

## **A Study on Extension Contact, Extension Participation and Mass Media Utilization of Beneficiaries and Non-Beneficiaries towards WYTEP Programme in Dharwad District\***

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(Received : May, 2004)

**Abstract:** The variables extension contact, participation and mass media utilization were studied to know how these methods are used in dissemination of information among beneficiaries and non-beneficiaries. 60 per cent of beneficiaries and 45 per cent of non-beneficiaries contacted AAs. 58.67 per cent of beneficiaries contacted AAO (farm women), 98.67 and 38.67 per cent of beneficiaries and non-beneficiaries participated in field days conducted in farm fields. 96 per cent of beneficiaries read newspapers compared to 80 per cent of non-beneficiaries.

### **Introduction**

It was proved beyond doubt that it was worth exposing farm women with new technologies, realizing the importance of farm women in agriculture development and need for training. Keeping this in view, Karnataka Agriculture Department with the assistance of DANIDA has started WYTEP in 1982. It was started for the first time in the country in Karnataka. The most important factors responsible for dissemination of information are mass media and extension participation. Majority do not contact AAs (Hardikar, 1998) and have low level of participation. Hence, an investigation was carried out to know how these were helpful in dissemination of technology to their neighbours, friends and relatives.

### **Material and Methods**

The study was conducted in the year 2002-03 in Dharwad district. Four taluks namely Hubli, Dharwad, Kalaghatgi and Navalgund were selected based on the three consecutive years of training. Villages having more than five beneficiaries were

considered to be included for the study. Finally, 75 beneficiaries and 75 non-beneficiaries were selected. Dharwad district of Karnataka was purposively selected keeping in view the availability of time, resources and convenience of researcher and also on number of beneficiaries and number of trainings conducted.

### **Results and Discussion**

The results in table 1 indicates the extension contact had revealed that, majority of 60.00 per cent of beneficiaries and 45.33 per cent of nonbeneficiaries contacted 'agriculture assistant', 'once in a month' followed by 'whenever problem occurs' (37.33% and 54.67%), 'once in 15 days' (2.67%) and so on and so forth.

This type of result might be due to the fact that, at present 'Training and Visit' system of programme is being implemented through Department of Agriculture, where in the Agriculture Assistants (AAs) are the grass root level workers with a definite schedule to visit to the farming community of 6 to 8 villages at least once in a month to provide information on agricultural

\*Part of M. Sc. (Agri.) thesis submitted by the senior author to the University of Agricultural Sciences, Dharwad - 580 005

operations. Hence, this might have encouraged the respondents to have more contact with agricultural assistants.

It is interesting to note that, 40.00 and 37.33 per cent of beneficiaries and non-beneficiaries, respectively contacted Rural Development Officers of Bank whenever problem occurs followed by 25.33 and 8.00 per cent of beneficiaries and non-beneficiaries once in a month. While, 54.67 and 34.67 per cent of non-beneficiaries and beneficiaries 'never' contacted Rural Development officers of Bank. The above-results are in accordance with the findings of Nagaraj (2002) Prasad (2002).

This trend of result might be due to the fact that the Rural Development Officers of Bank are responsible for sanctioning loan to farm women and farmers on agriculture and related aspects and as a result the respondents, might have contacted them. However, majority of nonbeneficiaries and little less amount of beneficiaries did not contacted Rural Development Officers probably the AA's and AAO (farm women) are rightly available in the villages which might have resulted this trend of result.

A majority of the respondents 'never' contacted various developmental department officials such as Assistant Agriculture Officers, Agriculture Officers, Assistant Directors of Agriculture, Horticulturists, Extension Guides and Scientists of Agriculture University. They contacted the above personnel sometimes whenever problem arises. Further, these officials have their offices located at taluk level and the availability of AAO (farm women) and Agriculture Assistant at the village level and frequent visit by AAO (farm women) itself might have influenced such a type of results.

The data in the table 2 indicates the extension participation had revealed that, 98.67 and 38.67 per cent of the beneficiaries and nonbeneficiaries participated in 'field days',

Table 1. Status of extension contact among beneficiaries and non-beneficiaries of WYTEP

Sl. No.	Extension personnel	Beneficiaries (n=75)												Non-beneficiaries (n=75)											
		Once in a month				Once in 15 days				Whenever problem occur				Once in a month				Once in 15 days				Whenever problem occur			
		F		P		F		P		F		P		F		P		F		P		F		P	
		F	P	F	P	F	P	F	P	F	P	F	P	F	P	F	P	F	P	F	P	F	P	F	P
1.	A.A.	-	-	-	-	2	2.67	45	60.00	28	37.33	-	-	34	45.33	41	54.67	-	-	-	-	-	-	-	-
2.	A.A.O.	-	-	-	-	-	-	1	1.33	21	28	53	70.67	-	-	15	20	60	80	-	-	60	80	-	-
3.	A.O.	-	-	-	-	-	-	-	-	2	2.67	73	97.33	-	-	2	2.67	73	97.33	-	-	73	97.33	-	-
4.	A.DA	-	-	-	-	-	-	-	-	1	1.33	74	98.67	-	-	-	-	75	100	-	-	75	100	-	-
5.	Horticulture Department Officer	-	-	-	-	-	-	5	6.67	7	9.33	63	84	-	-	5	6.67	12	16	-	-	58	77.33	-	-
6.	A.A.O. (FW)	2	2.67	10	13.33	44	58.67	19	25.33	30	40	26	34.67	-	-	-	-	8	10.67	67	89.33	41	54.67	-	-
7.	Rural Development Officers of Bank	-	-	-	-	-	-	3	4	4	5.33	68	90.67	-	-	6	8	28	37.33	-	-	41	54.67	-	-
8.	Extension Guides of UAS	-	-	-	-	-	-	4	5.33	2	2.67	69	92	-	-	1	1.33	-	-	-	-	74	98.67	-	-
9.	Scientists of UAS	-	-	-	-	-	-	4	5.33	2	2.67	69	92	-	-	-	-	3	4	-	-	72	96	-	-
10.	Sericulture Officers	-	-	-	-	-	-	9	12	6	8	55	73.33	-	-	4	5.33	8	10.67	-	-	63	84	-	-

