

ACKNOWLEDGEMENTS (Contd.)

I must not forgot to thank my friends Shri.S.V. Newase, R.V.Kothmire, Ravi Wadkar, Jayram Pande, Anil Parkhe, A.E.Kulkarni, B.M.Patil, Nandu Ghodmare, K.S. Deshmukh, R.T.Yadav, Sanjay Shewale, Vijay Khade and many other hands who pushed me forth, on the path of life and education.

Last but never the least, I hardly find any words to express my gratitude to my beloved parents for providing an opportunity and assistance in building up my educational career.

Rahuri

Dated : 14th July, 1992.



(S. M. Kate)

TABLE OF CONTENTS

	<u>Page</u>
CANDIDATE'S DECLARATION	ii
CERTIFICATES :	
RESEARCH GUIDE	iii
ASSOCIATE DEAN (POST GRADUATE INSTITUTE)	iv
ACKNOWLEDGEMENTS	v
LIST OF TABLES	x
LIST OF FIGURES	xii
ABSTRACT	xiii
1. INTRODUCTION	1
2. REVIEW OF LITERATURE	6
2.1 Characteristics of readers of farm publications	6
2.2 Content of farm periodical	10
2.3 Readership pattern of farm magazine	12
2.4 Effectiveness of farm magazine	13
2.5 Readability and comprehension of content	16
2.6 Opinion and preference of the readers reading content	18
2.7 Reading habit of readers towards print media...	20

TABLE OF CONTENTS (Contd.)

	<u>Page</u>
3. RESEARCH METHODOLOGY	24
3.1 Location of the research work	24
3.2 Area and population	25
3.3 Soil and climate	27
3.4 Cropping pattern	27
3.5 Profile of the 'Shri Sugi' magazine	29
3.6 Content of magazine	30
3.7 Selection of the issue	30
3.8 Selection of articles	31
3.9 Selection of respondents : Reader subscribers..	32
3.10 Designing of interview schedule	32
3.11 Pretesting of interview schedule	33
3.12 Procedure for collection of data	34
3.13 Meaning of the different terms used.....	34
3.14 Characteristics of reader subscribers	37
3.15 Characteristic of farm magazine.....	43
3.16 Computation of reader subscribers reading interest towards various literature.....	44
3.17 Computation of reader subscribers reading interest towards various topics of 'Shri Sugi'.	44
3.18 Ranking of topics presented in 'Shri Sugi' according to the readers preferences	45
3.19 Statistical method used	45
4. RESULTS AND DISCUSSION	46
4.1 Distribution of the reader subscribers according to their reading attributes	47
4.2 Selected characteristics of the reader subscribers of 'Shri Sugi'	49
4.3 Reading habit of the reader subscribers of 'Shri Sugi'	55
4.4 Reading style of the reader subscribers of 'Shri Sugi'	56

TABLE OF CONTENTS (Contd.)

	<u>Page</u>
4.5 Reading of topics published in 'Shri Sugi' by the reader subscribers	59
4.6 Physical appearance of the issue of 'Shri Sugi' as perceived by the reader subscribers	64
4.7 Usefulness of the issue of the 'Shri Sugi' as perceived by the reader subscribers.....	68
4.8 Preferences of the reader subscribers to the topics to be included in 'Shri Sugi'	73
4.9 ✓ Opinion of reader subscribers of 'Shri Sugi' about farm magazine 'Shri Sugi'.....	75
4.10 Distribution of reader subscribers according to the information put into practice by them after reading 'Shri Sugi'	77
4.11 Expectations of reader subscribers about articles in 'Shri Sugi' farm magazine.....	80
4.12 ✓ Suggestions made by the reader subscribers to improve 'Shri Sugi' farm magazine	83
4.13 The usefulness as perceived and adoption of information by the reader subscribers given in the articles of 'Shri Sugi'-Kharif 1989..	85
5. SUMMARY, CONCLUSION AND IMPLICATIONS	88
5.1 Summary	88
5.2 Conclusions	90
5.3 Implications	97
5.4 Suggestions for the future research	98
6. LITERATURE CITED	99
7. APPENDIX	106
8. VITA	119

LIST OF TABLES

<u>Table No.</u>	<u>Particulars</u>	<u>Page No.</u>
1	Demographic characteristics of the Ahmednagar district	25
2	Communication, educational and other facilities available in Ahmednagar district	26
3	Area under different crops in Ahmednagar district during the year 1989-90	28
4	Distribution of reader subscribers according to their reading attributes	48
5	Distribution of the reader subscribers according to their personal, socio-economic and communication characteristics	49
6	Reading habit of the reader subscribers of 'Shri Sugi'	55
7	Distribution of reader subscribers according to style of reading 'Shri Sugi' farm magazine	57
8	Extent to which various topics published in 'Shri Sugi' were read by the reader subscribers.	60
9	Distribution of reader subscribers according to physical appearance of the issue of 'Shri Sugi' as perceived by the reader subscribers.....	64

LIST OF TABLES (Contd.)

<u>Table No.</u>	<u>Particulars</u>	<u>Page No.</u>
10	Distribution of reader subscribers according to usefulness of the issue of the 'Shri Sugi' as perceived by the reader subscribers	68
11	Reader subscribers according to their preference to the topics to be included in the 'Shri Sugi'.	74
12	Distribution of the reader subscribers according to their opinion about farm magazine 'Shri Sugi'	76
13	Distribution of reader subscribers according to the information put into practice after reading 'Shri Sugi'	78
14	Distribution of reader subscribers according to their expectations about articles to be included in 'Shri Sugi' farm magazine	81
15	Distribution of reader subscribers according to their suggestions about 'Shri Sugi'	84
16	Distribution of reader subscribers according to the usefulness as perceived and adoption of information by the reader subscribers, given in the articles of 'Shri Sugi' - Kharif, 89	85

LIST OF FIGURES

<u>Figure No.</u>	<u>Particulars</u>	<u>Between Pages</u>
1	Map of Ahmednagar district	25-26
2	Percent distribution of reader subscribers according to their personal socio-economic and communication characteristics	51-52
3	Percent distribution of reader subscribers according to the extent to which various topics published in 'Shri Sugi' were read by reader subscribers	60-61
4	Percent distribution of reader subscribers according to the information put into practice after reading 'Shri Sugi'	78-79

ABSTRACT

EVALUATION OF FARM MAGAZINE 'SHRI SUGI' PUBLISHED BY M.P.K.V.
RAHURI AT FARMERS LEVEL

By

Sunil Manohar Kate

MASTER OF SCIENCE (AGRICULTURE)

Mahatma Phule Krishi Vidyapeeth,

Rahuri

1992

Major Professor : Prof.Dr. G.K.Sawant
Department : Agricultural Extension

The Mahatma Phule Krishi Vidyapeeth, Rahuri (Maharashtra) has been publishing a farm periodical 'Shri Sugi' three time in a year since 1982. It has evaluated the magazine 'Shri Sugi' with following objectives.

1. To study the selected social, economical, educational, and personal characteristics and reading behaviour of the readers subscribers of 'Shri Sugi'.
 2. To evaluate the usefulness of farm magazine 'Shri Sugi' as perceived by the reader subscribers.
 3. To study the physical appearance of selected issues of 'Shri Sugi' from the reader subscribers' point of view.
-

4. To study opinion and preferences of the reader subscribers regarding content of 'Shri Sugi'.

The general issue of Kharif-1989 and representative articles were selected for study. Variables studied were age, education, annual total income, farm size, major/minor occupation, reading habit, social participation, family education index, and usefulness of farm magazine and physical appearance. The data were collected with the help of specially designed interview schedule from Ahmednagar district.

The findings of the investigation are summarised below.

Majority of the reader farmers have been subscribing and reading 'Shri Sugi' for the last two years. They belong to medium to old age group, they educated upto medium to high education level, possessed medium to high size of holding, belong to high income group, had low to medium social participation. It was observed that majority had agriculture as main occupation and had medium to high family education index.

Nearly half of the respondents read newspapers, then (every day for half an hour) farm magazine as and when time permits (one hour) per day.

Large majority of the subscribers first glance through the pages of the magazine, read the articles one by one as per

their liking as and when time permits read all topics, majority kept the magazine neatly, and gave farm magazine to others for reading and discuss the contents with friends.

Majority of the reader subscribers were more interested in reading a topic on fertilizer and manures followed by cultivation of fruit crops, vegetables, flowers, irrigation and water management, plant protection. The general topic like advertisement, notices, cartoons were given last number.

Majority of the reader subscribers were satisfied with the physical appearance of 'Shri Sugi'. About the usefulness of the issues of 'Shri Sugi', majority of the reader subscribers reported that information is need based, complete, arrangement of information is proper, appropriate illustration helps in understanding the contents of articles. Articles are easy to read. Magazine was published at right time. Advertisements in the magazine are useful, attractive and appropriate in number.

About the preferences to the topics to be included in 'Shri Sugi', majority of the reader subscribers preferred to include topic like cultivation of crops' followed by 'Cultivation of fruits and vegetables, fertilizer use dairy technology, plant protection, animal husbandary. Topics like farmers questions and agricultural news stories were given last preference.

Majority of the reader subscribers were of the opinion that the magazine is fulfilling the need of reader farmers in respect of agricultural information, content is useful and scientific with full of useful information.

About the information put into practices after reading 'Shri Sugi' by the reader subscribers, a topic on improved seeds ranked first followed by fertilizer use, plant protection, cultivation of crops, flowers. Cultivation of fruits and forestry ranked last.

Reader subscribers expect articles on processing, marketing, floriculture, advance technology in poultry, dairy business, more information about dry land horticulture and non conventional crops and social life of village.

Reader subscribers suggested that 'Shri Sugi' should be published monthly. Quality paper, photographs especially colour photographs should be used in the magazine. More publicity before publication of issue should be done.

All the articles published in the issue of 'Shri Sugi' - Kharif 89 were 100 per cent useful but adoption was variable.

Chapter Opener Page



Introduction

1. INTRODUCTION

Farm technology is communicated to farmers and its users through spoken words, written words (Printed material) and visuals and other aids. Verbal communication is personal and hence effective, but it suffers from handicap that they are quickly forgotten after some time. Even if they are remembered, it is quite likely that some messages are mis-interpreted after some time. Audio visuals take the learner close to the reality and hence result in high degree of learning. However, they are expensive and need proper planning and presentation. These cannot be used under all situations.

(Printed words (printed material) reach large number of people at a time and speedily. It is comparatively low cost communication media. It is useful in countries where people can read and write. Printed material is of several forms such as leaflet, pamphlet, book, poster, wall paper, folder, bulletin, farm magazine, news stories appeared in newspaper. It is observed now a days that farm magazine is referred by the literate farmers as one of the important source of agricultural information.)

There are several researchers (Khandekar, 1975; Mathur, 1975; Gill, 1981; Saini, 1980; Kota, 1983 and Somasundram, 1974) who indicate the importance of magazine as source of information to the farm readers. There are more than 907 farm magazines published in India (Bhatt, 1989). There are nearly 42 farm magazines published from

the Maharashtra State in regional language which cater the need of farm information on crop production technology to its readers, extension workers and farmers (Anonymous, 1986).

The three fold functions of agricultural Universities in India are 1. Education, 2. Research, 3. Extension Education. The extension education is a mandate of the University. The agricultural university imparts training in extension education to graduate, post-graduate students and extension personnel. Moreover, it provides information support to the extension personnel through several media like television, radio, press and audio-visuals. As a part of the programme, the agricultural university publishes farm literature.

The Mahatma Phule Krishi Vidyapeeth, Rahuri (Maharashtra), publishes a farm periodical named 'ShriSugi' in Marathi language for the use of farmer readers, extension workers and subject matter specialists, three times in a year (i.e. Kharif, Rabi and Summer). It has about five thousand subscribers spread all over nine districts i.e. operational area of the university. The farm magazine covers topics on farming, animal husbandry, farm implements, dairy, poultry, fruits and vegetable processing and so on. Farm readers' reaction received at the editors' desk through mail reveals that farm magazine is liked and contents are useful to the readers. However, there is

empirical evidence and it is necessary to evaluate the 'Shri Sugi' - Farm magazine from reader subscribers point of view in terms of its effectiveness, physical make up, preferences for topic, their needs, so that, contents will be improved, in terms of its utility, physical make up, readability of text etc. Thus an attempt was made in the present research to ascertain the needs and expectations of farmer readers about contents of 'Shri Sugi'. With this end in view; the present study was taken up. The specific objectives of the study are :

Objectives

1. To study the selected social, economical, educational and personal characteristics and reading behaviour of the reader subscribers of 'Shri Sugi'.
2. To evaluate the usefulness of farm magazine 'Shri Sugi' as perceived by the reader subscribers.
3. To study the physical appearance of the selected issues of 'Shri Sugi' from the reader subscribers' point of view.
4. To study opinion and preferences of the reader subscribers regarding content of 'Shri Sugi'.

1.1 Scope of the study

It is a study pertaining to a specific farm magazine with selected issues of farm magazine in question and with the specific objectives in mind. The data are collected through interview schedule from a purposively selected sample. The data are collected by a single student researcher with few objectives like characteristics of reader subscribers, how they find farm magazine?, its usefulness, effectiveness, preferences for content, opinion. The results of the study will be useful to improve utility and effectiveness of 'Shri Sugi' farm periodical.

1.2 Limitations of the study

The present investigations suffer from the limitations of time usually faced by a single student investigator.

The findings of the study are based on a purposive sample and hence need a broad based survey before making generalization and apply to agricultural magazine 'Shri Sugi'. However, it will give some indications as to what improvements are needed in layout of this magazine to make it more useful.

1.3 Layout of the thesis

The thesis comprises of five chapters. The first chapter - 'Introduction' deals with the statement of

problem, objectives as well as limitations of the study. The second chapter 'Review of Literature' gives a brief account of relevant studies conducted in India and abroad under different sub-heads. Chapter three deals with the 'Methodology' adopted for the study. The fourth chapter discusses the results of the study. Summary, conclusion and implication of the study are given in the last chapter. The references cited, and other such material is appended at the end.

Chapter Opener Page



Review of Literature

2. REVIEW OF LITERATURE

A relevant literature on the present topic of the study is presented in this chapter under the following heads.

- 2.1 Characteristics of readers of farm publications.
- 2.2 Content of farm periodicals.
- 2.3 Readership pattern of farm magazine.
- 2.4 Effectiveness of farm magazine.
- 2.5 Readability and comprehension of content.
- 2.6 Opinion and preference of the readers regarding content.
- 2.7 Reading habit of readers towards print media.

2.1 Characteristics of readers of farm publications

2.1.1 Age

Khandekar (1975) revealed that majority of the readers of the farm magazines were from middle age group with medium education level, had medium size of holding and farming as their main occupation. He further indicated that 56.67 per cent of the readers had medium mass exposure scores, where as 23.33 per cent and 20.00 per cent of them obtained high and low scores, respectively.

Gill (1981) reported that majority of the subscribers of Changi Kheti were less than 40 years of age with school education.

Mankar et al. (1981) observed that high percentage of readers of print media were of less than 40 years of age with high school education.

Sawant et al. (1989) found that more than 1/3 of the readers of farm magazine Shri Sugi belonged to the age group of 26 to 30 years (33 %) and 36 years and above (38 %).

2.1.2 Education

Deshpande and Trifle (1984) observed that demonstration, meeting, printed matter, exhibition, radio, field trip were mostly used by the respondents who were educated.

Patil (1985), in his study, observed that effectiveness of farm magazine was increased with increasing educational level.

Chole __ __. (1986) found that 100 per cent respondents with middle school education category read both agricultural literature and newspapers.

* Bhagat et al. (1987) observed that the reading habit of farm women increased with increasing level of education.

* Sawant et al. (1989) found that fifty per cent of the readers of Shri Sugi farm magazine were educated upto

12th standard, while 40 per cent had college education'.

2.1.3 Annual income

Mathur (1972) found that the upper class farmers used newspapers more than the farmers belonging to other classes.

Patil (1985) found that majority (60.92 per cent) of the reader respondents of farm magazine were having medium level of income. There is a significant association between annual income and effectiveness of farm magazine. However, in a study conducted by Dongaonkar

(1986) observed that the annual income could not establish any association with the utility perception of farm magazine.

2.1.4 Mass media exposure

* Misra and Rajguru (1975) observed that among the mass media as a sources of information, radio had some influence (16 per cent) but written material did not have a significant influence on the information seeking habit of small farmers.

Bhatnagar (1978) found that in the agriculturally non-progressive village, the exposure to mass media of communication was almost negligible. The print channels of communication like newspapers, magazines, leaflets and folders were not effective in the rural communities.

Bhagat and Mathur (1987) concluded that the mass media exposure of farm women ranged from low to medium. Radio was the most common mass media used by (86.6 per cent) women who were listening to it, followed by films seen by 65.6 per cent than newspaper and farm magazines (read or hear), 40.2 per cent and the last was television 30.3 per cent.

2.1.5 Land holding

Khandekar and Mathur (1975) observed that only 16.60 per cent of the farm magazine readers had farm size of 15 acres and above. Majority (61.66 per cent) of them had medium size holdings. Size of holding was found to be negatively related to the effectiveness perceived by reader farmers.

Chole (1986) in their study observed that small, medium land holders were more interested in newspaper reading than big land holders. There is no association between land holding and reading habit.

2.1.6 Social participation

Kharche (1972) found that social participation of the farmers was significantly associated with the use of

agricultural publication.

Deshpande and Trifle (1984) observed that printed matters were mostly utilized by respondents who were having intensive level of social participation.

Dongaonkar (1986) observed that there was no association between social participation and utility perception of farm magazines.

2.1.7 Socio-economic status

Patil (1985) observed that high socio-economic status and effectiveness of farm magazines were significantly associated.

Dongaonkar (1986) observed that there was no association between utility perception and socio-economic status.

2.2 Content analysis of farm periodicals

Gohakar (1975), while studying the content and coverage of agricultural information in agricultural magazine, noted that in the publication of articles maximum importance was given to the category of agronomy. He found that specific articles received maximum importance. Next importance was given to the general articles followed by the local articles.

Kayal (1975) studied the content of a Bengali farm magazine Krishi Pragati and concluded that there was enough indication to believe that Krishi Pragati basically contained articles on crop production, vegetables and fruit cultivation and agricultural news. The respective percentage of articles on crop production vegetables and fruits cultivation progressively increased with the advance of time. On the other hand, there was decline in coverage with regard to animal husbandary and dairy, poultry, fisheries etc.

