

**EVALUATION OF 'RESHME KRISHI' BY  
IT'S SERICULTURE CLIENTELE**

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BANGALORE**

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IT'S SERICULTURE CLIENTELE**

**B. NIJALINGAPPA**

Thesis submitted to the  
**University of Agricultural Sciences, Bangalore**  
in partial fulfilment of the requirements  
for the award of the degree of

*Master of Science (Agriculture)*

in

**AGRICULTURAL EXTENSION**

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**SEPTEMBER 1983**


*To My*  
*Beloved Parents*  
**and**  
**Peasants of Kanakapura**

Department of Agricultural Extension  
UNIVERSITY OF AGRICULTURAL SCIENCES  
Bangalore

CERTIFICATE

This is to certify that the thesis entitled "EVALUATION OF 'RESHME' KRISHI' BY ITS SERICULTURE CLIENTELE" submitted by Mr. B. NIJALINGAPPA, for the degree of MASTER OF SCIENCE in AGRICULTURAL EXTENSION of the University of Agricultural Sciences, Bangalore, is a record of research work done by him during the period of his study in this University under my guidance and supervision, and the thesis has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar titles.

Bangalore  
SEPTEMBER 1983

  
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## CONTENTS

Chapter		Page
I	INTRODUCTION	1
II	REVIEW OF LITERATURE	7
III	MATERIAL AND METHODS	26
IV	RESULTS	38
V	DISCUSSION	80
VI	SUMMARY	96
	REFERENCES	104
	APPENDIX	

## LIST OF TABLES

<u>Table</u>	<u>Title</u>	<u>Page</u>
I	Age of the clientele of 'Reshme Krishi'	39
II	Education of the clientele of 'Reshme Krishi'	41
III	Occupation of the clientele of 'Reshme Krishi'	42
IV	Farm size of the clientele of 'Reshme Krishi'	44
V	Organisational participation of the clientele of 'Reshme Krishi'	48
VI	Mass media participation of the clientele of 'Reshme Krishi'	46
VII	Opinion of the clientele on timely receipts of 'Reshme Krishi'	48
VIII	Opinion of the clientele on the cover page of 'Reshme Krishi'	51
IX	Opinion of the clientele on usefulness of the articles published in the 'Reshme Krishi'	52
X	Opinion of the clientele on difficulty in understanding of the articles published in 'Reshme Krishi'	54
XI	Opinion of the clientele on extent of coverage of scientific articles published in 'Reshme Krishi'	56
XII	Extent of reading 'Reshme Krishi' by the clientele	58
XIII	Extent of reading different articles published in 'Reshme Krishi'	60

<u>Table</u>	<u>Title</u>	<u>Page</u>
XIV	Preservation of copies of 'Reshme Krishi' by the clientele for future use	61
XV	Suggestions on distribution system of 'Reshme Krishi'	63
XVI	Suggestions on the periodicity of 'Reshme Krishi'	64
XVII	Knowledge gained by the clientele on reading 'Reshme Krishi'	65
XVIII	Association between age and reading habits of the clientele	67
(A)		
(B)	Association between age and reading habits of the clientele	68
XIX	Association between education and reading habits of the clientele	69
XX	Association between farm size and reading habits of the clientele.	71
(A)		
(B)	Association between farm size and reading habits of the clientele	72
XXI	Association between organisational participation and reading habits of the clientele	74
(A)		
XXI	Association between organisational participation and reading habits of the clientele	75
(B)		
XXII	Association between mass media participation and reading habits of the clientele	76
XXIII	Association between reading habits and knowledge gained by the clientele	78
XXIV	Association between reading habits and adoption of improved sericulture practices by the clientele	79

# **INTRODUCTION**

## CHAPTER I

### INTRODUCTION

Among the several methods of communication which have been directed to transmit messages of development to the rural folk, the use of print material plays an important role. The advantages of print media are many. It allows the reader to control the occasion, the place and the direction of exposure. It produces superior retention of complex factual material than oral presentation and it adds prestige for those who read printed material (Klanper, 1960). Emphasizing on the importance of print media Aiyer (1958) stated that print materials published regularly or in appropriate season can serve a very useful purpose since they are likely to be read, retained and discussed in villages. However, the critics of farm print feel that it has a limited value because only thirty five per cent of our farm men are literate. Even this 35 per cent of farm literate men are approached by the print media and if they discuss the contents of the print material with their fellow farmers, the influence of print material get magnified to many folds (Anon, 1969).

Every state in India has farm magazine dedicated for imparting useful information for the development of rural people. The state of Karnataka is also publishing many

magazines for the benefit of villagers in Kannada language and among these Mysore Vyavasaya Patrike, Krishi Vignana, Krishi Varthe, Royta Bandu, and Reshme Krishi are popular.]

The question which however emerges is to what extent these magazines are useful to the readers. We have very limited empirical evidences to answer this question. Dube (1967) had strongly pleaded to assess the effectiveness of print material as media in agricultural communication. Hence, an attempt has been made to evaluate 'Reshme Krishi', a monthly magazine in Kannada, published by the State Department of Sericulture, Government of Karnataka. The magazine 'Reshme Krishi' contains useful information to a specific group of farming population, namely, sericulturists.

#### Statement of the problem

[Sericulture, an agro based industry has attracted sericulturists of Karnataka by its regular returns and low investment. Sericulture was started in the State about 200 years ago, and has occupied first place in the production of mulberry silk in the country.] Out of the 3452 metric tonnes of India's raw silk production, as much as 2600 metric tonnes are being produced by the State of Karnataka, thus, contributing 85 per cent of the nation's production.

Karnataka is having 25 million acres of cultivable land out of which mulberry cultivation has occupied only 0.275 million acres. Thus, mulberry cultivation accounts to 1.1 per cent of total cultivable land. Further [the cultivation of mulberry is mainly concentrated in five districts of Karnataka, namely, Bangalore, Kolar, Mysore, Mandya and Tumkur.] Since, mulberry cultivation requires comparatively less quantity of water, generates higher employment potential, yields higher returns with low investment, there is a vast scope to increase the area under mulberry cultivation. [The Department of Sericulture is doing all-out efforts to motivate farmers of other districts to take up sericulture. Recently the World Bank has given a financial assistance of about rupees 80 crores to start a project on the development of Sericulture industry with the following objectives.]

- 1 To increase the production of raw silk from the present level of 2,600 tonnes to about 4,000 tonnes. Out of this about 1,000 tonnes will be silk of international standard.
- 2 To improve the economic conditions of the farmers.
- 3 To provide employment to about 2,50,000 man years.
- 4 To improve the unit production of raw silk and its quality.
- 5 To introduce mulberry in about 35,000 acres in new districts and new taluks in traditional districts of Karnataka.

To achieve these objectives, The Department of Sericulture has taken up many programmes like establishment of grainages, technical service centres, chawky rearing centres, training schools, construction of cocoon market yards, credit supply to farmers and others. Besides, The Department of Sericulture is also publishing a kannada monthly magazine 'Reshme Krishi' for communicating technical know-how on sericulture and other related information to sericulturists. The magazine 'Reshme Krishi' was started in January 1979 and gaining popularity among sericulturists. The circulation of this magazine has increased from 10,000 copies in 1970 to 35,000 copies in 1983. Most of these copies are distributed to the sericulturists through the 'Government Cocoon Markets' on payment of two rupees per copy. It has completed now four years of its publication and it is considered appropriate to evaluate the impact of this magazine. [The present study is intended to undertake evaluation of 'Reshme Krishi' with the following specific objectives:

- 1 To study the socio-economic characteristics of the clientele of 'Reshme Krishi',
- 2 To study the opinion of the clientele on articles published in 'Reshme Krishi',
- 3 To study the attitude of the clientele towards 'Reshme Krishi',
- 4 To study the knowledge gained by the clientele by reading articles published in 'Reshme Krishi',
- 5 To study the association between reading habits of the clientele and their socio-economic characteristics,

- 6 To study the association of reading habits of the clientele with their knowledge and adaption, and
- 7 To give suggestions to make 'Reshme Krishi' popular among sericulturists. 7

#### Limitation of the study

This study has certain limitations of time and resources available to a student researcher. The findings of this study is based on the expressed opinions of the clientele which may not be free from their individual bias and prejudices though care has been taken to isolate such bias and prejudices. Since, the study is confined to the sericulturists, the findings of this investigation cannot be generalised to all magazines dedicated for rural development.

#### Definition of terms used in the present study

##### Clientele

Websters New Twentieth Century Dictionary defines clientele as a habitual customer of store, hotel, amusement places etc. Here the term clientele is operationally defined as those who buy 'Reshme Krishi' magazines from the Government Cocoon Market by paying two rupees per copy.

##### Chawky rearing centers

This has been organised by the State Department wherein the young silk worms requiring utmost care are brought up in hygienic conditions under strict supervision by the staff of the Department of Sericulture.

**Reading habits**

This term refers to the extent of reading of 'Reshma Krishi' by its clientele.

**Knowledge gained**

This term operationally defined as the extent of information understood and recaptulated after reading the 'Reshma Krishi' by its clientele.

**Adaption of improved Sericulture practices**

It is the number of practices adapted after reading those articles of 'Reshma Krishi' which suggests immediate adaption.

## **REVIEW OF LITERATURE**

## CHAPTER II

### REVIEW OF LITERATURE

Evaluation of 'Rashme Krishi' is the main objective of the study. In this chapter an attempt has been made to review some of the related studies. The review of literature has been presented under the following heads:

- 1 Print media as a means of communication,
- 2 Farmers participation in print media,
- 3 Characteristics of farmers and their association with print media,
- 4 Suggestions of readers to improve the print media and
- 5 Association of reading habits of farmers with their knowledge and adoption level.

#### 1) Print media as a means of communication

Print media as a means of communication was found to be effective in the developed countries where the literacy percentage is relatively high when compared to the developing countries. Studies conducted by Lionberger (1951) on low income farmers of four counties of Missouri State and by Baker (1955) on farmers of three counties of Minnesota had shown that print media formed an important source of communication to the farmers.

Aiyer (1958) emphasising on the importance of print media stated that though the percentage of illiteracy is more in India, print media can still be used as a means of communication. Publishing useful information in appropriate season could serve as material to read, retain and discuss for the literate farmers with their illiterate neighbours.

Klapper (1960) stated that mass media can serve as a medium of contributory effect. It reinforces existing opinions or recent decisions. It helps to increase knowledge and information on wide range of topics and as consequence of this, it may lead to personnel growth and development.

Singh (1962) and Wright (1962) asserted that, the use of mass media should not be neglected at the initial stages of any new projects because it disseminates information to relatively large, heterogeneous and anonymous audience.

Delbert (1965) in his analysis of mass media channels to the peasants, stated that there is a higher level of mass-media usage in the developed countries, while there is less reliance on mass media channels in the less developed countries. The reasons for such lesser reliance was attributed to (i) less mass media exposure to the audience; especially peasants, (ii) low literacy level and (iii) lack of relevances of messages in the mass media.

A study conducted by Bartz (1966) in Washington, revealed that news paper and magazine found to be important source for home information.

Prawl and Somasundaram (1968) have identified five distinct role of printed materials in Agricultural Extension programmes. According to them print media helps to :

- i Inform larger number of people quickly and economically,
- ii Supplement other teaching organisation,
- iii Advertise the extension organisation,
- iv Provide free reading materials and
- v Provide training functions.

Kamath (1969) asserting the effectiveness of print media on rural population cited the following advantages.

(i) it can be preserved for future references, (ii) it can be read more leisurely, (iii) it can be referred to, at any time to refresh memory, (iv) it adds to the prestige of peasants, and (v) it motivates and leads them to action.

Webster and Rao (1970) reported that publication in the form of leaflets, brochures, reports, hand books etc., are absolutely necessary for Agricultural Extension work. These form the most practical means of distributing the localised and specialised information. These print media have no restriction of time schedule and they can be read at the

convenience of the readers time.

Rogers and Shoemaker (1971) observed that print media can (i) reach large audience rapidly (ii) create knowledge and (iii) spread information.

Yadav (1971) in his study found that magazines were most effective means of communication than any other kind of literature on improved farm practices.

Joseph (1973) observed that the "question and answer column" issued in Kannada dailies by the University of Agricultural Sciences, was used very widely among Mysore farmers. When one of the dailies announced its intention to discontinue this column about 600 letters from farmers were received, stating that they received very useful and valuable information through the column, and that they wanted the daily to continue the column.

Dahana and Bhatnagar (1980) stated that mass media communication has three main functions, they (i) may inform, disseminate news and miscellaneous non-news items (ii) may influence, giving the public either a social or commercial message and (iii) may be entertaining, presenting features, fiction, humour, comics and similar matters.

Jain (1980) emphasising need for rural press, stated that the rural press is playing a very significant role because the written words enjoy more credibility than spoken words and endures longer.

Jagannathan (1980) and Miller (1983) reported that the print media are more bias towards urban population. If they concentrate on rural population, it may provide a continuous link with literates and neo-literates of both urban and rural population. They stated that scant coverage of articles of rural interest has posed as a barrier of effective communication through print media to the rural audience.

## 2) Farmers participation in print media

Williamson (1938) observed that out of 401 subscribers 246 of them read the farm page regularly; 96 seldom read it and 59 never read it. Further he found that articles on the home economics was read by 344 subscribers and out of this as many as 326 used the materials and 226 clipped articles for future use.

Johnson and Busche (1942) studied reading habits of Indian farmers. They found that the farmers spent about about half to three quarters of an hour per day in newspaper reading.

