

*A*  
*Report*  
*On*  
**Feedback Survey**  
*On*  
**Kisanvani Programme**

**Under**  
**‘Mass Media Support to Agriculture Extension’**  
**Sponsored by**  
**Ministry of Agriculture & Cooperation, Govt. of India.**

[Part:( II ): 3rd & 4th Week-27<sup>th</sup> December, 2005-10<sup>th</sup> January,2006]



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**February-2006.**

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## Research Team

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## **STUDY PROFILE**

- **Name of the Study** Feedback Survey on Kisanvani Programme under the scheme 'Mass Media Support to Agriculture Extension'
- **Research Design.** Audience Research Unit, DG,AIR.
- **Period of field survey** 27<sup>th</sup> December, 2005 – 10<sup>th</sup> January,2006.  
(2<sup>nd</sup> Fortnight)
- **Place of survey** 334 Villages in primary coverage zone of 84 AIR, FM Stations spread over 24 States and one UT
- **Sample Size** 3340 Pre-informed farmer @ 10 farmers from each village.
- **Research Tool** Pre-coded Structure Questionnaire.
- **Data Collection** By Part-time casual Investigators trained for this purpose & supervised by the Audience Research Unit of respective states/assigned units.
- **Data Compilation, Analysis & Report writing.** Computerized at Headquarters, Audience Research Unit, DG, AIR, New Delhi.
- **Preparation of Report** February,2006

## **SALIENT FINDINGS**

- 35.4% farmers reported regular listening to Kisan Vani Programme during the 2<sup>nd</sup> fortnight. Marginal increase in regular listening was recorded when compared to 1<sup>st</sup> fortnight (33.4%).
- The topic ‘Farm seeds & seed production of day to day use’ under Kisanvani programme registered maximum listening (31.2%) whereas the topic ‘Gender friendly equipments’ recorded lowest listening (3.0%).
- Majority of the respondents (78.6%) found the contents of b’cast adequate. Here again, marginal decline (4.6%) was noticed in the percentage of respondents as compared to previous fortnight.
- A little less than 80% target beneficiaries had the similar opinion on the Kisan Vani Programme as expressed in the previous fortnight that the information given was easy to understand whereas 43.5% farmers felt that information could be practiced/adopted.
- The reasons for not comprehending the contents of the Kisan Vani Programme as reported by the farmer was that they were unable to remember too many messages/technologies given in a single b’cast.

- 48% target beneficiaries reported that they adopted the technology/information because they were simple and easy to adopt/practice.
- The major bottleneck in adoption of new technology was 'Inputs not available in time' (36.6%) followed by 'Did not like to take risk by adopting new practice' (25.1%).
- The most liked topic required to be covered under Kisanvani programme was 'Loan & Subsidy scheme of government' (42.8%) whereas the least liked topic was 'Gender friendly equipments' (9.5%). The same trend was observed in the previous fortnight also.
- Despite best efforts of farmers, Kisan Call Center could not be contacted.

## **Introduction**

This is the 2<sup>nd</sup> fortnightly report (3<sup>rd</sup> & 4<sup>th</sup> week) for the period 27<sup>th</sup> December,2005 to 10<sup>th</sup> January,2006 in the series, includes analysis of feedback data based on interview of 3340 respondents from 334 villages in the primary coverage zone of 84 AIR FM Stations spread across the 24 states and one Union Territory.

The 2<sup>nd</sup> fortnightly survey was conducted with the same objectives and using the same methodology but covering different set of villages than those covered in the previous fortnight.

## **Study limitations :**

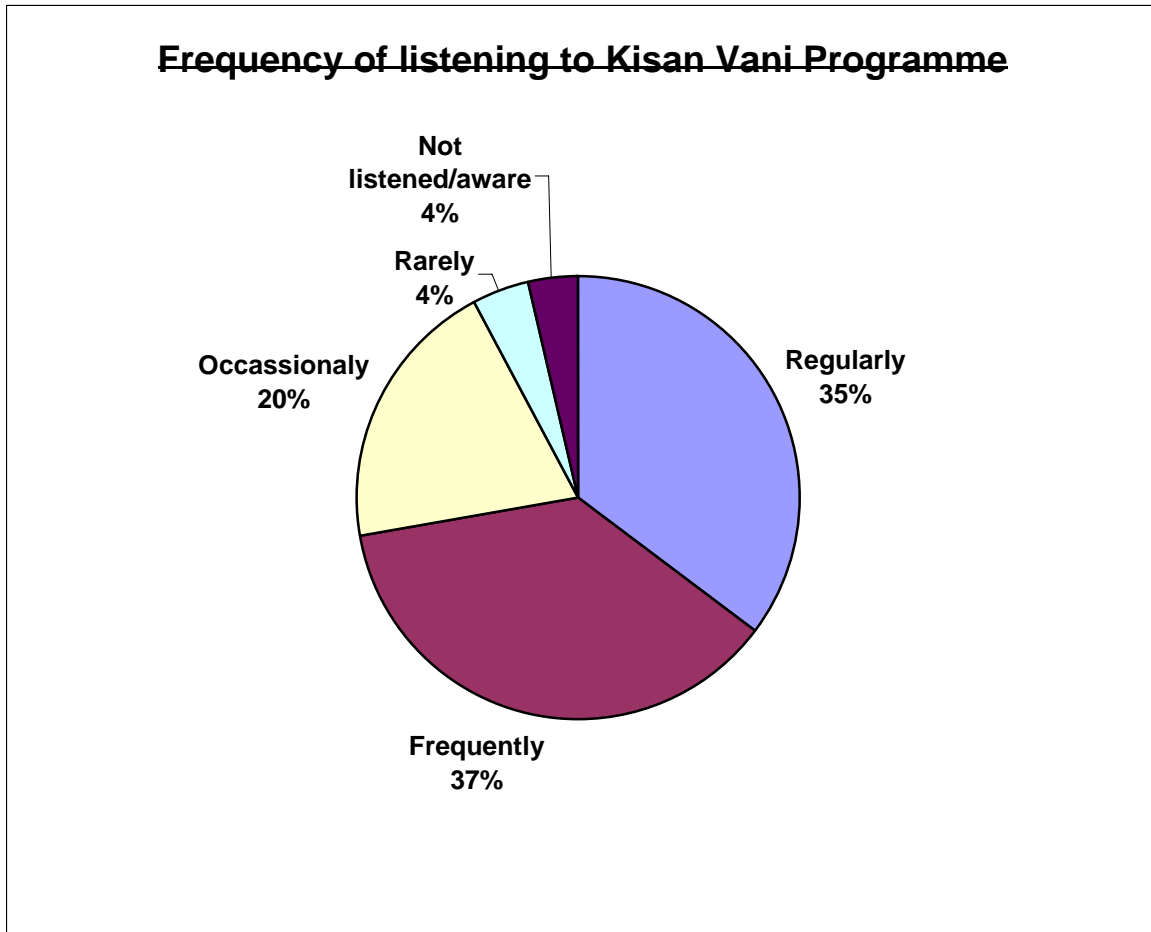
During 2<sup>nd</sup> fortnight feed-back data was received from almost all the villages where study was conducted except two villages from AIR, FM Station Poonch (J&K) and Godhra (Gujrat) due to some administrative problems. The survey could not be conducted in two UTs Port Blair & Daman due to shortage of trained manpower & logistics support. Thus out of 86 stations selected for the survey, data was received from 84 AIR FM Stations

## **Profile of the respondents :**

As is evident from Table-1 the sample constituted 86.3% males & 13.7% females According to age-group maximum number of respondents were in the age-group of 31-45 years (43.8%) followed by 46 years and above(31.3%). Among selected respondents, 94.1% had radio with FM whereas only 5.9% had radio without FM. As regards ownership of TV, almost half of the respondents (49.5%) had TV sets and 19.9% respondents had TV with cable. A sizable percentage (30.6) did not have TV. As far as educational level of respondents is concerned, highest number of respondents (45.5%) were below metric but literate followed by graduates but matric 30.8%. As expected, majority of the respondents (89.1%) were engaged in agricultural activities followed by business 5.8% and service 5.1%. Maximum number of respondents (30.0%) were marginal farmers (less than 2.5 acres of land) followed by medium farmers (5 acres to 25 acres) 29.9%. Only a small percentage (7.0%) was of the large farmers (25 acres and above). With regards to agricultural equipments, 14.8% farmers owned tractor, 20.1% diesel pumps and 26.0% tube-wells.