Bhumre (1976) conducted a study on the content and coverage of farm information in the daily newspapers before and after the green revolution period. The study revealed that there was more number of news articles related to agronomy followed by agricultural extension before green revolution. After green revolution, maximum number of articles were of agronomy.

✓ Narayan (1976) made a comparative study of the content of agricultural technology by English magazine 'The Indian Farming' and Hindi magazine Kheti. He observed that maximum importance was given to the category of agronomy in both the magazines. General crops, the sub category of agronomy, got first priority in both magazines.

✓ Bhati (1980) analysed the content of agricultural news published in four popular Hindi Dailies. The study revealed that rice, wheat and sugarcane were the major

crops covered in these papers. Among animals, maximum emphasis was on cows and fisheries.

✓ Kher et al. (1983) analysed the content of Krishi-go-vidya for the year of 1980. In all 77 articles were published. Out of which 63 (81.83 per cent) were written for the discipline of agriculture, whereas 6 (7.79 per cent) for animal husbandry, 4 (5.19 per cent) for home science and remaining 4 (5.19 per cent) for other related subjects. Thus the majority of articles were for agricultural discipline. Further, out of 63 articles in agricultural discipline, plant protection measures (18) followed by oilseed crops (7) were the major areas. Only one article for each crop cotton and pulses which are important crops of Gujrat State were published.

✓Kota (1983) conducted a study of the coverage of content of Telugu farm magazine Annadata. He observed that on crop production, vegetables and fruits cultivation and animal husbandary and dairy have been covered to a significant extent whereas on other hand poultry, fishery, piggery and sericulture have been found to be given secondary importance with very few articles covered in Annadata.

2.3 Readership pattern of farm magazine

Goban Klas (1971) indicated that 92 per cent of the readers were more or less regular readers of periodicals.

Reading pattern of farm Magazines

Hali (1980) indicated that the target readers of farm literature, by and large, were extension workers, literate farmers and others engaged in rural development.

Gill (1981) concluded that majority of the subscribers of Changi Kheti read the magazine while at home during a free time and articles of their interest and need. They also shared their views with others after reading the content of the magazines.

Mankar et al. (1981) observed that magazines were popular amongst rural people. Majority of the rural people (90.00 per cent) read agricultural magazines. More than 46 per cent readers read magazines regularly and more than 43 per cent read intermitently.

Kota (1983) studied the readership pattern of Annadata farm magazine. He reported that 80 per cent of readers read the whole magazine, 12 per cent read only one or two articles, while 8 per cent read the magazine when they have free time for reading.

2.4 Effectiveness of farm publications

Willson and Gullup (1954) suggested that artistic cover page, appropriate illustration, colour printing and more easily read type are contributing to the attractiveness of publications.

Ensminger (1957) corroborating the above views also recommended that publication must be written in short sentences and in simple words and have attractive covers illustrations and pictures which are easily understood.

Kelsey and Hearne (1965) recommended that the periodicals should have a cover page of heavy material. illustration be placed near the text reference and in natural surroundings. They also suggested that one or two colours were more effective than several colours.

✦ Rao and Kherde (1968), in their study on readability of the information folders for use by farmers in Delhi, found out that good and colourful illustration have a pleasing effect on the farmers and it increases the curiosity and interest in reading.

Patel and Patel (1972) have recommended that first coverpage should be attractively printed with combination of two or more colours along with some action pictures. Regular text should not be printed on second, third and fourth cover pages; but these pages should be utilised for printing contents or slogans, key points and message or list of previously published Khedut Patrikas respectively.

Appropriate and attractive pictures should be presented just by the side of the related text with

heading. As far as possible, even the use of common English words should also be avoided.

They further indicated that small size Khedut Patrikas were considerably preferred by educated farmer respondents as compared to medium and large Khedut Patrikas. The statistical test also revealed that the choice of various sizes of Khedut Patrikas and the level of education received by farmer respondent have a significant relationship.

Oliver et al. (1974) reported that 60 per cent of the farmers in their study perceived the articles as 'accurate' similar per cent was found for the practicability of content. They also reported that the agricultural articles in Dinmani mostly contained local words as perceived by the readers.

* Khandekar and Mathur (1975) found that fifty per cent readers perceived the magazine to be effective, 31.67 per cent perceived it to be most effective and only 18.33 per cent perceived it to be less effective out of 60 respondents and clearly showed that majority of the readers perceived the magazine Unnat Krishi as effective.

Singh (1978) evaluated Krishi Yuvak using the effectiveness index of Khandekar (1975) and found that

magazine get up, organization, printing and content were perceived by the farmers as 'effective'.

2.5 Readability and comprehension of content

2.5.1 Readability of content

Flesch (1960) reported that human interest makes for easier reading. Scientific tests have shown that people are better at reading about other people than about anything else. The standard of six personal references per 100 words found in feature articles in popular magazines was very difficult. Scientific material, of course may be written without any pattern at all.

✓ Rao and Kherde (1968) studied the readability of folders and found that a combination of 14 point letter size with the 14 words per sentence was the best.

Naidu and Somasundaram (1969) found that with regard to reading ease, 10 per cent of the leaflets were 'very easy', 45 per cent 'fairly easy' and 40 per cent 'easy' to read.

Somasundram and Jagannathan (1973) studied the readability of leaflets and concluded that majority of the leaflets (78.12 per cent) came under 'average' and 'above average' classes and observed that they possessed the quality of readability. It was further reported

that average number of words per sentence and number of syllables per 100 words has positive relationship.

Somasundram and Jagannathan (1974) found that the readability of newsletter was 'very easy' in reading ease'.

Sohal et al. (1977) collected data from the subscribers of Hindi monthly magazine Dairy Samachar. They reported that 72.50 per cent of the respondents found it as 'Most easy' in reading.

Kota (1983) found that the readability of content of farm magazine Annadata was 'standard' in reading ease. The average number of syllables per 100 words was 150, while the average sentence length was 9.78 words.

Gill and Sandhu (1984) found that the readability of content in farm magazine Changi Kheti was 'Difficult' in reading ease, more than 50 per cent of readers felt that technical words were used frequently by writers of articles.

2.5.2 Comprehension of content

Sohal et al. (1977) reported that 67.50 per cent of the subscriber of Dairy Samachar found it as easiest in understanding.

Dhillon (1978) reported that 22.67 per cent, 48.00 per cent 29.33 per cent of the general farmers showed high,

medium and low level of comprehension about the agricultural practices included in the content of the selected lessons of the correspondences courses being run by the Punjab Agricultural University, Ludhiana.

Saini (1980) conducted the comprehension level of the farmers with respect to the content of lessons of correspondence course and found that 18.75 per cent, 48.75 per cent and 32.50 per cent of the respondents were placed in the low, medium and high.

Kaur and Dhaliwal (1984) indicated that an average comprehension score was found to be 16.16 with the coefficient of variation 29.89. It was found that 22.92 per cent, 43.75 per cent and 33.33 per cent of the respondents had 'Low', 'Medium' and 'High' extent of comprehension, respectively.

2.6 Opinion and preference regarding content

Kayal (1975) reported that farmers preferred information on crop production followed by vegetables and fruit cultivation and animal husbandary and dairy.

Kayal (1975) and Khandekar (1975) found that for majority of the readers, the content of the farm magazines (Krishi Pragati and Unnat Krishi) was 'partly need based'.

Timeliness of articles followed by field experience for writers, large scale free distribution of magazine issues, improvement in the quality of articles and need for simple articles were the main suggestions given by the readers of Krishi Pragati (Kayal, 1975).

Khandekar and Mathur (1975) collected the preferences from the readers of 'Unnat Krishi' about the areas they liked to read most in this farm magazine. The areas included were cultivation of crops; animal husbandary and dairy, fruits and vegetable cultivation, poultry, fishery and piggery in the descending order of preference. (Further they reported that only meagre percentage of readers (10 per cent) considered the magazine to be need based and .. majority of them (81.67 per cent) considered the content to be too scientific.

✓ Sohal et al. (1977) studied the readers' opinions about utility of Dairy Samachar and observed that 47.50 per cent of the respondents felt that information contained in Dairy Samachar was according to their need, while only 7.50 per cent of the readers felt that it was inadequate to meet their information need and about one-third respondents got the desired information partially.

✓ Concluding the studies on readers' opinions, Johnson and Tims (1981) suggested that the readers' opinion on the accuracy authenticity and timeliness

of the content in magazines can have a tremendous impact on editorial decision making.

2.7 Reading habit of readers towards print media

Murphy (1962) reported that it is possible to affect the interest and reading habit of the readers by manipulating the format of farm magazines, use of pictures of farmers and women in working clothes occupies in farms or household chores, use of big and identifiable pictures is more understood and that makes more interest in reading the farm magazines.

Khandekar and Mathur (1975) found that the areas on which the readers need information in farm magazines were crop production, animal husbandary and dairy, vegetable and fruit cultivation. This information was read more by the farmers.

According to IIMC's survey conducted in Delhi (1979) on exposure of youth to print media, found that about three fourth of the respondents interviewed (75.9 per cent) claimed that they read farm magazine and periodicals regularly and read at their homes, while about 24.1 per cent read in library.

✓ Rao (1981) reported that there were five major factors which affect the reading habit viz.,

1. Low purchasing power
2. Timely availability of books
3. High cost
4. Natural factors
5. Lack of library facility.

Saini (1980) reported that the maximum readers (75.55 per cent) read the lesson where there was free time, 13.34 per cent reported that when there was need for reading information and 11.11 per cent respondents read when they like to read. Saini further observed that maximum number (79.00 per cent) of respondent read the lessons while sitting in the room or under the tree or in village library. The method of reading of respondent is alone or with the friends.

☛ Sawant and Waghmode (1985) reported that among the various types of reading materials, newspapers were read by majority (93.10 per cent) of the literate villagers; followed by personal letters (86 per cent), farm publications (76 per cent), religious books (76.5 per cent) and recreational books (58 per cent) by the farmers. Newspapers were read regularly by the literate villagers while other types of material were read occasionally if villagers could get time and the material.

Gill (1981) concluded that majority of the subscribers of 'Changi-Kheti' were less than 40 years

of age with high school education. They read magazine while at home during free time and articles of their interest and need. They also shared their views with others after reading the contents of the magazine.

Chole et al. (1986) concluded that the majority of the respondents (52.80 per cent) spent one hour or less daily on reading while 20 per cent respondent spent only one hour or less than one hour weekly on reading. Thus respondents spent considerable time on reading. They found that the purpose of reading is gaining knowledge of praying God, maintaining the reading habit and entertainment or passing time etc.

Gill and Saini (1986) reported that the factors affecting the reading of lessons were lack of free time, fatigue and bad health. Effect of reading of lessons is that all the respondents gained knowledge and understood the lessons. More than 90 per cent of them applied and experimented new ideas.

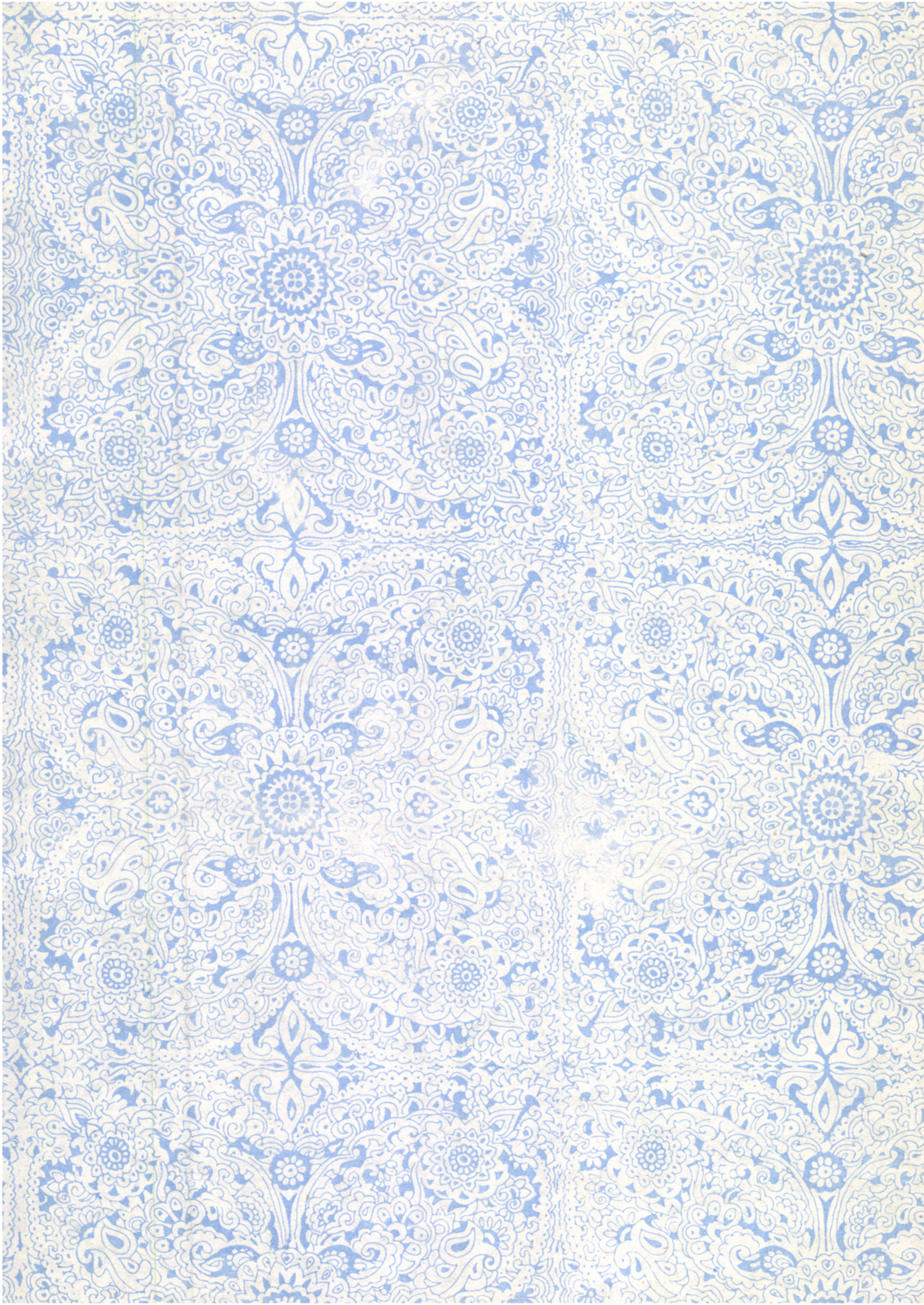
Gill and Sandhu (1986) studied the magazine reading behaviour of subscribers. They found that maximum readers (41.11 per cent) read the articles of their choice only, while 31.11 per cent respondent read the whole magazine and 27.96 per cent respondent read about half of the content.

Bhalekar (1986) reported that reading habit of farmers did not affect the readability of text as perceived by the readers.

Bhagat et al. (1987) studied the reading habit of farm women. They reported that the largest number of farm women read stories and poems. Other two equally mentioned reasons by farm women were 'to have knowledge about women life' and 'to get entertainment and get happiness'. Print media were considered as a source of knowledge.

Waghmode (1985) studied reading behaviour of the literate villagers in Ahmednagar district in Maharashtra State and reported that majority (93.10 per cent) of literate villagers read the newspapers. But still the readership of newspaper is very low in rural India.

Chapter Opener Page



3. RESEARCH METHODOLOGY

This chapter deals with the information about profile of farm periodical, selection of issues, articles, research site, selection of respondents, designing of interview schedule, procedure and techniques followed in collection of data, measurement of concepts, terms used and statistical method used in the present investigation.

3.1 Location of research work

The present study was conducted in Ahmednagar district of Maharashtra State. The district of Ahmednagar lying between $18^{\circ}.2'$ and $19^{\circ}.9'$ north latitude and $73^{\circ}.9'$ and $75^{\circ}.5'$ east longitude. The district is situated in central part of Maharashtra State, partly in Godavari basin and comes under Nasik revenue division. It is bounded on the north by Nasik district, on the north east by Aurangabad district, on the east by Beed and Osmanabad districts, on the south by Solapur district and in the south west by Thane district.

The Godavari and Bhima are the major rivers of the district. The Pravara is the tributary of Godavari. The Mula and the Adhala and the Mahalungi are the important tributaries of the Pravara. The southern part of the district consisting of Parner, Ahmednagar, Pathardi, Shrigonda and Karjat tahsils constitutes the Bhima basin with the tributaries Sina, Kukdi and Ghod.

3.2 Area and population

Ahmednagar district occupies an area of 17,048 sq.km. and comprises of 13 talukas. In geographical area, it ranks first in the State. Demographic characteristics of the Ahmednagar district are given in Table 1.

Table 1. Demographic characteristics of the
Ahmednagar district

Sr. No.	Particulars	Total No. of Individuals (,000)	Percentage to the total
1	Total population	2708	-
2	Literate population	1169	43.17
3	Literate (Male)	781	66.51
4	Literate (Female)	388	33.19
5	Rural population	2357	87.04
6	Urban population	351	12.96

(Source : Socio-Economic Review And District Statistical Abstract of Ahmednagar District 1989-90)
Published by Directorate of Finance and Statistics, Government of Maharashtra, Bombay.

Nearly 90 per cent population of the district lives in villages. The literacy percentage is fairly high in males than females. The communication, educational and other facilities available in the district are given in Table 2.

MPKV LIBRARY



T02586

T-2586



Fig. 1 Map of Ahmednagar district.

