



AFMR (AGRICULTURAL FM RADIO): A TOOL FOR TRANSFORMING AGRICULTURAL INFORMATION IN RELATION TO DIFFERENT VARIABLES OF EXTENSION EDUCATIONISTS

SHUKLA A.P.^{1*}, CHAUHAN N.B.² AND GOHIL G.R.³

¹Department of Extension Education, B. A. College of Agriculture, Anand Agricultural University, Anand- 388 001

²Department of Extension Education, B. A. College of Agriculture, Anand Agricultural University, Anand- 388 001

³Office of Directorate of Extension Education, Junagadh Agricultural University, Junagadh- 362 001

*Corresponding Author: Email - amit1987shukla@gmail.com

Received: March 05, 2016; Revised: March 14, 2016; Accepted: March 18, 2016

Abstract- To know the personal and social variables of the extension educationists for transferring agricultural information through Agricultural FM Radio (AFMR), a study was conducted on a random sample of 60 extension educationists working at Anand Agricultural University (AAU), Anand in Gujarat state. The data, collected by personal contact, revealed that half (50.00 %) of respondents were of the middle age and majority (78.33 %) of them had earned their last degrees with first class (> 6.90 OGPA or %) while more than half (58.33 %) of them were belonged to the rural areas. The data on relationship between those variables of the extension educationists and their attitude towards AFMR to transfer agricultural information shown that age of respondents had positive and non-significant relationship with attitude while academic performance & native had negative and non-significant correlation with attitude towards AFMR.

Keywords- Radio (AFMR), Age, Attitude, Native place, Academic performance, Correlation Coefficient.

Citation: Shukla A.P., et al., (2016) AFMR (Agricultural Fm Radio): A Tool for Transforming Agricultural Information in Relation to Different Variables of Extension Educationists. International Journal of Agriculture Sciences, ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 8, Issue 13, pp.-1180-1181.

Copyright: Copyright©2016 Shukla A.P., et al., This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution and reproduction in any medium, provided the original author and source are credited.

Introduction

Currently FM radio system offers a great possibility for the commercial advertisers to advertise their products and services. The FM Radio has become very accepted in both urban and rural areas. FM radio system is more admired in satisfying area specific information needs. Realizing its great scopes, it can be used for the advancement of agriculture and rural areas of India. The 'community' aspect of FM or local radio initiatives combines a number of approaches. The most obvious is that a FM or local radio station gives the community a voice, and by encouraging the active participation of the audience in the making and scheduling of programmes this voice can play empowering and potentially uniting functions. Hence, FM radio can be an excellent tool for agrarian communication to transfer information to the cultivators. To achieve desirable success in the implementation of FM Radio technology to strengthen agricultural communication, there was a need to understand feelings of agricultural extension educationists towards the potentiality of this system. Realizing this, a study on attitude of the extension educationists towards agricultural FM radio was conducted with following objectives.

1. To study the personal profile (variables) of extension educationists.
2. To study the social profile (variables) of extension educationists
3. To find out relationship between attitudes of the extension educationists towards AFMR and their personal and social profile (variables).

Materials and Methods

The study was conducted on a random sample of 60 extension educationists working at Anand Agricultural University, Anand of Gujarat state. The data were collected by personal contacts. The data thus, collected were classified, tabulated and analyzed in order to make the finding meaningful. The statistical measures, such as percentage, mean score, standard deviation and correlation coefficient were used to analysis data.

Results

Personal variables of the extension educationists

A) Age:

The statistical figures in [Table-1] show that half (50.00 per cent) of extension educationists working in AAUs of Gujarat were found with middle age, followed by 38.33 per cent of them with old age and only 11.67 per cent with young age.

Table-1 Distribution of respondents according to their age (n=60)

Sr. No	Age	Number	Per cent
1	Young (< 30 years)	7	11.67
2	Middle (Between 30 to 50 years)	30	50
3	Old (> 50 years)	23	38.33
Total		60	100.00

From the above result, it can be concluded that overwhelming majority (88.33 per cent) of the extension educationists had above 30 years of age. The probable reason might be due to fact that there was no recruitment in SAUs of Gujarat state for last thirteen years. This finding derives support from the results reported by Joshi (2009), Patel (2009) and UNESCO (2016) [3,5,8].

B) Academic Qualification:

The data shown in the [Table-2] indicates that majority (78.33 per cent) of the extension educationists working in AAU had earned their last degrees with first class (More than 6.90 OGPA or percentage) and remaining all others 21.67 per cent had earned their last degrees with second class (6.00 to 6.89 OGPA).