## Listenership of Kisan Vani :

*Diagram: 1*



*The above diagram shows that the regular listeners to Kisan Vani Programme were 35.0% marginally higher than previous fortnight 33.0%.*

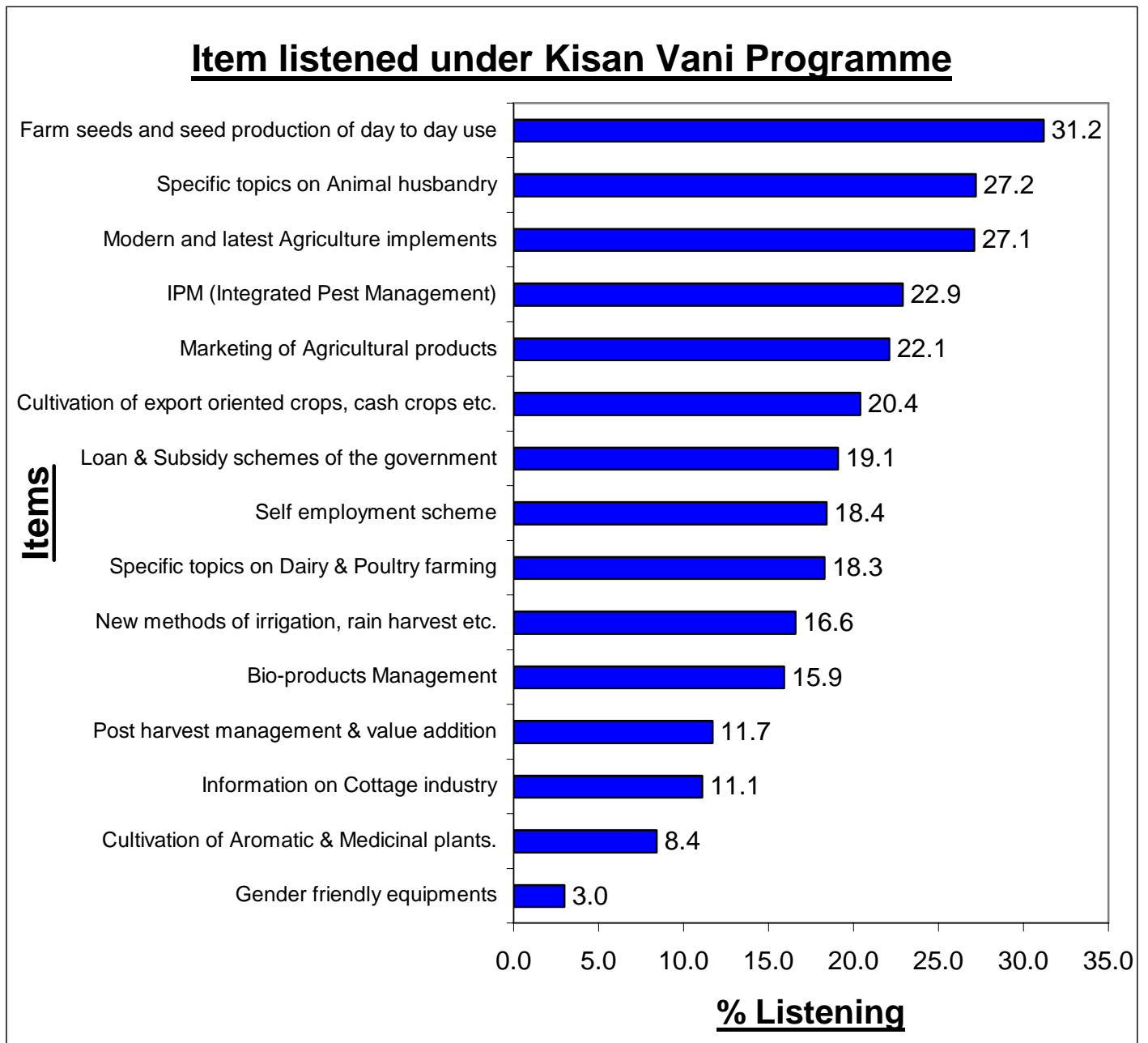
- i) The sample was drawn from amongst the radio households who were listening to radio at least once a week. As such, listening to radio was 100% and all the respondents were pre-informed to listen to Kisan Vani programme one day before the actual survey. Naturally, almost all the respondents were aware of the programme and listening to it.
- ii) The overall frequency of listening to the Kisan Vani Programme across the country under normal conditions is depicted in the following pie chart:

## **Item listened under Kisan Vani Programme:**

The following bar diagram shows the items listened under the Kisan Vani Programme in order of ranking.

### **Overall trend.**

**Diagram:2**



It is evident from the above diagram that overall, the topic 'Farm seed & seed production of day to day use' attracted the maximum number of respondents (31.2%) followed by specific topic on 'Animal husbandry' (27.2%) whereas the topic 'Gender friendly equipments' attracted the minimum number of respondents (3.0%)