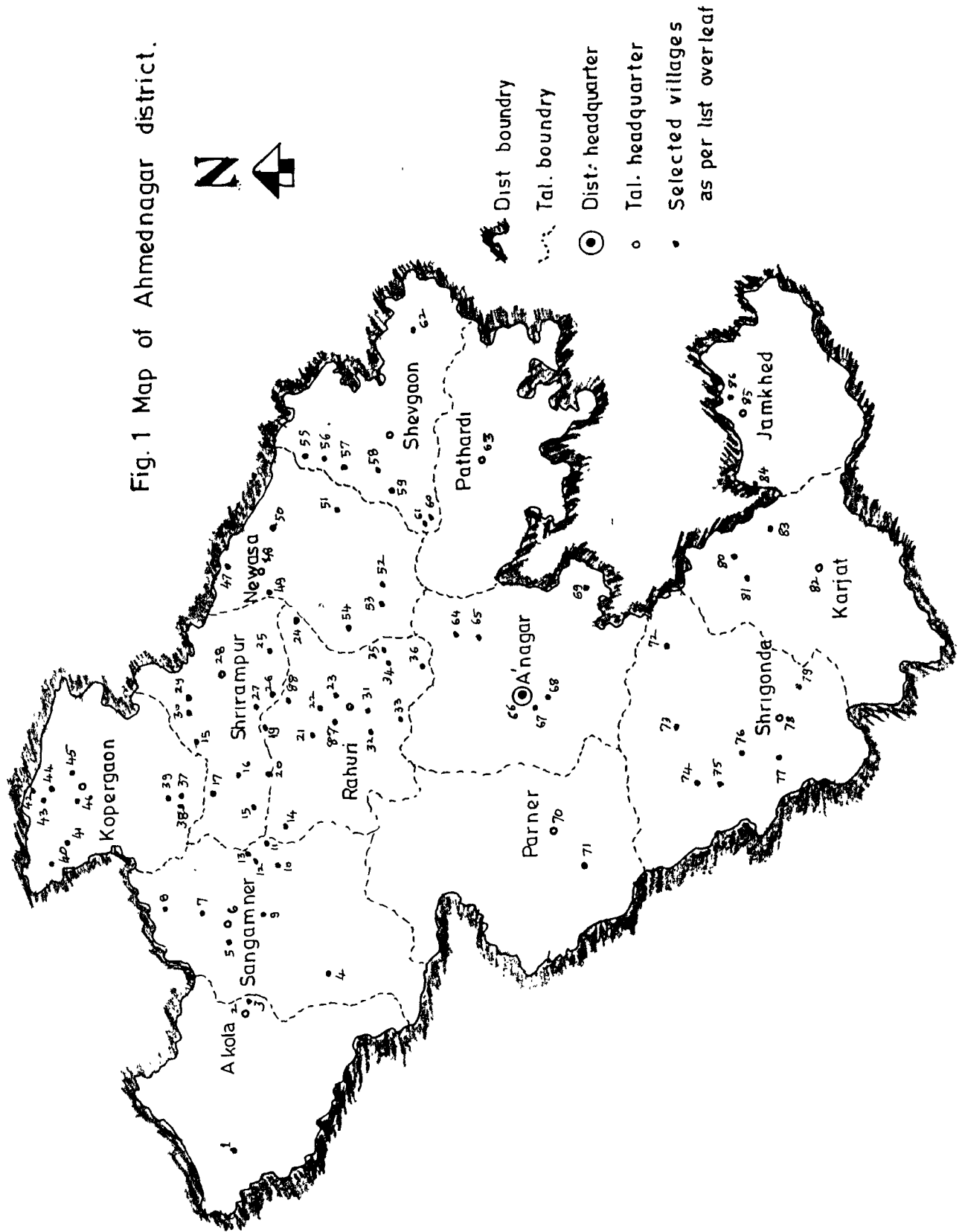


Table 2. Communication, educational and other facilities available in Ahmednagar district

Sr. No.	Particulars of facilities	Nature of facility
I)	<u>Educational facilities</u>	
	a) Number of preprimary schools	2
	b) Number of primary schools	2598
	c) Number of secondary and higher secondary schools	374
	d) Number of colleges	19
	e) Number of adult education centres	860
II)	<u>Communication facilities</u>	
	a) Number of Dailies (Mar.)	32
	b) Number of Weeklies (Mar.)	23
	c) Number of public Libraries	20
	d) Number of printing press	264
	e) Number of telephones	12,737
	f) Number of radio sets	1,080
	g) Number of Television sets given by Government	342

(Source : Socio-Economic Review and District Statistical Abstract of Ahmednagar District 1989-90 published by Directorate of Finance and Statistics, Government of Maharashtra, Bombay.)

3.3 Soil and climate

The entire district is occupied by basaltic lava flows which are popularly known as 'Deccan traps'. The climate of the district is characterised by a hot summer and general dryness during major part of the year except during south west monsoon season when the relative humidities are between 60 and 80 per cent. The average annual rainfall is between from 575 mm to 760 mm.

3.4 Cropping pattern

The major food crops of the district are jowar, bajra and wheat. Due to irrigation facilities of the Pravara, Mula, Godavari, area under cash crops like sugarcane, cotton, groundnut and different vegetables and fruit crops is increasing. During kharif season crops like bajra, groundnut and pulses like tur (Red gram), mung (Green gram), matki (Kidney bean) etc. are grown under rainfed conditions. Jowar, Wheat, gram and safflower are important rabi crops mostly grown in both irrigated and unirrigated areas. The area under different crops during the year 1989-90 is shown in Table 3.

Table 5. Area under different crops in Ahmednagar district during the year 1989-90

Sr. No.	Name of the crop	Area in ,00ha.)	Percentage to the total area
I) <u>Food grain</u>			
1.	Rice	58	0.56
2.	Wheat	760	7.45
3.	Kharif jowar	45	0.44
4.	Rabi jowar	5336	52.33
5.	Bajara	3562	34.93
6.	Other cereals	214	2.09
Total cereals		10195	-
7.	Tur	136	14.10
8.	Gram	475	49.27
9.	Other pulses	353	36.61
Total pulses		964	-
II) <u>Cash crops</u>			
10.	Cotton	17	1.53
11.	Groundnut	100	7.83
12.	Safflower	616	48.27
13.	Sunflower	214	16.77
14.	Summer groundnut	249	19.51
Total oilseed		1276	-
15.	Sugarcane (Harvested)	366	1.61

(Source : Districtwise General Statistical Information of Agricultural Department 1989-90; Part II. Epitome of Agriculture in Maharashtra).

'Shri Sugi' a farm magazine published by the Mahatma Phule Krishi Vidyapeeth, Rahuri was purposively selected for this study. The very purpose of selecting this magazine was to evaluate the effectiveness and usefulness of the farm magazine and to suggest guide lines to the editorial board for improving the farm magazine by way of ascertaining the liking and preferences and the expectations of the farmer readers of the 'Shri Sugi' a farm magazine.

3.5 Profile of the 'Shri Sugi' magazine

'Shri Sugi' a farm magazine is published by the Directorate of Communication, MPKV, Rahuri. The farm magazine is published quarterly (after four months) and consistently over a period of last five years and has a circulation of about 5000 copies in nine districts of Western Maharashtra. So far four special issues of farm magazine were published on matters of farmers interest i.e. water management, horticultural crops, dryland farming, sugarcane. A brief profile of 'Shri Sugi' magazine is described as follows.

1. Year of starting - Kharif 1982
2. Language - Marathi
3. Price per issue - Rs.3.50 approximately
4. Annual subscription-Rs.10.00
5. Average number of - 45 to 50 pages

6. Number of column - 2
7. Width of column - 8.5 cm
8. Number of text per pages/Advt. - 10-12

3.6 Content of magazine

The content of magazine includes articles on farming, animal husbandary and dairy, farmers reactions, their experiences, farm advertisement, farm cartoons etc. The articles are being published according to crop season. The regular features are editorial column, agricultural news, farmers querries, experiences of farmers etc. Untill now four special issues on various topics like water management, dryland agriculture, horticultural crops and sugarcane special, have been published by the editorial board.

3.7 Selection of the issue

It was decided that all the three issues of last year i.e. 1989 were to be selected for the study. But the Rabi issue was published as special issue on 'Dry farming' and summer issue was published as special issue on 'Horticultural Crops'. These issues were not considered since they were published purposively keeping in view the needs of a particular group of farmers. However, the Kharif issue was general and meant for all farmers. Hence, the Kharif issue was considered for study. Moreover, it was recently published at the time of interview.

3.8 Selection of articles

In 'Shri Sugi' farm magazine articles on various aspects of farming, animal husbandary, secondary occupations & farm machinery are published. The usefulness of the magazine needed to be studied in its totality; it was, therefore, felt necessary to consider these articles which cover every aspect of farming and related aspects. The following five groups were identified and from each group one article appeared in selected issue of 'Shri Sugi' was selected.

1. Animal husbandary and dairy science
2. Farm implements
3. Horticulture
4. Agronomy
5. Plant protection

The recommended practices mentioned in the articles were identified. The respondents were identified. The respondents were asked to state as to which practices were perceived as useful and adopted after reading the contents from 'Shri Sugi' farm periodical. On the basis of responses on perceived usefulness and adoption of recommended practices, the usefulness and effectiveness of Shri Sugi farm magazine were determined.

3.9 Selection of the respondents : Reader subscribers

'Shri Sugi' farm magazine has not only subscribers from all nine districts of Western Maharashtra but also other part of State and outside the State. It was extremely difficult and beyond the capacity of single student researcher to consider all the subscribers for the study. In order to facilitate selection of respondents a complete and perfect exhaustive list of subscribers of 'Shri Sugi' from all over the nine districts was obtained from the Public Relations Officer of the University. The following procedure was used while selecting the respondents.

A list of districtwise subscribers from the nine districts was prepared. A district having the highest number of subscribers who were consistently subscribers for a period of 2 year, was selected. Thus, the Ahmednagar district was selected. The subscribers from the Ahmednagar district were selected by the method of systematic sampling. Thus 150 (10 % of the population) reader subscribers were selected for the study.

3.10 Designing of interview schedule

An interview schedule was developed considering the objectives of the study after referring the available literature and studying the local situation. The

schedule was developed in 'Marathi' language in order to get correct responses and information from the respondents pertaining to their socio-economic, psychological, communication variables and reading interest towards various literature. While developing the schedule, due care was taken to avoid questions having dual meaning and contradictory statements. The language used for the questions was kept simple and easy to understand.

3.11 Pretesting of the interview schedule

Before finalising the interview schedule, it was pretested by interviewing 15 respondents (10 % of the total i.e. 150 respondents) having similar socio-economic conditions but not included in the sample in order to understand whether 1. The schedule developed for collection of information was relevant. 2. The respondents furnish the required information. 3. The questions were understood properly and clearly without any ambiguity.

In the light of responses collected in pre-testing of the schedule the necessary corrections and modifications were made in the schedule. Finally, it was considered for the study. Thus, pretested perfected schedule was used for data collection in the present study.

3.12 Procedure for collection of data

The researcher personally interviewed the respondent farmers in a friendly and informal manner. A rapport was established with farmers to get familiar with people and their culture. Interviews of the farmer readers were taken as per their convenience in fields or at homes. In the beginning of the interview, the purpose of the interview was explained with the help of Gramsevak or local leaders. The respondent farmers were contacted during their leisure time convenient to them. This facilitated free and natural responses from the respondents on various questions included in the schedule. The respondents were assured that the information furnished by them will be kept confidential and will be used for the research purpose only. The questions were asked casually and informally during the course of interview.

3.13 Meaning of different terms used

The conceptual and operational definitions of the terms used in this study are as follows.

1. Farm magazine : A periodical publication containing article on farming and related matters by various farm writers, farmers and extension workers.
2. Reader subscriber : A person who subscribes and read 'Shri Sugi' was considered as reader subscriber.

3. Evaluation of farm magazine : It is measurement or assessment of farm magazine as a whole (text, cover, contents, illustrations) in terms of its purpose, merits and demerits and performance as perceived by reader subscribers.

4. Social participation : It is the degree of involvement of reader farmer in formal and informal organisation, institution etc. It is measured by counting membership, official position occupied and any contribution in the organisation made by the member.

5. Total annual income : Total annual income of the family of a reader farmer from all the resources was considered.

6. Farm size : Total area owned by the reader farmer including cultivable, waste and fallow.

7. Major occupation : An occupation from which the reader farmer gets the maximum (More than 50 per cent) amount of annual income was considered as major occupation.

8. Minor occupation : An occupation from which the reader farmer gets less than 50 per cent amount of annual income was considered as minor occupation.

9. Education : It refers to the number of years

of formal schooling completed by the farmer reader at the time of interview.

10. Age : Number of full years completed by the farmer readers at the time of interview.

11. Reading habit : Conceptual definition : Reading habit is a behaviour of an individual towards reading material.

Operational definition : Reading habit was measured in terms of what type of reading material is read & frequency of reading such material.

12. Family education index :

Conceptual definition : It refers to the totality of the educational gamut of all the family members of reader subscribers.

Operational definition : It is average of total of number of school years completed by the members of family of a reader subscriber.

13. Usefulness of farm magazine : It refers to the degree to which the information was perceived as beneficial and put into practice after reading the content of 'Shri Sugi'.

14. Physical appearance : It refers to the external and internal look of the farm magazine in terms of its cover, illustrations, paper quality, printing quality, size, etc.

15. Content of 'Shri Sugi' : It was measured by counting as an article, illustration, cartoon, advertisement on various topics.

16. Opinion

Conceptual definition : Opinion of farmer readers towards the issue is the degree to which, how and what the reader thinks about the issue.

Operational definition : Operationally the opinion of the farmer readers towards the issue is the degree to which farmer reader has positive or negative reaction towards issue as gathered by the reader subscribers.

17. Preference : First choice of individual towards anything among available alternatives.

3.14 Characteristics of reader subscribers

Various characteristics considered in this study are age, education, annual income, farm size, occupation, reading habit, social participation, family education index

and use of mass media. The procedure followed in the measurement of these variables are as follows,

3.14.1 Age

Age is one of the basic characteristics of an individual. His activities are influenced by his age. Age brings maturity, experience and age prepares individuals to face life situation. It is hypothesized that young persons are more active, take more interest and are involved in communication process. Their actions are determined by their information seeking and communication behaviour.

For the purpose of study chronological age in completed years at the time of an interview was considered. All the readers according to their age were classified into three groups viz.

- | | | |
|-----------|-----|--------------------|
| 1. Young | ... | 30 years and below |
| 2. Medium | ... | 31 to 45 years |
| 3. Old | ... | Above 45 years. |

3.14.2 Education

Formal education is a key to refer and use print and other media. Persons with no education or low education are reluctant to read and thus gaining knowledge through leaflets, newspapers, farm magazines, books etc. is very low. Due to use of modern technology in communication

process, more and more information is communicated to its users through these channels. Farmers with higher education are likely to use more of these channels and seek more information. Higher education develops positive attitude towards modern technology. It enhance the potentiality for change. It is expected that higher education would influence the information seeking.

For the purpose of study, formal education was measured in terms of the number of school grades and college years completed by the readers. Each school grade or college year completed was assigned a score of one. Thus, the total education score of a reader subscriber was calculated.

Following categories of the readers were made on the basis of their educational scores.

- | | | |
|-----------|-----|------------------------|
| 1. Low | ... | 4th standard and below |
| 2. Medium | ... | 4th to 10th standard |
| 3. High | ... | 11th and above. |

3.14.3 Annual income

Adoption of innovations always involve additional expenditure on the part of the farmers. Farmers with better economic conditions can afford to purchase newspapers, subscribe to farm magazine, possess radio and television set and thus get benefit by these in seeking agricultural

information. It is, therefore, expected that better economic conditions influence the information seeking and their communication behaviour. Annual income is the total income in terms of rupees in a year of all family members of the respondents taken together from all resources. The annual income in terms of money of the respondents were classified into four categories.

- | | | |
|--------------|------|---------------------|
| 1. Low | ... | Upto Rs.10,000 |
| 2. Medium | ... | Rs.10,000 to 20,000 |
| 3. High | ... | Rs.20,000 to 40,000 |
| 4. Very high | | Above Rs.40,000. |

3.14.4 Land holding

It refers to the number of hectares of land owned and operated by the respondent. Farm size is one of the factors that limits the adoption of mechanisation, adoption of labour and cash intensive crops. Persons operating large farms are likely to put in more efforts to use new farm technology for improving their farms. Small farms do not provide opportunities to farmers to go for adoption of innovations which they consider as a risk. In the present study, as per the size of holding of farmers they were grouped into three categories viz.,

- | | | |
|-------------------|-----|---------------|
| 1. Small farmers | ... | Upto 4 ha. |
| 2. Medium farmers | ... | 4.01 to 8 ha. |
| 3. Big farmers | ... | Above 8 ha. |

3.14.5 Occupation

Occupation of an individual is a main stay for his livelihood. It is natural that a individual aspires to get new skill through various sources and techniques to improve his occupation. In this study the main occupation as agriculture and secondary occupations like dairy and poultry and government or private service and other occupations like business were considered.

3.14.6 Reading habit

Reading broadens horizons of knowledge of individual. It helps an individual in building up vocabulary and thereby influence individual's understanding and comprehension. Reading habit score of an individual was calculated on the basis of different types of reading materials such as personal letters, newspapers, farm literature, religious books, novels, short stories, magazines and other technical books read by him. A score of one was given for each type of material (above mentioned) read by a farmer. Additional one score was given to him if he reads such a material regularly. Sum of all the scores secured by an individual is his reading habit score. The score of all the individual were arranged in an ascending order on the basis of their reading habit score and divided as close to the median as possible to form two groups viz.

1. Poor reading habit ... Upto score
2. Good reading habit ... Upto score

3.14.7 Social participation

It is the degree of involvement of reader farmer in formal and informal organisation, institution. It was measured by considering membership, official position and significant contribution of respondent in the social organisation.

Social participation score of the respondent was computed by assigning one for membership in a social organisation, two were assigned to those who were participating as the officer bearers of the social organisation and three were assigned for any other specialities of a member in social organisation. Sum total of all the scores gives the social participation score.

1. Low social participation ... 0 to 3
2. Medium social participation ... 4 and 5
3. High social participation ... 6 and above.

3.14.8 Family education index

It is generally assumed that education helps in increasing knowledge and improving the skills and attitudes of an individual in accepting new ideas. Conceptually family education indeed is the totality of the educational gamut of all the family members of reader subscribers. Operationally, family education index of an individual is the average of total number of school years, completed by

all the member of family of a individual reader subscribers.

Family education index score of the respondent was computed by making the total of number of school years completed by the members of family of a reader subscriber . Each school grade or college year completed was assigned a score of one. Then the average was calculated. Following categories of the reader subscribers were made on the basis of their family education index.

1. Low ... Below 5 score
2. Medium ... 5 to 10 score
3. High ... 11 and above score.

3.15 Characteristics of farm magazine

3.15.1 Usefulness of the farm magazine

The term usefulness refers to the degree to which the information was perceived as beneficial and put into practice after reading the content of 'Shri Sugi'.