Robert (1945) observed that people were more critical on what they have read in news paper than what they have heard through radio or "Word of Mouth".

Delbert (1955) study on Wisconsin farmers revealed that 92 per cent of the respondents were receiving at least one farm magazine and 51 per cent of them read three or more magazine regularly.

Murphy (1960) reported that 19.5 per cent of the Wisconsin farmers devoted less than half an hour per day in reading agricultural publications. As many as 26 per cent spent half an hour a day and only 0.14 per cent spent 1 to 3 hours a day, while 5.5. per cent spent more than 3 hours a day on reading agricultural publications.

Schramm and David (1960) analysed the time spent daily on reading newspaper by the people of different countries. Their analysis indicated that in America, an average person spent 40 minutes, in France, 15 to 30 minutes, in Hongkong 15 to 20 minutes and in United Kingdom an average man spends 25 to 30 minutes in reading newspapers.

Wilson (1963) reviewed mass communication researches and found that farmers who read were inclined to read more than one type of magazine or journals.

13

Kidwai (1965) in his study on reading behaviour of villagers revealed that leaflets, booklets and folders on developmental activities had no breakthrough in reading behaviour of village people.

Marsh and Knox (1966) observed that more than 80 per cent of the respondents read newspaper daily.

Rao and Kherade (1968) found that good and colourful illustrations on the cover page of magazines had a pleasing effect on farmers and elicited curiosity and interest in reading the magazines.

Reddy and Somasundaram (1968) in their study on relative effectiveness of audio-visual material have found that leaflets stimulated interests of 37.8 per cent of farmers.

Mishra (1969) in his study on Mass Media use pattern among the Indians reported that 40 per cent of respondents reads one or more news papers or weekly magazines.

Veerabhadraiah and Sethu Rao (1970) found that 57 per cent of farmers read the farm information regularly.

Siddaramaiah et al. (1976) in their study, on mass media consumption stated the following suggestions to improve reading habits of the respondents. The daily news paper

should (i) give information in bold letters (25.88 per cent), (ii) cover more information in relation to price fluctuation and market rates (20.00 per cent), (iii) give information in simple and local languages (18.82 per cent), (iv) cover more success stories and experiences of farmers (15.29 per cent) and (v) provide information on field verification trials (15.24 per cent).

Nanjappa (1982) found that majority of the farmers read information published daily as they are easy to read, sufficient in quantum, accurate and practical. However, he stated that the information was not very much clear to them though it was felt as timely.

Robert and Tommy (1982) reported that most readers look at the magazines largely for their articles of interest and general information. Farm magazines which are read by a sizable number of farmers could play a significant role in dissemination, if they were perceived as independent and reliable.

### 3) Characteristics of farmers and their association with print media

#### 1. Age

Murphy et al. (1942) studied the use of news articles on nutrition and found that more of the younger women than the old aged women used information contained in the news articles.

18

Houser et al. (1952) study indicated that majority of the readers of farm publications were in the age group of 40 - 49 years.

Wilson and Gallup (1954) noted that there was an increasing response to print media as the age advanced up to 45 years.

A study conducted in the State of Illinois, USA in 1958 and Wilson (1963) observed that younger farmers read more farm publications than older farmers.

Kidwai (1965) reported that young and middle aged farmers were reading farm publications than old aged farmers.

A clear picture of book reading habits of an aging population was drawn by Hear (1966). He observed that in a period of six months 66.6 per cent of farmers above 60 years of age spent time in reading books.

Gwyn and Hodge (1968) reported that middle aged farmers preserved publications and were more readers.

A study made by Veezabhadraiah and Sethu Rao (1970) revealed that over 77 per cent of the subscribers of newspapers were in the young and middle age groups.

Zalki (1973) in his study found that there was lack of association between the readership of agricultural publication and their age.

Oliver et al. (1975) found that farmers reading agricultural articles were of old age-group followed by young age group.

Manjappa (1982) stated that majority of the farmers reading agricultural articles were younger in age.

## ii. Education

A study by Wilson (1928) on distribution of bulletins and their use by farmers revealed that increased use of bulletins accompanied with increased educational level of respondents.

A study conducted at Illinois state of USA (1958) showed that farmers with better education were reading more than others.

Schramm and White (1960) reported that the amount of reading increased with education of respondents..

Wilson (1963) while reviewing the mass communication research, indicated that the amount of reading done by farmers increased with their education.

A study conducted by Marsh and Knox (1966) showed that less educated group showed low readership of publications.

Mishra (1969) observed that the use of publications was associated with level of education.

Lawrence (1970) described that the introduction of mimeographed news paper throughout the Liberian country side had stimulated literacy programmes.

Based on the studies conducted in the United States of America, Canada and the United Kingdom, Paul (1970) conducted that extension publications are difficult for the average reader and further stated that the problem may be even greater in countries where the general level of rural education is low.

Khandekar (1975) found that perceived effectiveness of the magazines was found to be positively related to education, comprehension, skill and functional literacy level of the readers at 0.01 probability level.

Jayaram (1980) revealed that there was an association between education and knowledge level gained out of reading of farm journals.

### **iii) Farm size**

Anderson and Ryan (1943) in their study on "Reach and effectiveness of extension leaflets" found that a majority of large farmers than small farmers received and used the publications.

Rahudkar (1967) observed that 33 per cent of the farmers were reading news paper which gives farm information. He stated that the farmers who operated more than fifty acres of land were found to use more of farm information (including news paper) than those farmers who operated on smaller acreages.

Gwyn and Hodge (1968) reported that large farmers felt the usefulness of publications more than the small farmers and they preserved publications and were also found as high readers.

Oliver (1971) revealed that farm size was significantly associated with the learning attitude of the farmers through reading agricultural news articles published in the daily 'Dinamani'.

### **iv) Mass Media Participation**

Heffer (1942) reported that the use of bulletins by farmers was associated with their reading other bulletins and also with their exposure to farm broadcast.

Lazarsfeld and Kendall (1960) considered the relation of book reading and exposure to the spectator media. He found that book readers were more often, frequent movie goers, while, non-readers were more often non-movie goers.

Wilson (1963) while reviewing mass communication research observed that farmers who read particular type of magazine were also inclined to read more than one type of publication.

The study of Bartz(1966) revealed that viewers of television and listeners of radio were also found to be the readers of news papers and home magazines.

Khandekar (1975) found that perceived effectiveness of the magazine was found to be positively related to mass media exposure of the readers.

Nanjappa (1982) revealed that media participation were not associated with their reading habits.

#### 4) Suggestions of readers to improve the print media

Gallup and Fanning (1943) reported that simple writing, large print and more illustrations were suggested by farmers as ways to improve agricultural print.

Gallup and Frutchery (1943) in their study found that majority of the home makers read and understood the messages contained in the leaflets.

Sample and Swain (1954) found that farmers wanted separate agricultural news section daily, rather than weekly. They further wanted better market news.

Murphy (1960) found that 23 per cent of readers felt that articles was a real practical help for them. While, 46 per cent found something new in publication. 20.7 per cent expressed impracticability of the message and other 10.3 per cent made no comments.

Zalki (1973) found that 79.44 per cent of the farmers had favourable attitude towards university publications, 12.33 per cent unfavourable attitude and others stated no response. Further, 64.00 per cent of the farmers had shown favourable attitude towards Department publications, 16.00 per cent unfavourable and others 'no response'.

Oliver et al. (1974) studied about the suitability of agricultural news articles in news paper "Dinamani". The results were as follows:

- 1 Most (93.5%) of the farmers considered the agricultural articles to be timely.

21

- 2 Almost all the farmers (94.6%) indicated that the coverage of subject matter was quite sufficient to their needs,
- 3 All the 92 respondents who needed agricultural articles found easy to read,
- 4 It was felt by most of the respondents that agricultural articles contained mostly in familiar and local words of Tanjavur districts
- 5 Majority of the farmers preferred 'Narration' type followed by "Question and Answer" type,
- 6 The farmers preferred articles on 'Package of practices' followed by "Farmers Experiences". The third preference was given to "Research findings" and fourth to incidence of "Pests and diseases and their control measures".
- 7 Few suggestions from respondents as recorded by them are as below:
  - a Farmers preferred agricultural articles on the front page of newspaper with bold captions (n = 16),
  - b Farmers stated that it would be better to publish agricultural articles at monthly intervals (n = 16),
  - c They found that only paddy, the major crop is given importance. They stated that other crops like groundnut, pulses and cotton should also be given preference ( n = 42).

Siddaramaiah et al. (1976) in their study on mass media consumption in Karnataka, stated the following as suggestions of farmers to improve the quality of agricultural information in daily news papers.

22

- a "Information in bold letters" (25.88 per cent),
- b "News in relation to price fluctuations and market rate" (20 per cent),
- c "Information to be given in local language" (18.82 per cent),
- d "More success stories and experiences of farmers (15.92 per cent) and
- e "Reading material on field verification trials" (12.94 per cent).

Jayaram (1980) reported in his study on evaluation of 'Krisi Vignana' a quarterly Kannada magazine, that the three features namely, 'forthcoming research findings', 'Hints to farmers' and 'Question and answer' which have different purposes proved useful and served the purposes for which they were intended.

Nanjappa (1982) found that majority of the farmers preferred "Success stories" as the type of presentation in the dailies than "feature articles". As high as 90.90 per cent of farmers suggested to publish agricultural information in particular page in the news paper so that it would be easy for them to pick up and read.

#### 5) Association between reading habits of farmers with their knowledge and adoption level

Hoffer (1942) reported that the readers of agricultural bulletins adopted some practices based on information contained in the publications.

Ryan and Gross (1943) conducted an investigation on the diffusion of hybrid seed corn and found that ten per cent of farmers cited farm journal as the original source of knowledge and 2.3 per cent indicated that farm journal influenced them for adoption.

The study of Smith (1951) revealed that 29 per cent of farmers who were reading news paper had adopted the information given in the news paper.

Rogers and Beal (1958) observed that impersonal sources like magazines, radio and other printed materials were used more at the awareness stage of adoption.

Still (1959) reported that magazines and extension letters were used most often by the farmers at the awareness stage of adoption of farm practices.

Hatch (1966) stated in the adoption of new ideas from mass media including newspaper ranks number one in the awareness and interest stage. In the later stages of evaluation, trial and adoption their effectiveness was least.

Palmore (1967) reported that 27 per cent of women had improved birth control practices after reading booklets received by them.

Rogers and Sevensing (1969) found that print media was more important in changing cognitive behaviour (i.e., increasing in knowledge).

Ray et al. (1969) stated that the literacy reading treatment in India had demonstrated increase in both knowledge and adoption of agricultural and health innovations.

Theratt (1969) in a study on adoption of health practices found that the association between news paper reading and adoption of health practices was highly significant. The persons who read news paper had high level of adoption of health practices.

Oliver (1971) stated that the articles published in the news paper had influenced the paddy farmers in early stages of adoption, namely (i) awareness and interest stages to a greater extent and (ii) 9.8 per cent of these readers have adopted practices after reading these agriculture articles.

Zalki (1973) reported that 15.73 per cent of the receivers of agricultural publications had adopted some improved farm practices after reading the publications.

Oliver et al. (1975) found that agricultural articles influenced more number of farmers (17.8 per cent ) at awareness stage. However, at adaption stage the articles influenced only 6.6 per cent of farmers.

Annamalai and Sundareshan (1977) reported that information material such as booklets, circular letters and folders were found to be effective in enriching knowledge of the farmers.

Hiremath (1979) in his study found that there was significant correlation between gain in knowledge and adaption scores of respondents exposed to print communication treatment.

Srish Kumar (1979) observed that in different print media treatments with exhibition brought changes in knowledge of dairy farmers.

John (1983) stated that print media is a tool of thinking higher order of learning and it is the means of acquiring knowledge where the act of putting one's thoughts in black and white generates clarity, and economy.

## **MATERIAL AND METHODS**

## CHAPTER III

### MATERIAL AND METHODS

The study was conducted with an object of evaluating the magazine 'Reshma Krishi' on its usefulness to Sericulturists.