## State-wise trend:

**Table: I**

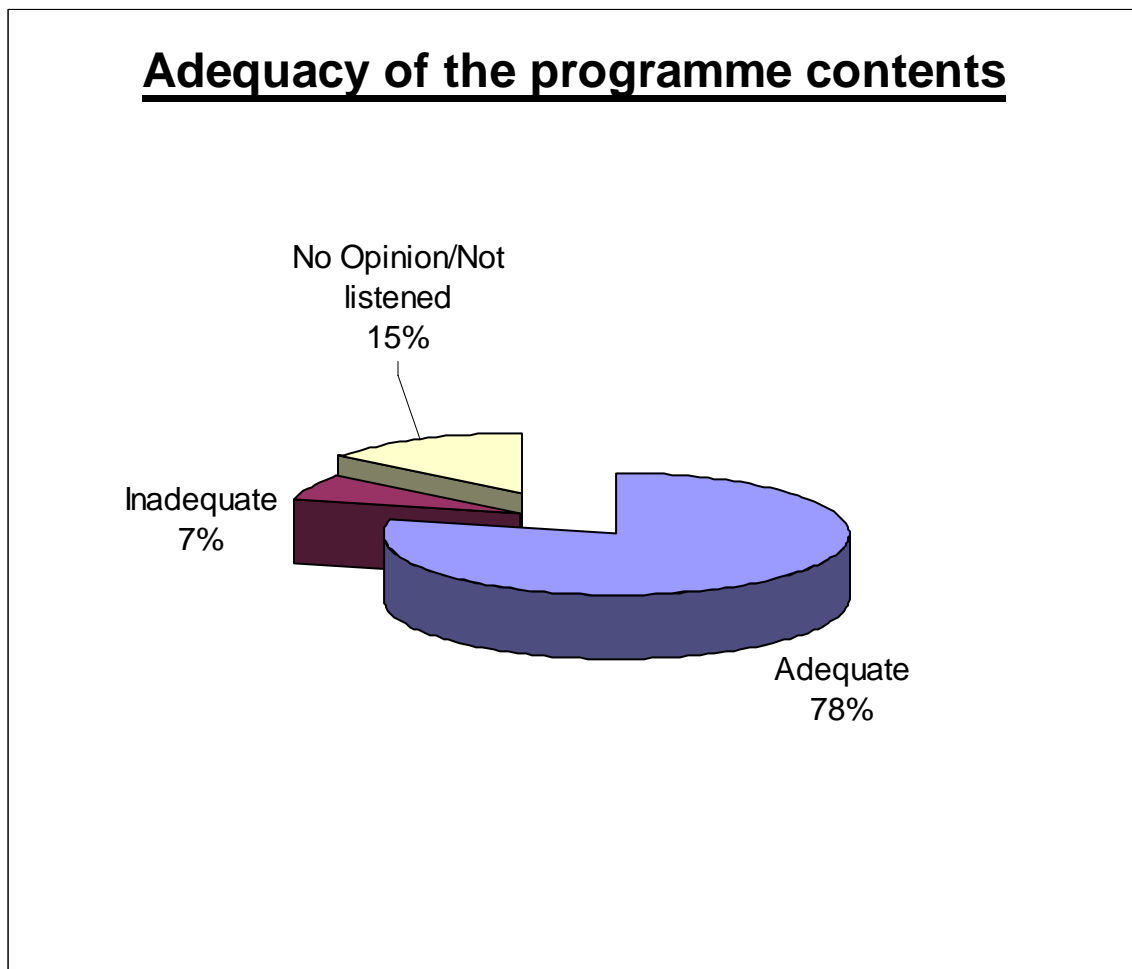
S/No.	Name of the State/UT	Most listened topics	Respondents (%)
1.	Uttar Pradesh	Specific topics on Animal husbandry.	56.9
2.	Andhra Pradesh	Integrated Pest Management	36.1
3.	Karnataka	Loan & Subsidy Schemes of the Government	45.3
4.	Maharashtra	Specific topics on Animal husbandry.	31.4
5.	North-East	Farm seed & seed production of day to day use	28.6
6.	Haryana	Specific topic on Dairy & Poultry Farming	48.8
7.	Orissa	Self employment schemes	49.4
8.	Rajasthan	Modern & latest agriculture implements.	56.9
9.	Jammu & Kashmir	Farm seed & seed production of day to day use	51.8
10.	Punjab	Specific topic on Dairy & Poultry Farming	50.0
11.	West Bengal	Modern & latest agriculture implements.	50.0
12.	Pondicherry	Specific topics on Animal husbandry.	60.0
13.	Himachal Pradesh	Farm seed & seed production of day to day use	45.0
14.	Kerala	Specific topics on Animal husbandry.	32.5
15.	Bihar	Cultivation of Aromatic & Medicinal Plant	52.5
16.	Jharkhand	Modern & latest agriculture implements.	53.3
17.	Chhatisgarh	Cultivation of export oriented crops, cash-crops etc; Loan & subsidy scheme of the Government & Specific topics on Animal husbandry	25.0 each topic
18.	Tamilnadu	Loan & Subsidy Schemes of the Government	55.0
19.	Gujarat	Farm seed & seed production of day to day use	86.7
20.	Madhya Pradesh	Farm seed & seed production of day to day use	33.4

Above table shows that about five states & one UT out of 24 states one UT covered under survey, were listening to the specific topic on 'Animal Husbandry' followed by the topic 'Farm seed & seed production of day to day use' by the five states.

**Adequacy of information :** Whether the information given in the various programmes b'cast under the Kisan Vani Programme was adequate in terms of its contents. The responses so gathered to obtain the position are depicted in the following diagram.

**Overall trend.**

**Diagram:3**



It is clear from the above diagram that overall, the information given under the Kisan Vani Programme was found to be adequate by maximum number of respondents (78%).

## State-wise trend

**Table: II**

S/No.	Name of the State/UT	Adequate (%)	Inadequate (%)	No opinion/ Not listened
1.	Uttar Pradesh	92.5	5.6	1.9
2.	Andhra Pradesh	75.0	12.1	12.9
3.	Karnataka	76.1	14.2	9.7
4.	Maharashtra	77.7	9.8	12.5
5.	North-East	57.2	4.2	38.6
6.	Haryana	98.8	0.0	1.2
7.	Orissa	74.4	5.0	20.6
8.	Rajasthan	85.3	2.5	12.2
9.	Jammu & Kashmir	83.6	2.7	13.7
10.	Punjab	97.5	0.0	2.5
11.	West Bengal	56.3	10.0	33.7
12.	Pondicherry	52.5	12.5	35.0
13.	Himachal Pradesh	78.8	2.5	18.7
14.	Kerala	78.3	16.7	5.0
15.	Bihar	60.0	3.8	36.2
16.	Jharkhand	88.3	0.0	11.7
17.	Chhatisgarh	92.5	7.5	0.0
18.	Tamilnadu	87.5	2.5	10.0
19.	Gujrat	70.0	30.0	0.0
20.	Madhya Pradesh	93.1	2.2	4.7

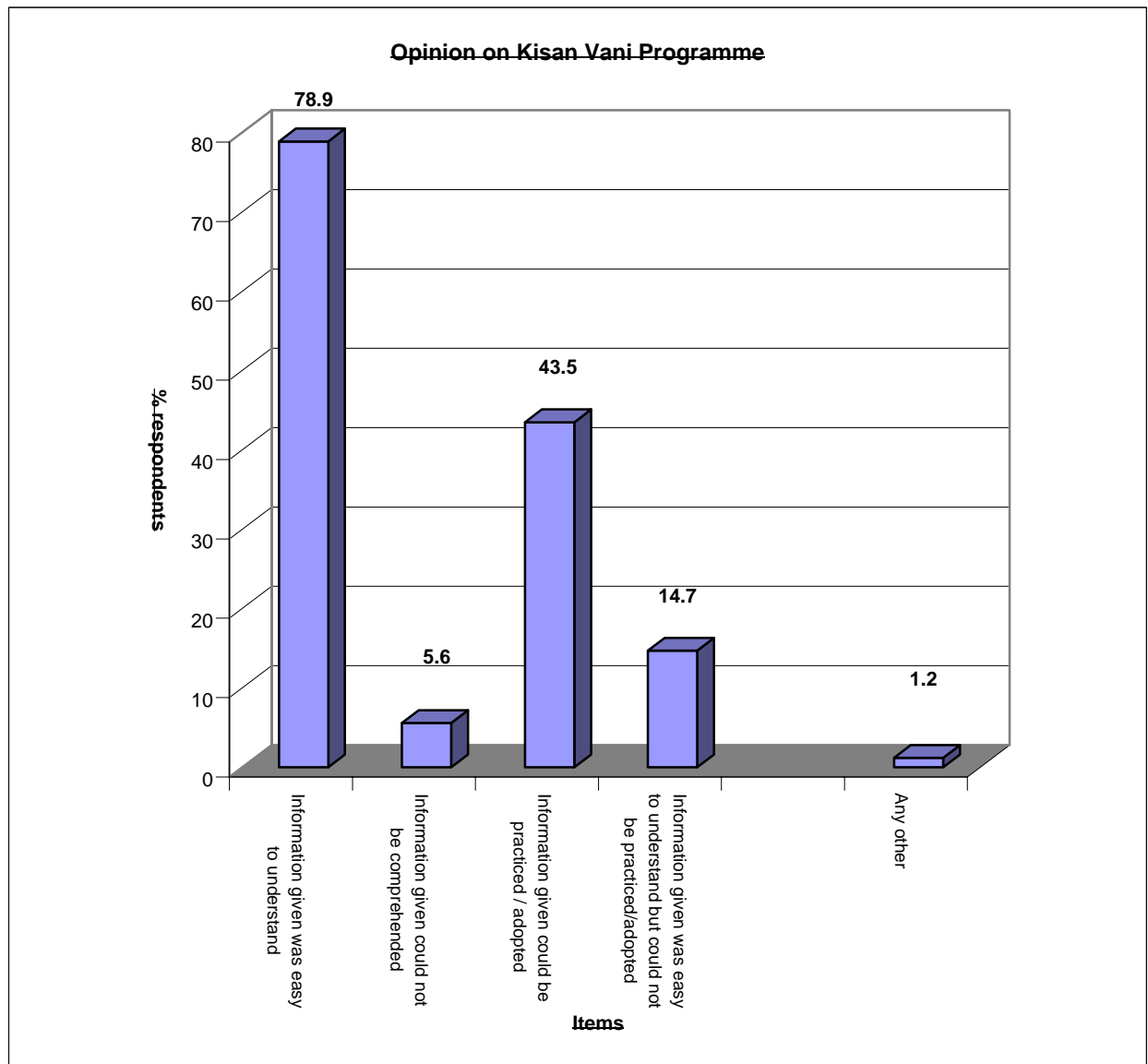
The above table shows that in Pondicherry only 52.5% respondents found the information given in the programme was adequate which was the lowest among all the States followed by West –Bengal 56.3%. This implies that contents of the programme being b'cast from these States were not good enough to attract the sizable respondents.