For measuring usefulness of the farm magazine a schedule was developed. The readers were asked to give their opinion about the relevance, completeness and arrangement of information, proper use of illustration, usefulness, easyness and understanding of articles;& Usefulness, attractiveness and number of advertisements in the issue. Frequencies were obtained and percentage was calculated.

3.15.2 Physical appearance of the issue

Physical appearance refers to the external and internal make-up of the farm magazine. Physical make up of the farm magazine also counts for its effectiveness, since it attracts and holds up attention of readers.

A schedule was developed to measure the physical appearance of the issue of 'Shri Sugi' as perceived by the reader subscribers. Opinion of reader subscribers about the coverpage, size of magazine, number of pages in magazine, length of article, type used, paper, ink etc. was taken and frequencies were calculated and converted into percentage.

3.16 Computation of Reader Subscribers Reading interest towards various literature

Reading interest of reader subscriber was done on the basis of time given for a particular literature by reader subscriber. About how much time spent every day, as and when time permits, and occasionally, for reading. For the sake of convenience a time limit of half an hour, one and half an hour and two hours is given for each type.

3.17 Computation of reader subscribers reading interest towards various topics of 'Shri Sugi'

The reading interest towards various farm topics presented in 'Shri Sugi' magazine was grouped into three

categories viz., 1) Reads topic completely 2) Reads some points, 3) No reading of a topic.

3.18 Ranking of topics presented in 'Shri Sugi'
according to the readers preferences

Respondents were asked to give their preference towards topics presented in 'Shri Sugi' magazine viz. crop cultivation, fruits and vegetable cultivation, dairy industry, animal science, social forestry, plant protection, fertilizer use, interviews of progressive farmers, answers to the farmers questions and agricultural news stories . On the basis of total preference score for each topic, the mean preference score was worked out and ranks were given.

3.19 Statistical method used

The collected data were processed and tabulated by using simple frequencies. These were then converted into percentage. As and when required the data was ranked.

Chapter Opener Page



Results and Discussion

4. RESULTS AND DISCUSSION

The data collected from the respondents have been compiled in primary tables and then frequency and percentage were calculated. The findings and results of the investigation are presented and discussed in this chapter in the following order.

- 4.1 Distribution of the reader subscribers according to their reading attributes.
- 4.2 Selected characteristics of the reader subscribers of 'Shri Sugi'.
- 4.3 Reading habit of the reader subscribers of 'Shri Sugi'.
- 4.4 Reading style of the reader subscribers of 'Shri Sugi'.
- 4.5 Reading of topics published in 'Shri Sugi' by the reader subscribers.
- 4.6 Physical appearance of the issue of 'Shri Sugi' as perceived by the reader subscribers.
- 4.7 Usefulness of the issue of the 'Shri Sugi' as perceived by the reader subscribers.
- 4.8 Preferences of the reader subscribers to the topics included in 'Shri Sugi'.

- 4.9 Opinion of reader subscribers of 'Shri Sugi' about farm magazine 'Shri Sugi'.
- 4.10 Distribution of reader subscribers according to the information put into practice by them after reading 'Shri Sugi'.
- 4.11 Expectations of reader subscribers about articles in 'Shri Sugi' farm magazine.
- 4.12 Suggestions made by the reader subscribers to improve the 'Shri Sugi' farm magazine.
- 4.13 The usefulness as perceived and adoption of information by the reader subscribers given in the articles of 'Shri Sugi' Kharif, 1989.
- 4.1 Distribution of reader subscribers according to their reading attributes

The distribution of reader subscribers was done on the basis of readership in year and duration of subscription and is presented in Table 4.

Table 4. Distribution of reader subscribers according to their reading attributes

Sr. No.	Attributes	No. (N=150)	Per cent
I. <u>Readership in years</u>			
i)	2 years	83	55.34
ii)	More than two years	67	44.66
			100.00
II. <u>Duration of subscription</u>			
i)	2 years	92	61.34
ii)	More than 2 years	58	38.66
			100.00

It is seen from Table 4 that more than 50 per cent (55.34 per cent) of reader subscribers read 'Shri Sugi' from last two years and nearly 45 per cent (44.66 per cent) read it from more than two years. Majority of the readers (61.34 per cent) subscribed for 'Shri Sugi' farm magazine for last two years. 38.66 per cent subscribed for it for more than two years. The data provided in the Table 4 show that the reader subscribers of 'Shri Sugi' farm magazine are reading and subscribing the periodical minimum for two years.

4.2 Selected characteristics of the reader subscribers of 'Shri Sugi'

The characteristics of the subscribers of 'Shri Sugi' magazine were studied viz., age, education, size of holding, annual income, social participation, socio-economic status, family education index, family size, occupation and mass media exposure. The information and data pertaining to the characteristics are presented in Table 5.

Table 5. Distribution of the reader subscribers according to their personal, socio-economic and communication characteristics

Sr. No.	Characteristics category	No. (N=150)	Per cent
1.	<u>Age</u>		
i)	Young (below 30 years)	24	16.00
ii)	Medium (31 to 45 years)	88	58.66
iii)	Old (Above 45 years)	38	25.34
		----- 150	----- 100.00
2.	<u>Education</u>		
i)	Low (Upto 4th std.)	4	2.66
ii)	Medium (4th to 10th std.)	56	37.34
iii)	High (11th and above)	90	60.00
		----- 150	----- 100.00

Table 5 (Contd.)

Sr. No.	Characteristics category	No. (N=150)	Per cent
3.	<u>Annual income</u>		
	i) Low (Upto Rs.10,000)	2	1.33
	ii) Medium (Rs.10,000 to 20,000)	13	8.66
	iii) High (Rs.20,000 to 40,000)	59	39.34
	iv) Very high (Rs.above 40,000)	76	50.67
		----- 150	----- 100.00
4.	<u>Land holding</u>		
	i) Small (Upto 4 ha.)	33	22.00
	ii) Medium (4.01 to 8 ha.)	58	38.66
	iii) High (Above 8 ha.)	59	39.34
		----- 150	----- 100.00
5.	<u>Occupation</u>		
	i) Agriculture as primary occupation	11	74.00
	ii) Agriculture as secondary occupation	39	26.00
		----- 150	----- 100.00
6.	<u>Social participation</u>		
	i) Low (0-3 score)	54	36.00
	ii) Medium (4 and 5 score)	72	48.00
	iii) High (6 and above score)	24	16.00
		----- 150	----- 100.00

Table 5 (Contd.).

Sr. No.	Characteristics category	No. (N=150)	Per cent
7.	<u>Family education index</u>		
i)	Low (below 5 score)	7	4.67
ii)	Medium (5 to 10 score)	95	63.33
iii)	High (11 and above score)	48	32.00
		150	100.00

4.2.1 Age

The data regarding the age of the subscribers were grouped into three categories as shown in Table 5. It is revealed that majority (58.66 per cent) of the subscribers were in the middle age group, while about one fourth (25.34 per cent) of the subscribers were in old age group. There were only 16 per cent subscribers in 'young age' group. The lowest age of reader subscriber was 22, while the highest age of subscriber was 71. The average age of the subscribers was 40 i.e. in the middle age group (31 to 45 years).

4.2.2 Education

The data regarding education of the subscribers were grouped into three categories as shown in Table 5. The data from this table indicated that majority (60 per cent) of the subscribers had higher education. More than

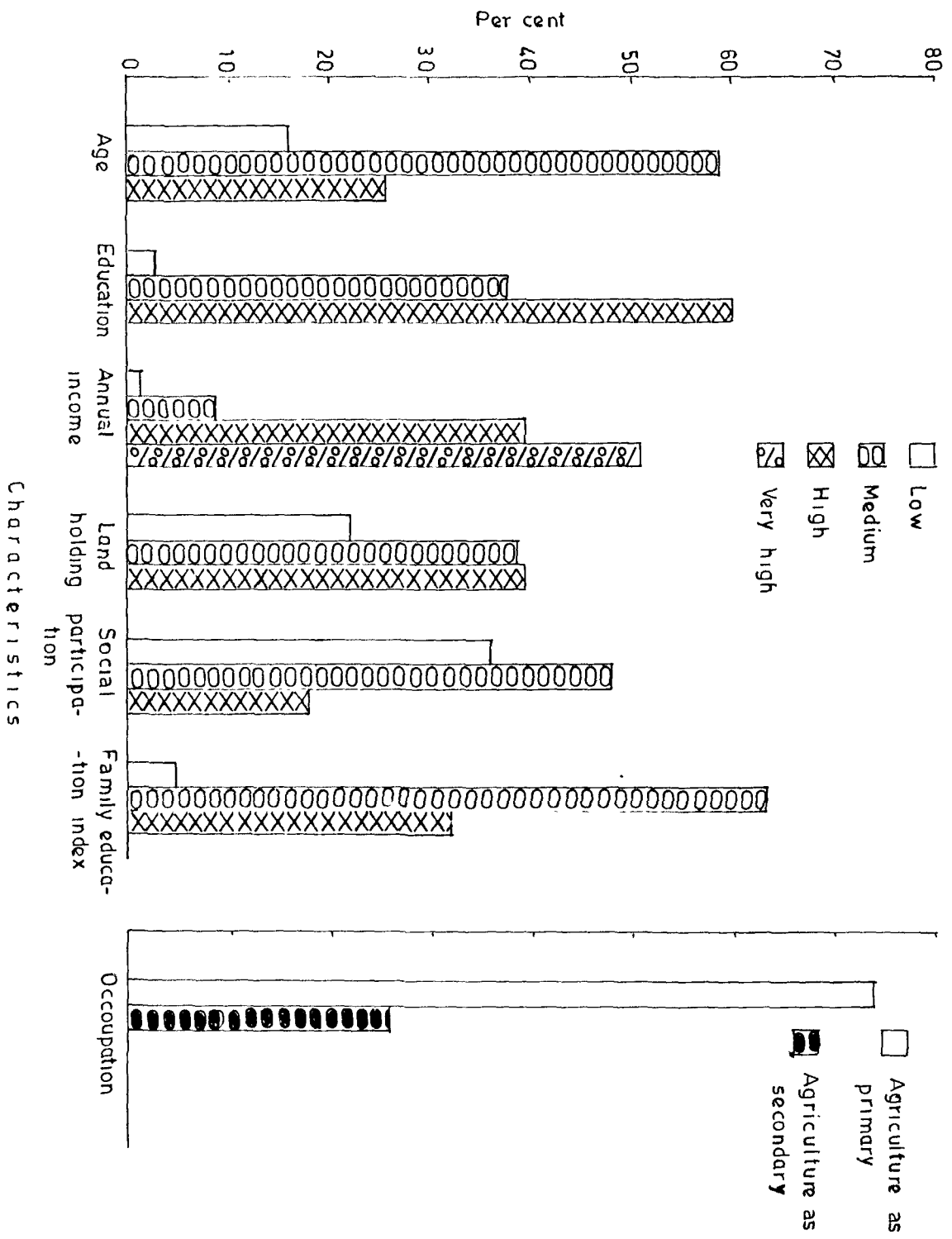


Fig. 2 Distribution of readers according to their characteristics.

one third of the subscribers (37.34 per cent) had medium educational level , while only 2.66 per cent subscribers had primary education. The lowest education of reader subscriber was 3rd std, while the highest education was post-graduation. The average education of the subscribers were 12.15 std. i.e. in the higher education group (11th and above std.)

4.2.3 Annual Income

The data pertaining to the annual income of the subscribers were classified into four categories as shown in Table 5. It is noticed (Table 2) that half (50.6 per cent) of the subscribers had income above Rs.40,000. About 40 per cent (39.34 per cent) of the subscribers had income between Rs.20,000 to Rs.40,000. While 8.66 per cent of the subscribers were in income group between Rs.10,000 to 20,000. The of the subscribers having income Rs.10,000 was only 1.33 per cent. The lowest annual income of reader subscriber was Rs.5300, while the highest annual income was Rs.3,80,000. The average annual income of subscribers was Rs.41,020 i.e. in very high income group (Above Rs.40,000).

4.2.4 Land holding

According to the size of land owned by the subscribers they were classified into three categories as shown in Table 5. It is observed from Table 5 that slightly more than one third subscribers were from high and medium size

of land holding and were nearly equal in number (39.44 per cent and 38.66 per cent resp.), while 22.00 per cent subscribers had small size of land holding. The lowest size of land holding was 1.5 ha. while highest size was 40 ha. The average size of land holding was 8.85 ha. i.e. in higher group (above 8 ha.).

4.2.5 Occupation

The data regarding occupation of the subscribers are grouped into two categories and presented in Table 5. It is revealed that majority (74.0 per cent) of the subscribers had agriculture as primary occupation, while only 26.0 per cent had agriculture as secondary occupation. It means, those who (25 per cent) were engaged in other than agriculture occupation, referred 'Shri Sugi' from periodical.

4.2.6 Social participation

The data pertaining to social participation of the subscribers were classified into three categories as shown in Table 5. It is observed that slightly less than fifty per cent (48.00 per cent) of the subscribers were from 'medium' social participation category, while the subscribers with 'low' social participation were 36.00 per cent. Only 16.00 per cent of the subscribers were from high social participation category. The lowest social

participation score of reader subscribers was 0, while highest social participation score was 10. The average social participation score of the subscribers was near about 4 (3.90) i.e. in medium social participation group (4 to 5 score). The above data show that most of the respondents had medium to low social participation score' were subscribers of this magazine minimum for two years.

4.2.7 Family Education Index

The data regarding family education index of the subscribers were grouped into three categories and presented in Table 5. It is revealed that majority (63.33 per cent) of the subscribers have 'medium' family education index. While about less than one third of the subscribers (32.00 per cent) have 'high' family education index. Only 5 per cent (4.67 per cent) have 'low' family education index. The lowest family education index of reader subscriber was 12, while the highest family education index was 77. The average family education Index was 8.64 i.e. in medium family education index group (5 to 10 score). The data (Table 5) indicate that the respondents considered for the investigation, were of medium to old age (84 per cent), had medium to high education level (97.00 per cent), had medium to high size of holding (78.00 per cent) belonged to high income group (90.00 per cent) had

low to medium social participation (84.00 per cent), majority (74.00 per cent) had agricultural as main occupation, and medium to high family education index (95.00 per cent).

4.3 Reading habit of reader subscribers of 'Shri Sugi'

An attempt was made to study the reading habit of the reader subscribers of 'Shri Sugi' (Farm magazine). The data were collected and presented in Table 6.

Table 6. Reading habit of the reader subscribers of 'Shri Sugi'.

Sr. No.	Type of reading material read	Frequency and time in hours								
		Every day			As and when time permits			Occasionally		
		1	1/2	2	1	1/2	2	1	1/2	2
1.	Newspaper	18 (12.0)	77 (51.33)	1 (0.7)	11 (7.33)	17 (11.33)	3 (2.0)	3 (2.0)	6 (4.0)	0 (0)
2.	Farm Magazine	5 (3.3)	3 (2.0)	0 (0)	65 (43.33)	23 (15.3)	13 (8.6)	18 (12.0)	9 (6.0)	0 (0)
3.	Novels, stories	1 (0.7)	0 (0)	0 (0)	6 (4.0)	9 (6.0)	3 (2.0)	41 (27.3)	18 (12.0)	1 (0.7)
4.	Religious books	2 (1.3)	33 (22.0)	0 (0)	8 (5.33)	16 (10.66)	1 (0.7)	24 (16.0)	18 (12.0)	2 (1.3)
5.	Film Magazine	0 (0)	2 (1.3)	0 (0)	2 (1.3)	13 (8.6)	0 (0)	32 (21.3)	20 (13.3)	0 (0)
6.	Other Magazines	1 (0.7)	1 (0.7)	0 (0)	7 (4.66)	12 (8.0)	2 (1.3)	13 (8.6)	22 (14.6)	0 (0)
7.	Letters & papers concerning legal/Health reports	1 (0.7)	5 (3.3)	0 (0)	5 (3.3)	13 (8.66)	1 (0.7)	7 (4.6)	48 (32.0)	1 (0.7)
8.	Personal letters	1 (0.7)	7 (4.6)	0 (0)	11 (7.33)	50 (33.3)	1 (0.7)	3 (2.0)	52 (34.66)	0 (0)

7-2586

It appears from Table 6 that nearly half of the respondents (51.33 per cent) read newspapers every day followed by farm magazines (43.33 per cent) were read as when they find time as compared to material like personal letters (34.66 per cent), legal letters and documents (32.0 per cent), stories, novels (27.3 per cent), religious books (22.0 per cent), film magazines (21.5 per cent) and other magazines (14.6 per cent).

The time spent on reading material like newspapers, religious books is half an hour everyday, while the farm magazines are read generally for an hour as and when time permits. The other material like personal letters, legal letters and documents/health reports, other magazines are generally read for 1/2 an hour occasionally, while novels, story books, and film magazines are read on an average one hour occasionally.

4.4 Reading style of the reader subscribers of the 'Shri Sugi' farm magazine

The styles of reading the farm magazine 'Shri Sugi' of the reader subscribers were studied and are presented in Table 7.

Table 7. Distribution of reader subscribers according to style of reading 'Shri Sugi' farm magazine

Sr. No.	Style of reading	No. (N=150)	Per cent
<u>(A) Reading the contents</u>			
1.	Hurridly glancing at the content of the magazine	100	66.67
2.	Read first the article of interest	84	56.00
3.	Read all articles in one sitting	14	9.33
4.	As and when time permits, read one by one or as per liking	111	74.00
<u>(B) Preference to contents</u>			
1.	Read all topics	142	94.66
2.	Read only essential of the article	8	5.33
<u>(C) Storing of magazine</u>			
1.	Magazine is kept neatly	137	91.33
2.	Magazine is not kept neatly	13	8.66
<u>(D) Lending of magazine</u>			
1.	Magazine is given to others for reading	113	75.33
2.	Magazine is not given to others for reading	37	24.67
<u>(E) Post reading discussion</u>			
1.	Topics are discussed with friends after reading	135	90.0
2.	Topics are not discussed with others after reading	15	10.0

Table 7 (Contd.)

