Farmer’s perception regarding “Haryali” and “Kisan Time” programmes telecast by PTV

ABSTRACT

For the dissemination of modern technologies extension agencies utilize different extension methods which may come under individual, group and mass contacts. The mass contact, which includes both the electronic and print media, is potentially expected to play an important role in technology transfer. Electronic media can play a vital role to inform farmers in the situation of urgency and emergency. Farmers can be informed quickly and swiftly about diseases and pest control, flood, and changing weather. Television is one of the most influential channels of the communication, which could spread the information very fast. Various daily and weekly agricultural programmes are telecast on behalf of both public and private sectors. These programs include Kisan Time” and “Haryali”. There is a need to determine the perception of the farmers regarding these programmes telecast by PTV. Data was collected through pre-tested interview programme on 120 randomly selected respondents from two villages of five union councils of district Nasirabad. The data showed that Majority (70.00%) of the respondents did not watch “Haryali” programme. Quite a few (20.00%) respondents were found to be frequent viewers of this program. Slightly above one-fifth (24.17 and 22.50%) of the respondents argued that “Haryali” programme is informative and interesting. About one-fifth (20.83 and 19.17%) of the respondents that regarded presentation style of the experts argued they were highly impressive in both cases, that is, “Haryali” and “Kisan Time” programmes respectively while majority (62.50 and 52.50%) of the respondents did not give any response about the suitability of the timings for the programs “Haryali” and “Kisan Time” respectively.

Key words: Farmer’s perception, agricultural programmes, television, Haryali and Kisan time.

INTRODUCTION

Agriculture sector continues to play a central role in Pakistan’s economy. It is the second largest sector, accounting for over 21% of GDP, and remains by far the largest employer, absorbing 45% of the country’s total labour force. Nearly, 62% of the country’s population resides in rural areas, and is directly or indirectly linked with agriculture for their livelihood. The Agricultural sector and strong linkages with the rest of the economy are not fully captured in the statistics. While on the one hand, the sector is a primary supplier of raw materials to downstream industry, contributing substantially to Pakistan’s exports, and on the other hand, a large market for industrial products such as fertilizer, pesticides, tractors and agricultural implements (Government of Pakistan, 2010).
In spite of such a great importance, the yield of our crops is generally low as compared to other countries (Government of Pakistan, 2003). Even within the country, there is a big gap between the potential and average yield of different crops, which implies that the available technologies, if properly communicated to and adopted by the farmers, have the potential to enhance agriculture production manifold. This puts a great responsibility on the extension agencies/organizations to communicate the latest agricultural technologies among the ultimate users Effective communication of improved technologies is one of the most important factors of agricultural development (Manandhar, 1990; Muhammad et al., 2004).

For the dissemination of these modern technologies, extension agencies utilize different extension methods which may come under individual, group and mass contacts. The mass contact, which includes both the electronic and prints media, is potentially expected to play an important role in technology transfer (Mazher et al., 2003).

Electronic media can play a vital role to inform farmers in the situation of urgency and emergency. Farmers can be informed quickly and swiftly about diseases and pest control, flood, and changing weather (Muhammad, 2005). Farmers can also get the appropriate advices of experts through these media to cope with the emerging problems. In this way the farmers can get hold of their future planning in a better way. The electronic devices used for communication can be regarded as electronic media (Albarran, 2002; Khan et al., 2010). Important electronic media pertinent to agriculture include radio, television, audio/video cassettes, telephone, internet, agri. Help line, and mobile phone.

Television is one of the most influential channels of the communication, which could spread the information very fast about agricultural related technology transfer among the farming community. It could be said that most important communication tools present today is mass media through which information can be transferred easily to farmers (Irfan et al., 2006).

In Pakistan, TV as a communication medium in respect of disseminating agricultural technologies to the farming community is being used efficiently. Various daily and weekly agricultural programmes are telecast on behalf of both public and private “sectors. Theses programs include “Kisan Time” and “Haryali”, advertisements delivered by the private agencies and the timely short messages telecast on TV by Government of the Balochistan. The purpose of this study was to determine the farmer’s perception regarding “Haryali” and “Kisan Time” programmes telecast by PTV in Nasirabad district of Balochistan.

MATERIALS AND METHODS
This study was conducted in Nasirabad district of Balochistan province (Pakistan). Out of twenty four union councils, five were selected randomly and from each selected union council two villages were selected at random. From each sample village twelve farmers (having their own TV sets) were taken through simple random sampling technique, thus forming a sample of 120 respondents. The data were collected with the help of pre-tested interview schedule and statistically analyzed using SPSS.

RESULTS AND DISCUSSION
Importance of “Haryali” and “Kisan Time” programmes
“Haryali” and “Kisan Time” are the two agricultural programmes, which are being telecast on TV regularly. Haryali is a weekly programme, which is being telecast by the government on PTV, whereas, Kisan time is a daily program being run by private sector on PTV World. These programmes involve variety of teaching methods/styles to convey the latest recommendations to the farmers, such as documentaries about different field practices as sowing methods, crop varieties, fertilizer and manuring, plant protection measures farm machinery and livestock management. Besides, experts of different agricultural disciplines are invited to deliver lectures and talks about the solution of various agricultural problems. Interviews of progressive farmers and group discussions are also telecast through these programmes. Farming community is supposed to watch these programmes to improve their farming. The frequency of watching these programmes by the respondents would help the researcher to find out the interest taken by them in these agricultural programmes. The data were collected in this regard (Table 1).