## Opinion on the Kisanvani Programme :

The following diagram shows the opinion of the farmers on the information/subject matter given in the Kisan Vani Programme.

### Overall trend.

Diagram:4



Further, analysis revealed that majority of the listeners (78.9%) opined that the information given was easy to understand. 43.5% respondents found this information practicable/adoptable whereas 5.6% respondents reported that the information given could not be comprehended. 14.7% respondents had the opinion that though the information given was easy to understand yet this could not be practiced/adopted.

## State-wise trend

**Table: III**

S/No.	Name of the State/UT	Information given was easy to understand	Information given could not be comprehended	Information given could be practiced / adopted	Information given was easy to understand but could not be practiced/adopted
		% Resp.	% Resp.	% Resp	% Resp
1.	Uttar Pradesh	78.8	3.8	47.5	22.5
2.	Andhra Pradesh	89.3	3.6	11.4	11.1
3.	Karnataka	85.3	5.0	52.8	21.1
4.	Maharashtra	79.5	9.8	33.6	14.3
5.	North-East	61.7	5.0	36.4	5.8
6.	Haryana	90.0	1.3	98.8	0.0
7.	Orissa	71.3	0.0	33.1	10.0
8.	Rajasthan	76.3	10.6	50.0	22.5
9.	Jammu & Kashmir	83.6	6.4	45.5	25.5
10.	Punjab	96.3	2.5	18.8	0.0
11.	West Bengal	48.8	6.3	38.8	12.5
12.	Pondicherry	65.0	0.0	57.5	0.0
13.	Himachal Pradesh	71.3	2.5	70.0	10.0
14.	Kerala	76.7	2.5	23.3	22.5
15.	Bihar	57.5	5.0	38.8	15.0
16.	Jharkhand	93.3	0.8	21.7	18.3
17.	Chhatisgarh	92.5	2.5	65.0	5.0
18.	Tamilnadu	100.0	0.0	35.0	77.5
19.	Gujrat	43.3	20.0	23.3	23.3
20.	Madhya Pradesh	87.8	7.5	78.8	8.1

## **Reasons for not comprehending the Kisanvani Programme.**

Analysis of the reasons reported for not comprehending the contents of Kisan Vani programme revealed that overall, 4.1% respondents were unable to remember the contents of the programme as too many messages/technologies/information given in single b'cast and 3.3 % could not comprehend the programme as too many technical words used were not explained properly.

### **State-wise trend**

**Table: IV**

<b>S/No.</b>	<b>Name of the State/UT</b>	<b>Unable to remember as too many messages /Technologies were given in a single b'cast.</b>	<b>The explanation provided was complicated &amp; Confusing.</b>	<b>Too many technical words used were not explained properly.</b>
1.	Uttar Pradesh	3.1	1.9	1.3
2.	Andhra Pradesh	1.1	1.1	2.1
3.	Karnataka	4.4	3.1	2.2
4.	Maharashtra	9.1	2.0	9.3
5.	North-East	3.9	2.8	1.1
6.	Haryana	0.0	0.0	0.0
7.	Orissa	0.0	0.0	0.0
8.	Rajasthan	6.6	4.1	5.9
9.	Jammu & Kashmir	4.5	0.9	6.4
10.	Punjab	2.5	0.0	2.5
11.	West Bengal	5.0	3.8	5.0
12.	Pondicherry	0.0	0.0	0.0
13.	Himachal Pradesh	1.3	0.0	2.5
14.	Kerala	1.7	0.8	0.8
15.	Bihar	2.5	2.5	0.0
16.	Jharkhand	0.0	0.8	0.8
17.	Chhatisgarh	1.3	1.3	0.0
18.	Tamilnadu	0.0	0.0	0.0
19.	Gujrat	16.7	3.3	0.0
20.	Madhya Pradesh	5.3	3.3	0.0

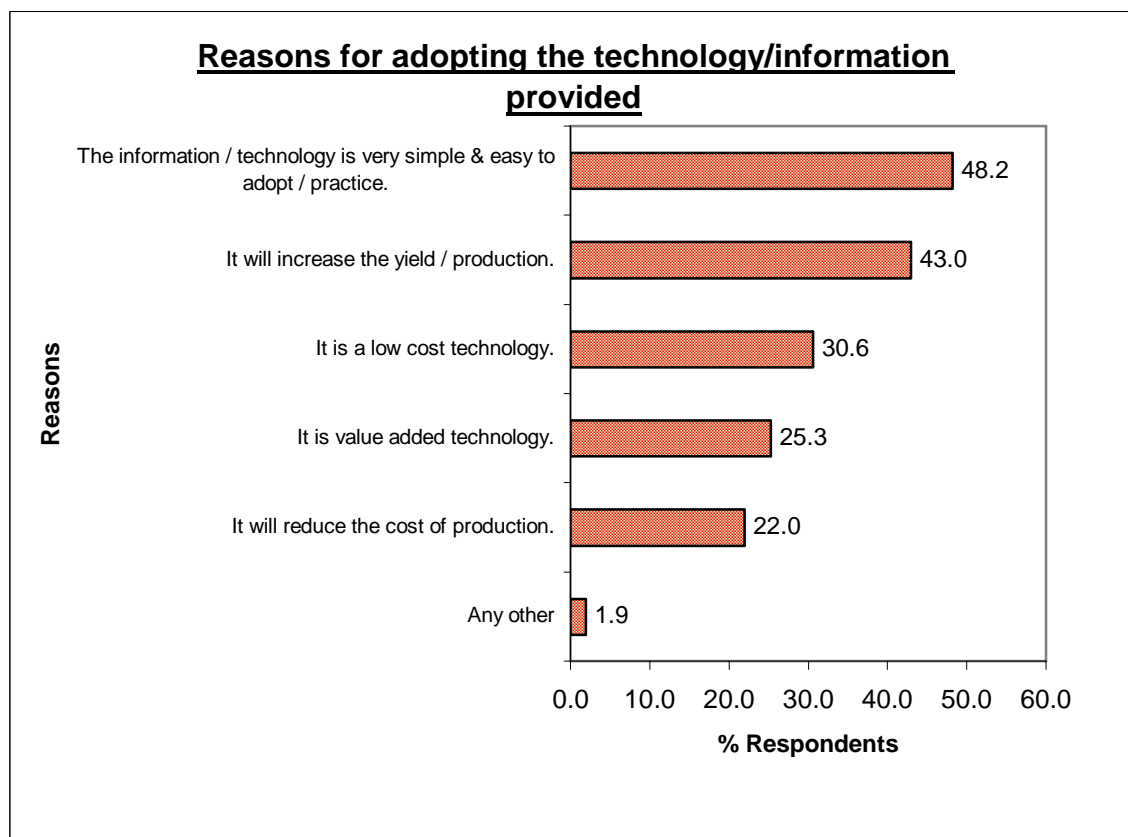
Maximum number of respondents (16.7%) in Gujarat were unable to remember the contents of the programme as ‘too many message/technologies were given in single b’cast’ whereas in Rajasthan maximum number of respondents (4.1%) reported that the explanation provide in the Kisan Vani Programme was ‘complicated and confusing’. In Maharashtra highest number of respondents (9.3%) opined that ‘too many technical words used in the programme were not explained properly’.