Sr. No.	Style of reading	No. (N=150)	Per cent
<u>(F) Usefulness of illustrations</u>			
1.	Illustrations are seen while reading	150	100.00
2.	Illustrations are not useful while reading	0	0.0

The data (Table 7) show that large majority of the (66.67 per cent) subscribers first glance at the pages of the magazine. This may be for just sensing to what articles are included in the magazine and is there any interesting to the reader. Fifty six per cent of subscribers read first the article of interest, while only 9.33 per cent of subscribers read all articles at a time in one sitting. It is seen from Table 7 that large majority of the (74.0 per cent) subscribers read the articles one by one or as per their liking, as and when time permits. This is a commonly observed behaviour and the editor of the farm magazine has to keep this in mind while selecting and incorporating the articles in the magazine. About 95.00 per cent of subscribers read all topics, while only 5.33 per cent of subscribers read only essential part of the articles. This also need to be remembered by the editor while giving headings, and sub-heading, so that reader farmers can locate, quickly and easily point of their interest. As

regard to preserving the magazine, it is interesting to note that maximum (91.33 per cent) subscribers kept the magazine neatly so that they can use it in future, while only 8.66 per cent subscribers did not bother for preserving it and kept it any where. As regard sharing of farm magazine, it is a matter of interest that maximum subscribers (75.33 per cent) gave farm magazine to others for reading, while about 1/4th of the subscribers (24.67 per cent) did not give to others for reading. It also needs to be remembered that large majority of the farm magazine subscribers shared their copy with others indicating the multiplication of the intended information. Extension workers should encourage this behaviour in order to speed up spread of information. As many as 90 per cent of the subscribers discussed with friends after reading the content of article, while only 10.00 per cent of the subscribers did not discuss with others after reading a topic. It is seen that cent per cent (100 per cent) subscribers reported that they see, refer the illustrations while reading a topic. Illustrations are found to be useful in understanding the text to every reader subscriber.

4.5 Reading of topics published in 'Shri Sugi' by the reader subscribers

Every editor of the farm magazine tries to present best useful information in every issue. However, the reader has preference as per crops taken and his need.

An attempt was made to study as to which type of information was completely, which was read partly and which information was not read at all.

The data regarding various types of information in 'Shri Sugi' read by the reader subscriber were collected and presented in Table 8.

Table 8. Extent to which various topics published in 'Shri Sugi' were read by the reader subscribers

Sr. No.	Nature of topic	Reading behaviour					
		Reads completely		Reads partially		Do not read	
		No.	Per cent	No.	Per cent	No.	Per cent
1.	Editorial	69	46.0	59	38.39	22	14.6
2.	Letters of the readers of ' <u>Shri Sugi</u> '	62	41.33	52	34.66	36	24.00
3.	Cultivation of fruits vegetables, flowers	120	80.00	19	12.66	11	7.33
4.	Articles on Animal husbandary and Dairy Science	72	48.00	54	36.00	24	16.00
5.	Plant protection	119	79.3	12	8.00	19	12.66
6.	Improved implements and machinery	114	76.0	11	7.33	25	16.66
7.	Fertilizers and manures	114	76.0	27	18.00	09	6.00
8.	Irrigation and water management	116	77.3	18	12.0	16	10.66
9.	Success stories of progressive farmers	66	44.0	42	28.0	42	28.00
10.	Cartoons	70	46.6	0	0	80	53.33
11.	Farm and Non-farm advertisement	39	26.0	65	43.3	46	30.66
12.	Notices	39	26.0	60	40.0	51	34.00

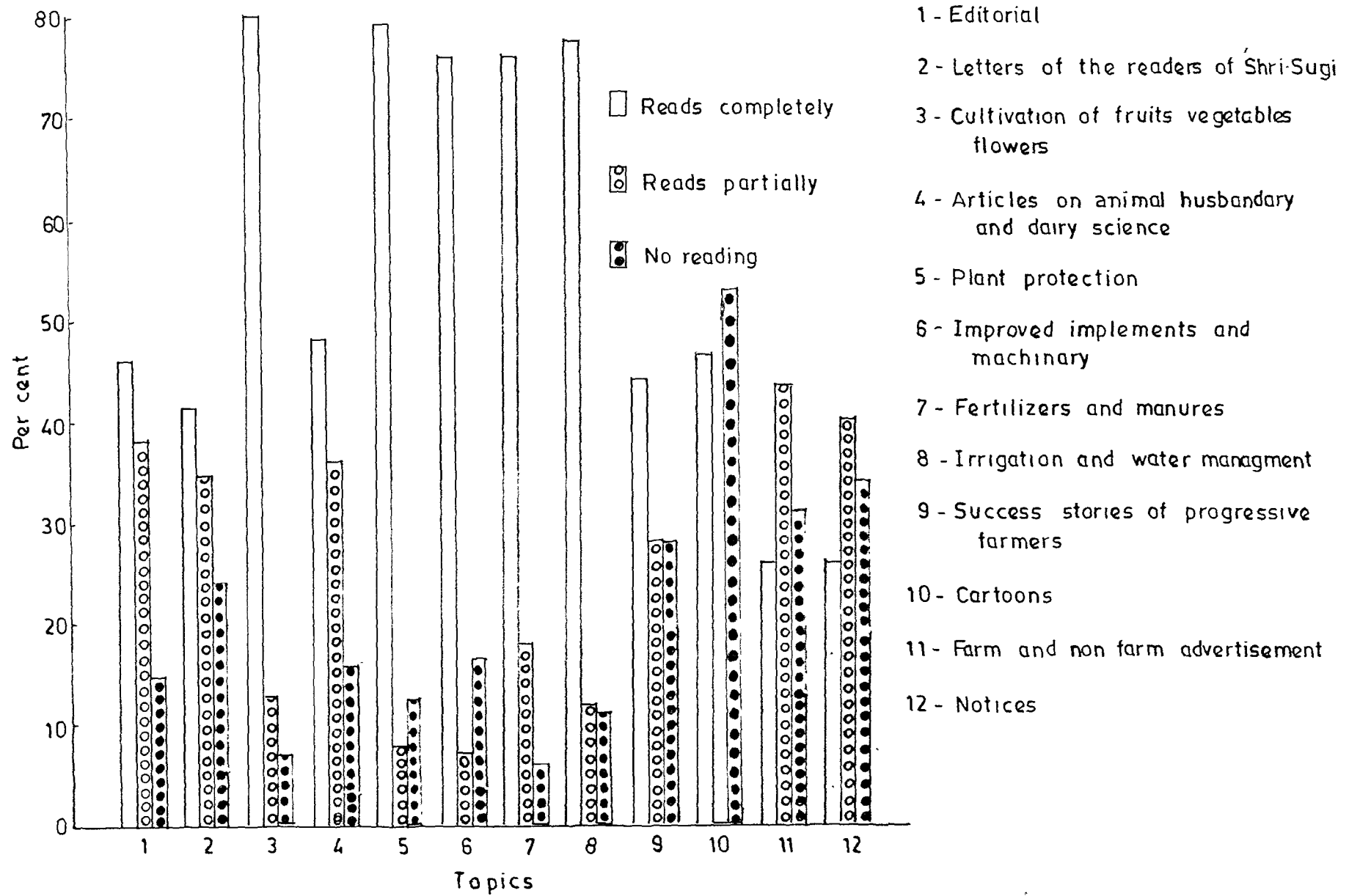


Fig. 3 Reading of topics publised in 'Shri Sugi'.

It is observed (Table 8) that among different types of articles and regular features presented in 'Shri Sugi' the editorial was read completely by 46.0 per cent of subscribers. While 39.33 per cent of subscribers read it partially, and 14.6 per cent of subscribers did not read the editorial at all.

About 41.33 per cent of the subscribers read letters from the readers of 'Shri Sugi' i.e. readers read partly while 24.00 per cent did not read the letters to the editor of 'Shri Sugi'.

It is seen that large majority of the (80 per cent) subscribers read the information on cultivation of fruits, vegetables and flowers completed. Since it is a matter of interest to all readers. While 12.6 per cent read few points from the articles and 7.33 per cent did not read it.

A topic on animal husbandary and dairy science was read by 48 per cent of subscribers completely, while more than one third (36.0 per cent) of subscribers read it partly. It was seen that the topics on plant protection were read by large majority (87.3 per cent) of subscribers either completely (79.3 per cent) or partially (8.0 per cent). Since plant protection is a very crucial and specific, extremely technical input in raising any crop and the know-how has to be very accurate, while adopting the plant protection information in the field and, therefore, every subscriber has read it.

The topics on improved implements and machinery as well as on fertilizers and manures was found to be read by large number of reader subscribers (76.0 per cent) who read it completely. Fertilizer i.e. costly input and is required for maximizing crop production and one has to know its technology and therefore a large number of reader subscribers need to read it thoroughly. However, 18 per cent of the subscribers read the fertilizer and manure topic partially. Thus a large number of (94.0 per cent) of the subscribers read the topic on fertilizers and manures. While it needs to study as what factors motivate the large number (83.33 per cent) of the subscribers to read the contents on improved implements and machinery. Perhaps, it may be due to labour problems involved in crop production.

Management of irrigation water is a very important topic in crop production, however, irrigation water is scarce and need to be managed very skillfully. It was found that large majority (89.3 per cent) of the subscribers read the topic on management of irrigation water either completely (77.3 per cent) or partially (12.0 per cent). Success stories of progressive farmers were read by 72.0 per cent of the subscribers, either totally (44.0 per cent) or partially (28.0 per cent). Near about 47 per cent (46.6 per cent) of subscribers took interest in cartoons appeared in 'Shri Sugi'.

Farm and non farm advertisements and notices appeared in 'Shri Sugi' were also read completely by equal number of readers (26.0 per cent).

The data analysed in Table 8 show that to the reading interest of subscribers of 'Shri Sugi' towards different types of articles and regular features the reader subscribers were more interested in reading fertilizers and manures (94.0 per cent) followed by cultivation of fruits, vegetables, flowers (92.6 per cent), irrigation and water management (89.3 per cent), plant protection (87.3 per cent), editorial (85.33 per cent), animal husbandary and dairy (84.0 per cent), improved implements and machinery (83.33 per cent), letters from readers of 'Shri Sugi' (75.9 per cent), success stories of progressive farmers (72.0 per cent), advertisements (69.3 per cent), notices (66.0 per cent) and cartoons (46.6 per cent).

The topics presented in 'Shri Sugi' were read by the readers of "Shri Sugi". It also shows that the topics viz. Fertilizers and manures, cultivation of crops, Irrigation, Plant Protection, Animal Husbandary and Dairy Science, Improved Machinery were mostly read by majority of readers. Thus, editor of the farm magazine should incorporate such topics which are liked and are practical to them. By and large, the subscribers had expressed more interest in reading the topics which had practical importance to them.

4.6 Physical appearance of the issue of 'Shri Sugi
as perceived by the reader subscribers

Physical make up of the farm magazine also counts for its effectiveness, since it attracts and holds up attention of reader. The opinion of reader subscribers of 'Shri Sugi' in general about its physical appearance were sought and the data are presented in Table 9.

Table 9. Distribution of reader subscribers according to physical appearance of the issue of 'Shri Sugi' as perceived by the reader subscriber

Sr. No.	Particulars of magazine	No. (N=150)	Per cent
I.	<u>Reading text on coverpage</u>		
	1. Easy to read	138	92.00
	2. Some what difficult to read	12	8.00
	3. Can not read	0	-
II.	<u>Understanding of text on coverpage</u>		
	1. Easy to understand	138	92.00
	2. Some what difficult to understand	12	8.00
	3. Cannot understand	0	0.00
III.	<u>Understanding of illustration on coverpage</u>		
	1. Easy to understand	144	96.00
	2. Takes time to understand	6	4.00
	3. Can not understand	0	0.00

Table 9 (Contd.)

Sr. No.	Particulars of magazine	No. (N=150)	Per cent
<u>IV. Colour of illustration on coverpage</u>			
	1. Colour combination is good	80	53.33
	2. Colour combination is fair	58	38.67
	3. Combination of colour is not good	12	8.00
<u>V. Attractiveness of coverpage</u>			
	1. Attractive	71	47.33
	2. Some what attractive	67	44.67
	3. Not attractive	12	8.00
<u>VI. Size of magazine</u>			
	1. Proper size	119	79.33
	2. Fair size	25	16.67
	3. Size is not proper	6	4.00
<u>VII. Length of articles</u>			
	1. Proper	143	91.00
	2. Not proper	07	4.67
<u>VIII. Type used in articles</u>			
	1. Appropriate	137	92.00
	2. Cannot tell	7	4.67
	3. Small	6	4.00
<u>IX. Type used for headings sub-heading in the article</u>			
	1. Appropriate	138	92.00
	2. Cannot tell	6	4.00
	3. Small	6	4.00

Table 9 (Contd.)

Sr. No.	Particulars of magazine	No. (N=150)	Per cent
X.	<u>Ink used for printing</u>		
	1. Appropriate	143	95.33
	2. Cannot tell	1	0.67
	3. Not appropriate	6	4.00
XI.	<u>Paper used for magazine</u>		
	1. Appropriate	134	89.33
	2. Cannot tell	4	2.67
	3. Not appropriate	12	8.00
XII.	<u>Paper used for coverage</u>		
	1. Appropriate	132	88.00
	2. Cannot tell	0	0.00
	3. Not appropriate	18	12.00
XIII.	<u>Number of pages in magazine</u>		
	1. More	14	9.33
	2. Proper	107	71.33
	3. Less	29	19.33

Data presented in Table 9 show that majority (92.0 per cent) of the subscribers reported that the text on coverage is easy to read, and perceived as easy to understand by the majority (92.0 per cent) the subscribers. About 96 per cent of subscribers reported that picture on coverage can easily be understood. About half (53.33

per cent) of subscribers felt that the illustrations had a good colour combination. About half number of the subscribers (47.3 per cent) perceived that the coverpage is attractive, while 6 per cent felt that it is not attractive.

About the size of magazine, majority (79.3 per cent) of subscribers reported that the size of magazine is proper large majority (95.33 per cent) of subscribers reported that the length of articles appeared in the magazine is proper.

About the type size used for printing the articles, majority (91.33 per cent) of subscribers felt that the type size is appropriate. Only 4.00 per cent of subscribers felt that the type is small. Majority (92.00 per cent) of the subscribers reported that the size of type used for heading, sub-heading of the article is appropriate, while only 4 per cent of subscribers were of opinion that it is small. Regarding the number of pages of the magazine large majority (71.33 per cent) of subscribers were of the opinion that they are proper in number, while 9.33 per cent of subscribers felt that the number of pages in magazine are too many. About one-fifth (19.33 per cent) of subscribers reported that they are less in number. Large majority of the subscribers (89 per cent) felt that the paper used on cover page and content was appropriate.

Majority (95.33 per cent) of the subscribers felt that the ink used for printing is appropriate. In general the physical appearance of the 'Shri Sugi' as perceived by the reader subscriber farmer was satisfactory.

4.7 Usefulness of the issue of 'Shri Sugi' as perceived by the reader subscribers

The farm magazine has prime objectives of providing useful information on farming to their reader. It was felt necessary to find out to what extent the farm magazine was perceived useful to the reader subscribers. The opinion of reader subscribers about the usefulness of the contents of the 'Shri Sugi' magazine were worked out and is presented in Table 10.

Table 10. Distribution of reader subscribers according to usefulness of the issue of the 'Shri Sugi' as perceived by the reader subscribers

Sr. No.	Particulars of usefulness	No. (N=150)	Per cent
A)	<u>Text and Illustrations</u>		
I.	<u>Relevance of the information</u>		
1.	Contents has relevance to the needs of farmers	127	84.67
2.	Contents has very little relevance to the needs	23	15.33
3.	Contents has no relevance to the needs of farmers	0	0.00

Table 10 (Contd.)

Sr. No.	Particulars of usefulness	No. (N=150)	Per cent
<u>II. Complete information</u>			
1.	Complete information	117	78.00
2.	Only few points are covered	33	22.00
3.	Not related with points	0	0.00
<u>III. Arrangement of information in the article (Introduction of subject, arrangement of matter, reasoning and measures on it etc.)</u>			
1.	Proper arrangement	108	72.00
2.	Not always	42	28.00
3.	Not proper	0	0.00
<u>IV. Proper use of illustration</u>			
1.	Right illustration in the article helps for understanding to article	144	96.00
2.	Illustration in the article difficult to understand	6	4.00
3.	Illustration is not proper hence topic is not understand properly	0	0.00
<u>V. Usefulness of information in the article</u>			
1.	Very useful	115	76.67
2.	Some what useful	35	23.33
3.	Not useful	0	0.00

Table 10. (Contd.)

Sr. No.	Particulars of usefulness	No. (N=150)	Per cent
<u>VI. Easiness in reading a article</u>			
1.	Easy to read	131	87.33
2.	Some what difficult	19	12.67
3.	Difficult in reading	0	0.00
<u>VII. Understanding of article</u>			
1.	Matter presented in the article is easy to understand	133	88.67
2.	Matter presented in the article is some what difficult to understand	17	11.33
3.	Matter in the article cannot understand	0	0.00
B) <u>Advertisement</u>			
I. <u>Usefulness of the advertisement message</u>			
1.	More useful	95	63.33
2.	Some what useful	43	28.67
3.	Not useful	12	8.00
II. <u>Attractiveness of advertisement appeared in the magazine</u>			
1.	Attractive	83	55.33
2.	Some what attractive	46	30.67
3.	Not attractive	21	14.00
III. <u>Number of advertisement in the issue</u>			
1.	Appropriate in number	124	82.67
2.	More in number	9	6.00
3.	Less in number	17	11.33

An evidence from Table 10, majority (84.67 per cent) of the subscribers reported that information presented in the articles is according to the need of farmers. Only few (15.33 per cent) of subscribers reported that the information presented in article has very little relevance to the needs of farmers. From the data, it is seen that majority (78.00 per cent) of subscribers felt that the information presented in the articles of various topics of the magazine is complete on all aspects. While 22 per cent of subscribers felt that the information has relevance with only few points. Majority (72.00 per cent) of subscribers expressed that arrangement of information in the article is proper (i.e. introduction of subject, arrangement of matter, reasoning of subject, measures on it etc) While 28.00 per cent of subscribers expressed that it was not always proper in articles presented.