The details of the material and methods used for this study have been discussed under the following heads:

- 1 Locale of the study
- 2 Population, selection of villages and selection of respondents
- 3 Methods used for quantifying variables
- 4 Collection of data
- 5 Analysis of the data
- 6 Statistical techniques used

#### 1) Locale of the study

The State Department of Sericulture is publishing the magazine 'Reshma Krishi' and is selling through the Government Cocoon Markets. There are 46 cocoon markets in the State of Karnataka. Out of this eleven cocoon markets are located in Bangalore district. Majority of the Sericulture farmers in the State of Karnataka are selling their cocoons in the Government cocoon market located at Kanakapura, Ramanagaram and Channapatha of Bangalore district. The Government Cocoon market at Kanakapura, was selected purposively as it was convenient

27

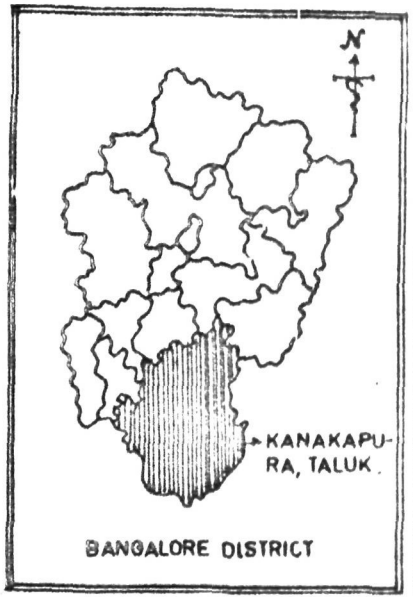
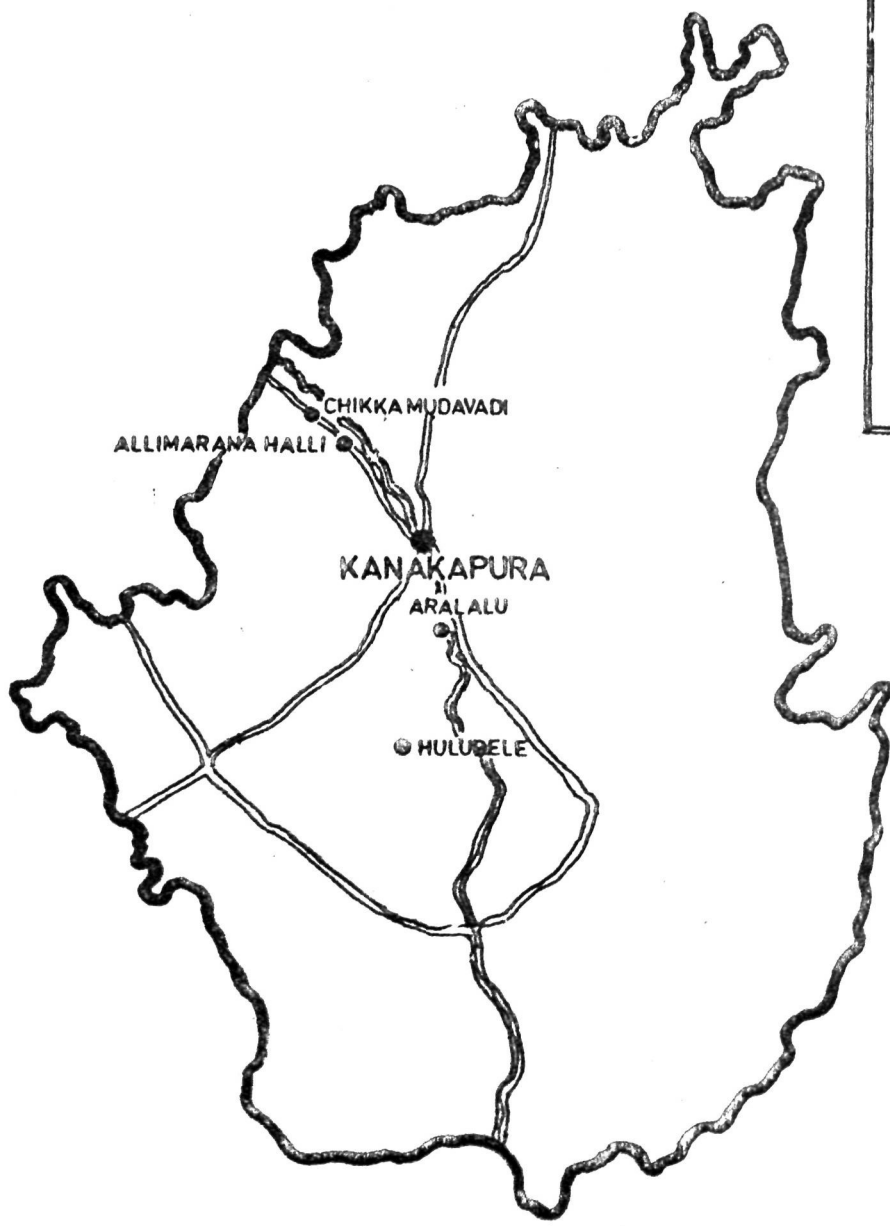
for the researcher to contact sericulture farmers in villages located around the Government Cocoon Market, Kanakapura.

2) Population, selection of villages and selection of respondents

a) Population: The magazine 'Rashmi Krishi' being supplied to all Government Cocoon Markets for sale. The sericulturists who sell their cocoons were forced to purchase a copy of 'Rashmi Krishi' and the price of two rupees per copy is being deducted from their gross returns from the sale of cocoons. Therefore, the farmers who sell their cocoons in the Government Cocoon market, Kanakapura, constituted the population of the study.

b) Selection of villages: The Department of Sericulture has ten 'Chawky rearing centres'. Almost all the sericulturists from the villages around these chawky rearing centres rear silk worms and sell their cocoons in the Government Cocoon Market, Kanakapura. Out of these ten chawky rearing centres four chawky rearing centers were selected at random namely, Hulubale, Aralalu, Chikkamudavadi and Allimarahalli. (Fig.1)

All the ninety-two villages which come under the jurisdiction of these four chawky rearing centres were included for the present study (given in the over leaf).



- LEGEND**
- CHAWKY REARING CENTERS SELECTED FOR THE STUDY.
  - ▬ ARKAVATHI RIVER.
  - ▬ ROAD.

**FIG. 1. MAP SHOWING THE LOCALE OF THE STUDY.**

**Details of villages located around the selected chawky rearing centres**

<b>Chawky rearing centres (CRC)</b>	<b>Distance from Kanakapura Govt. cocoon market</b>	<b>Villages included in this CRC</b>	<b>Distance from CRC to village (km)</b>	<b>No. literate students selected</b>
<b>Mulubele</b>	<b>10 km</b>			<b>13</b>
		Koenur	4 km	3
		Heralagalli	4 km	10
		Hosadoddi	6 km	3
		Thigalara	3 km	8
		Hosahalli		
		Theranadoddi	3 km	11
<b>Aralalu</b>	<b>4 km</b>			<b>11</b>
		Chowkasandra	3 km	3
		Kanakapura	4 km	4
		Malagalu	5 km	6
<b>Bhikkanevadi</b>	<b>12 km</b>			<b>8</b>
		Doddanudavadi	3 km	6
		Thimmasandra	5 km	5
<b>Allimarehalli</b>	<b>10 km</b>			<b>6</b>
		Munusaraded		
		Doddi	4 km	9
		Malige Gowdane		
		Doddi	3 km	8
		Genalu	1 km	7
		Venkatappa		
		Doddi	2 km	3
		Sendekere	2 km	3
				<b>127</b>

**Total number of villages = 19**

e) Selection of respondents: Each chawky rearing centres maintained a list of sericulturists who visited these centres for technical information and rearing silk worms up to second instars. The respondents were selected from the list maintained by these chawky rearing centres on the basis of following criteria:

- 1) They should be literate.
- 2) They should sell their cocoons in the Government Cocoon Market, Kanekapuzha and
- 3) They should possess the magazine 'Keshma Kribbi'.

Based on these criteria, 127 sericulturists were selected as the respondents for the study from nineteen villages located around the four chawky rearing centers

### 3) Methods used for quantifying variables

The variables under socio-economic characteristics of the clientele were studied in the following ways:

a) age: The clientele were grouped into three categories according to their age as shown below:

<u>Category</u>	<u>Age</u>
Young	Below 30 years
Middle age	31 to 50 years
Old	51 and above

29

b) Education: Clientele were categorised with respect to their education level as follows:

Primary School Education

Middle School Education

High School Education

c) Farm sizes: The clientele who possess wet and/or garden lands were converted into standard acres by multiplying the extent of wet and garden lands by three [ Mysore Act 38 of 1966 (Part -B) pp 95- 96 section 2(A)(32) ].

The criteria adapted by Small Farmers Development Agency, Karnataka was employed for categorisation of farmers based on their possession of land in terms of equated acres of dry land. The categorisation, thus made was as follows:

<u>Category</u>	<u>Number of acres owned</u>
Tenants	0 acres
Marginal farmers	Less than 2.5 acres
Small farmers	2.5 to 5 acres.
Medium farmers	5 to 10 acres
Big farmers	more than 10 acres

d) organisational participations: It is the degree of involvement of clientele in organisational participation either as a member or office bearer in local formal organisations like Village Panchayat, Taluk Development Board, Cooperative Societies,

38

Farmers organisation (Ryot Sangha), Youth club and others.

The following procedures were adopted for quantifying the organisational participation.

<u>Items</u>	<u>Categories</u>	<u>Scores</u>
1	Not a member in any of the organisation	0
2	Member in any one of the organisation	1
3	Member in more than one organisation	2
4	Office bearer	3
5	Attendance at the meeting of the organisations:	
	Regularly	2
	Occasionally	1
	Never	0

Organisational participation was categorised as high, medium and low based on the mean  $\pm$  1 SD.

<u>Category</u>	<u>Score</u>
Low	Less than 1.8
Medium	1.8 to 4.2
High	more than 4.2

e) Mass media participation: With the intention of understanding the extent of mass media participation of the clientele, the following items were included. The scores assigned to these items are as follows:

**1. Purchase of news paper and Agricultural Magazines**

<u>Item</u>	<u>Scores</u>
a) Regularly	2
b) Occasionally	1
c) Not at all	0

**2. Readership of news paper and Agricultural Magazines**

<u>Items</u>	<u>Scores</u>
a) Regularly	2
b) Occasionally	1
c) Not at all	0

**3. Owning a radio**

<u>a) Items</u>	<u>Scores</u>
a) Yes	1
b) No	0

**4. Listening to radio krishi range programme**

<u>Items</u>	<u>Scores</u>
a) Regularly	2
b) Occasionally	1
c) Not at all	0

Mean values were calculated and ( $\bar{x}$  4.5) then mass media participation was categorised into low and high based on mean of below - mean as low category and above mean values as high category.

<u>Category</u>	<u>Scores</u>
a) Low	4.5 or below
b) High	Greater than 4.5

f) Reading habits: For the purpose of this study latest three issues of 'Reshmi Krishi' magazines (from November 1982 to January 1983) were selected. In all, there were thirty articles included in these three issues. All the three issues were shown to the respondents and asked them how many articles they had read from the three issues. Based on the number of articles read by the respondents, scores were assigned. The criteria used for assigning the score was as follows.

- 1 If the respondent read one article, he was given a score of one against that article
- 2 If he has not read the articles, the score assigned was zero.

Thus, each individual could get a score ranging from zero to thirty, depending upon the number of articles read by the respondent from the three issues selected for the study.

Reading habits was then assessed using the following formula:

$$\text{Reading habits Index} = \frac{\text{Scores obtained by the respondent}}{\text{Maximum score}} \times 100$$

Reading habits index score was then categorised into high, medium and low based on mean  $\pm$  1 SD.

<u>Categories</u>	<u>Index scores</u>
Low	21.92 and below
Medium	21.92 to 66.20
High	66.20 and above

33

g) Knowledge gained: Knowledge gained by the respondent was assessed as under:

1. All the thirty articles published in the latest three issues selected for the study was read by the researcher and abstracted (Appendix II).

2. Based on the articles read by the respondents, they were probed further to state the gist of the articles. If the gist stated by the respondents tallied with the abstract made by the researcher a score of one was assigned. A score was zero was given where the gist of the articles stated by the respondent was not tallied with the abstract.

Thus, an individual respondent could get a score ranging from zero to thirty depending upon the correct gist given on the articles published.

Knowledge index was then calculated by using the following formula:

$$\text{Knowledge Index} = \frac{\text{Obtained score}}{\text{Maximum score}} \times 100$$

The knowledge index score obtained by the respondent was categorised into high, medium and low based on mean  $\pm$  1 SD.

<u>Category</u>	<u>Index scores</u>
Low	12.9 and below
Medium	12.9 to 47.2
High	47.2 and above

24

h) Adoption index: The thirty articles published in the latest three issues of 'Rashmi Krishi' were placed before the sericultural experts of the University of Agricultural Sciences and Officers of the State Department of Sericulture. They were asked to indicate the articles which are worthwhile for adoption. These experts selected only eight articles out of thirty published in the magazine as worthy of adoption.

These eight articles were then placed before the respondents and assessed adoption level. If a respondent adopted any one of the practices suggested by the selected article, he was given a score of one, if not zero. Thus, the adoption score of each respondent ranges from zero to eight.

Adoption index was then calculated by using the following formula

$$\text{Adoption index} = \frac{\text{Total adoption score obtained}}{\text{maximum score}} \times 100$$

Adoption index score was then categorized arbitrarily as low, medium and high as under:

<u>Categories</u>	<u>Index scores</u>
Low	25.00 and below
Medium	25.00 to 30.00
High	50.00 and above

#### **4) Collection of data**

The farmers were interviewed with the help of structured schedule. The data were collected in the month of February and March, 1983.

#### **5) Analysis of data**

The data were then scored, tabulated and analysed with the help of suitable statistical technique.

#### **6) Statistical techniques used**

Chi-square test was employed to find out the association between the farmers reading habits and their socio-economic characteristics.

Goodman and Kruskal's coefficient 'Gamma' was employed to test the association of reading habits with knowledge and adoption level (Kozin, 1975).

The data on the preferences, opinions and suggestions of farmers were analysed with the use of simple percentages.

## **RESULTS**

## CHAPTER IV

### RESULTS

The results of the evaluation of 'Reshme Krishi' have been presented under the following heads:

- 1 Socio-economic characteristics of the clientele
- 2 Opinion of the clientele on 'Reshme Krishi'.
- 3 Attitude of the clientele towards 'Reshme Krishi'
- 4 Suggestions of the clientele on distribution and periodicity of 'Reshme Krishi'.
- 5 Knowledge gained by the clientele on reading 'Reshme Krishi'.
- 6 Association between socio-economic characteristics of the clientele and their reading habits.
- 7 Association of reading habits of the clientele with their knowledge and adaption.