## **Reasons for adopting technology/information:**

The reasons for adopting the technology/information provided under the Kisan Vani Programme were elicited from the respondents and are depicted in the following diagram:

### **Overall trend.**

**Diagram:5**



overall, 48.2% respondents found that the information/technology was very simple and easy to adopt/practice followed by those respondents (43%) who found that it will increase the yield/production. Further, 30.6% of the respondents found it was low technology and 25.3% felt it was value added technology.

## State-wise trend

**Table: V**

S/No.	Name of the State/UT	The information / technology is very simple & easy to adopt / practice.	It is a low cost technology.	It is value added technology.	It will increase the yield / production.	It will reduce the cost of production.
		% Resp.	% Resp.	% Resp.	% Resp	% Resp.
1.	Uttar Pradesh	25.0	31.3	35.6	57.5	20.6
2.	Andhra Pradesh	41.4	33.9	42.5	46.8	23.9
3.	Karnataka	43.3	49.2	33.1	48.6	35.8
4.	Maharashtra	50.9	23.4	25.5	35.0	23.2
5.	North-East	58.6	24.4	10.0	34.2	15.0
6.	Haryana	87.5	26.3	20.0	95.0	57.5
7.	Orissa	48.8	30.0	37.5	43.8	15.6
8.	Rajasthan	59.7	34.7	23.8	50.6	35.6
9.	Jammu & Kashmir	49.1	26.4	20.0	42.7	7.3
10.	Punjab	63.8	1.3	3.8	3.8	3.8
11.	West Bengal	41.3	12.5	12.5	38.8	5.0
12.	Pondicherry	55.0	22.5	10.0	22.5	30.0
13.	Himachal Pradesh	53.8	50.0	46.3	47.5	2.5
14.	Kerala	30.8	19.2	4.2	13.3	2.5
15.	Bihar	42.5	23.8	13.8	40.0	37.5
16.	Jharkhand	43.3	25.0	16.7	33.3	22.5
17.	Chhatisgarh	33.8	16.3	26.3	60.0	5.0
18.	Tamilnadu	15.0	20.0	0.0	35.0	27.5
19.	Gujrat	43.3	36.7	33.3	23.3	10.0
20.	Madhya Pradesh	47.5	42.5	33.1	52.5	18.4

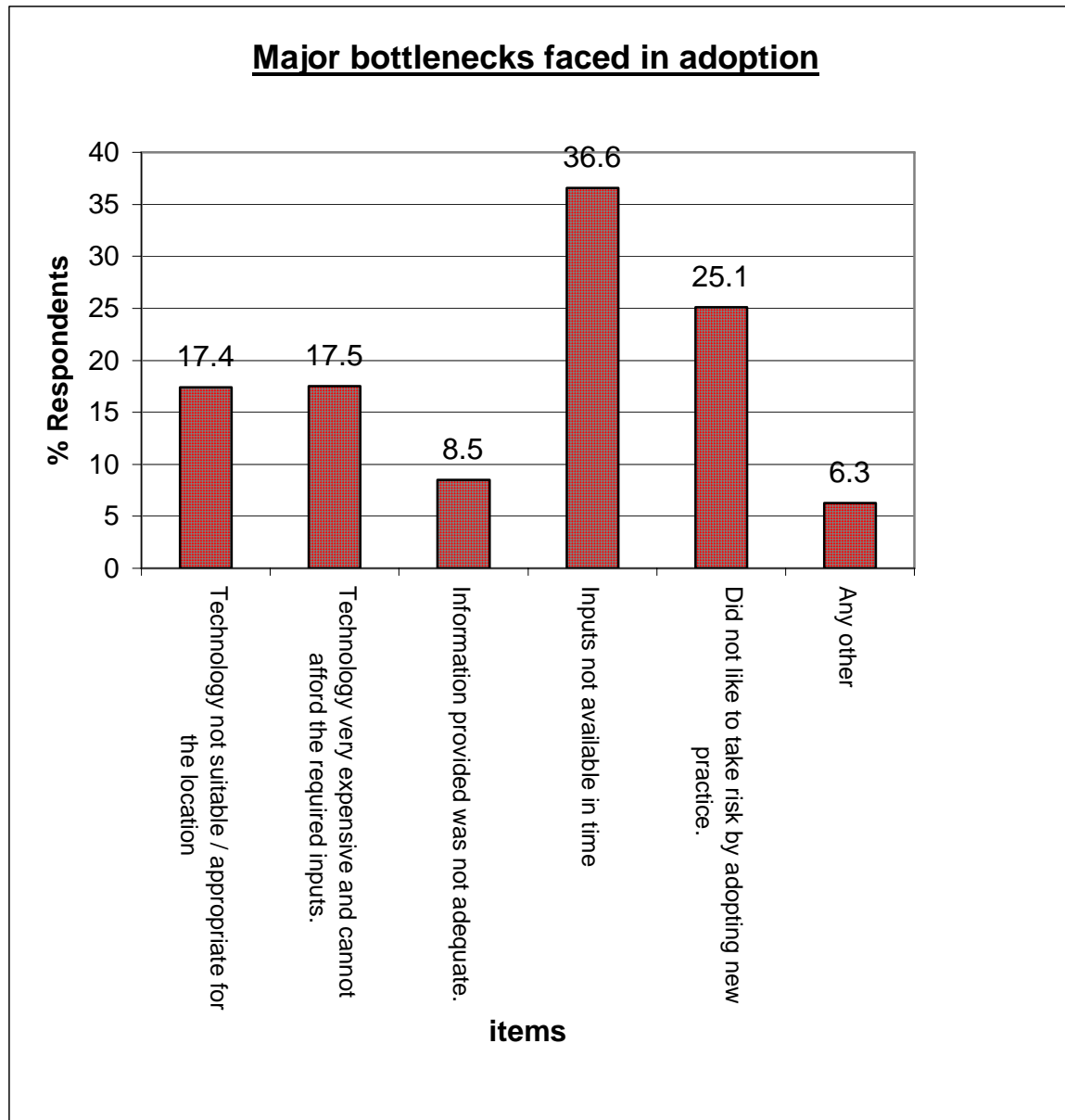
Maximum number of respondents (87.5%) in Haryana reported that they could adopt the technology/ information provided in the programme as the information/technology was very simple & easy to adopt/practice whereas in Himachal Pradesh maximum number of respondents (50.0%) reported that it was low cost technology. In Uttar Pradesh the reason given by the maximum number or respondents (57.5%) was ‘It will increase the field production’. Listeners in Haryana (57.5%) felt that ‘ It will reduce the cost of production’.