A large majority of subscribers (96.00 per cent) expressed that right illustration in the articles of 'Shri Sugi' helped the reader for understanding the contents of article. Only 4.00 per cent of the subscribers of the 'Shri Sugi' felt that information presented through the illustrations of the article was difficult to understand. Regarding the usefulness of information in the article, majority of the subscribers (76.67 per cent) reported that it is very useful, while 23.33 per cent of subscribers reported that it is somewhat useful.

About the easiness in reading the articles appeared in 'Shri Sugi', majority (87.33 per cent) of the reader subscribers reported that the articles are easy to read, while only 12.55 per cent of subscribers felt that they are somewhat difficult to read. Large majority (62.00 per cent) of the subscribers reported that the magazine was published on the right time i.e. before commencement of the season, while 20 per cent of subscribers said that it was rarely published in time. About 18.00 per cent of subscribers argued that it is not published at the right time of every season. Majority (88.67 per cent) of subscribers reported that matter in the article published in the 'Shri Sugi' is easy to understand, while few (11.33 per cent) reported that matter presented in the article is somewhat difficult to understand.

Opinion of subscriber readers about advertisement appeared in 'Shri Sugi' were taken separately. They give variety of expressions about the advertisement. About usefulness of message in the advertisement, majority (63.33 per cent) of the subscribers reported that it is more useful while 28.66 per cent of subscribers felt that it is somewhat useful, only 8.00 per cent of subscribers reported that it is not useful. Majority (55.33 per cent) of subscribers reported that the advertisements appeared in the magazine are attractive, while 30.67 per cent of subscribers felt that they are not attractive. About the

number of advertisements appeared in 'Shri Sugi' majority (82.6 per cent) of subscribers expressed that the number of advertisements are appropriate in number, while few (6.00 per cent) subscribers reported that they are more in number. About 11.33 per cent subscribers felt that the advertisements were less in number in farm magazine 'Shri Sugi'.

4.8 Preferences of the reader subscribers to the topics included in 'Shri Sugi'

Every reader subscriber possesses a definite liking about the topics included in their farm magazine. This is also applicable to the farm magazine 'Shri Sugi'. A data about the preferences of reader subscribers to the various topics included in 'Shri Sugi' were collected and are presented in Table 11.

From the data presented in Table 11, it is seen that majority (42.6 per cent) of the reader subscribers have given first preference to the topic 'cultivation of crops'. About thirty one per cent (31.3 per cent) of reader subscribers have given second preference to the topic on cultivation of fruits and vegetable crops. Farmers want scientific information about what they are growing in the field for maximization of production. A topic on fertilizer use was given third preference by 22.4 per cent of reader subscribers. Majority of farmers have not correct

Table 11. Reader subscribers according to their preference to the topics to be included in the 'Shri Sugi'

Sr. No.	Topic	Preference									
		1	2	3	4	5	6	7	8	9	10
1.	Cultivation of crops	64 (42.66)	27 (18)	11 (7.3)	26 (17.3)	9	6	-	-	-	7 (4.7)
2.	Cultivation of fruits and vegetables crops	26 (17.3)	47 (31.3)	21 (14)	20 (13.3)	21 (14)	7 (4.7)	1 (0.7)	4 (2.6)	2 (1.3)	1 (0.7)
3.	Dairy	11 (7.3)	20 (13.3)	26 (17.3)	31 (20.6)	25 (16.6)	15 (10)	1 (0.7)	7 (4.7)	14 (9.8)	-
4.	Animal Husbandry	3 (2)	10 (6.6)	10 (6.6)	30 (20)	22 (14.6)	39 (26)	12 (8)	9 (6)	10 (6.6)	5 (3.3)
5.	Social Forestry	1 (0.7)	1 (0.7)	1 (0.7)	5 (3.3)	9 (6)	16 (10.7)	60 (40)	23 (15.3)	2 (1.3)	32 (21.3)
6.	Plant Protection	30 (20)	17 (11.3)	19 (12.6)	8 (5.3)	31 (20.6)	18 (12)	14 (9.3)	7 (4.7)	2 (1.3)	4 (2.6)
7.	Fertilizers use	1 (0.7)	11 (7.3)	36 (22.4)	25 (16.6)	14 (9.3)	26 (17.3)	22 (14.5)	8 (5.3)	-	7 (4.7)
8.	Success stories of progressive farmers	2 (1.3)	5 (3.3)	15 (10)	3 (2)	11 (7.3)	11 (7.3)	25 (16.5)	37 (24)	34 (22)	7 (4.7)
9.	Answers to the farmers Questions	8 (5.3)	1 (0.7)	7 (4.7)	9 (6)	3 (2)	1 (0.7)	12 (8)	29 (19.3)	62 (41.3)	18 (12)
10.	Agricultural news-stories	-	7 (4.7)	3 (2)	1 (0.7)	4 (2.6)	9 (6)	-	28 (18.7)	27 (18)	68 (45.3)

(Figures in the parenthesis are percentages)

idea about the use of fertilizer for a particular crop. Forth preference was given to the topic Dairy by 20.6 per cent of the reader subscribers. Maximum farmers, though every one has not the business of dairy, have at least one or two farm animals at their home. So they might show interest in topics like Dairy Business. About 20.6 per cent of have given fifth preference to the topic of plant protection. Plant protection is also important in crop production programme so reader farmers wanted some information about the major diseases and pests which infest their crop. About 26 per cent of the reader subscribers have been given sixth preference to the topic Animal husbandary. Animal Husbandary was given less weightage than other sciences because it may be possible that there is not much awareness about the latest knowledge in this field. Other topics were given least importance than these sciences by majority of the reader subscribers. It is seen that social forestry was given seventh preference (40 per cent), success stories of progressive farmers has 8th preference (24.6 per cent). answers to the farmers questions have been given 9th preference (41.3 per cent) and agricultural news stories have the last preference (45.3 per cent) given by reader subscribers.

4.9 Opinion of reader subscribers of 'Shri Sugi' about farm magazine 'Shri Sugi'

A farm magazine is one of the important means of mass media not only useful in agriculture but in all fields,

It is necessary to ascertain as to what extent the farm magazine was found to be useful to the reader subscribers. Opinion of reader subscribers in general about the magazine were taken and the data are presented in Table 12.

Table 12. Distribution of reader subscribers according to their opinion about farm magazine 'Shri Sugi'

Sr. No.	Particular of opinion	No. (N=150)	Per cent
I.	Information published in magazine		
1.	Articles consist of only scientific information	32	21.33
2.	Scientific and useful information of practical utility	118	78.67
3.	Article consist of only information about utility	0	0.00
II.	Whether the information in the article is useful		
1.	Very useful	98	65.33
2.	Some what useful	52	34.67
3.	Not useful	0	0.00
III.	In general about magazine		
1.	Fulfils the need of agricultural information	134	89.33
2.	Fulfils the need of agricultural information to some extent	16	10.67
3.	Does not fulfils. the need of agricultural information	0	0.00

From Table 12, it is seen that majority (89.33 per cent) of the reader subscribers reported that the magazine is fulfilling the need of agricultural information of the readers, while 10.67 per cent of subscribers felt that it fulfils the need of agricultural information to some extent.

Majority (78.66 per cent) of reader subscribers felt that the information published in the farm magazine 'Shri Sugi' was scientific and full of utility to the readers while 21.33 per cent of subscribers reported that the articles consist of only scientific information.

About the usefulness of information in the article, majority (65.33 per cent) of the subscribers reported that contents were useful, while 34.67 per cent of the subscribers felt that articles were somewhat useful.

4.10 Information put into practice by reader subscribers after reading 'Shri Sugi'

An attempt was made in the present investigation to measure the utility of the farm magazine or effectiveness of the farm magazine on the basis of farm practices followed after reading the contents from 'Shri Sugi'. The data about, which practice and to what extent has been put into practice after reading the topics appeared in 'Shri Sugi' were collected and are presented in Table 13.

Table 13. Distribution of reader subscribers according to the information put into practice after reading 'Shri Sugi'

Sr. No.	Particulars	Information put into practice by the number of subscriber (N=150)		
		No.	Per cent	Rank
1.	Improved seeds	134	89.33	I
2.	Cultivation of crops	91	60.66	IV
3.	Cultivation of flowers	84	56.00	V
4.	Cultivation of fruit crops	28	18.66	XIII
5.	Plant protection measures	105	70.00	III
6.	Animal Science	52	34.66	VIII
7.	Dairy Science	34	22.66	X
8.	Forestry	28	18.66	XIII
9.	Fertilizer use	107	71.33	II
10.	Improved implements	76	50.66	VI
11.	Storage of food grains	62	41.33	VII
12.	Processing of farm produce	29	19.33	XII
13.	Grading of farm produce	31	20.66	XI
14.	Selling of farm produce	50	33.33	IX

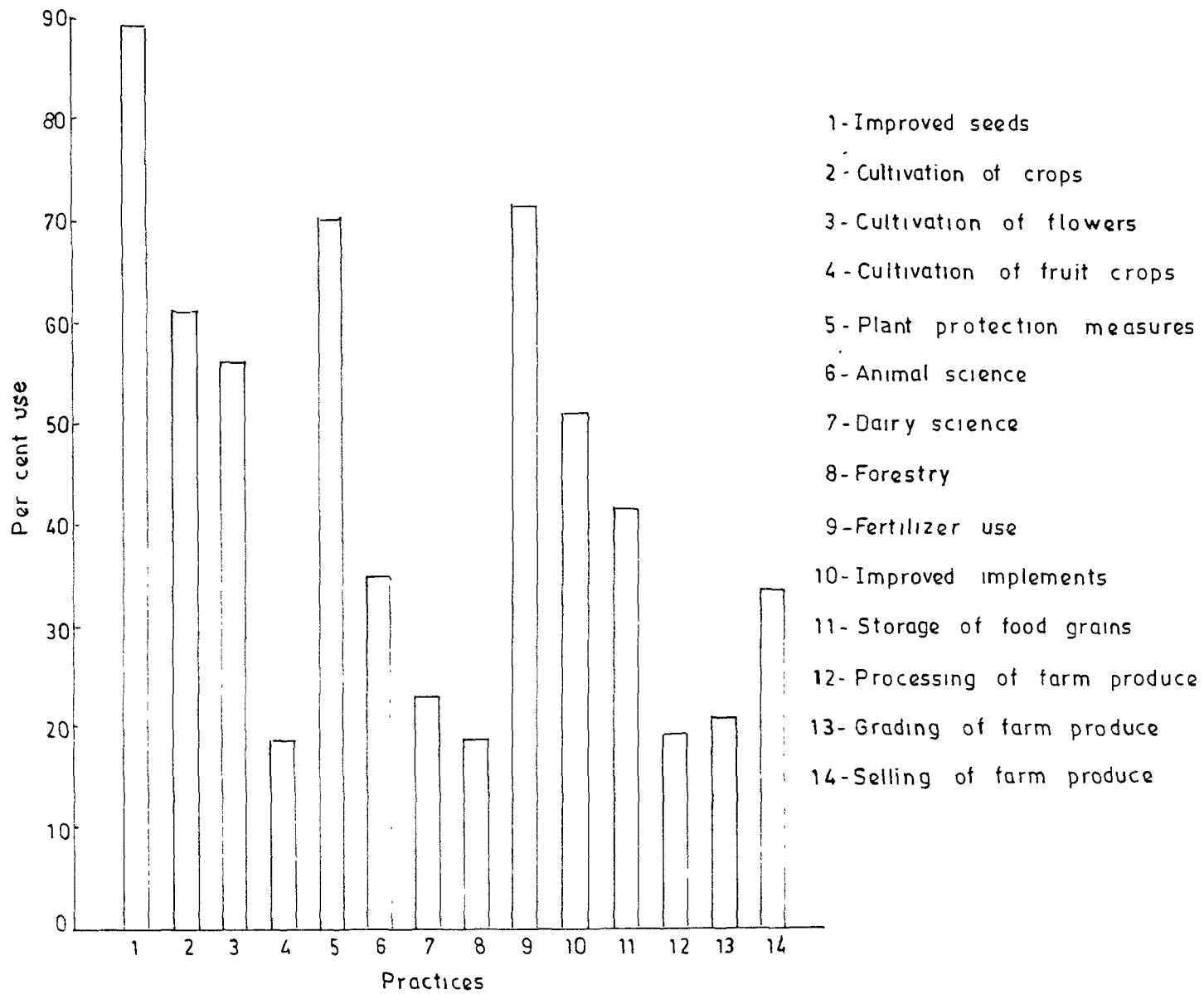


Fig. 4 Information put into practice by reader subscriber after reading 'Shri Sugi'.

From Table 13, it is seen that large majority (89.33 per cent) of the reader subscribers used improved seeds of different crop after reading the information from 'Shri Sugi'. About 60.66 per cent of reader subscribers reported that they adopted various methods of cultivation practices of crops and crop rotations after referring to 'Shri Sugi'. It was found that about 56 per cent of subscribers raised different varieties of different commercial flowers after reading the information from the magazine 'Shri Sugi'. From Table 13, it is seen that the information about cultivation of fruit crops was put into practice by only 18.66 per cent of people. It is also seen that only 22.66 per cent of the subscriber readers adopted the dairy practice into practice. The forestry recommendation given in Shri Sugi were not adopted by majority of the reader subscribers (81.33 per cent). It is a matter of investigation as to what factors were responsible for not putting the information on forestry into practice. Majority (71.33 per cent) of subscribers followed recommendation on fertilizer use and put it into the practice. About 50.66 per cent subscribers i.e. half the number of the sample reported that they were using the information about improved implements appeared in 'Shri Sugi'. More than one third of the subscribers (41.00 per cent) found adopting the information on storage of food grains, while only 19.33 per cent, 20.66 per cent

and 55.33 per cent of subscribers reported that they followed the information on processing, grading and selling of agricultural produce respectively. Ranks are given to the topics according to the information put into practice by reader subscribers after reading 'Shri Sugi'. It is seen from Table 13 that a topic on improved seed' ranked first followed by fertilizer use (2nd) and plant protection measures (3rd). Cultivation of crops and flowers have given 4th and 5th rank respectively. Topics on improved implements and storage of food grains ranked 6th and 7th respectively. 'Animal Science' has given 8th rank while 'selling of farm produce' has given 9th rank. Topics on 'Dairy Science', 'Grading of farm produce' 'Processing of farm produce' have given 10th, 11th and 12th rank, respectively. It is seen that both the topics 'Cultivation of fruits' and 'Forestry' have given 13th rank i.e. the last rank.

4.11 Expectations of reader subscribers about articles in 'Shri Sugi' farm magazine

No doubt print media or printed material is widely used in agriculture. Farm magazine is one of the important sources of farm information to the reader subscribers and other farmers too. In the light of increasing use of farm magazine by the farmers, it is practically useful to know the expectations of farmer readers about information to be included in the 'Shri Sugi'. The data about the expectations

of reader subscribers about articles in 'Shri Sugi' farm magazine were collected and are presented in Table 14.

Table 14. Distribution of reader subscribers according to their expectations about articles to be included in 'Shri Sugi' farm magazine

Sr. No.	Particular of articles	No. (N=150)	Per cent
I.	<u>Processing</u>		
	1. Milk processing	51	34.00
	2. Food processing	55	36.66
	3. Fruit processing	67	44.66
II.	<u>Marketing</u>		
	1. Agricultural produce	48	32.00
	2. Agricultural inputs	29	19.33
III.	<u>Floriculture</u>		
	1. Indoor flowering	11	7.33
	2. Flowers grown in fields	27	18.00
IV.	<u>Advance Sciences in</u>		
	1. Poultry	31	20.66
	2. Dairy Business and Management	27	18.00
	3. Fisheries	10	6.66
	4. Hybrids of different crops	67	44.66
V.	<u>Cultivation of</u>		
	1. Dry land horticulture	110	73.33
	2. Non conventional crops	7	4.66

Table 14 (Contd.)

Sr. No.	Particular of articles	No. (N=150)	Per cent
VI. <u>General articles</u>			
1.	Success stories of progressive farmers	15	10.00
2.	Social problems in villages	11	7.33

Data presented in Table 14 reveal that large majority of the subscribers preferred articles on topics like dry land horticulture (73.00 per cent), however, fruit processing (45.00 per cent), hybrids of different crops (45.00 per cent) and food processing (37.00 per cent) were preferred by half of the respondent. Since these are new areas in which little information is available and since with the launching of massive dry land horticultural programme in the State farmer readers may be expecting the information on these topics.

From Table 14, it is seen that the readers except articles on processing industry, like milk processing (34.00 per cent), food processing (36.66 per cent) and fruit processing (44.66 per cent).

Few of the readers also expect articles on indoor flowering, decorative and ornamental plants (7.13 per cent) and

flowers grown in fields (18.00 per cent). About 32 per cent of readers expect articles on marketing of farm produce, while 19.00 per cent expect information on marketing of agricultural inputs.

From Table 14, it is seen that about 20.66 per cent of subscribers expect articles on advance information in poultry, dairy business and its management (18.00 per cent) and fisheries (6.66 per cent) and on hybrid seed production of different crops (44.66 per cent). Majority (73.33 per cent) of the reader subscribers expect more information on dry land horticulture. About 4.66 per cent of the subscriber readers also expects articles on cultivation of non conventional crops.

About 10 per cent and 7.33 per cent of subscribers expect articles on general topics like success stories of progressive farmers and on social aspects of village life, respectively.

4.12 Suggestion made by reader subscribers about 'Shri Sugi'

The data regarding the suggestions of reader subscribers for improving 'Shri Sugi' publication were collected and are presented in Table 15.

Table 15. Distribution of reader subscribers according to their suggestions about 'Shri Sugi'

Sr. No.	Particulars	No. (N=150)	Per cent
1.	Shri Sugi should be published monthly.	42	28.00
2.	Number of advertisement should be increased in the 'Shri Sugi'.	31	20.66
3.	Quality paper should be used for 'Shri Sugi'.	15	10.00
4.	Quality of photographs in the magazine should be improved.	27	18.00
5.	Coloured photographs should be used in the 'Shri Sugi'.	11	7.33
6.	Wide publicity of the 'Shri Sugi' needs to be made before its date of publication.	37	24.66
7.	Number of pages of the 'Shri Sugi' need to be increased.	29	19.33

From Table 15, it is seen that twenty eight per cent of subscribers suggested that 'Shri Sugi' needs to be published monthly. About 25.00 per cent of subscribers suggested that there should be wide publicity of the publication before its publication date so that interested readers will be informed. About 10 per cent and 18 per cent of the subscriber readers expect that the quality of paper and photographs used in the publication should be good. About 7.33 per cent of subscribers expected that there should be colour photographs to support information

in the articles. About 20.00 per cent of reader subscribers of 'Shri Sugi' also desired that there should be more number of pages in a magazine so that information on desired/required topics will be incorporated.