#### 1. Socio economic characteristics of the clientele

The socio-economic characteristics of the clientele of 'Reshme Krishi' was studied in respect to (i) Age (ii) Education (iii) Occupation (iv) Farm size (v) Organizational participation and (vi) Mass media participation.

i. Age of the clientele: Table I gives the age group of the clientele. It could be seen from the table 44.09 per cent of the clientele belonged to middle age group, and 39.37 per cent of the clientele belonged to younger group. Thus, it

**Table I: Age of the clientele of 'Reshma Krishi'**

SL. No.	Age	Number	Per cent
1	Young	50	39.37
2	Middle age	56	44.09
3	Old age	21	16.54
<b>Total</b>		<b>127</b>	<b>100.00</b>

could be concluded that young and middle age group of farmers constituted the majority of the clientele of 'Reshma Krishi'.

**ii. Education of the clientele** : Table II shows the educational status of the clientele. As many as 37.80 per cent of the clientele had education up to primary school level and 31.50 per cent had up to middle school education, while 30.70 per cent of the clientele were having education up to high school and above. Thus, all the clientele of 'Reshma Krishi' had formal education.

**iii. Occupation of the clientele** : Table III summarises the main occupation and sub-sidiary occupation of the clientele. As evident from the table that 86.63 per cent were engaged in agriculture as their main occupation. A small percentage of the clientele had business (6.29) or Government employment (7.08) as their main source of income.

The table further indicated that majority of clientele (92.14) were engaged in sericulture as subsidiary occupation. Thus, it could be concluded that majority of the clientele had agriculture as their main occupation and sericulture as subsidiary source of income.

**Table II: Education of the clientele of 'Reshma  
Krishi'**

<b>Sl. No.</b>	<b>Education</b>	<b>Number</b>	<b>Per cent</b>
<b>1</b>	<b>Primary School education</b>	<b>48</b>	<b>37.80</b>
<b>2</b>	<b>Middle school education</b>	<b>40</b>	<b>31.50</b>
<b>3</b>	<b>High School education and above</b>	<b>39</b>	<b>30.70</b>
<b>Total</b>		<b>127</b>	<b>100.00</b>

Table III: Occupation of the clientele of 'Reshme Krishi'

Sl. No.	Type of occupation	Number	Per cent
<b>I. Main occupation</b>			
a.	Agriculture	110	86.63
b.	Business	8	6.29
c.	Government employment	9	7.08
		<b>127</b>	<b>100.00</b>
<b>II. Subsidiary occupation</b>			
a.	Sericulture	117	92.14
b.	Agriculture	6	4.72
c.	Business	4	3.14
<b>Total</b>		<b>127</b>	<b>100.00</b>

(More than one response is possible)

iv. Farm size of the clientele: Table IV indicates that only 10.72 per cent of clientele belonged to the big farmers category and 11.02 per cent of them were tenants. The other respondents fall in the category of either medium or small or marginal farmers. As much as 25.98 per cent were medium farmers, 14.17 per cent belonged to the groups of small farmers and the rest 18.11 per cent constituted marginal farmers. Thus, the majority of 'Reshma Krishi' clientele were marginal, small and medium farmers.

v. Organisational participation of the clientele: Table V shows the information about the organisational participation of the clientele. The data indicates that majority of the 'Reshma Krishi' clientele (55.92 per cent) had low organisational participation. Only 37.00 per cent of the clientele had medium level of organisational participation. Thus, it can be inferred that majority of clientele had medium or low level organisational participation.

vi. Mass media participation of the clientele: In respect of mass media participation of the clientele, the table VI shows that 63.78 per cent of the 'Reshma Krishi' clientele belonged to the low mass media participation, while 36.22 per cent of the clientele to the high mass media participation. Thus, the majority of the clientele belonged to the group 'low' mass media participation.

Table IV: Farm size of the clientele of 'Reshma  
Krishi'

Sl. No.	Size of the farm	Number	per cent
1	Tenants	14	11.02
2	Marginal farmers	23	18.11
3	Small farmers	18	14.17
4	Medium farmers	33	25.98
5	Big farmers	39	10.72
Total		127	100.00

**Table V: Organisational participation of the clientele of 'Reshma Krishi'**

<b>Sl. No.</b>	<b>Organisational participation</b>	<b>Number</b>	<b>Per cent</b>
<b>1</b>	<b>High</b>	<b>9</b>	<b>7.08</b>
<b>2</b>	<b>Medium</b>	<b>47</b>	<b>37.00</b>
<b>3</b>	<b>Low</b>	<b>71</b>	<b>55.92</b>
	<b>Total</b>	<b>127</b>	<b>100.00</b>



**Table VI : Mass Media participation of the clientele of 'Reshma Krishi'**

<b>Sl. No.</b>	<b>Media participation</b>	<b>Number</b>	<b>Per cent</b>
<b>1</b>	<b>High</b>	<b>46</b>	<b>36.22</b>
<b>2</b>	<b>Low</b>	<b>81</b>	<b>63.78</b>
	<b>Total</b>	<b>127</b>	<b>100.00</b>

## 2. Opinion of the clientele on 'Reshma Krishi'

Opinion of the clientele on 'Reshma Krishi' was examined on:

- i Timely receipts
- ii Cover page
- iii Usefulness of the articles
- iv Difficulties in understanding the articles
- v Extent of coverage of scientific articles

i. Opinion of the clientele on timely receipts of 'Reshma Krishi' : Table VII reveals the receiving pattern of 'Reshma Krishi' copies by the clientele. As many as 33.07 per cent clientele received the copies in time, and 34.65 per cent of them received the copies little late, however, 32.28 per cent of the clientele received the copies of 'Reshma Krishi' very late.

Thus, the data indicates that with the exception of 33.07 per cent, the majority of the clientele were not receiving 'Reshma Krishi' copies in time.

ii. Opinion of the clientele on cover page of 'Reshma Krishi': Table VIII presents the opinion of the clientele on attractiveness of the cover page of 'Reshma Krishi'. Majority of them stated that the cover page was either very

**Table VII : Opinion of the clientele on timely receipts of 'Rashme Krishi' copies**

<b>Sl. No.</b>	<b>Receipts</b>	<b>Number</b>	<b>Per cent</b>
<b>1</b>	<b>Received in time</b>	<b>42</b>	<b>33.07</b>
<b>2</b>	<b>Received little late</b>	<b>44</b>	<b>34.65</b>
<b>3</b>	<b>Received very late</b>	<b>41</b>	<b>32.28</b>
<b>Total</b>		<b>127</b>	<b>100.00</b>

**Table VIII: Opinion of the clientele on the cover page of 'Reshma Krishi'**

<b>Sl. No.</b>	<b>Opinion</b>	<b>Number</b>	<b>Per cent</b>
<b>1</b>	<b>Very attractive</b>	<b>74</b>	<b>58.28</b>
<b>2</b>	<b>Attractive</b>	<b>31</b>	<b>24.41</b>
<b>3</b>	<b>Not attractive</b>	<b>6</b>	<b>4.72</b>
<b>4</b>	<b>Undecided</b>	<b>16</b>	<b>12.59</b>
<b>Total</b>		<b>127</b>	<b>100.00</b>

attractive or attractive (58.28 per cent and 24.41 per cent respectively), only a little per cent (4.72) of the respondents stated that the page was not attractive, while, the others (12.59 per cent) could not state any opinion on the cover page.

iii. Opinion of the clientele on the usefulness of articles published in the 'Reshma Krishi' : The magazine 'Reshma Krishi' is publishing series of articles under the following captions:

- 1 'Kiriyaara Puta' (page for youngsters)
- 2 'Chevadi Churchhe' (Discussion in community hall)
- 3 'Bethalan Bhaktharigagi' (for devotees of demon-Bethala)
- 4 'Samasya Samadana' (Problems and solutions)
- 5 Rythara Anubhava Mathu Abhipraya (Farmers experience and their opinion)

In addition to these serials the magazine is publishing: Vyjananika Lakanagalu; (General articles) and Marukatte Dhazane (Present market rates).

The clientele were asked to give their opinion on the articles published under each of these captions and their opinions are presented in table IX. It is evident that the majority of the clientele felt that the articles under the caption 'Kiriyaara Puta', 'Chevadi Churchhe' and 'Bethalana

Bhaktharigagi" were not at all useful' to them (85.61, 77.95 and 81.88 per cent respectively).

In case of articles under the "Samsye Samadana" 58.06 per cent of clientele stated that the articles under this caption were 'not at all useful' to them. However, the rest 52.00 per cent opined that the articles were either 'useful' (31.50 per cent) or 'Very useful' (9.44 per cent). On other hand 68.50 per cent of clientele stated that 'Vyganika Lekana-galu were either 'Very useful' or 'useful' to them (23.62 per and 44.88 per cent respectively). While the remaining 31.50 per cent opined that the articles were 'not at all useful' to them.

Similarly majority of the clientele 53.53 per cent stated that the articles under the caption Ryathara Anubhava Mathu Abhipraya" as either very useful or useful to them (7.87 per cent 45.66 per cent respectively).

Nearly half of the clientele (49.60 per cent ) stated that information on "Marukatte Dharane" was not at all useful, While the others felt that this information was either 'Useful' or 'Very Useful' .

Thus, it can be inferred that majority of the clientele clientele opined that articles 'Kiriyaara Puta', 'Chavadi Churche' and 'Bethalana Bhaktharigagi" were 'not at all useful' to them.

Table IX: Opinion of the clientele on usefulness of the articles published in the 'Reehme Kriahi'.  
(n = 128)

Sl. No.	Articles	Level of Usefulness					
		Very useful		Useful		Not so all useful	
		Number	Per cent	Number	Per cent	Number	Per cent
1	Kriyaza Puta	6	4.73	11	8.66	110	86.61
2	Chevadi Churche	77	5.52	21	16.53	99	77.95
3	Bethelane Bhaktharigagl	5	3.95	18	14.17	104	81.88
4	Samsaye Mathu Samadane	12	9.44	40	31.50	75	58.06
5	Vyjananika Lakanagalu	30	23.62	57	44.88	40	31.50
6	Ryothana Anubhava Mathe Abhipriya	10	7.87	58	45.66	59	46.45
7	Mazukatto dharane	8	6.31	56	44.09	63	49.60

While the other articles namely 'Samaaya Samadhana', 'Vyjananika Lekanagalu', 'Ryathara Anubhava Mathu Abhipraya' and 'Marukatte Dharane' were found as 'useful'.

iv. Opinion of the clientele on the difficulty in understanding the articles published in 'Reshma Krishi' : As stated in the earlier presentation the 'Reshma Krishi' has five serials, besides the articles on 'Vyjananika Lekanagalu' and 'Marukatte Dharane' were being published in 'Reshma Krishi'. As could be seen from the table X that nearly sixty per cent or more stated that all the articles published in 'Reshma Krishi' were 'easy' to understand. As many as 81.09 per cent stated that 'Kiriyaara Puta' was 'easy' to understand. About 70 to 79 per cent clientele stated that articles, namely, 'Chavadi Churcha', 'Samaaya Samadhana', 'Ryathara Anubhava Mathu Abhipraya' and 'Marukatte Dharane' and other articles could be easily understood by them.

Although 63.77 per cent and 59.82 per cent stated that 'Vyjananika Lekanagalu' and 'Chavadi Churcha' were 'easy' to comprehend; more than thirty five per cent of clientele felt these articles were 'difficulty' to grasp.

Thus, the overall opinion of majority of the clientele on the articles published in 'Reshma Krishi' were 'easy' to understand.



**Table X : Opinion of the students on difficulties in understanding of the articles published in 'Rashma Krihi' (n=127)**

Sl. No.	Articles	Understanding level of articles			
		Easy		Difficult	
		Number	percent	Number	per cent
1	Kriyara Puta	103	81.09	24	18.91
2	Chavadi Churcho	76	59.82	51	40.18
3	Bethelane Bhaktherigegi	101	79.53	26	20.47
4	Sameeye Samadana	100	78.13	27	21.27
5	Vyjanika Lekenagalu	81	63.77	46	36.23
6	Ryothara Amubheva Mathu Abhipraya	101	79.53	26	20.47
7	Marukette dharane	91	71.65	36	28.35

v. Opinion of the clientele on the extent of coverage of scientific articles published in 'Reshma Krishi': The Scientific articles are broadly categorised as (i) Techniques of Mulberry production and (ii) Techniques of rearing silk worms. In respect of mulberry cultivation practices, Table XI shows that more than half of the respondents (51.18 per cent) felt that the information on 'Varieties of Mulberry' crop was not 'adequately' covered. Nearly sixty per cent (59.85 per cent) of them said that the coverage of information 'Intercultural Operation' was 'not adequate' and as many as 61.43 per cent felt that the information on 'Pests and Diseases Control of Mulberry crop' was 'not adequately' dealt with.

However, the trend looks to be different in case of articles covered under the 'Techniques of rearing silk worm'. As many as 60.62 per cent of the clientele felt that information on 'Disease free layings' (seeds) were 'adequately' covered. Similarly, majority of the respondents felt 'adequate' coverage of articles on 'Rearing equipments' (80.31 per cent 'Methods of rearing silk worms' (84.26 per cent), and 'Pests and disease control of silk worms' (85.04 per cent).

Thus, it can be inferred that majority of the clientele felt that articles covered under 'Techniques of Mulberry production' were 'not adequately covered; while, articles under 'Techniques of rearing silk worms' were 'adequately' dealt with.