## **Major bottlenecks faced in adoption:**

Various bottlenecks faced in adoption of new method by the target beneficiaries and percentage of respondents who faced these bottlenecks are shown in the following diagram depicting overall trend.

### **Overall trend.**

**Diagram:6**



It is evident from the above diagram that the highest number of respondents (36.6%) reported that inputs were not available in time followed by 'did not like to take risk by adopting new practice' (25.1%). The same bottlenecks were observed during the survey of first fortnightly also.

## State-wise trend

**Table: VI**

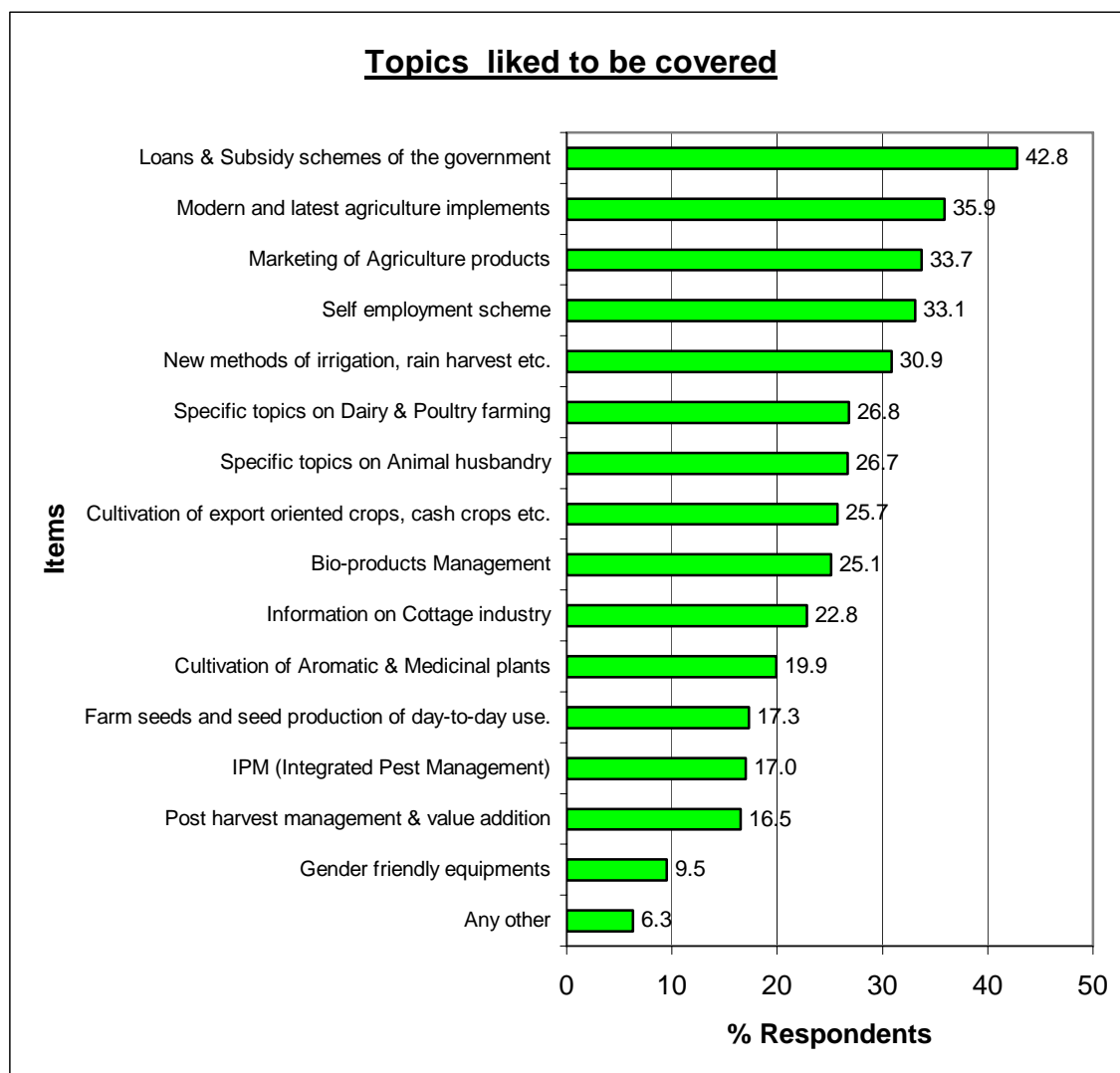
S/No.	Name of the State/UT	Technology not suitable / appropriate for the location.	Technology very expensive and cannot afford the required inputs.	Information provided was not adequate.	Inputs not available in time	Did not like to take risk by adopting new practice.
		% Resp.	% Resp.	% Resp	% Resp	% Resp
1.	Uttar Pradesh	10.0	21.3	16.3	38.8	28.1
2.	Andhra Pradesh	31.8	18.6	15.0	47.5	18.9
3.	Karnataka	21.1	15.8	5.3	39.4	38.9
4.	Maharashtra	19.8	18.9	6.4	30.2	22.3
5.	North-East	15.6	22.8	6.7	37.5	18.3
6.	Haryana	0.0	0.0	0.0	0.0	0.0
7.	Orissa	10.0	10.6	5.0	33.8	32.5
8.	Rajasthan	17.5	14.1	17.2	35.6	43.4
9.	Jammu & Kashmir	23.6	13.6	3.6	50.0	23.6
10.	Punjab	6.3	15.0	1.3	15.0	46.3
11.	West Bengal	3.8	12.5	7.5	17.5	33.8
12.	Pondicherry	10.0	5.0	12.5	37.5	5.0
13.	Himachal Pradesh	15.0	12.5	1.3	20.0	16.3
14.	Kerala	25.0	5.0	12.5	16.7	23.3
15.	Bihar	15.0	30.0	10.0	55.0	21.3
16.	Jharkhand	15.0	15.0	5.8	53.3	17.5
17.	Chhatisgarh	17.5	42.5	2.5	43.8	18.8
18.	Tamilnadu	17.5	7.5	2.5	2.5	70.0
19.	Gujrat	53.3	30.0	10.0	3.3	10.0
20.	Madhya Pradesh	11.9	22.8	8.8	54.4	9.1

Majority of respondents (53.3%) felt in Gujarat that the major bottleneck in adopting new technology was ‘Technology not suitable/appropriate for the location’ as suggested in the programme. Interestingly, in four states viz. Jammu & Kashmir, Bihar, Jharkhand & Madhya Pradesh, more than 50.0% of the respondents faced the major bottlenecks of ‘Inputs not available in time’.

## Topics liked to be covered under Kisanvani Programme:

### Overall trend.

Diagram:7



The above diagram depicts that overall, maximum number of respondents (42.8%) liked to listened to topics on ‘Loans and subsidy schemes of the government followed by ‘Modern and latest agriculture implements’ (35.9%), ‘Marketing of agriculture products’ (33.7%), ‘Self employment scheme’ (33.1%) ‘New method of irrigation & rain harvesting (30.9%), ‘Specific topic on Dairy & Poultry farming’ (26.8%), and ‘Specific topics on Animal husbandry’ 26.7%. By and large, same trend was observed during the previous fortnight.

