

UTILIZATION OF ARTICLES OF FARM MAGAZINE ON ANIMAL HUSBANDRY BY CORRESPONDING READERS

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Abstract: A large number of farmers in India depend on animal husbandry for their livelihood. Animal husbandry and dairy farming are part of the agriculture that deals with production and caring of domestic animal, production of processed milk and poultry farming. There for the present study an effort has been made to know the usefulness and extent of utilization of the content of the articles related to animal husbandry of *Rajasthan Kheti Pratap*. The study was conducted in Bhinder Panchayat Samiti of Udaipur district, Rajasthan. The sample consisted of selected 100 readers from four villages of Bhinder i.e. Vallabhnagar, Bhinder, Bhatevar and Vana. Personal interview technique was used for collecting data from the respondents. Frequency distribution, percentage, mean percent score were used for analysis of data. Majority of the respondents had a favourable opinion towards the usefulness of articles related to animal husbandry and utilization was very low.

Keywords: Usefulness, utilization, article, farm magazine, animal husbandry.

Introduction

An effective communication has a significant role in the process of transfer of technology. Print media is one of most powerful sources of communication in all spheres of mankind. The print media gain popularity and attract the attention of the end users when they address the real problems faced by the farmers and provide feasible solutions to them. *Rajasthan Kheti-Pratap* is one of the leading farm magazine published in Hindi since 2003 by the Directorate of Extension Education, MPUAT, Udaipur. The main aim of the magazine is to disseminate and to popularize the scientific methods of agriculture for farming community. It is a monthly publication which covers useful information on agriculture, horticulture, organic farming, poultry, dairy, animal husbandry, home science and other allied sectors. The success of the farm magazines goes with the taste, perception and attitude of the readers. If the reader develops favourable attitude, automatically it creates interest and motivates the individual to search for the new information. Till now no systematic research efforts have been made to know up to what extent the magazine has been able to achieve objectives set forth. Now it is

*Received Aug 29, 2018 * Published Oct 2, 2018 * www.ijset.net*

an appropriate time to review the magazine from the reader's perspective, so an effort to study the usefulness and utilization of information gained through the articles on animal husbandry in farm magazine by the readers.

Methodology: The study was conducted in Bhinder panchayat samiti of Udaipur district, Rajasthan. The sample consisted of selected 100 readers from four villages of Bhinder i.e. vallabh Nagar, Bhinder, Bhatevar and Vana. For selection of sample, a list of subscribers of Rajasthan Kheti-Pratap was prepared for each selected village.

From the list a sample of 25 famers of subscriber's family who are the readers of the magazine were purposively selected from village to form a total sample of 100 respondents. Personal interview technique was used for collecting data from the respondents. To judge the opinion of respondents towards usefulness of articles related to animal husbandry were measured on a three point continuum i.e. "great extent", "some extent" and "not at all" with the score of 2, 1 and 0. For assessing the extent of utilization of information by the readers, the responses were recorded on a three point continuum i.e. "always" "sometimes" and "never" and assigned 2, 1 and 0 scores respectively. For the extent of utilization scores obtained into three categories low, medium and high and mean percent score were used for analysis of data. To compare the opinion and extent of utilization of information by the respondents of the magazine mean per cent scores were calculated with the help of following formula:

$$\text{MPS} = \frac{\text{sum of scores obtained by respondents in an item}}{\text{Maximum possible scores}} \times 100$$

Result & Discussion

Animal husbandry and dairy farming are part of the agriculture that deals with production and caring of domestic animal, production of processed milk and poultry farming. Opinion of the respondents towards usefulness of articles on animal husbandry in *Rajasthan Kheti-Pratap* Table 1 shows that more than seventy per cent of respondents reported that information on health care and disease, animal insurance and management of animal including shades, construction of manger etc. was very useful for them. Whereas more than half of the respondents mentioned that information on breeding and feeding of animals was useful for them to some extent. Further, data show that 40-44 per cent of respondents opined that the articles on dairy product and processing were useful for them and nearly one third of respondents perceived that these articles were not at all for them. It can be concluded that

majority of respondents had most favourable opinion towards articles on animal husbandry and dairy (MPS 52.5-84.5).