## A Study on Extension Contact . . . . .

Table 2. Extent of extension participation by beneficiaries and non-beneficiaries of WYTEP

Sl. No.	Activities	Beneficiaries (n=75)		Non-beneficiaries (n=75)	
		Frequency	Percentage	Frequency	Percentage
1.	Conducted demonstration my farm	13	17.33	4	5.33
2.	Had discussion with extension workers	72	96	67	89.33
3.	Participated in field days conducted on farm fields	74	98.67	29	38.67
4.	Participated in extension meetings	69	92	69	92
5.	Seen demonstrations conducted on neighbour's field and had discussion	54	72	45	60
6.	Participated in Krishi Mela	69	92	72	96
7.	Seen exhibition on agriculture	69	92	72	96
8.	Read extension publications	37	49.33	8	10.67

respectively followed by 'discussion with extension workers' (96.00% and 89.33%) participated in extension meetings (92.00%, each), participated in Krishimela (92.00% and 96.00%), 'seen exhibition on agriculture' (92.00% and 96.00%), 'seen demonstration conducted on neighbour's field and had discussion' (72.00% and 60.00%) and read extension publications (49.33% and 10.67%). These findings are in agreement with the findings of Natikar (2001) and Sridhar (2002).

Majority of the beneficiaries participated in the 'field days' organized during the training period wherein they provide live situation to the beneficiaries to see and observe the new technologies and an opportunity to have discussion with the extension functionaries and clarify their doubts. Hence, these factors might have influenced the respondents to have more participation in 'field days'.

Another important activity like 'Krishimela' and exhibition are being organized by the University of Agricultural Sciences, Dharwad every year as a regular feature. During 'Krishi Mela', all the agriculture related input agencies depict their products in exhibition. This might have motivated majority of the beneficiaries and non-beneficiaries to attend Krishimela. Further, the University also takes the visiting farmers to demonstration plots and convince them about the new technological advancements. The farmers can have direct

exchange of information with the scientists during Krishimela. All these benefits of Krishimela might have influenced the farmers to take active participation.

Majority of the beneficiaries and non-beneficiaries had 'discussion with extension workers', participated in extension meeting, participated in demonstrations conducted on neighbours field. This trend may be due to the fact that, respondents want to adopt new' agricultural technologies thereby bringing change in their cultivation practices so as to improve their standard of living. Less percentage of the beneficiaries and non-beneficiaries had read extension publications which may be because of illiteracy.

The results depicted in table 3 indicates the mass media participation and revealed that cent per cent of the beneficiaries and non-beneficiaries own 'radio'. Nearly 57.33 per cent of beneficiaries and 20.00 per cent of non beneficiaries hear programmes 'regularly' and 42.67 and 80.00 per cent of beneficiaries and non-beneficiaries hear programmes 'occasionally'. The possible reason may be that these farm women hear more radio programmes because they will not go outside the home because of gender inequality. So, to pass time and to gain knowledge they hear the radio and get the information. Similar results are indicated by Hardikar (1998).

Table 3. Status of mass media participation among beneficiaries and non-beneficiaries of WYTEP

Sl. No.	Mass media	Beneficiaries (n=75)										Non-beneficiaries (n=75)									
		Subscription /owing				Non-subscription/ not owing		Extent of participation				Subscription/ owing		Non-subscription/ not owing		Extent of participation					
		F	P	F	P	F	P	F	P	F	P	F	P	F	P	F	P	F	P	F	P
1.	Listening to radio	75	100	-	-	43	57.33	32	42.67	-	-	75	100	-	-	15	20	60	80	-	-
2.	Watching television	62	82.67	13	17.33	62	82.67	12	16.00	1	1.33	70	93.33	5	6.67	70	93.33	2	2.67	3	4
3.	Reading newspaper	72	96	3	4	25	33.33	12	16	38	50.67	60	80	15	20	8	10.67	7	9.33	60	80
4.	Reading farm magazine	13	17.33	62	82.67	2	2.67	27	36	46	61.33	6	8	69	92	-	-	13	17.33	62	82.67

F = Frequency  
P = Percentage

A majority of the beneficiaries and non-beneficiaries possessed television and regularly watched it. Because, they could learn by seeing the thing rather than hearing from radio. The reason for watching the television was gender inequality and to gain knowledge which made them to see the programmes broadcasted on agriculture, nutrition *etc.* Very negligible percentage of beneficiaries and non-beneficiaries read newspapers and farm magazines regularly which may be due to less education, less mass media exposure, less extension contact and low social participation.

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