

A STUDY ON THE EFFECTIVENESS OF AGRICULTURE PROGRAMME "SANDAL DHARTI" OF RADIO FAISALABAD IN RURAL AREAS OF FAISALABAD

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A study was carried out in the rural areas of Faisalabad district with an objective to explore the effectiveness of agricultural programme "Sandal Dharti" of Radio Pakistan, Faisalabad. A total of 300 respondents was selected by multistage random sampling technique. The data were collected by direct interview method. A large majority of farmers listen to various radio programmes. Among these, 39.21% respondents regularly listen to "Sandal Dharti". The highest number (80.08) of listeners of this programme was found among those having education up to Matric level, This number declined to 57.14% among those educated up to Intermediate level and to 47.06% among the graduates. Farmers obtain information regarding plant protection (48.36%), use of fertilizers (47.10%), land preparation (25.15%) and mechanized farming (2.58%). The listening magnitude could be an indicator of farmer's interest in the programme to find solutions of their problems. About 13.26% of the programme listeners suggested to broadcast interviews of progressive farmers. It was also suggested that farming problems be broadcast in question-answer form. Language used in the programme should be simple. English names of medicines and diseases when used should be repeated twice. The doses of fertilizers for different crops may be broadcast in terms of bags rather than kilograms.

Key words: agricultural programme, Radio Pakistan, Faisalabad, "Sandal Dharti"

INTRODUCTION

Agriculture is the backbone of Pakistan's economy. It accounts for 30% GDP, 48% of exports worth Rs. 31457 million, provides livelihood to about 70% of population and employs more than half of the total labour force (Anonymous, 1997). However, 45% of GDP goes to pay interest on loan from the foreign agencies. Keeping in view the above mentioned situation, increase in production is essentially required not only to move towards self-sufficiency but also to support balance of payments through agriculture sector.

For the purpose it is necessary to educate the farmers and to expose them to modern techniques of seed selection, judicious use of fertilizers and insecticides, mechanization of all practices i.e. land leveling, tillage, sowing, harvesting, husking, storage and marketing of agricultural produce. Smith (1967) stated that to absorb the new knowledge and to assimilate it to human needs, colour it with human passion and transfer it, into blood and bone of human nature. It is no doubt an uphill task but is an extremely important task. Extension services are obviously the most effective way to create awareness in the farmers to adopt improved agriculture practices for enhanced productivity. In this regard radio for its vastness and effectiveness is one of the cheapest and

important electronic media that serves as an instrument to establish contact with masses. Thus the present studies were designed to explore the extent of listening and to know the impact of agriculture programme "Sandal Dharti", a regional Punjabi programme, relayed daily at 10:30 AM from Radio Pakistan, Faisalabad.

METHODOLOGY

The universe of study was confined to the rural areas of Faisalabad district. Multistage sampling technique was applied firstly for the selection of sample tehsils and secondly for the selection of sample villages. Thirdly, the theory of "anti-clockwise" movement was applied and a given sampling interval "substitution" where needed was made according to the "pendulum method". According to proportionate population of sample areas, 300 respondents (farmers) were interviewed using a close-ended interview schedule.

Objectives:

1. To quantify the listening of "Sandal Dharti" programme by farmers.
2. To determine the effect of education on listening this programme.
3. To judge the relevance of information provided to the farmers.

Effectiveness of radio programme "Sandal Dharti"

4. To know the reasons of non-listening of this programme.

RESULTS AND DISCUSSION

A large majority of (70.04%) farmers was found affiliated with the 'Sandal Dharti' radio programme. Of them, 39.21% listened to it regularly, 35.25% often turned their radios on for this programme, while the remaining 25.54% listened it occasionally. Similar studies were conducted by Wedell (1986) who stated that radio may be used as a tool for development, cultural changes, better agricultural education and for health education. Atkin (1987) observed that the developing countries Farm Radio Network based in Canada was aimed at village farmers in the third world and was estimated to reach more than 100 million listeners. Rein (1988) reported that Radio Bahai, a regional programme, was favourite in rural areas. It provided a platform for launching health, agriculture and craft

programmes. It motivated marginalized Indian population to participate in radio programmes. Listening, by Education: When the effect of education on the listening of "Sandal Dharti" programme was explored it was found that the highest percentage of listeners (80.08) was among those who had up to Matric education. The percentage of listeners who had Intermediate level education declined to 57.14 and it still declined in graduates (47.06%) and those having equivalent qualification.

Nature of Information received by the farmers: The listeners had a positive view about the information being provided to them through the "Sandal Dharti" programme. They said they received useful information regarding plant protection (48.36%), use of fertilizers (47.10%), land preparation (25.15%), mechanized farming (2.58%), etc. However, they suggested that farming problems be discussed in question-answer pattern, interviews

Table 1. Radio listening by agriculture status

Agriculture status	Radio listeners (%)	Listening behaviour (%)		
		Regular	Often	Occasional
Owner cultivators	82.86	33.62	41.38	25.00
Owner cum tenants	72.17	38.57	37.14	24.29
Agriculture labourers	64.71	31.82	45.45	22.73
Livestock breeders	73.33	54.55	27.27	18.18
Poultry breeders	57.14	37.50	25.00	37.50
Average	70.04	39.21	35.25	25.54

Table 2. Listening to "Sandal Dharti" programme by education

Education	Listeners (%)	Listening trend		
		Regular	Often	Occasional
Illiterate	73.18	13.33	45.01	41.66
Primary & Middle	80.08	23.64	32.73	43.63
Matric/E.A.	57.14	21.88	40.62	37.50
B.A. & equivalent	47.06	12.50	37.50	50.00
Average	64.36	17.84	38.96	43.20

Table 3. Reasons for non-listening to radio

Agriculture status	Reason					
	No radio set	No spare time	No interest	Watch TV	Cassette listening	Other reasons
Owner cultivator	25.93	33.33	7.41	7.41	22.22	3.70
Owner cum tenants	50.00	40.63	3.12	-	6.25	-
Agriculture labour	60.00	20.00	-	-	20.00	-
Livestock breeders	40.00	40.00	-	-	20.00	-
Poultry breeders	37.50	25.00	12.50	-	25.00	-
Average	42.68	31.80	4.60	1.48	18.70	0.74

of progressive farmers be broadcast, English names of medicines when used, should be repeated twice and dose of fertilizers be given in terms of bags.

Reasons for Non-listening to the "Sandal Dharti" Programme: Table 3 indicates the reasons for non-listening to the "Sandal Dharti" programme. A large number of respondents indicated that they have no radio sets, others said they have no spare time to listen to the programme and still others were of the view that they are not interested in such programmes. A very small percentage of the respondents had access to television.

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