The findings are similar with the results revealed in study of Content Analysis of 'Kalnadai Kathir' - A Livestock Farm Magazine conducted by Akila *et.al* (2013) reported that articles on management aspects, management of animal (81.68%), breeds & breeding (41.61%) were the major contents useful for farmers.

Table 1: Opinion of the respondents towards utility of articles on Animal Husbandry and Dairy & Poultry farming

n=100					
S.No.	Animal Husbandry & Dairy	great extent	some extent	Not at all	MPS
1	Breeding	29	53	18	55.5
2	Feeding	30	55	15	57.5
3	Health and disease	71	18	1	80.0
4	Management	79	11	10	84.5
5	Animal insurance	72	19	10	81.5
6	Dairy product	44	20	36	54.0
7	Processing	40	25	35	52.5
Poultry farming					
1	Breeding	60	26	14	73.0
2	Feeding	30	15	55	30
3	Health and Diseases	32	58	10	39.5
4	Management	55	45	0	79.5
5	Marketing	54	46	0	77.0

Perusal of data in Table 1 further, reveal that majority (54-60%) of the respondents reported that information related to breeding, management and marketing in poultry farming is useful for them to great extent whereas one third of them opined that the content related to feeding, health and disease of chickens is very useful for them.

The findings are in conformity of the results of the study conducted by Akila *et.al* (2013) reported that Out of the 68 articles published under poultry, articles on diseases (34.06%) and feeding (30.29%), marketing (55.88%) and seasonal management (58.88%) were very useful for them.

An analysis of Table 2 reveals that 40-67 per cent respondents reported that they never utilized the information related to animal husbandry and poultry farming except processing and marketing of dairy products. During the informal discussion it was reported that articles on these aspects were very technical and difficult to understand and further, there were limited articles on poultry farming (chickens and broilers). An over view of the table reveals that utilization of content of animal husbandry& dairy and poultry farming is low to average as indicated by MPS ranging from 21.5-41.5. However, information on breeding, feeding, health care and management of cattle and poultry and animal insurance and marketing of products was always utilized by 10-30 per cent respondents. Further, more than one third of the respondents reported that they utilized information on breeding and feeding to some extent.

The findings are in agreement with the findings of Singh and Singh (2013) in their study on utilization pattern of newspaper found that majority of farmers (40.09 and 34.55 %) were utilize the information regarding animal health in newspaper *Dainik Bhaskar* followed by *Dainik Jagran*.

Table 2. Extent of utilization of articles on Animal husbandry, Dairy and Poultry farming by the readers

n = 100

S.No.	Animal Husbandry & Dairy	Always (f/ %)	Sometimes (f/ %)	Never (f/ %)	MPS
1.	Breeding	10	22	62	21.0
2.	Feeding	20	43	47	41.5
3.	Health and disease	14	46	40	37.0
4.	Management	10	23	67	21.5
5.	Animal insurance	10	25	65	22.5
6.	Dairy product	30	56	14	58.0
7.	Processing	20	48	32	44.0
	Poultry farming				
1.	Breeding	10	32	58	26.0
2.	Feeding	10	38	52	29.0
3.	Health and Diseases	30	20	50	40.0
4.	Management	20	24	56	32.0
5.	Marketing	20	26	54	33.0

Conclusion

Results of the Study revealed that 70% of the Respondents reported that Information on health Care and disease, Animal Insurance and Management of animals including shades is very useful. Data show that 40-44% of the Respondents opined that the Articles on diary Product & Processing were Useful for them. Majority of the respondents had favourable opinion towards articles on Animal husbandry & dairy Technology.

From the results it can be concluded that majority of the respondents had favourable opinion towards usefulness of the content on animal husbandry and dairy farming but due to the less of number of articles the utilization was low. It might be due to irregularity in distribution of magazine, high cost as compared to other agricultural magazine, non-availability of the magazine in their respective area etc. There is need to make aware about the magazine and to motivate the people for reading and utilization of the information.

Recommendation

There is a need to provide information related to animal husbandry and dairy farming in the articles of farm magazine *Rajasthan Kheti Pratap* for more utilization of the information by the farmers in rural areas.

There is need to create awareness about magazine *Rajasthan Kheti Pratap* for wider circulation and utilization of information by the people in rural areas.

There should be regular interaction with farmers to get feedback about the magazine content. It will be helpful in providing content according to need, preference and their level of understand ability.

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