Table-2 Distribution of respondents according to their academic qualification (n=60)

Sr. No.	Result	No.	Per cent
1.	First class (More than 6.90 OGPA or percentage)	47	78.33
2.	Second class (6.00 to 6.89 OGPA or percentage)	13	21.67
3.	Pass class (Below 6.00 OGPA or percentage)	00	00.00
Total		60	100.00

It is inferred that majority (78.33 per cent) of the extension educationists working in AAU had extremely good academic performance. In other words it can be said that the extension educationists working in AAU were highly qualified, competent and capable to perform any kinds of extension educational work. The major reason for this situation might be due to the advantage of faculty improvement scheme taken by majority of the extension educationists implemented by AAU.

Social variable of the extension educationists:

A) Native of the Extension Educationists:

Table-3 Distribution of respondents according to their native place (n=60)

Sr. No.	Native place	Number	Per cent
1	Rural	35	58.33
2	Urban	25	41.67
Total		60	100.00

The [Table-3] reveals that more than half (58.33 per cent) of the extension educationists were belonged to the rural areas, while the rest 41.67 per cent of them had their native from urban areas. The probable reason might be that before few years, the rural youths were showing more interest in joining agricultural faculties for higher education as compared to urban youths. This might have played a major role to have rural background among the majority of the existing extension educationists. The finding is in line with the findings of Shah (2006), Joshi (2009) and Anonymous (2011) [1,3,7].

Relationship between attitude of the extension educationists towards AFM radio and their personal and social profile (variables).

Table-4 Relationship between personal and social variables of the extension educationists and their attitude towards agricultural AFM Radio=n=60

Sr. No.	Independent variable	Correlation Coefficient ('r' value)
A		
Personal Variable		
1	Age	0.114
2	Academic performance	-0.097
B		
Social Variable		
3	Native Place	-0.053

Note: * Significant at 5 % and ** Significant at 1%

The data in [Table-4] reflects that age had positive and non-significant ($r=0.1144$) relationship with attitude towards the AFM Radio. This indicates that, attitude of extension educationists was not influenced by their age. From the [Table-4] it can be said that academic performance had negative and non-significant ($r=-0.0971$) correlation with attitude towards AFMR. Hence, it can be said that academic performance did not play any role in building attitude towards AFMR. The probable reason for the above fact might be that both the category of the extension educationists having i.e. first class and second class had almost similar types of realization about the benefits of using AFMR. The result is in the line with the results of Joshi (2009) [3]. The data present on the [Table-4] also make it clear that there was negative and non-significant correlation ($r=-0.0532$) between native of extension educationists and their attitude towards AFMR. It can be said that significance of AFMR in improving standard of agriculture was realized by both types of the extension educationists with rural and urban backgrounds. The result is same with results of Patel (2007), Jat (2009) and Power *et al.* (2012) [2,4,6].

Conclusion

It can be concluded from the result that half (50.00 per cent) of extension educationists working in AAUs of Gujarat were found with middle age and majority (78.33 per cent) of the extension educationists working in AAU had earned their last degrees with first class (More than 6.90 OGPA or percentage), also more than half (58.33 per cent) of the extension educationists were belonged to the rural areas. In addition to conclusion it can be also said that age of Extension Educationists working in AAU in Gujarat had positive and non-significant relationship with attitude while academic performance & native had negative and non-significant correlation with attitude towards AFMR.

Conflict of Interest: None declared

References

- [1] Anonymous (2011) Inter media, 2011. Mass Media in Zambia, p.12
- [2] Jat B. (2009) Development of scale to measure the attitude of teachers towards the application of multimedia in agricultural higher education, unpublished M.Sc. thesis, Anand Agricultural University, Anand.
- [3] Joshi P.J. (2009) Computer inclination of agricultural extension educationists working in state agricultural universities of Gujarat, unpublished Ph.D. thesis, Anand Agricultural University, Anand.
- [4] Patel M.C. (2007) Factors affecting level of internet exposure of research scholar of Anand Agricultural University, unpublished Ph.D. thesis, YMCOU, Nasik, Maharashtra.
- [5] Patel S.R. (2009) Interpersonal conflict and its management among employees of agricultural universities of Gujarat, unpublished Ph.D. thesis, Anand Agricultural University, Anand.
- [6] Power G., Khatun S. and Debeljak K. (2012) Citizen access to information-capturing the evidence across Zambia, Ghana and Kenya, The Handbook of Global Media Research, First Edition, Chapter-15, pp: 245-275.
- [7] Shah U.B. (2006) A study on level on internet exposure of teachers of Anand Agriculture University, Anand, unpublished Ph.D. thesis, Anand Agricultural University, Anand.
- [8] UNESCO (2016) Statistics on radio <http://www.unesco.org/new/en/unesco/events/prizesandcelebrations/celebrations/internationaldays/worldradioday2013/statisticsonradio/>