4.13 Usefulness as perceived and adoption of information by the reader subscribers given in the articles of 'Shri Sugi' Kharif, 1989

The data regarding the perceived usefulness and adoption of information by the reader subscribers given in the articles of 'Shri Sugi' Kharif, 1989 were collected and are presented in Table 16.

Table 16. Distribution of reader subscribers according to the usefulness as perceived and adoption of information by the reader subscribers, given in the articles of 'Shri Sugi' Kharif 89

Sr. No.	Name of the article	Perceived usefulness of information		Implementation of information	
		No. (N=150)	Per cent	No. (N=150)	Per cent
1	2	3	4	5	6
A.	<u>Crops</u>				
1.	Bajra - Improved Method of Cultivation	150	100	33	22.00
	By Dr. Jadhav, Prof. Nawale, Dr. Harinarayana				

Table 16 (Contd.)

1	2	3	4	5	6
	2. Cultivation of Arhar (Pigeon pea) for Increasing Production of Pulses By Prof.D.D.Pujari	150	100	117	78.00
B. <u>Fruit crops</u>					
	3. Improved Varieties of Vegetables for Kharif Season. By Dr.Kisanrao Lawande	150	100	62	41.33
C. <u>Plant Protection</u>					
	4. New Enemy of Pomo- granate Fruit Fly (Pakoli). By Shri Uddhavrao Mote, Shri Chidanand Patil, Shri Annasaheb Tambe	150	100	72	48.00
D. <u>Farm implements</u>					
	5. Nationally Recognised "Phule Sunflower Thresher" By Prof.Rajaram Jadhav, Prof.Jayant Deshpande.	150	100	37	24.66
E. <u>Dairy</u>					
	6. Basic Things for Dairy Business By Prof.B.B.Khotal Dr. N.D.Belhe	150	100	51	34.00

The articles were grouped into various categories like crop, fruit crops, etc. Under crops' section, there were two articles, one on improved method of cultivation of bajara and second on cultivation of arhar; for increasing production of pulses. (100 per cent) subscribers

told that the information was useful but implementation of information was reported by only 22 per cent in bajra crop and 22 per cent in arhar crop.

Amongst fruit crops there was one article on Improved varieties of vegetable for the kharif season. Almost all (100 per cent) subscribers told that the information is useful. Adoption of information was reported by the 41.33 per cent reader subscribers.

In plant protection group, there was one article on pomogranate. 'New Enemy of Pomogranate-Fruit Fly' All subscribers told that the information is useful. Above half of subscribers (48 per cent) put the information into practice. In farm implement section there was one article on 'Phule Sunflower Thresher". It was found that all subscribers (100 per cent) told that it was useful but only 24.66 per cent of subscribers reported that they adopted the information and used the machine for the threshing of sunflower

In Dairy there was one article on 'Basic Things in Profitable Dairy Business". All (100 per cent) of subscribers told that it was useful but the information was adopted by 34 per cent reader subscribers.

It was observed that all the articles published in the issue under consideration were 100 per cent useful but adoption of these practices varied from 22 per cent to 78 per cent as per practice.

Chapter Opener Page



Summary and Conclusions

5. SUMMARY, CONCLUSIONS AND IMPLICATIONS

5.1 Summary

Print media are one of the important media used for communicating farm information. Farm magazine is one of the effective tools for informing farm technology to the farmer reader.

The Mahatma Phule Krishi Vidyapeeth, Rahuri (Maharashtra) is publishing 'Shri Sugi' a farm periodical three times in a year (Kharif, rabi and summer) for the use of farmer readers. It has more than five thousand reader subscribers spread specially in nine districts of operational area of MPKV, Rahuri. It was general impression that, magazine Shri Sugi is useful, but it cannot be accepted as an indicator of 'Shri Sugi'. It was felt necessary to evaluate "Shri Sugi" farm magazine from its reader subscribers point of view in terms of its effectiveness, physical make-up, preference to the topics of their need. With this end in view the present study entitled, "Evaluation of Farm Magazine 'Shri Sugi' published by M.P.K.V., Rahuri, at Farmers' Level" was undertaken. The specific objectives of the study are -

1. To study the selected social, economic, educational and personal characteristics and reading behaviour of the reader subscribers of 'Shri Sugi'.

2. To evaluate the usefulness of farm magazine 'Shri Sugi' as perceived by the reader subscribers.
3. To study the physical appearance of the selected issue of 'Shri Sugi' from the reader subscribers point of view.
4. To study opinion and preference of the reader subscribers regarding content of 'Shri Sugi'.

Since the subscribers of 'Shri Sugi' were spread all over the nine districts of Western Maharashtra. Ahmednagar district was purposively selected by considering the following criteria. 1. Consistency of reader subscribers. 2. Highest number of reader subscribers. Total number of respondent selected for interview was 150 (10 % of the sample). It was decided that all the three issues of last year i.e. 1989 were to be selected for the study. But as the Rabi and summer issues were published as special issues those were not considered. The kharif issue was general and meant for all farmers. Hence the kharif issue was selected. The representative articles covering every aspect of farming and related aspects were selected. The data were collected by interviewing 150 subscribers with specially designed interview schedule. The variables taken for study were age, education, annual total income, farm size, major and minor occupation, reading habit, social participation,

family education index and usefulness of farm magazine and physical appearance. The collected data were processed and statistically analysed to find out the results.

5.2 Conclusions

The results of present investigation are as follows:

1. More than 50 per cent (55.33 per cent) of reader subscribers read 'Shri Sugi' from last two years and nearly 45 per cent (44.66 per cent) read it from more than two years.
2. Majority of the readers (61.34 per cent) subscribed for 'Shri Sugi' farm magazine for last two years and 38.66 per cent subscribed for it for more than two years.
3. Respondents considered for investigation were of medium to old age (84 per cent), had medium to high education level (97.00 per cent), had medium to large size of holding (78.00 per cent), belonged to high income group (90.00 per cent), had low to medium social participation (84.00 per cent). Majority (74.00 per cent), had agriculture as the main occupation, had medium to high family education index (95.00 per cent).
4. Nearly half of the respondents (51.33 per cent) read newspapers every day followed by farm magazines

(43.33 per cent) were read as when they find time as compared to material like personal letters (34.66 per cent) legal letters and documents (32.0 per cent), stories and novels (27.3 per cent), religious books (22.0 per cent), film magazines (21.3 per cent), and other magazines (14.6 per cent). The time spent for reading material like newspapers, religious books is half an hour every day, while the farm magazines are read, generally for an hour as and when time permits. The other material like personal letters, legal letters, health reports, other magazines are generally read for 1/2 an hour occasionally, while novels, story books and film magazines are read on an average, one hour occasionally.

5. Large majority of the (66.67 per cent) subscribers first glance at the pages of the magazine. 56 per cent of subscribers read first the article of interest. While only 9.33 per cent of subscribers read all articles at a time. Large majority of the (74.0 per cent) subscribers read the articles one by one or as per their liking, as and when time permits. About 95.00 per cent of subscribers read all topics while only 5.33 per cent of subscribers read only essential part of the articles. Majority (91.33 per cent) of the

subscribers kept the magazine neatly. Maximum subscribers (75.3 per cent) gave farm magazine to others for reading. About 90 per cent of the subscribers discuss with others after reading a topic, while only 10 per cent of subscribers do not discuss with others. Almost all (100 per cent) subscribers reported that illustrations are useful while reading a topic.

6. The reading interest of subscribers of 'Shri Sugi' towards various agricultural topics from the 'Shri Sugi' among different types of articles and regular features the reader subscribers were more interested in reading fertilizers and manures (94.0 per cent) followed by cultivation of fruits, vegetables, flowers (92.6 per cent), irrigation and water management (89.3 per cent), plant protection (87.3 per cent), editorial (85.33 per cent), Animal Husbandary and Dairy Science (84.0 per cent), Improved implements and machinery (83.33 per cent), Letters from readers of 'Shri Sugi' (75.9 per cent), success stories of progressive farmers (72.0 per cent), Advertisements (69.3 per cent), Notices (66.0 per cent) and cartoons (46.6 per cent).
7. About the physical appearance of issue of 'Shri Sugi' majority (92.0 per cent) of the subscribers reported

that the text on coverpage is easy to read and understand. As many as 96 per cent of subscribers reported that picture on coverpage can easily be understood. More than half number (53.00 per cent) of subscribers felt that the illustrations had a good colour combination. About half number of the subscribers (47.3 per cent) perceived that coverpage is attractive. Majority (79.3 per cent) of subscribers reported that the size of magazine is proper. Large majority (95.33 per cent) of subscribers reported that the length of articles appeared in the magazine is proper. Majority (91.33 per cent) of subscribers felt that the type size used for printing the articles is appropriate. Majority (92.0 per cent) of the subscribers reported that the types used for heading, subheads of the article is appropriate. Large majority (71.33 per cent) of subscribers were of the opinion that the number of pages in magazine were proper. As many as 89 per cent of subscribers felt that the paper used on coverpage and content was appropriate.

8. ✓ About the usefulness of the issues of 'Shri Sugi' majority (84.66 per cent) of the subscribers reported that information presented in the articles is according to the need of farmers. Majority of the (78.0 per cent) subscribers felt that the information presented in the articles of various topics of the

magazine is complete on all aspects. Majority (72.00 per cent) of subscribers expressed that the arrangement of information in the article is proper. A large majority (96.00 per cent) of subscribers expressed that right illustration in the articles of 'Shri Sugi' helped the reader for understanding the contents of article. Regarding the usefulness of information in the article majority of (76.66 per cent) of subscribers reported that it is useful. About 87.33 per cent of the reader subscribers reported that the articles are easy to read. Large majority (62.0 per cent) of the subscribers reported that the magazine was published on the right time. About 88.66 per cent of subscribers reported that the matter in the article published in 'Shri Sugi' is easy to understand. About the advertisements 63.33 per cent of subscribers reported that they were more useful, attractive (55.33 per cent), appropriate in number (82.66 per cent).

9. About the preferences to the topics included in 'Shri Sugi' majority (42.66 per cent) of reader subscribers have given first preference to the topic 'cultivation of crops'. In this way cultivation of fruits and vegetables (31.3 per cent) fertilizer use (22.4 per cent), dairy (20.6 per cent) plant protection (20.6 per cent), Animal husbandary

(26.0 per cent), social forestry (40 per cent), success stories of progressive farmer (24.6 per cent), answer to the farmers questions (41.3 per cent) and agricultural news stories (45.3 per cent) have given preferences in a order.

10. About the opinion of reader subscribers of 'Shri Sugi' about farm magazine 'Shri Sugi' majority (89.33 per cent) of reader subscribers reported that the magazine is fulfilling the need of the readers in respect of agricultural information. About 78.66 per cent of reader subscribers felt that the information published in the magazine was scientific and full of utility to the readers. Majority of the (65.33 per cent) subscribers reported that contents were useful.
11. About the information put into practice by reader subscribers after reading 'Shri Sugi'; a topic on improved seeds ranked first (89.33 per cent) followed by fertilizer use, second rank (71.33 per cent), plant protection measures (70.00 per cent), third rank, cultivation of crops (60.66 per cent), cultivation of flower (56.00 per cent), 4th and 5th rank respectively. Improved implements (50.66 per cent), storage of food grains (41.33 per cent), animal science (34.66 per cent), selling of farm produce (33.33 per cent), Dairy Science (22.66

per cent), grading of farm produce (20.66 per cent), processing of farm produce (19.33 per cent) and cultivation of fruits (18.66 per cent) and forestry (18.76 per cent) were ranked from 6th to 13th respectively.

12. About expectation of reader subscribers about articles in 'Shri Sugi' farm magazine it is seen that readers expect articles on processing industry, like milk processing (34.00 per cent), food processing (36.66 per cent), fruit processing (44.66 per cent). Readers also expect articles on indoor flowering plants, decorative and ornamental plants (7.13 per cent) and flowers grown in field (48.00 per cent). Readers expect articles on marketing of farm produce (32.00 per cent) and agricultural inputs (29.00 per cent). Readers expect advance information in poultry business (20.66 per cent), dairy business and its management (18.00 per cent) and fisheries (6.66 per cent) and on hybrid seed production of different crops (44.66 per cent). Majority (73.33 per cent) of the reader subscribers expect more information on dry land horticulture, non conventional crops (4.66 per cent). Success stories of progressive farmers (10 per cent) and social aspects of village life (7.33 per cent).
13. About suggestions of reader subscribers about 'Shri Sugi', 28 per cent of subscribers suggested that 'Shri Sugi' needs to be published monthly,

number of advertisements should be increased (20.66 per cent), quality paper should be used (10.00 per cent), quality of photographs should be improved (18.00 per cent). Colour photographs should be used in 'Shri Sugi' (7.33 per cent), wide publicity of 'Shri Sugi' before its date of publication (24.66 per cent), number of pages of the 'Shri Sugi' should be increased (19.33 per cent).

14. It is observed that all the articles published in the issue of 'Shri Sugi' - Kharif 89 were 100 per cent useful but adoption of these practices varied from 22 per cent to 78 per cent as per practice.

5.3 Implications

The results of the present study show that the farm magazine 'Shri Sugi' is effective at farmers level in communicating the relevant information. The analysis reveals certain measures to improve utility and effectiveness of 'Shri Sugi' periodical. Its content should be suitably tuned according to needs of the farmers as suggested by the reader subscribers.

In order to fulfil the increasing demand of information in agricultural field it should be published monthly with wide publicity before its date of publication. Efforts should be made to increase number of advertisement in the magazine. There is a need to publish suitable article

according to changing nature of traditional farming to commercialised farming; coloured photographs, quality paper with more number of pages in the magazine. If these measures are followed, 'Shri Sugi' will be a more effective as communication instrument of transfer of technology.

5.4 Suggestions for the future research

1. A comparative study of other farm magazines with 'Shri Sugi' magazine should be carried out.
2. A study of different special issues of 'Shri Sugi' published by M.P.K.V. Rahuri should be carried out.
3. A study on readability of farm articles as perceived by the farmer readers is also required to be carried out.
4. A study needs to be taken by considering the large sample on wider area.

Chapter Opener Page



Literature Cited

6. LITERATURE CITED

- Anonymous. 1979. Exposure of youth to mass media. IIMC's Delhi Survey Yields Interesting Facts., Communicator, 14:3:1-7.
- Bhagat Rekha, S.P.N. Mathur. 1987. Reading habit of farm women. Maharashtra Journal of Extension Education, 6:11-16.
- Bhalekar, P.B. 1986. Readability of Marathi text on farming as influenced by difficult words. Unpublished M.Sc.(Agri.) Thesis, M.P.A.U., Rahuri.
- Bhati, S. 1980. Content Analysis of Agricultural News Published in Four Popular Hindi Dailies. Unpublished M.Sc.(Agri.) Thesis. H.A.U., Hissar.
- Bhatnagar, G.S. 1978. Channels of Communication in rural communities of Uttar Pradesh. Indian Journal of Extension Education, 14:3-4:34.
- Bhatt. 1989. 40 years of Agril. research and Education in India. ICAR:New Delhi. Publication and Information Division.
- Bhumre, V. 1976. A comparative study and coverage of farm information in the daily Newspaper before and after the green revolution. Unpublished M.Sc.(Agri.) Thesis, R.B.S., Agra.
- * Chole, R.R. 1986. A study of reading habit of farmers. A paper presented in the seminar on 'Role of Mass Media in Agricultural Development' held on 9th Oct., 1986, at Aurangabad organised by M.A.U., Parbhani.
- Deshpande, W.R. and M.S. Trifle. 1984. Communication pattern in rural society. Maharashtra Journal of Extension Education, 3:33.

- *Dhillon, D.S. 1978. An appraisal of the correspondence course programme for the farmers (general) run by Punjab Agricultural University in Punjab State. Unpublished M.Sc.(Agri.) Thesis, P.A.U., Ludhiana.
- *Donraonkar, N.W. 1986. Utility perception of print media. A paper presented in the Seminar on 'Role of Mass media in agriculture development' held on 9th Oct. 1986; at Aurangabad, organised by M.A.U., Parbhani.
- *Ensminger, D.A. 1957. A Guide to Community Development. Ministry of Community Development, Government of India, New Delhi.
- *Flesch, R. 1960. How to write, speak and think more effectively. Harper Row Publishers, New York.
- Gill, L.S. 1981. Content Analysis of P.A.U. Farm magazine / (Changi Kheti) and readers' reactions. Unpublished
* Ph.D. Thesis, P.A.U., Ludhiana.
- Gill, L.S. and N.S. Sandhu. 1984. Measurement of readability ease in farm magazine (Changi Kheti). Journal of research, Punjab Agril. University, 21:4:597-601.
- Gill, L.S. and G.S. Saini. 1986. Reading behaviour of farmers of Punjab State. Maharashtra Journal of Extension Education, 5:49-55.

- Gill, L.S. and N.S. Sandhu. 1986. Magazine reading behaviour of subscribers. Journal of Research, Punjab Agril. University, Ludhiana, 23:3:520-22.
- *Goban, K.T. 1971. Readership of periodicals amongst young inhabitants Nava Huta. ZsZytu Prasoznawere 12(1):61-65.
- *Gohakar, C.N. 1975. Content and coverage of Agricultural information in a Magazine. Unpublished M.Sc.(Agri.) Thesis, R.B.S., Agra.
- Hali, R. 1980. Are farm journals effective ? Communicator, Oct. Indian Institute of Mass Communication, New Delhi, 13:3:25.
- Johnson, J.D. and A.R. Tims. 1981. "Magazine Evaluation and Levels of Readership" : A Cross National Comparison Journalism Quarterly 58:96-98.
- Kaur, S. and Dhaliwal, A.S. 1984. Reading comprehension correspondence Trainees". Indian Journal of Extension Education 20(1&2) : 73-75.
- *Kaval, B.S. 1975. A study of sources of information readership and content of Bengali farm magazine 'Krishi Pragati' in West Bengal. Unpublished M.Sc. (Agri.) Thesis. IARI, New Delhi.