**Table XI: Opinion of the clientele on extent of coverage of scientific articles published in 'Rashma Krichi' (n = 127)**

Sl. No.	Scientific articles	Information coverage			
		Adequate		Not adequate	
		Number	Per cent	Number	Per cent
<b>1. Techniques of mulberry production</b>					
a.	Varieties of mulberry	62	48.82	65	51.18
b.	Intercultural operation	51	40.15	76	59.85
c.	Pests and disease control of mulberry	49	38.57	78	61.43
<b>2. Techniques of rearing silk worms</b>					
a.	Disease free layings (seeds)	77	60.62	50	39.38
b.	Rearing equipments	102	80.31	25	19.69
c.	Methods of rearing	107	84.26	20	15.74
d.	Pests and disease control of silk worms	108	85.04	19	14.96

### 3. Attitude of the clientele towards 'Reshme Krishi'

The attitude of the clientele towards the articles published in 'Reshme Krishi' are presented in the following headings:

- i Extent of reading 'Reshme Krishi' by the clientele.
- ii Extent of reading different articles published in 'Reshme Krishi'.
- iii Preservation of copies of 'Reshme Krishi' by the clientele for future use.

#### i. Extent of reading 'Reshme Krishi' by the clientele:

It is evident from the table XII that only 10.24 per cent of the clientele had read all the issues completely and only 27.56 per cent of them read all the issues partly. On the contrary, majority of the clientele (62.20 per cent) stated that they have not read all the issues. As many as 15.74 per cent stated that they have read few issues completely, while, the remaining 46.46 per cent stated that they have read few issues partially.

ii. Extent of reading different articles published in 'Reshme Krishi': Table XIII presents the extent of reading different articles of 'Reshme Krishi' by its clientele that majority of them have read articles on "Samasye Samadana",

**Table XII: Extent of reading 'Roshni Krishi' by the clientele**

<b>Sl. No.</b>	<b>Extent of reading</b>	<b>Number</b>	<b>Per cent</b>	<b>Rank</b>
<b>1</b>	<b>Read all the issues completely</b>	<b>13</b>	<b>10.24</b>	<b>IV</b>
<b>2</b>	<b>Read all the issues partly</b>	<b>35</b>	<b>27.56</b>	<b>II</b>
<b>3</b>	<b>Read few issues completely</b>	<b>20</b>	<b>15.74</b>	<b>III</b>
<b>4</b>	<b>Read few issues partly</b>	<b>59</b>	<b>46.46</b>	<b>I</b>
<b>Total</b>		<b>127</b>	<b>100.00</b>	

'Vyjananika Lekanagalu', Ryathara Anubhava Mathu Abhipraya' and 'Marukatte Dharane' either regularly or occasionally. On the other hand articles under the captions 'Kiriyaara Puta', 'Chevadi Chuzha' and 'Bethalana Bhaktharigagi' were not at all read by more than 48 per cent of the clientele. Further, it is interesting to note that more than 70 per cent of the participant read 'Vyjananika Lekanagalu' either 'Regularly' or 'Occasionally' (16.54 and 56.69 per cent respectively). A similar percentage of the clientele also stated that they have read 'Marukatte Dharane' either 'regularly' or 'Occasionally' (12.60 and 39.84 per cent respectively). Although 42.53 per cent of them stated that they were not at all read 'Samasye Samadana'. The remaining of them stated that they were reading these articles either 'regularly' or 'occasionally'.

iii. Preservation of copies of 'Reshme Krishni' by the clientele for future use: Table XIV summarizes the attitude of the clientele in preserving copies of 'Reshme Krishni'. The data reveals that 14.17 per cent of the clientele preserved all the copies of the 'Reshme Krishni' and as many as 44.09 per cent preserved few copies of this magazine. However, 41.74 per cent stated that they have not preserved any copies at all. On the whole it can be inferred that majority of the clientele (68.2 per cent) preserved either all or few copies of 'Reshme Krishni'.

Table XIII: The extent of reading different articles published in ' Reshme Krishni'  
(n = 127)

Sl. No.	Type of articles	Reading habits					
		Regularly		Occasionally		Not at all	
		Number	Per cent	Number	Per cent	Number	Per cent
1	Kiriyara puta	13	10.23	46	36.23	68	53.54
2	Chavadi Churche	20	15.75	47	37.60	62	48.75
3	Bethalane Bhekthari-gagi	16	12.59	46	36.23	65	51.18
4	Samasye Samadana	24	18.89	49	38.50	54	42.53
5	Vyjananika Lekanagalu	21	16.54	72	56.69	34	26.77
6	Ryothana Anubhave Mathu Abhipraya	26	20.47	56	44.09	45	35.44
7	Marukette Dharane	16	12.60	76	59.84	35	27.56

**Table XIV: Preservation of copies of 'Rashmi Krishi  
by the clientele for future use**

<b>Sl. No.</b>	<b>Preservation</b>	<b>N</b>	<b>Per cent</b>
<b>1</b>	<b>Preserved all the copies</b>	<b>18</b>	<b>14.17</b>
<b>2</b>	<b>Preserved few copies</b>	<b>56</b>	<b>44.09</b>
<b>3</b>	<b>Not preserved</b>	<b>53</b>	<b>41.74</b>
<b>Total</b>		<b>127</b>	<b>100.00</b>

**4. Suggestions of clientele on distribution and periodicity of 'Reshma Krishi'**

Suggestions on distribution of the magazine 'Reshma Krishi' is presented in the Table XV. The data indicates that majority of them preferred to get their copies through the 'Chawky rearing centres'. Distribution of copies through the Government CoceonMarket was suggested as the next best alternative. The Village Panchayat Chairman was preferred as third alternative way for improving the distribution. As many as 12.59 per cent stated that the magazines may be distributed through Agricultural Assistants.

Table XVI shows the suggestions on the periodicity of 'Reshma Krishi' by its clientele. This magazine is being published at monthly interval. Nearly sixty per cent (59.82 per cent) of the clientele preferred 'Reshma Krishi' to be published as monthly magazine only. However, 22.04 per cent wanted it to be as weekly; While, 7.89 per cent stated that the magazine be published as fortnightly and/or quarterly. Only 2.36 per cent stated that they want the magazine be published as half yearly.

**5. Knowledge gained by the clientele on reading 'Reshma Krishi'**

Table XVII presents the extent of knowledge gained by the clientele on reading 'Reshma Krishi'. As high as 60.62 per cent of the clientele gained 'medium' knowledge. About

**Table XV: Suggestions on distribution system of 'Reehma  
Krishi'**

<b>Sl. No</b>	<b>Distribution through</b>	<b>Number</b>	<b>Per cent</b>	<b>Rank</b>
1	News paper agency	5	3.93	VI
2	Bus stand vendors	2	1.57	VII
3	Agriculture Assistants	16	12.59	IV
4	Village Panchayat Chairmen	27	21.35	III
5	Co-operative Societies	6	4.72	V
6	Government cocoon market	30	23.62	II
7	Chauky rearing centers	41	32.22	I
<b>Total</b>		<b>127</b>	<b>100.00</b>	

**Table XVI: Suggestions on the periodicity of 'Reshma  
Krishi'**

<b>Sl. No.</b>	<b>Periodicity</b>	<b>Number</b>	<b>Per cent</b>	<b>Rank</b>
<b>1</b>	<b>Weekly</b>	<b>28</b>	<b>22.04</b>	<b>II</b>
<b>2</b>	<b>Fortnightly</b>	<b>10</b>	<b>7.89</b>	<b>III</b>
<b>3</b>	<b>Monthly</b>	<b>76</b>	<b>59.82</b>	<b>I</b>
<b>4</b>	<b>Quarterly</b>	<b>10</b>	<b>7.98</b>	<b>III</b>
<b>5</b>	<b>One in six months</b>	<b>3</b>	<b>2.36</b>	<b>IV</b>
<b>Total</b>		<b>127</b>	<b>100.00</b>	

**Table XVII: Knowledge gained by the clientele on reading 'Rashme Krishi'**

<b>Sl. No.</b>	<b>Extent of knowledge gained</b>	<b>Number</b>	<b>Per cent</b>
<b>1</b>	<b>Low</b>	<b>27</b>	<b>21.25</b>
<b>2</b>	<b>Medium</b>	<b>77</b>	<b>60.62</b>
<b>3</b>	<b>High</b>	<b>23</b>	<b>18.13</b>
	<b>Total</b>	<b>127</b>	<b>100.00</b>

21.25 per cent of the clientele gained 'low' knowledge. While only 18.13 per cent had 'high' knowledge gained on reading 'Reshme Krishi'. Thus, it can be concluded that more than sixty per cent of the clientele had gained 'medium' level of knowledge by reading 'Reshme Krishi'.

**6. Association between socio-economic characteristics of the clientele and their reading habits**

**i. Association between age and reading habits of the clientele:** Table XVIII(A) indicates the association between reading habits of the clientele and their age category, namely, young, middle and old. The expected frequency of two cells in contingency table was less than five. Therefore, the observed frequency under old age category was combined with middle age group [Table XVIII(B)]. The Chi-square test was then applied which indicated non-significant association between age of the clientele and their reading habits.

**ii. Association between education and reading habits of the clientele :** Reading habits were examined in association with the educational level of the clientele and the data is presented in the table XIX. Chi-square test was applied which showed a highly significant association between the education level of the clientele and their level of reading habits.

Table XVIII(A): Association between age and reading habits by the clientele  
(n = 127)

Sl. No.	Age	Reading habits			
		High	Medium	Low	Total
1	Young	10 (20.00)	31 (62.00)	9 (18.00)	50 (100.00)
2	Middle	11 (19.64)	34 (60.72)	11 (19.64)	56 (100.00)
3	Old	2 (16.89)	14 (62.34)	5 (20.27)	21 (100.00)
Total		23 (18.11)	79 (62.21)	25 (19.68)	127 (100.00)

(Figures in the parenthesis indicates the percentage)

**Table XVIII(B) : Association between age and reading habits of the clientele**

**(n = 127)**

Sl. No.	Age	Reading habits			
		High	Medium	Low	Total
1	Young	18 (20.00)	31 (62.100)	3 (18.00)	52 (100.00)
2	Old	13 (16.89)	48 (62.34)	16 (20.77)	77 (100.00)
Total		23 (18.11)	79 (62.21)	25 (19.68)	127 (100.00)

d.f. = 2       $\chi^2 = 1.12$       Not significant

(Figures in the parenthesis indicates the percentage)

**Table XIX : Association between education and reading habits  
of the clientele**  
(n = 127)

Sl. No.	Education	Reading habits			
		High	Medium	Low	Total
1	Primary education	6 (92.50)	27 (56.25)	15 (31.25)	48 (100.00)
2	Middle School education	5 (12.50)	27 (67.50)	8 (20.00)	40 (100.00)
3	High school and above	12 (30.76)	25 (64.12)	3 ( 5.12)	39 (100.00)
<b>Total</b>		<b>23</b> (18.11)	<b>79</b> (62.21)	<b>25</b> (19.68)	<b>127</b> (100.00)

d.f = 4     $\chi^2 = 14.09$     \*\* Significant

(Figures in the parenthesis indicates the percentage)

Further the table indicates that, in case of clientele who had high school or above education, as many as 30.76 per cent had 'high' reading habits, while only 5.12 per cent belonged to the 'low' reading habits. A reverse trend was seen in case of clientele who had primary education. Here, as many as 31.25 per cent had low reading habits and only 12.50 per cent had high reading habits.

iii. Association between farm size and reading habits of the clientele : Table XX(A) summarises the association between farm size of the clientele and their reading habits, since, more than 20 per cent of the cells in the contingency table was having expected frequency less than five, the observed frequency of the tenants as well as marginal farmers were combined with the small farmers. The observed frequency of medium farmers were clubbed with the observed frequency of big farmers in order to meet the Chi-square requirement. The data was then re-arranged in the form 3 x 2 contingency table [Table XX(B)]. The Chi-square test was then applied, which indicated a significant association between farm size and reading habits at 5 per cent level of probability. Further, the table shows that as many as 23.62 per cent of big farmers had high reading habits. While 12.50 per cent of the farmers in this category had low reading habits. On the contrary a reverse trend was seen in case of small farmers. Whereas 29.09 per cent had low reading habits and only 10.91 per cent had high reading habits.

**Table XX(A): Association between farm size and reading habits of the clientele**

(n = 127)

Sl. No.	Farm size	Reading habits			
		High	Medium	Low	Total
1	Tenants	2 (14.28)	9 (64.29)	3 (21.43)	14 (100.00)
2	Marginal Farmers	2 (8.70)	14 (60.86)	7 (30.44)	23 (100.00)
3	Small Farmers	2 (11.11)	18 (55.55)	6 (33.34)	18 (100.00)
4	Medium Farmers	6 (18.18)	22 (66.66)	5 (15.16)	33 (100.00)
5	Big Farmers	11 (20.20)	24 (61.54)	4 (10.26)	39 (100.00)
<b>Total</b>		<b>23</b> (18.11)	<b>79</b> (62.21)	<b>25</b> (19.68)	<b>127</b> (100.00)

Figures in the parenthesis indicates the percentage

**Table XX(B) : Association between farm size and reading habits of the clientele (n = 127)**

Sl. No.	Farm size	Reading habits			
		High	Medium	Low	Total
1	Small Farmer	6 (10.95)	33 (60.00)	16 (29.09)	55 (100.00)
2	Big farmer	17 (23.62)	46 (66.88)	9 (12.50)	72 (100.00)
Total		23 (18.11)	79 (62.21)	25 (19.68)	127 (100.00)

d.f = 2  $X^2 = 7.99$  \*Significant at 0.05 per cent level

(Figures in the parenthesis indicates the percentage)

iv. Association between organisational participation and reading habits of the clientele : Table XXI(A) reveals the relationship between organisational participation of the clientele and their reading habits. Since, more than 20 per cent of the cells in the contingency table was having expected frequencies less than five, the observed frequencies of 'medium' organisational participation was combined with 'high' organisational participation in order to meet the Chi-square requirement. The data was then re-arranged into 3 x 2 contingency table [Table XXI(B)]. The Chi-square test indicated the association between the organisational participation and reading habits was significant at 0.5 per cent level.