## State-wise trend

**Table: VII**

S/No.	Name of the State/UT	Most liked topics	Respondents (%)
1.	Uttar Pradesh	Specific topics on Dairy & Poultry Farming.	31.9
2.	Andhra Pradesh	Modern & latest agriculture implements	52.5
3.	Karnataka	Marketing of Agriculture Products	51.7
4.	Maharashtra	Loan & Subsidy scheme of government	44.5
5.	North-East	New methods of irrigation, rain-harvesting etc.	35.3
6.	Haryana	Bio product management.	51.3
7.	Orissa	Loan & Subsidy scheme of government	44.4
8.	Rajasthan	Loan & Subsidy scheme of government	52.2
9.	Jammu & Kashmir	Modern & latest agriculture implements	41.8
10.	Punjab	Marketing of Agriculture Products	56.3
11.	West Bengal	Loan & Subsidy scheme of government	38.8
12.	Pondicherry	Specific topic on Animal husbandry.	60.0
13.	Himachal Pradesh	Modern & latest agriculture implements	73.8
14.	Kerala	Marketing of Agriculture Products	47.5
15.	Bihar	Specific topic on Animal husbandry	45.0
16.	Jharkhand	Self-employment scheme.	60.0
17.	Chhatisgarh	Loan & Subsidy Scheme of the Government.	47.5
18.	Tamilnadu	Loan & Subsidy Scheme of the Government.	90.0
19.	Gujarat	Loan & Subsidy Scheme of the Government.	76.7
20.	Madhya Pradesh	Loan & Subsidy Scheme of the Government.	40.0

Analysis of the above table revealed that 8 States out of 24 States/UT where survey was conducted during second fortnight, were interested in listening to the topic 'Loan & Subsidy Scheme of the Government'. Economic condition of the farming community in these States is not very sound as compared to other States that may be the main reason for liking such topics.

## **Suggestion & comments on Kisanvani Programme by the respondents**

Some of the worthwhile suggestions/comments received from the farming community across the country are listed below: -

1. Advertisement of chemical fertilizer should be stopped on radio as this fertilizer spoiled the land (Suggestion received from district Satara, Maharashtra).
2. Off season information about crops should be avoided in the programme. Programme should be b'cast on seasonal vegetables and crops (District Satara, Maharashtra).
3. Information related to use of pesticides for control of insects like mava, locari etc. on sugar cane crops may be given in the Kisan Vani Programme (District Beed, Maharashtra)
4. Information provided by the experts should also be broadcast in local languages (District Akola, Maharashtra).
5. Information on Central-government sponsored schemes, grant-in-aid for the rural farmers should be given (District Mokokchung, Nagaland).
6. Information on flood control and irrigation facilities should be provided ( Assam).
7. Experts participating in discussions/talks under the Kisan Vani Programme should also interact face to face with the farmers so as to listen to their practical problems (Assam).

8. A series on tea plantation should be b'cast under the programme (District Jorhat, Assam).
9. Agriculture subsidy scheme should be b'cast (District Raichur, Karnataka).
10. Phone-in-programme should be started under Kisan Vani to discuss farmers problem (common suggestion).
11. The programme b,cast in the evening transmission should also be repeated in the morning transmission for those farmers who could not listen to it in the evening(common suggestion).

# TABLES

## (Consolidated)

**Table:1**  
**Profile of the Respondents**

**Base: 3340**

<b>Gender</b>	<b>No.</b>	<b>%</b>
Male	2884	86.3
Female	456	13.7

<b>Age group</b>	<b>No.</b>	<b>%</b>
18-30 years	830	24.9
31-45 years	1463	43.8
46 year & above	1047	31.3

<b>Ownership of Radio</b>	<b>No.</b>	<b>%</b>
Radio with FM	3143	94.1
Radio without FM	197	5.9

<b>Ownership of TV</b>	<b>No.</b>	<b>%</b>
TV only	1651	49.5
TV with Cable	666	19.9
No TV	1023	30.6

<b>Education</b>	<b>No.</b>	<b>%</b>
Graduate & above	410	12.3
Below graduate but matric	1029	30.8
Below matic but literate	1519	45.5
Illiterate	382	11.4

**Table : 1 continued**

<b>Occupation</b>	<b>No.</b>	<b>%</b>
Farmer	2978	89.1
Service	169	5.1
Business	193	5.8

<b>Land ownership</b>	<b>No.</b>	<b>%</b>
Marginal farmer	1002	30.0
Small farmer	955	28.6
Medium farmer	998	29.9
Large farmer	233	7.0
Share Cropper	152	4.5

<b>Agriculture equipment ownership</b>	<b>No.</b>	<b>%</b>
Tractor	493	14.8
Diesel Pump	670	20.1
Tube well	868	26.0
Others	946	28.3

**Table : 2**  
**Frequency of listening to ‘Kisan Vani’ programme**

		<b>Base:3340</b>
<b><u>Frequency</u></b>	<b><u>No.</u></b>	<b><u>%</u></b>
Regularly	1181	35.4
Frequently	1234	36.9
Occasionally	662	19.8
Rarely	141	4.2
Not listened/aware	122	3.7

**TABLE : 3**  
**Items listened under Kisanvani Programme**  
(Multiple response)

		<b>Base: 3340</b>
<b><u>Items</u></b>	<b><u>No.</u></b>	<b><u>%</u></b>
Modern and latest Agriculture implements	904	27.1
Farm seeds and seed production of day to day use	1043	31.2
Cultivation of export oriented crops, cash crops etc.	680	20.4
Bio-products Management	530	15.9
Marketing of Agricultural products	738	22.1
Loan & Subsidy schemes of the government	639	19.1
Self employment scheme	615	18.4
Information on Cottage industry	372	11.1
New methods of irrigation, rain harvest etc.	556	16.6
Post harvest management & value addition	390	11.7
Specific topics on Animal husbandry	910	27.2
Specific topics on Dairy & Poultry farming	610	18.3
IPM (Integrated Pest Management)	764	22.9
Cultivation of Aromatic & Medicinal plants.	279	8.4
Gender friendly equipments	100	3.0
Any other	939	28.1

**Table : 4**  
**Adequacy of the programme**

		<b>Base: 3340</b>
<b><u>Adequacy</u></b>	<b><u>No</u></b>	<b><u>%</u></b>
Adequate	2626	78.6
Inadequate	232	6.9
No Opinion/Not listened	482	14.5

**Table : 5**  
**Opinion on information given under Kisanvani Programme**  
(Multiple response)

		<b>Base :3340</b>
<b><u>Opinion</u></b>	<b><u>No.</u></b>	<b><u>%</u></b>
Information given was easy to understand	2634	78.9
Information given could not be comprehended	186	5.6
Information given could be practiced / adopted	1454	43.5
Information given was easy to understand but could not be practiced/adopted.	490	14.7
Any other	40	1.2

**Table : 6**  
**Reasons for not understanding the information given in the programme**  
**/ subject matter covered**  
(Multiple response)

		<b>Base: 3340</b>
<b><u>Reasons</u></b>	<b><u>No.</u></b>	<b><u>%</u></b>
Unable to remember as too many messages / Technologies were given in a single b'cast.	138	4.1
The explanation provided was complicated & Confusing.	65	1.9
Too many technical words used were not explained properly.	110	3.3
Any Other	11	0.3