T. 2586



*Kelsey, L.D. and C.C. Hearne. 1965. Co-operative Extension Work, Comstock Publishing Associates, New York.

Khandekar, P.R. 1975. A study of effectiveness of farm magazine as related to different categories of readers. Unpublished M.Sc.(Agri.) Thesis. IARI, New Delhi.

Khandekar, P.R. and P.N. Mathur. 1975. Effectiveness of 'Unnat Krishi' farm magazine as related to different categories of readers. Indian Journal of Extension Education. IARI, New Delhi 11(1&2):49-53.

Khandekar, P.R. and P.N. Mathur. 1980. A measurement of farm magazine effectiveness. Indian Journal of Extension Education, 16:3-4:82-87.

Kharche, S.N. 1972. A study of the use of agricultural publications as a source of scientific information of farmers. Thesis Abstract, M.A.U., Parbhani, P.89.

Kher, A.O., K.G. Halyal and M.N. Popat. 1983. Content Analysis of Farm Magazine. G.A.U. Research Journal. 9(1):24-28.

Kota, T. 1983. A study of readership pattern and effectiveness of 'Annadata' farm magazine. Unpublished M.Sc. (Agri.) Thesis. IARI, New Delhi.

- Mankar, S.A., K.W. Waghdhare and S.V. Supe. 1981. Use of print media by Rural People of Panchayat Samiti Nandura'. P.K.V. Research Journal, 5(2):187-192.
- *Mathur, J.C. 1972. Adult education in developing society. Indian Adults Education Association, New Delhi, P.47-50.
- Misra, B. and D. Rajguru. 1975. Communication Behaviour of small farmers. Kurukshetra; 23:8-7.
- Murphy. 1962. What farmers read and like. A record of experiments with readership on Wallaces farmer and Wisconsin Agriculturist, 1938:1961, Iowa State University Press, Ames, Iowa.
- *Naidu, P.J. and T. Somsundaram. 1969. Evaluation of some extension information materials with reference to their readability construction and use. Research studies in Extension Education, Extension Education Institute, Hyderabad.
- *Narayan, D. 1976. A comparative study of content and coverage of Agriculture (Technology) by English and Hindi Magazine. Unpublished M.Sc. (Agri.) Thesis, R.B.S. Agra.
- Oliver, J., K.N. Duraiswamy and R. Menon. 1974. 'Suitability of Agricultural News Articles Published in Newspaper Dinmani". Indian Journal of Extension Education, 10(3&7):52-53.

- Patel, S.M. and H.N. Patel. 1972. "Study of Evaluation of "Khedut Patrika" published by information unit of the Department of Agriculture, Gujrat State". Indian Journal of Extension Education, 13(1&2):33.
- Patil, R.A. 1985. A study of the characteristics of the readers of the farm magazine. M.Sc.(Agri.) Thesis, K.K.V., Dapoli (M.S.).
- Rao, C.S.S. and R.L. Kherde. 1968. "Investigating the readability of the information folders for use of farmers". Indian Journal of Extension Education, 4(3&4):94-96.
- Rao, C.N. 1981. Promoting Book Reading Habit. Indian Experience, Communicator, 14:4:26-30.
- *Saini, G.S. 1980. Distance Teaching - Prospects and Problems. Sahitya Kala Prakashan. Ludhiana.
- Sawant, G.K. and D.S. Waghmode. 1985. Reading behaviour of literate villagers in Ahmednagar District of M.S. Maharashtra Journal of Extension Education, 4:143-44.
- Sawant, G.K., H.S. Pawar and S.B. Shinde. 1989. An Analytical Study of Reactions of Readers of 'Shri Sugi' periodical. Maharashtra Journal of Extension Education, 8:73-77.

- *Singh, S. 1978. An Evaluative Study of "Krishi Yuvak" Magazine published by the Department of Agricultural Extension. Unpublished M.Sc. (Agri.) Thesis, R.B.S. Agra.
- Sohal, T.S., J.S. Hundal and V.K. Dubey. 1977. "Opinion of 'Dairy Samachar'. Readers about the utility". Indian Journal of Extension Education, 13(1&2):88.
- Somsundram T. and L. Jagannathan. 1973. "Readability in Leaflets" Extension Trainer 3(1):21-27.
- Somsundram T. and L. Jagannathan. 1974. "Readability of Newsletters". Indian Journal of Extension Education, 10(1&2):59-69.
- Waghmode, D.S. 1985. A study of communicability of fertilizer advertisements published with different types of illustrations as perceived by the farmer readers of Ahmednagar District (M.S.). M.Sc.(Agri.) Thesis, M.P.A.U., Rahuri.
- *Willson, M.C. and G. Gallup. 1954. Extension teaching method. USDA Federal Extension Service Circular No.459, New York.

* Originals not seen. }

Chapter Opener Page



Appendices

APPENDIX

Interview Schedule

EVALUATION OF FARM MAGAZINE 'SHRI SUGI' PUBLISHED BY
M.P.A.U. RAHURI, AT FARMERS' LEVEL

Part-I

(Personal information)

1. Name of the farmer : _____
2. Village : _____ Taluka : _____
3. For how many years are you reading 'Shri Sugi' ? _____
4. For how many years are you subscribing for
'Shri Sugi' ? _____
5. Information about family

Name	Age	Education
a)		
b)		
c)		
d)		

6. Total area owned :

a) Dry areas	(ha)
b) Irrigated area	...	(ha)
c) Fallow area	(ha)
d) Waste land	(ha)

Total area	(ha)

7. Occupation :

a) Main occupation -

b) Secondary occupation-

8. Annual Income :

a) From main occupation Rs.

b) From secondary occupation..... Rs.

c) Any other

Total annual income Rs.
-----9. Social participation :

a) Are you a member or office bearer of any social or voluntary organization ? Yes/No

Sr. Institute/Organisation :Member:Office:Any
No. : :bearer:special
: : :contribu-
: : :tion

1. Grampanchayat
 2. Co-operative society
 3. Co-operative dairy society
 4. Co-operative sugar factory
 5. Co-operative cotton mill
 6. Farmers organisation
 7. Youth club
 8. Educational society
 9. Bhajani mandal
 10. Others
-

10. Use of mass media :

Please tell the details about the use of mass media
(Please mark ✓ at appropriate place).

Sr. No.	Particulars	:Dairy	:More than ones in a week	:Ones in a week	:Seldom	:Not at all
1.	Radio programme					
2.	Newspaper					
3.	T.V. programme					
		:Regular	:Occasionally	:Seldom	:Not at all	
4.	Magazines, Books etc.					
		:Three or more than three	:Two times	:One time	:Not at all	
5.	Shetakari Melava or Agriculture exhibition (Attended in last year)					
6.	Educational films (Seen in last year)					

Part - 2

(Reading habit)

a) Which type of following reading material do you read ?

Sr. No.	Type of literature	Reading habit & Time (hours)		
		Daily	When time permits	Occasionally
		2 : 1/2 : 2	2 : 1/2 : 2	1 : 1/2 : 2

1. Newspaper
2. Story Books
3. Farm Magazines
4. Novels
5. Religious books
6. Film magazines
7. Other Magazines
8. Letter about legal matters/
Health reports
9. Personal letters

b) Please mention your reading style of 'Shri Sugi'
(Mark ✓ at appropriate place from number 0 to 4)

1. Hurringly glancing at the content of the magazine.
(Looking the front page, reading the content, reading the headlines of articles and then reading the articles as and when time permits etc.)
2. Read first the article of interest.
3. Read all articles in a one sitting.
4. As and when time permits, read one by one or as per liking.
5. Whether read all topics or only essential part of the articles.

6. What do you do after reading a topic ?
 7. Where and how do you keep the magazine after reading ?
 8. Do you give the magazines to others after reading ?
 9. Whether you discuss with friends on the topic.
 10. Whether illustrations are useful while reading.
- c) About what extend do you read the topics/subjects published in 'Shri Sugi'

Sr. No.	Nature of topic	;Reads :comple- :tely	: Reads : par- : tially	: Do not : read
---------	-----------------	-----------------------------	-------------------------------	--------------------

1. Editorial
2. Letter of the readers of 'Shri Sugi'
3. Cultivation of fruits vegetables, flowers
4. Articles on Animal husbandary and Dairy Science
5. Plant Protection
6. Improved implements and machinery
7. Fertilizers and Manures
8. Irrigation and water management
9. Success stories of progressive farmers
10. Cartoons
11. Farm and non-farm advertisement

Part - 3

(Information about physical appearance and usefulness of magazine)

Physical appearance

1. Text on coverpage
 1. Easy to read
 2. Somewhat difficult to read
 3. Cannot read
2. Understanding of text on coverpage
 1. Easy to understand
 2. Somewhat difficult to understand
 3. Cannot understand
3. Understanding of illustration on coverpage
 1. Easily understand
 2. Takes time to understand
 3. Cannot understand
4. Colour of illustration on coverpage
 1. Colour combination is good
 2. Colour combination is fair
 3. Combination of colour is not good
5. Attractiveness of coverpage
 1. Attractive
 2. Somewhat attractive
 3. Not attractive
6. Size of magazine
 1. Proper size
 2. Fair size
 3. Size is not proper

7. Length of articles
 1. Proper
 2. Not proper

8. Type used in articles
 1. Appropriate
 2. Cannot tell
 3. Small

9. Type used for heading, subheading in the article
 1. Appropriate
 2. Cannot tell
 3. Small

10. Ink used for printing
 1. Appropriate
 2. Cannot tell
 3. Not appropriate

11. Paper used for magazine
 1. Appropriate
 2. Cannot tell
 3. Not appropriate

12. Paper used for coverpage

1. Appropriate
2. Cannot tell
3. Not appropriate

13. Number of pages in magazine

1. More
2. Proper
3. Less

Usefulness of magazineI. Relevance of the information

1. Content has relevance to the needs of farmers
2. Content has very little relevance to the needs of farmers
3. Content has no relevance to the needs of farmers.

II. Complete information

1. Complete information
2. Only few points are covered
3. Not related with points.

III. Arrangement of information in the articles
(Introduction of subject, arrangement of matter, reasoning and measures on it etc.)

1. Proper arrangement
2. Not always
3. Not proper

IV. Proper use of illustration

1. Right illustration in the article helps for understanding of article
2. Illustration in the article difficult to understand
3. Illustration is not proper and hence topic is not understood properly

V. Usefulness of information in the article

1. Very useful
2. Somewhat useful
3. Not useful

VI. Easyness in reading a article

1. Easy to read
2. Somewhat difficult
3. Difficult in reading

VII. Understanding of article

1. Matter presented in the article is easy to understand
2. Matter presented in the article is somewhat difficult to understand
3. Matter presented in the article cannot understand

B) AdvertisementI. Usefulness of advertisement message

1. More useful
2. Somewhat useful
3. Not useful

II. Attractiveness of advertisement
appeared in the magazine

1. Attractive
2. Somewhat attractive
3. Not attractive

III. Number of advertisements in the issue

1. Appropriate in number
2. More in number
3. Less in number.

Part - 4

(Opinion of readers about the magazine)

A) What is your opinion about 'Shri Sugi' magazine ?

I. Information published in the magazine

1. Article consists of only scientific information
2. Scientific and useful information of practical utility
3. Article consists of only information about utility.

II. Whether the information in the article is useful.

1. Very useful
2. Somewhat useful
3. Not useful.

III. In general about magazine

1. Fulfil s the need of agricultural information.
2. Fulfil s the need of agricultural information to some extent.
3. Does not fulfil s the need of agricultural information.

Which of the following information do you give preference ?

1. Cultivation of crops
2. Cultivation of fruits and vegetable crops
3. Dairy
4. Animal Husbandary
5. Social forestry
6. Plant protection
7. Fertilizer use
8. Success stories of progressive farmers
9. Answers to the farmers questions
10. Agricultural news stories.

After reading 'Shri Sugi' magazine what type of new technology was utilized by you ?

Sr. No.	Particulars	:Utilized	:Not utilized	: How ? (Example)
---------	-------------	-----------	---------------	-------------------

1. Improved seeds
2. Cultivation of crops
3. Cultivation of flowers
4. Cultivation of fruit crops
5. Plant protection
6. Animal Science
7. Dairy Science
8. Forestry
9. Fertilizer use
10. Improved implements
11. Storage of food grains
12. Processing of farm produce
13. Grading of farm produce
14. Selling of farm produce

A) Which type of Agricultural information do you want in the magazine ?

B) Please give your suggestions about the magazine so that it can be more useful to the farmers.

Usefulness as perceived and adoption of information by the reader subscribers given in the articles of 'Shri Sugi' - Kharif 1989

Sr. No.	Name of the article/author	:Page:	Information	
			:Perceived : :useful : : <u> </u> : : Yes / No :	Implementa- : tion of : information : <u> </u> : : Yes / No :
--				

A) Agronomy section

- 1) Bajara - Improved Method of 1
Cultivation

By - Dr. Jadhav, Prof. Nawale,
Dr. Harinarayana

- 2) Cultivation of Tur 7
(Pigeon pea) for
Increasing Production of
Pulses

By - Prof. P.D. Pujari

B) Fruit crops

- 3) Improved Varieties of 9
Vegetables for Kharif
Season

By - Dr. Kisanrao Lawande

C) Plant protection

- 4) New Enemy of Pomogranate 19
- Fruit Fly (Pakoli)

By - Dr. Uddhavrao Mote
Shri Chidanand Patil
Shri Annasaheb Tambe

D) Farm implements

- 5) Nationally Recognised 16
'Phule Sunflower Thresher'

By - Prof. Rajaram Jadhav
Prof. Jayant Deshpande

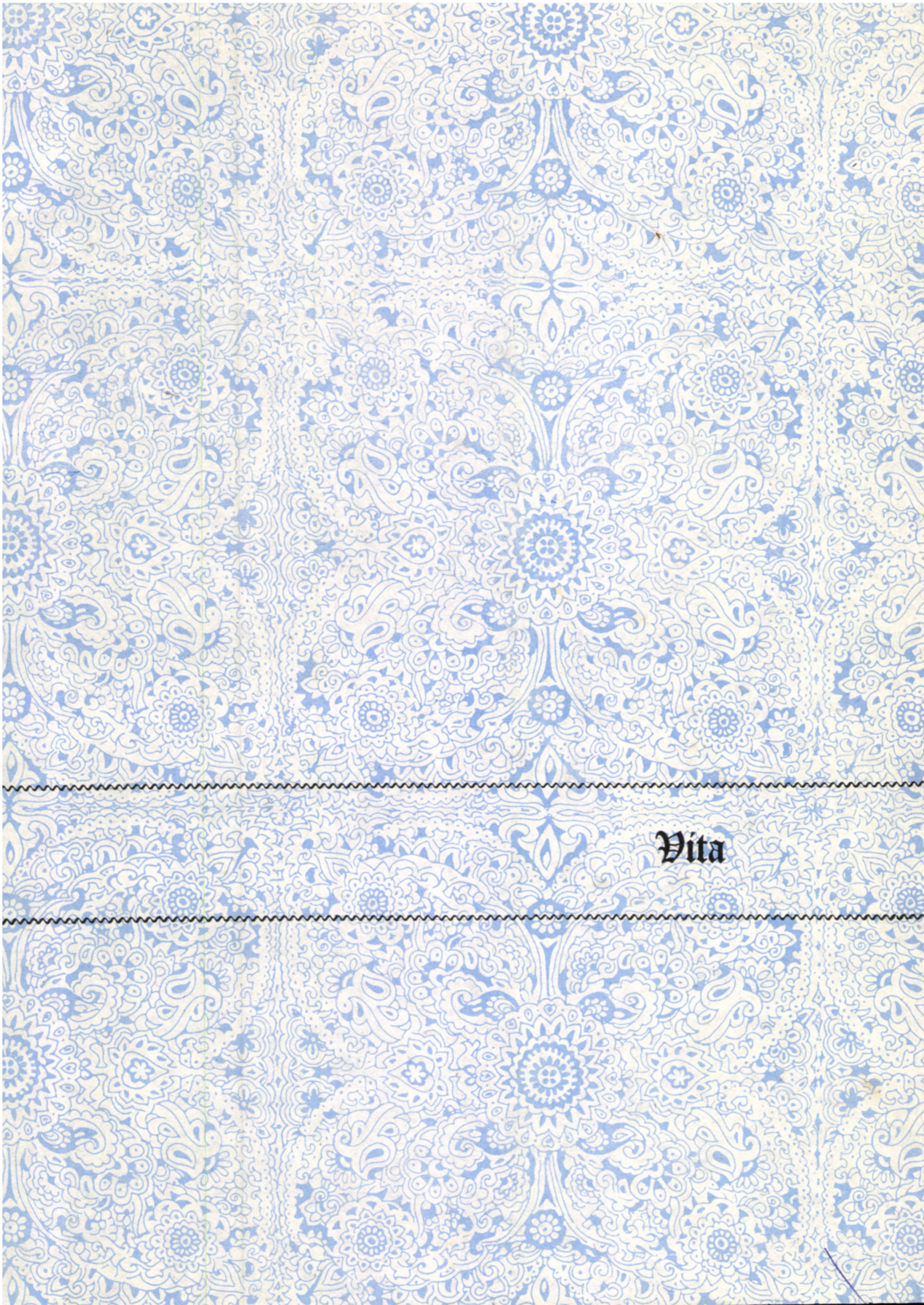


E) Dairy

- 6) Basic Things for Dairy 21
Business.

By - Prof. B.B. Khutal
Dr. N.D. Belhe

Chapter Opener Page



Vita

8. VITA

S. M. KATE
A candidate for the degree
of
Master of Science (Agriculture)

Thesis : Evaluation of Farm Magazine
'Shri Sugi' Published by M.P.K.V.
Rahuri At Farmers' Level.

Major Field : Agricultural Extension.

Biographical
information :

Personal data : Born at Wai, District : Satara
on June 30, 1966; son of
Shri Manohar B. Kate.

Education : Attended Secondary School at
Dravid High School, Wai; Passed
Higher Secondary School Examina-
tion from Kisan Veer Mahavidyalaya,
Wai; Received the Bachelor of
Science (Agriculture) degree in
First Class from College of
Agriculture, Kolhapur, Mahatma
Phule Krishi Vidyapeeth, Rahuri
in 1988.

T. 2586