The table further shows that 25 per cent of the respondents who had high level organisational participation were also had high reading habits. In this category only 10.72 per cent had low reading habits. A reverse trend is seen in the case of participant who had low level of organisation participation, wherein 26.77 per cent had low reading habits and only 10.67 per cent had high reading habits.

v. Association between mass media participation and reading habits of the clientele : Table XXII reveals the reading habits of clientele in relation to their mass media participation. The Chi-square test applied for this data shows that the association was not significant.

**Table XXI(A): Association between organisational participation and reading habits of the clientele (n=127)**

Sl. No.	Organisational participation	Reading habits			Total
		High	Medium	Low	
1	High	2 (22.22)	6 (66.63)	1 (11.11)	9 (100.00)
2	Medium	12 (25.93)	30 (63.82)	5 (10.65)	47 (100.00)
3	Low	9 (12.67)	43 (60.56)	19 (26.77)	71 (100.00)
Total		23 (18.11)	79 (62.21)	25 (19.68)	127 (100.00)

(Figures in the parenthesis indicates the percentage)

**Table XXI(B): Association between organisational participation and reading habits of the clientele**  
(n = 127)

Sl. No.	Organisational participation	Reading habits			Total
		High	Medium	Low	
1	High	14 (25.00)	36 (64.28)	6 (10.72)	56 (100.00)
2	Low	9 (12.67)	43 (60.56)	19 (26.77)	71 (100.00)
	Total	23 (18.11)	79 (62.20)	25 (19.68)	127 (100.00)

d.f. = 2       $\chi^2 = 6.78^*$       Significant at 0.05 per cent level

(Figures in the paranthesis indicates the percentage)

**Table XXII: Association between mass media participation and reading habits of the clientele**  
(n = 127)

Sl. No.	Mass media participation	Reading habits			Total
		High	Medium	Low	
1	High	11 (23.92)	30 (65.92)	5 (10.86)	46 (100.00)
2	Low	12 (14.82)	49 (60.49)	20 (20.69)	81 (100.00)
	Total	23 (81.11)	79 (62.21)	25 (19.68)	127 (100.00)

d.f. = 2       $\chi^2 = 4.26$       Not significant

(Figures in the parenthesis indicates the percentage)

**7. Association of reading habits of the clientele with their knowledge and adoption**

**i. Association between reading habits and knowledge gained by the clientele :** Table XXIII presents data relating to the degree of association between level of reading habits and knowledge gained by the clientele. Since, the reading habits and knowledge level were measured at ordinal level, Goodman and Kruskal's coefficient 'Gamma' was employed (Korin, 1975). The coefficient 'Gamma' was 0.0290, indicating that the association between reading of 'Reshma Krishi' and gain in knowledge was positive.

**ii. Association between reading habits and adoption of improved sericulture practices by the clientele :** Table XXIV summarises the degree of association between reading habits and adoption. The reading habits and adoption was measured at ordinal level. Hence, Goodman and Kruskal's coefficient 'Gamma' was used (Korin, 1975). The coefficient 'Gamma' was 0.1449, thus, indicating that the association between reading habits and adoption of improved sericulture practices was positive.

**Table XXIII: Association between reading habits and knowledge gained by the clientele**  
(n = 127)

Sl. No.	Knowledge gained	Reading habits			
		High	Medium	Low	Total
1	High	7	9	7	23
2	Medium	11	54	12	77
3	Low	8	16	6	27
	<b>Total</b>	<b>23</b>	<b>79</b>	<b>25</b>	<b>127</b>

Gamma = 0.0290

**Table XXIV : Association between reading habits and adoption of improved sericulture practices by the Clientele**

Sl. No.	Reading habits	Adoption			Total
		High	Medium	Low	
1	High	6	2	15	23
2	Medium	3	29	47	79
33	Low	2	5	18	25
<b>Total</b>		<b>11</b>	<b>36</b>	<b>80</b>	<b>127</b>

**Gamma = 0.1449**

## **DISCUSSION**

## CHAPTER V

### DISCUSSION

In this chapter, results of the study are discussed under the same heads as in the chapter four.

#### 1. Socio-economic characteristics of the clientele

i. Age of clientele: The table I depicts the age group of the clientele. Majority of them belonged to young and middle age group. Only 16.54 per cent of its clientele were in old age group. The possible reason that the old people would like to follow only the traditional practices inherited from their fore-fathers. Further, they may suspect any new practices as it involves an element of risk. The findings of this study were in line with Wilson and Gallup (1954), William (1981) and Nanjnappa (1982).

ii. Education of the clientele: Table II reveals that all the clientele of 'Reshma Kriahi' had formal education. The findings of the previous study by Mishra (1969), Lawrence (1970) and Khandekar (1975) also reported that majority of the respondents of printed media were literates.

This trend was due to the sampling method followed in this study. The respondents selected for this study were only literates.

iii. Occupation of the clientele: It is evident from the table III that majority of the clientele were having agriculture as their main occupation and sericulture as subsidiary occupation.

Majority of the clientele were having dry land and some of them were having irrigated land. Since, mulberry cultivation is highly remunerative and can be adopted to, irrespective of land size, majority of them had taken up staple food crops in dry land and mulberry as subsidiary enterprise.

iv. Form size of the clientele : Table IV reveals that the majority of the clientele of 'Reshma Krishi' were belonged to big or medium farmers category. This finding confirms with the findings of Anderson and Ryon (1943), Rahudkar (1967), Gwyn and Hodg (1968) and Oliver (1971). It is interesting to note that even small, marginal farmers and tenants were also the clientele of 'Reshma Krishi'. This trend might be due to the fact that purchase of 'Reshma Krishi' was made compulsory to all the sericulturists who sell their cocoons in the Government cocoon markets.

v. Organisational participation of the clientele : Table V indicates that, with the exception of 7.08 per cent the others belonged to medium or low level organisational participation. The reasons might be that nearly 70.0 per cent of the

clientele were either medium, small, marginal and tenants. These farmers, normally keep themselves busy in their day-to-day operations and as such they find very little time to spare to participate in organisational activities. This finding is in line with the findings of Oliver et al.(1975).

vi. Mass media participation of the clientele: It is evident from the table VI that the majority of the clientele (63.78 per cent) had low mass media participation. The reasons might be that majority of these clientele belonged to the medium, small, marginal and tenant categories. Owing to their lower socio-economic status it may not be possible for them to subscribe for news paper or to own a radio. Their farm operation and silk worm rearing keep them so busy that they find very little time either to read news paper or to listen to radio. The findings of the present study confirms the findings of Nanjappa (1982).

## 2 Opinion of the clientele on 'Reshma Krishi'

Opinion of the clientele on the magazine 'Reshma Krishi' was elicited in respect of

- i Timely receipts
- ii Cover page
- iii Usefulness of the articles
- iv Difficulties in understanding the articles
- v Extent of coverage of scientific articles

i. Opinion of the clientele on timely receipts of 'Reshme Krishi' : From the table VII it is evident that majority of the clientele (67.72 per cent) receive the copies of the 'Reshme Krishi' either late or very late. The copies of 'Reshme Krishi' are normally distributed through the Government Cocoon Markets and the clientele were getting these copies only when they sell their cocoons in the market. Majority of these clientele were only the buyers but not the subscribers.

ii. Opinion of the clientele on cover page of 'Reshme Krishi' : The findings presented in table VIII reveals that majority of the clientele (82.69 per cent) stated that the cover page of 'Reshme Krishi' was either 'very attractive' or 'attractive'. The cover page of the 'Reshme Krishi' is normally having either good quality coloured photographs or coloured illustrations with good caption to attract the attention of the farmers and to develop interest in purchasing the magazine. (Rao and Kherade, 1968; Patel and Patel, 1972)

iii. Opinion of the clientele on the usefulness of articles published in 'Reshme Krishi' : It is evident from the table IX that the majority of clientele felt that articles under the caption 'Kiziyara Puta', 'Chavadi Church'

and 'Bethalana Bhaktharigagi' were 'not at all useful' to them. The probable reason for their opinion might be that these articles are of general nature and sometime in the form of small stories which are not directly pertaining to the sericultural vocation.

More than fifty per cent of the clientele stated that the article on 'Samasye Samadana' was 'not at all useful', while the rest felt that it was 'useful'. The plausible reason might be that the information under the caption 'Samasye Samadana' is normally dealt with specific problems and solutions pertaining to the sericultural vocation. Some times depending upon the nature of the problem, the solutions were repeatedly reported in different issues. The repetition of the same information in variety of ways may cause boredom. This might have resulted in stating by nearly half of the clientele that the articles under this caption was 'not at all useful'.

Most of the clientele opined that the information published on 'Vyjananika Lekanagalu', 'Rythara Anubhava Mathu Abhipraya' and 'Mazukatte Dharana' were either 'useful' or 'very useful'.

'Vyjananika Lekanagalu' normally deals with technical guidance on cultivation aspects of mulberry crop and rearing of silkworms.

Articles on 'Rythara Anubhava Mathu Abhipraya' generally deals with success stories of farmers and practical hints in overcoming some of the problems faced by the farmers. Since, these articles are dealing with real experiences of farmers the readers felt these articles as 'useful'.

In case of 'Marukatte Dharane' the current prices offered in different markets based on the quality of cocoon are dealt with. Some of the progressive farmers would like to take the advantage of the price variation prevailing in the different cocoon markets. Majority of clientele were medium, small, and marginal farmers, due to their lower socio-economic status and urgency for money to meet their immediate needs, they normally sell their cocoons in the nearby market. Probably for this reason fifty per cent of the clientele stated that the information on 'Marukatte Dharane' were 'not at all useful' to them.

iv. Opinion of the clientele on the difficulty in understanding the articles published in 'Reshme Krishni': A critical perusal of table X indicates that majority of the clientele felt that the articles published in 'Reshme Krishni' were 'easy' to read and understand. Particularly articles under the serials 'Kiriyaara Puta', 'Bethalana Bhaktharigagi', 'Samasye Samadana'; 'Rythara Anubhava Mathu Abhipraya' and 'Marukatte Dharane' were found to be relatively 'easy' to

understand by more than seventy per cent of the clientele. One plausible reason might be that these articles normally are dealing with general and specific interest of the readers. In these articles very few scientific terms or abstract words were used.

In case of 'Vyjananika Lekanagalu' and 'Chavadi Churche', nearly forty per cent of them stated that these articles were difficult to understand, though the 'Vyjananika Lekanagalu' and 'Chavadi Churche' deals with the subject of specific interest to sericulturists. Some of the scientific terms which are not easy to comprehend were invariably used. This might have made the clientele to state that the articles were difficult to understand. This findings is in agreement with the study conducted by Keuz (1978).

v. Opinion of the clientele on the extent of coverage scientific articles published in 'Reshma Krishi' : The information published on scientific articles are broadly categorised into two groups namely (i) Techniques of mulberry production and (ii) Techniques of rearing silk worms.

The data of table XI reveals the opinion on the coverage of 'Scientific articles'. More than eighty per cent of the clientele stated that, articles under the 'Techniques of rearing silk worms', namely, 'Rearing equipments', 'Methods of rearing'

and 'pests and disease control of silk worms' was 'adequately' covered. In case of 'Disease free layings' (seed) sixty per cent of the clientele stated that the coverage of information was 'adequate'. Recently silk worm production faced the menace of Uzzi-flies which devastated the entire cocoon production in Karnataka State and as a result of this, the magazine 'Reshma Krishi' was concentrated on providing information on techniques of control the menace of Uzzi-flies. This might have made the clientele to state that the information on silk worm rearing was covered 'adequately'.

In case of 'Techniques of mulberry production' more than fifty per cent of the clientele felt that 'New varieties of mulberry crop', 'different techniques of intercultural operation' and 'Pests and disease control' were 'not adequately' covered. The probable reasons might be the following. The varieties M-5 and Kanva-2 are the only two improved varieties at present available to the farmers and majority of them had already adopted these varieties. Other new varieties are yet to come from the research stations. Even in the case of 'Intercultural operations' new techniques that are already recommended by the Department of Sericulture were already been taken up by the majority of farmers. 'Pests and disease control of mulberry' is another area which is of great concern to sericulturists. Since the leaves are fed to the silk worms, farmers are not inclined to use any insecticide, however,

the chemicals are effective in controlling the pests and diseases of mulberry, the farmers fears that the chemical may cause damage to the worms. These farmers are in need of information on controlling pests and diseases through cultural practices which devoid using any poisonous insecticides. Probably for these reasons nearly fifty per cent of them stated that information on mulberry cultivation was 'not adequately' covered.

### 3. Attitude of the clientele towards 'Reshme Krishi'

The attitude of the clientele towards the magazine was examined in two dimensions, namely, extent of reading the magazine and preservation of copies of 'Reshme Krishi'.