### Table 1. Frequency of watching “Haryali” and “Kisan time” by the respondents.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Haryali</th>
<th>Kisan Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percentage (%)</td>
</tr>
<tr>
<td>Regularly</td>
<td>07</td>
<td>5.83</td>
</tr>
<tr>
<td>Frequently</td>
<td>24</td>
<td>20.00</td>
</tr>
<tr>
<td>Rarely</td>
<td>05</td>
<td>4.17</td>
</tr>
<tr>
<td>Never</td>
<td>84</td>
<td>70.00</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100.00</td>
</tr>
</tbody>
</table>
The data presented in Table 1 indicate that a large majority (70.00%) of the respondents did not watch “Haryali” programme. One-fifth (20.00%) of the respondents were found to be frequent viewers of this programme. Those who watched the programme regularly and rarely were negligible. Similarly, a majority (64.17%) of the respondents never watched “Kisan Time” while about one-fifth (22.50%) and lesser number (08.33%) of the respondents watched the programme frequently and rarely respectively. Only 5.00% of the respondents watched it regularly. It can be concluded that both the programmes are at par as regards the frequency of the farmers watching the programme.

Contents of the programmes “Haryali” and “Kisan Time”

Contents of “Haryali” and “Kisan Time” need to be very interesting and relevant. They should include latest information about agricultural technologies. In order to know the opinion of the respondents about the programmes, they were enquired about this aspect and their responses presented in Table 2.

The data given in Table 2 showed that slightly above one-fifth (24.17 and 22.50%) of the respondents argued that “Haryali” programme is informative and interesting. Relatively less numbers (15.00%) of respondents regarded the programme useful. Very few respondents considered its contents practicable and timely. Similarly, slightly above one-fifth (24.17 and 23.33%) of respondents pointed out that “Kisan Time” is interesting and informative. The programme was considered useful by only 17.17% of the respondents.

Table 2. Opinion of the respondents about the contents of the programmes (Haryali and Kisan time).

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Haryali Frequency</th>
<th>Haryali Percentage (%)</th>
<th>Kisan time Frequency</th>
<th>Kisan time Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interesting</td>
<td>27</td>
<td>22.50</td>
<td>29</td>
<td>24.17</td>
</tr>
<tr>
<td>Informative</td>
<td>29</td>
<td>24.17</td>
<td>28</td>
<td>23.33</td>
</tr>
<tr>
<td>Useful</td>
<td>18</td>
<td>15.00</td>
<td>17</td>
<td>14.17</td>
</tr>
<tr>
<td>Practicable</td>
<td>04</td>
<td>3.33</td>
<td>03</td>
<td>2.50</td>
</tr>
<tr>
<td>Timely</td>
<td>03</td>
<td>2.50</td>
<td>04</td>
<td>3.33</td>
</tr>
</tbody>
</table>

Performance of the experts invited in the programmes (Haryali and Kisan Time)

Experts’ talks may be very useful to the farmers if delivered in an impressive manner. These experts provide technical advice to the farmers and try to make the farmers understand the extension message. For this purpose they may use variety of presentation styles. The respondents were asked to express their views about the presentation styles of the experts and responses shown in Table 3.

Table 3 showed that about one-fifth (20.83 and 19.17%) of the respondents that regarded presentation style of the experts argued they were highly impressive in both cases, that is, “Haryali” and “Kisan Time” programmes respectively. A negligible number of the respondents perceived the presentation style moderately and less impressive. Haryali seems to be relatively better than Kisan Time in this respect.

Suitable time for agricultural telecasts

Suitable timings for agricultural telecasts play a vital role in the effectiveness of the programmes. The timings of the programmes should be managed in such a way that large number of masses could watch them conveniently. Hence, the time of agricultural programmes should be set according to the schedule of the ultimate users. In order to assess the suitability of timings of “Haryali” and “Kisan Time”, respondents were asked to give their opinion in this regard (Table 4).

The data presented in Table 4 revealed that majority (62.50 and 52.50%) of the respondents did not give any response about the suitability of the timings for the
programmes “Haryali” and “Kisan Time” respectively. About one-fifth (20.00%) of the respondents (16.00%) argued the timing for Haryali program is suitable, whereas, less than one-fifth (17.50%) of the respondent pointed out that timing for Haryali programme was unsuitable. Almost an equal number regarded the time as suitable. In the case of Kisan Time, lesser number (17.50%) of the respondents regarded the time of programme as suitable. Most of the respondents (30.00%) regarded its time as unsuitable.

**Conclusions**

It can be concluded that large majority of the respondents did not watch “Haryali” and “Kisan Time” programmes. Quite a few respondents were found to be frequent viewers of both programmes. Slightly above one-fifth of the respondents argued that “Haryali” and “Kisan Time” programmes are informative and interesting. Most of the respondents regarded presentation style of the experts as highly impressive both in “Haryali” and “Kisan Time” programmes. Majority of the respondents did not give any response about the suitability of the timings for the programs “Haryali” and “Kisan Time” respectively. About one-fifth of the respondents argued that the timing for Haryali program is suitable, whereas, most of the respondents regarded that the timing of Kisan Time is unsuitable.

**REFERENCES**


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