#### 1. Extent of reading 'Reshme Krishi' by the clientele:

Table XII reveals that only 10.24 per cent had read all the issue completely, while 15.74 per cent of them stated that they had ready few issues completely. The rest of them had read the issues partly. The magazine 'Reshme Krishi', includes variety of articles of interests to all categories of farmers. Since majority of the clientele range from medium to tenant farmers they find very little time to read all the articles in the magazine. Further, it is evident from the table IX that all articles were not perceived as useful to them. Consequently they might have read only those articles which are of immediate use to them.

**ii. Extent of reading different articles published in**

**'Reshma Krishi':** The figures in the table XIII further indicates that majority of the clientele were reading articles under the caption 'Vyjananika Lakanagalu', 'Samasye Samadana', 'Rythara Anubhava Mathu Abhipraya' and 'Marukatte Dharana' either 'regularly' or 'occasionally'. On the other hand nearly half of the clientele stated that they were 'not at all reading' articles under the caption 'Kiriyaara Puta', 'Bethalana Bhaktharigagi' and 'Chavadi Churcha'. The reasons were obvious as could be seen from the table IX. The reasons stated in sub-head 2 (iii) holds good as the reasons for this attitude. The analogy, that the useful articles read with interest applies here also (Jayaram, 1980).

**iii. Preservation of copies of 'Reshma Krishi' by**

**the clientele for future use :** The data presented in the table XIV indicates that only 58.26 per cent of the clientele had preserved either all copies or few copies for their future use, while the rest did not preserve any copies. It is generally observed that a section of literate people in the community preserve all the issues irrespective of their usefulness to them. This, they do on philanthropic attitude, that the issues may be of some useful to them or to the others in near future (Gwyn and Hodge, 1968). Another section of literate people have tendency to preserve only those issues which contains useful information that can be tried in near

future. The others may read the magazine and discard it by taking out only the articles of their interest.

#### 4. Suggestions of clientele on distribution and periodicity of 'Reshma Krishi'

The findings presented in the table XV indicates that majority of them suggested that the distribution of the magazines could be improved if they are distributed through the chawky rearing centres. The other alternatives suggested for distribution were the Government Cocoon Markets, the Village Panchayat Chairman, or the Agricultural Assistants. The suggestions made by the clientele seems to be reasonable because the chawky rearing centers, the Government Cocoon Markets, the Village Panchayat Chairman and the Agriculture Assistants are the frequent contact points of these clientele as they meet them frequently either for suggestions or for trade. Therefore, it is easy for them to buy if the magazine are distributed through these centers.

'Reshma Krishi' is being published as a monthly magazine. It is seen from the table XVI that nearly sixty per cent of them preferred to continue this as a monthly magazine. This interval seems to be optimal because the sericulture farmers normally adjust their farming business in such a way that they trade their cocoons once in a month and it is easy for them to collect a new issue when they visit Government Cocoon Market for trade.

### 5. Knowledge gained by the clientele on reading 'Reshma Krishi'

The results could be observed from the table XVII that nearly sixty per cent of the clientele gained medium level of knowledge and few (18.13 per cent) of them gained high knowledge by reading 'Reshma Krishi'. This findings is in confirmation with the studies made by Annamalai and Sundareshan (1977), Hiremath (1979) and Sirish Kumar (1979). These studies had indicated that reading materials like books circular letters and folders will enrich knowledge level of the readers.

### 6. Association between socio-economic characteristics of the clientele and their reading habits

i. Association between age and reading habits of the clientele : Table XVIII(A) and (B) shows that there was no association between reading habits of the clientele and their age. Thus, it could be inferred that age was not associated with the reading habits of the clientele .

One of the plausible reason might be that nearly 83 per cent of the clientele belonged to the young and middle age group and there were only 16.54 per cent belonged to the elder age group (Table I). It is generally observed that young and middle aged people read more farm magazines than older age people (Murphy et al., 1942; Houser , 1952).

The other reason might be that younger and middle aged farmers are normally prone to progressive attitude and intent to improve their farm income than old aged farmers who generally wants to be remained as traditionalistic (Rogers and Svening, 1969).

ii. Association between education and reading habits of the clientele : A critical examination of table XIX presents that the reading habits was significantly associated with the education of the clientele of 'Rashmi Krishi'. A similar findings was also observed in the studies conducted by Wilson (1928), Schramm and White (1960), Mishra (1969) and Paul (1970) . These studies evidently shown that reading habits of print media was accompanied with the increased education level of readers.

One of the reason might be that higher education may enable readers to understand the concepts given in the magazine better than others who are less educated. This causes greater motivation to read, hence, higher education increases the reading habits.

iii. Association between farm size and reading habits of the clientele: It is revealed from table XX(B) that there was significant association between farm size of the clientele and their reading habits at 5 per cent level.

The finding is in conformity with the findings of Anderson and Rayan (1943), Rehudkar (1967), Gwyn and Hodge (1968) and Oliver (1971) .

The reasons might be that the category of small farmers in this case includes tenants and marginal farmers. These farmers have to labour in their farm from morning to night as they cannot afford to hire labour. Hence, they found very little time to read the magazine. On the other hand the big farmers, which includes the medium farmers also, due to their higher socio-economic status can afford to hire labourers to do their routine farm operation. Therefore, they find enough time to read the magazine.

iv. Association between organisational participation and reading habits of the clientele : A cursory look at table XXI presents that there was significant association between organisational participation and reading habits of the clientele at 0.05 per cent level. In the previous paragraph it is evident that reading habits was associated with farm size of the clientele. The big farmers due to their higher socio-economic status can afford to make themselves free and participate in the organisational activities (Oliver, 1975).

v. Association between mass media participation and reading habits of the clientele : An examination of the table indicates a positive association between the mass media participation and reading habits of the clientele. However, the association was not found to be significant. This finding confirms the findings of Nanjappa (1982), but contradicts with the findings of Heffer (1942), Lazzers Feld and Kendall (1960), Wilson (1963), Bartz (1966) and Khandekar (1975). This needs to be probed further by taking large sample.

7. Association of reading habits of the clientele with their knowledge and adoption

i. Association between reading habits and knowledge gained by the clientele: Goodman and Kruskal's coefficient 'Gamma' was applied to the data in table XXIII which indicated that the association between reading habits and knowledge gained by the clientele was positive. Further, it indicated that an error of predicting the knowledge level of clientele can be reduced by 29 per cent, if the reading level of clientele is known. This evidently indicates that reading enriches the knowledge of clientele. A similar finding was also observed by Rogers and Svinging (1969) and Annamalai and Sundereshan (1977).

vii. Association between reading habits and adoption of improved sericulture practices by the clientele: A scrutiny of table XXIV reveals an interesting point. The association between reading habits and adoption of improved sericulture practices was examined by employing the Goodman and Kruskal's coefficient 'Gamma' which indicated that the association was positive. Further, the analysis indicated that one can reduce an error of predicting the adoption level by 14.00 per cent, if the reading level of 'Kesham Krishi' magazine was known. The study conducted by Oliver (1971), Zalki (1973), Annamalai and Sunderashan (1977), Channegowda (1977), Hiremath (1979) also found that farmers have adopted the technology by reading the agriculture information through print media.

The plausible reasons might be that the assessment of adoption level of the clientele was made on eight articles, out of thirty selected for this study. These articles dealt with solutions and problems, which were faced by the majority of sericulturists. Therefore, the adoption rate was higher among the respondents.

## **SUMMARY**

## CHAPTER VI

### SUMMARY

Print materials as one of the important mass communication media is transmitting messages of development to the rural masses. The critics of farm prints feel that, the print material has limited value because of low percentage of literates in the villages. However, it is presumed that if this literate farmers read print material and discuss with their friends, the influence of such material gets magnified. Every state is bringing out few magazines dedicated for rural development. The State of Karnataka is also bringing out magazines for rural people, of which 'Reshma Krishi' is catering to the interest of Sericulturists, who forms a part of the farming community. At present the circulation of magazine has been increased from 10,000 in 1979 to 35,000 copies in 1983. After four years of its publication, it is appropriate to evaluate the impact of this magazine on its sericulture clientele.

Therefore, the study was designed with the following specific objectives.

- 1 To study the socio-economic characteristics of 'Reshma Krishi'
- 2 To study the opinion of the clientele of an articles published in 'Reshma Krishi',

- 3 To study the attitude of the clientele towards 'Reshme Krishi',
- 4 To study the knowledge gained by the clientele by reading articles published in 'Reshme Krishi',
- 5 To study the association between reading a habits of the clientele and their socio-economic characteristics,
- 6 To study the association of reading habits of clientele with their knowledge and adoption,
- 7 To give suggestions to make 'Reshme Krishi' popular among the sericulturists.

The study was conducted in Kanakapura taluk of Bangalore district during the year 1982-83. The respondents selected for this study were limited to literate sericulturists who were selling their cocoons to the Government Cocoon Market, Kanakapura and purchasing the magazine 'Reshme Krishi', which are distributed through these cocoon markets.

Kanakapura taluk has ten chawky rearing centres. Out of these, four chawky rearing centres selected at random, namely Hulibale, Aralalu, Chikkamudavadi and Allimeranahalli. All the 19 villages which comes under the jurisdiction of these four chawky rearing centres were selected. The criteria adopted for selection of respondents were as follows (i) they should be literate farmer; (ii) they should sell their cocoons to the Government Cocoon Market and (iii) they should purchase the magazine 'Reshme Krishi'.

In all, 127 respondents were selected. These respondents were interviewed by administering pre-tested schedule. The responses obtained were then analysed by making use of simple percentage, Chi-square test and Goodman Kruskal's coefficient 'Gamma'.

The findings of the study can be summarised as follows:

**1. Socio-economic characteristics of the clientele**

- i Young and middle age constitutes the majority of the clientele of 'Reshma Krishi'.
- ii All the clientele of 'Reshma Krishi' had formal education.
- iii The main occupation of the clientele was agriculture and subsidiary occupation was sericulture.
- iv Seventy per cent of the clientele were belonged to small, medium, marginal and tenants category.
- v More than fifty per cent (55.92 per cent) of the clientele had low organisational participation.
- vi As many as 63.78 per cent of the clientele had low mass media participation.

**2. Opinion of the clientele towards 'Reshma Krishi'**

- i Majority of the clientele received the copies of 'Reshma Krishi' either late or very late.

- ii Majority of the clientele felt that cover page was attractive.
- iii Most of the clientele stated that the articles under the captions 'Kriyara Puta', 'Bethalana Bhaktharigagi' and 'Chavadi Church' were 'not at all useful'.
- iv The information on 'Vyjananika Lekanagalu' 'Rythara Anubhava Mathu Abhipraya' and 'Marukatte Dharane' were stated by majority of the clientele as 'useful'.
- v More than fifty per cent of the clientele opined that the articles on 'Samasye Samadana' was 'not at all useful'.
- vi Results of the study indicated that most of the clientele considered that articles published in 'Reshme Krishi' was 'easy' to understand. 'Vyjananika Lekanagalu' and 'Chavadi Church' were found to be difficult to understand by more than thirty per cent of the clientele.
- vii Majority of the clientele are receiving the copies of 'Reshme Krishi' either late or very late.
- viii Sixty per cent and more were stated that the information on 'Techniques of silkworm rearing' namely 'Disease free layings' (Seeds), 'Rearing equipments', 'Methods of rearing' and 'Pests and disease control' were covered 'adequately' in the magazine.
- ix Information on 'Techniques of Mulberry production' such as 'Varieties of Mulberry', 'Intercultural operations' and 'Pests and Disease control of Mulberry' coverage in the magazine was found to be 'inadequate'.

**3. Attitude of the clientele towards the articles published in 'Reshme Krishi'**

- i With the exception of few clientele (10.24 per cent) rest of them stated that they had read few issues partially.
- ii Nearly half of the clientele stated that they were not at all reading the articles 'Kiriyaara Puta', 'Chevadi Churcha', and 'Bethalana Bhaktharigagi' either regularly or occasionally, while 'Samasye Samadana', 'Rythara Anubhava Mathu Abhipraya' and 'Vyjananika Lakanegalu' and 'Marukatte Dharane' were read regularly by majority of the clientele.
- iii Fifty per cent and more (58.26 per cent) of clientele had preserved few or all the copies of 'Reshme Krishi' for future reference.

iv

**4. Suggestions of the clientele on distribution and periodicity of Reshme Krishi'**

- i Majority of clientele stated that 'chawky rearing centres' as the appropriate source for distribution of 'Reshme Krishi'.
- ii Sixty per cent of the clientele (59.82) per cent) preferred that the magazine be continued as a monthly magazine.

**5. Association between socio-economic characteristics of the clientele and their reading habits**

- i There was no association between the age and reading habits of the clientele.
- ii Education was significantly associated with reading habits of the clientele.

- iii The association between farm size of the clientele and their reading habits was found to be significant at five per cent level of probability.
- iv There was no relationship between mass media participation of the clientele and their reading habits.
- v The association between organisational participation and reading habits was found to be significant at five per cent level of probability.

#### 6. Knowledge gained by the clientele on reading 'Reshma Krishi'

- i This study reveals that more than sixty per cent of the clientele had medium level of knowledge.

#### 7. Association of reading habits of the clientele with their knowledge and adoption

- i The association between reading habits and their knowledge gained was found to be positive.
- ii The level of reading habits of the clientele with their adoption of improved practices of sericulture after reading 'Reshma Krishi' was found to be positive association.

#### Implications

† The overall impressions of the clientele on the magazine 'Reshma Krishi' was found to be useful. However, the articles published under the caption 'Kiriyaara Puta' 'Bethalana Bhaktharigagi' and 'Chavadi Church' were stated

to be not useful. Probably articles under these captions may deal with subject of general interest of all people. These articles sometimes may or may not be concerned with interest of the mulberry growers. Since, this magazine is being purchased by only sericulturists, it is better if the articles under the above cited captions deal either directly or indirectly with the problems and prospects of sericulture farmers. Further, it may be better if the coverage under these captions be minimised by avoiding unnecessary description, and concentrating on important points to be stressed.

2 Majority of them stated that articles under the captions, 'Vyjananika Lakanagalu', 'Rythara Anubhava Mathu Abhipraya' and 'Marukatte Dharana' were found to be useful. However, few of them felt that the articles under these captions were not at all useful including the articles under the caption 'Samsaya Samedana'. One of the probable reason might be that, in these articles more technical terms were invariably used. Eventhough, it may be difficult to translate some of the technical terms to local language, care may be exercised as far as possible, to use simple terms and present illustrations with picture and diagrams wherever necessary.

3 The findings of the study indicated that details on techniques of silk worms rearing have been adequately covered. However, not much coverage was made on techniques of mulberry cultivation. Hence, emphasis on these aspects needs consideration.

4 Majority of them stated that the circulation of these magazine could be enhanced, if they are distributed through 'chauky rearing centers', village panchayat, and Agricultural Assistants. Therefore, the possibility of distributing the magazine through these outlets, needs serious consideration.

5 In order to make this magazine more popular among the sericulturists, it is better to conduct frequent surveys to assess whether the 'Rashmi Krishi' meets the needs and interests of its clientele.

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## **APPENDICES**

APPENDIX I

SCHEDULE

PART - I

GENERAL INFORMATION

Respondent No.

1. Name \_\_\_\_\_
2. Village \_\_\_\_\_
3. Main occupation \_\_\_\_\_
4. Age and education:

Sl. No.	Members	Age	Education *	Subsidiary occupation
1	Self			
2	Father			
3	Mother			
4	Wife			
5	Children			
	a) <u>Male</u>			
	1.			
	2.			
	3.			
	b) <u>Female</u>			
	1.			
	2.			
	3.			

- \* Code: 1. Primary level education  
2. Middle School Education  
3. High school and above education



**PART II**

**OPINION ON 'RESHME KRISHI'**

1. To what extent you are reading 'Reshme Krishi'
  - a. Read all the issues completely \_\_\_\_\_
  - b. Read all the issues partly \_\_\_\_\_
  - c. Read few issues completely \_\_\_\_\_
  - d. Read few issues partly \_\_\_\_\_
  - e. Not at all read \_\_\_\_\_
  
2. Are you receiving 'Reshme Krishi' in time
  - a. Received in time \_\_\_\_\_
  - b. Received little late \_\_\_\_\_
  - c. Received very late \_\_\_\_\_
  - d. Not at all received \_\_\_\_\_
  
3. Have you preserved all the issues of 'Reshme Krishi'
  - a. Preserved all the issues \_\_\_\_\_
  - b. Preserved few issues \_\_\_\_\_
  - c. Not preserved any issues \_\_\_\_\_
  
4. What is your opinion on cover page of 'Reshme Krishi'
  - a. Very attractive \_\_\_\_\_
  - b. Attractive \_\_\_\_\_
  - c. Not attractive \_\_\_\_\_
  - d. Un decided \_\_\_\_\_
  
5. The following are the captions under which articles are being published in 'Reshme Krishi' how many of them that you have read and to what extent you find it as useful?

Articles	Reading			Usefulness		
	Regu- larly	Occas- ionally	Not at all	Very useful	Useful	Not at all
a. Kriyara puta						
b. Chavadi Church						
c. Bethalana Bhaktharigagi						
d. Samasya Samadana						
e. Vyjananika Lekanagalu						
f. Rythera Anubhava Mathu Abhipraya						
g. Marukette Dharane						

6. To what extent you found the following articles as easy to understand

Articles	Difficulty in understanding	
	Easy	Difficult
a. "Kiriyaara puta		
b. Chavadi Churcha		
c. Bethalana Bhaktharigagi		
d. Samasya Samadana		
e. Vyjananika Lekanegalu		
f. Rythara Anubhava Mathu Abhipraya		
g. Marukatte Dharane		

7. To what extent the following scientific aspects on sericulture were covered in 'Reshme Krishi'?

Information	Adequate	Not adequate
I. <u>Mulberry production</u>		
a. Varieties of mulberry		
b. Inter cultural operation		
c. Pests and disease control		
II <u>Technique of rearing silk worm</u>		
a. D.F.L. (Seeds)		
b. Rearing equipments		
c. Method of rearing		
d. Pests and disease control of silk worms		

8. What is your suggestions on the periodicity of 'Reshme Krishi' to make it as useful

- a. Weekly \_\_\_\_\_ b. Fortnightly \_\_\_\_\_ c. Monthly \_\_\_\_\_  
d. Quarterly \_\_\_\_\_ e. One in six months \_\_\_\_\_

9. What is your suggestion to make circulations of 'Reshme Krs Krishi' in maximum numbers

- a. News paper agencies \_\_\_\_\_  
b. Bus stand vendors \_\_\_\_\_  
c. Agriculture Assistants \_\_\_\_\_  
d. Village Panchayath \_\_\_\_\_  
e. Co-operative societies \_\_\_\_\_  
f. Government cocoon markets \_\_\_\_\_  
g. Chawky rearing centres \_\_\_\_\_

PART - III

The thirty contents published in 'Reshme Krishi' from November 1982 to January 1983 are given below. How many of these articles that you have read? To what extent you have gained the knowledge and adopted these practices after reading this magazine.

Sl. No.	Articles	Read/ not read (Score)	Knowledge gained/not gained (Score)	Adopted/ not adopted (Score)
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Vol. 4. No.11

1. Aanisikegalu
2. Nulu Bichanike\*
3. Belgodaya Adiyalli Chinnada Ambari
4. Bhavishya Nirdharisuva Maharoga \*
5. Banuliyalli Patagalu
6. Badavana Hrudhaya Shrimanthike
7. Kiriyaara Puta
8. Bethalana Bhaktharigagi
9. Chavadi Churche
10. Samasye Samadana

Vol. 4. Issue - 12

11. Swachathe Mathu Roga Niyanthrana \*
12. Bhavishya Nirdharisuva Maharoga\*
13. Kalapathu\*
14. Bellary Jille Reshme Belagarara Sammalana
15. Yedahalli Balagangadhar
16. Bethalana Bhaktharigagi
17. Kiriyaara Puta
18. Chavadi Churche
19. Samkshiptha Samachara

SL. No.	Articles	Read/ not read (Score)	Knowledge gained/ not gained (Score)	Adopted/ not adopted (Score)
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**Vol. 5. Issue -1**

20. Charma Hosadaguvudu\*
21. Bhavishya Nirdharisuva Maharoga\*
22. Reshmeya Vanijya Vyavahara
23. Sakkeraya Urinalli Akkeraya Reshme
24. Dutch Sarakerada Neravina Mojana
25. Gade Vedae
26. Muktha Vichara Yuktha Churche
27. Hippeneraleya Besaya\*
28. Bethalana Bhaktharigagi
29. Chevadi Churche
30. Samasya Mathu Samadhana

\* The techniques presented in these articles can be adopted in the field

## APPENDIX II

ABSTRACT OF ARTICLES PUBLISHED IN THE 'RESHME KRISHI'  
(NOVEMBER 1982 - JANUARY 1983)Volume 4: Issue No. 111. Opinion ( Aanisikagalu)

The opinions of readers of 'Reshme Krishi' are presented in this article. Readers opined that providing technical know-how to the educated rural masses will help in improving the sericulture industry.

2. Cocoon reeling (Nulu Bichanike)

This gives the comparison between traditional (country charaka) and the modernised reeling equipment and the techniques of reeling (filature basin).

3. Growth and development of sericulture  
(Balgedaya adiyalli chinnada anbari)

This article gives the importance of sericulture industry in the rural economy. Sericulture was given royal patronage by the then emperor Tippusulthan of Mysore, lot of emphasis is given on Bivoltine than Multivoltines.

4. A disease of vital importance

(Bhavishya Nirdharisauva maharaga)

It deals with the scientific aspects of pebrine disease which is caused by a protozoan (Nosema bombycis) Symptoms and control measures are presented.

**5. Radio lessons (Benuliyalli Patagalu)**

It deals with 'Radio broadcasting' lessons on selected topics which are of agricultural relevance over a period of time. The enrolled listeners were examined and suitable rewards were given.

**6. Good nature of poor fellow (Badavana hrudhaya shrimanthike)**

A small farmer of Doddaballapur has given a site for construction of chawky rearing centre, importance of community approach is being introduced in rearing the young age silk worms.

**7. A page for youngsters (Kiriyaara putu)**

It is a general article emphasising importance of the sericulture industry.

**8. For devotees demon-Bethala (Bethalana Bhaktharigagi)**

This is a comic story of a king pursuing a demon, which appears in almost all comic magazines. Here some questions were asked by the demon 'Bethala' regarding sericulture farming which were answered by the king.

**9. Discussion in community hall (Chevadi church)**

In this article emphasis is given to the use of mulberry variety (M-5) and other related aspects are dealt. This article is in the form of discussion in vernacular language.

#### **10. Problems and solution (Samasya Samadana)**

This article aims at providing solutions to the readers problem. The question is whether the silk worms can be reared under the asbestos roof. The solution given is as follows. "The silk worms can be reared under such a roof, provided it should be covered with some hay material available in the locality.

**Volume 4: Issue No. 12**

#### **11. Cleanliness and disease control (**

**(Swachatha mathu Roga niyarthana)**

In this article the importance of cleanliness in rearing silk worms at all stages is emphasized the use of formalin as a disinfectant is advocated. The procedure of preparation of formalin solution to be used for different stages of larvae is also emphasized.

#### **12. A disease of vital importance**

**(Bhavishya Nirdharisuva Maharoga)**

This is a serial which discusses the etiology, preventive, control measures of pebrine disease. Here the symptoms in eggs, larvae and the moth are presented.

#### **13. Jari (Kalapathu)**

It is an art of giving jari to the sarees border with the mixture of silver and copper threads, technique of manufacturing sarees and its equipment are presented.

**14. Sericulture growers conference of Bellary district**

**(Bellary Jille Reshme Belagarara Sammelana)**

The highlights of conference are presented in this article, such as providing infrastructural facilities, credit facilities, removing draw backs in the Government Cocoon Markets, timely supply of formalin etc. were asked by the growers to the officials of Sericulture Department.

**15. Progressive farmer (Yedahalli Balagongadar)**

A success story of a progressive farmer in sericulture in a new area is published in this article.

**16. For devotees of demon-Bethala (Bethalana Bhaktharigagi)**

This is a comic story of a king persuading a demon. Here, some questions are asked by the demon-Bethala regarding mulberry production is presented in this article.

**17. A page for youngsters (Kriyara putu)**

It is a general article related to silkworm diseases.

**18. Discussion in community hall (Chevadi Church)**

The information presented in the manner of discussion. Here, it emphasised on transferring of silkworms (mounting) to chandrike.

**19. News in brief (Sankshipta Samachara)**

Developmental aspects of sericulture, conducted in different places are presented in brief.

**Volume 5: Issue No.1**

**20. Moulting (Chazha Mesadaguvudu)**

Physiology of moulting and its importance in the life cycle of silk worms; management of worms in general with special reference to moulting is presented.

**21. Disease of vital importance  
(Bhavishya nirdharisuva maharoga)**

In this article the transmission of the disease from the female parent to its offspring.

**22. Sericulture trade (Rashmaya vanijya vyavahara)**

It gives a birds eyeview of raw silk production, exports and imports of raw silk of the important sericultural countries during the previous decades.

**23. District news letter from Mandya  
(Sakkaraya urinalli akkaraya rashme)**

This letter gives a brief history of the sericulture industry of the district. The information regarding grainages, shawky rearing centres and various developmental programmes are presented.

#### **24. Dutch aid programme**

(Dutch sarakarada neravina yojane)

A detailed account of aid programme, the conditions laid down to get help, the documents to be provided, subsidies and instalment of repayment etc. are presented in this article.

#### **25. Proverbs (Gade vedas)**

This is a feature which narrated the story of a young man who after passing S.S.L.C. decided to become a sericulturist. Many proverbs are used to give an acceptable form to the story.

#### **26. Free thought and discussion**

(Muktha vichara yuktha churche)

It is a report of a symposium conducted by Corporation Bank in Doddabaliapur taluk. The opinions and suggestions of farmers are recorded regarding the sericulture farming and some photograph were taken during the function are also presented.

#### **27. Mulberry cultivation**

(Hippeneraleya besaya)

Cultivation aspects of mulberry, preparation of land, planting, cash and non-cash practices are also suggested.

#### **28. For devotees of demon-Bethala (Behalana Bhaktharigagi)**

This is a comic story presented the information on sericulture farming.

**29. Discussion in community hall (Chavadi church)**

This is a discussion in getting insured on bivoltine silk worms. It also tells about the role of a sericulture extension worker.

**30. Problems and solution (Samsaye mathu smadana)**

Some questions are asked by sericulturist regarding problems of chawky rearing and the wooden frames were answered.