**Table : 7**  
**Reasons for adopting the technology / Information provided**  
(Multiple response)

		<b>Base: 3340</b>
<b><u>Reasons</u></b>	<b><u>No.</u></b>	<b><u>%</u></b>
The information / technology is very simple & easy to adopt / practice.	1610	48.2
It is a low cost technology.	1022	30.6
It is value added technology.	844	25.3
It will increase the yield / production.	1436	43.0
It will reduce the cost of production.	736	22.0
Any other	62	1.9

**Table : 8**  
**Major bottlenecks faced in adoption**  
(Multiple response)

		<b>Base :3340</b>
	<b><u>No.</u></b>	<b><u>%</u></b>
Technology not suitable / appropriate for the location.	581	17.4
Technology very expensive and cannot afford the required inputs.	586	17.5
Information provided was not adequate.	283	8.5
Inputs not available in time	1224	36.6
Did not like to take risk by adopting new practice.	839	25.1
Any other	209	6.3

**Table : 9**  
**Topics required to be covered**  
(Multiple response)

		<b>Base:3340</b>
<b>Items</b>	<b>No.</b>	<b>%</b>
Modern and latest agriculture implements	1199	35.9
Farm seeds and seed production of day-to-day use.	578	17.3
Cultivation of export oriented crops, cash crops etc.	860	25.7
Bio-products Management	839	25.1
Marketing of Agriculture products	1126	33.7
Loans & Subsidy schemes of the government	1429	42.8
Self employment scheme	1106	33.1
Information on Cottage industry	763	22.8
New methods of irrigation, rain harvest etc.	1031	30.9
Post harvest management & value addition	551	16.5
Specific topics on Animal husbandry	891	26.7
Specific topics on Dairy & Poultry farming	895	26.8
IPM (Integrated Pest Management)	569	17.0
Cultivation of Aromatic & Medicinal plants	663	19.9
Gender friendly equipments	316	9.5
Any other	210	6.3

## List of villages covered during 3<sup>rd</sup> & 4<sup>th</sup> week of survey

S.NO.	State	AIR, Stations covered	3rd Week		4th Week		Total Resp. 3rd & 4th week
			Villages covered	No. Resp.	Villages covered	No. Resp.	
<b>1</b>	<b>Uttar Pradesh</b>	Bareilly	Urla	10	Agaras	10	20
			Chulhara Rasula	10	Kurtara	10	20
		Faizabad	Saniyawan	10	Birauli	10	20
			Ranapur	10	Gopalpur	10	20
		Jhansi	Marry	10	Mustara	10	20
			Pichor	10	Takori	10	20
		Obra	Chopan	10	Patvadh	10	20
			Ganai Deeh	10	Kuroohul	10	20
		<b>Sub-total</b>		<b>80</b>		<b>80</b>	<b>160</b>
<b>2</b>	<b>Madhya Pradesh</b>	Shahdol	Dudhi	10	Antra	10	20
			Shahpur	10	Amiltha	10	20
		Guna	Berkhedi	10	Mawan	10	20
			Garha	10	Pagara	10	20
		Sagar	Mainpani	10	Bahera Gadgad	10	20
			Jerai	10	Badtuma	10	20
		Khandwa	Nimbola	10	Panjhariya	10	20
			Jhanjhar (Ziri)	10	Babadiyakazi	10	20

		Shivpuri	Khandi	10	Gurawal	10	20
			Bhangar	10	Karsena	10	20
		Chindwara	Sarot	10	Palkhed	10	20
			Mohkhed	10	Mahalpur	10	20
		Betul	Kanojiya	10	Khedi sawaligarh	10	20
			Deogaon	10	Hiwarkhedi	10	20
		Balaghat	Khara	10	Kanki	10	20
			Mohgaon	10	Beharai	10	20
		<b>Sub-total</b>		<b>160</b>		<b>160</b>	<b>320</b>
<b>3</b>	<b>Andhra Pradesh</b>	Markapuram	Gollapalli	10	Sarkalaveedu	10	20
			L.Kota	10	Boyalapalli	10	20
		Kothaguddam	Marrigudem	10	Mutttagudem	10	20
			Abbugudem	10	kalluru	10	20
		Nizamabad	Dichpally	10	Bargaon	10	20
			Mullangi	10	Krishna Nagar	10	20
		Warrangal	Chennoor	10	Konkapaka	10	20
			Nagaram	10	Devannapet	10	20
		Thirupathi	Godlavaripalli	10	Erravaripalem	10	20
			Poponoldupet	10	Inagaluru	10	20
		Anantpur	Rache Palli	10	Akoledu	10	20
			Gondireddi Palli	10	Apparecheave	10	20
		Kurnool	Meedivemula	10	Udandapur	10	20
			Paipadu	10	Choukulapaon	10	20
		<b>Sub-total</b>		<b>140</b>		<b>140</b>	<b>280</b>
<b>4</b>	<b>Himachal Pradesh</b>	Dharamsala	Tang Marwana	10	Tekapenjher	10	20
			Marwana Khar	10	Dushalani	10	20

		Hamirpur	Samirpur	10	Sohani	10	20
			Bhuana	10	Soror	10	20
				<b>40</b>		<b>40</b>	<b>80</b>
<b>5</b>	<b>Punjab</b>	Patiala	Panodian	10	Mandoli	10	20
			Sidhuwal	10	Manjari Kalan	10	20
		Bathinda	Jassi Bagh Wali	10	Bargari	10	20
			Pathrala	10	Sandhawan	10	20
				<b>40</b>		<b>40</b>	<b>80</b>
<b>6</b>	<b>Haryana</b>	Hisar	Maiyyad	10	Kharkari	10	20
			Khoka	10	Daaya	10	20
		Kurukshetra	Chadduni Jatan	10	Dudhla	10	20
			Sarsa	10	Shadipur	10	20
				<b>40</b>		<b>40</b>	<b>80</b>
<b>7</b>	<b>Karnataka</b>	Manglore	Kompadava	10	Kinnigoli	10	20
			Kuppepadavu	10	Kateel	10	20
		Mysore	Vaidhyanathapura	10	Ankushapura	10	20
			Kuttavadi	10	Hethige	10	20
		Chitradurga	Malla Di Halli	10	Dyamawanahalli	10	20
			Palavvam Halli	10	Nayakanahatti	10	20
		Mercara	Kaloorgalibeedu	10	Ammathy	10	20
			Kudigo	10	Banavara	10	20
		Bijapur	Rampur	10	Ukkali	10	20
			Padganur	10	Babanagar	10	20
		Raichur	Arol	10	Sunkersshwarahal	10	20
			Mata Mari	10	Dinni	10	20
		Hassan	Virupapura	10	Dummenahally	10	20
			Hanbal	10	Aggonda	10	20
		Karwar	Mudgeri	10	Todur	10	20

			Linner	10	Hanakon Joog	10	20
		Hospet	Guidur	10	Herebaghale	10	20
			Singanal	10	Ginigera	10	20
	<b>Sub-total</b>			<b>180</b>		<b>180</b>	<b>360</b>
<b>8</b>	<b>Jammu &amp; Kashmir</b>	Poonch	Degwar	10	Seri Chawhana	10	20
			Banpat	10	NR		10
		Jammu	Barjala	10	Surinsar	10	20
			Hakkal	10	Amb-Garota	10	20
		Kathua	Gati	10	Sialna	10	20
			Airwan	10	Kharote	10	20
	<b>Sub-total</b>			<b>60</b>		<b>50</b>	<b>110</b>
<b>9</b>	<b>Orissa</b>	Raurkela	Kandarkela	10	Purnapani	10	20
			Balani	10	Kucheita	10	20
		Bolangir	Dashpur	10	Phatabahal	10	20
			Duhel	10	Chandanvati	10	20
		Brahamapur	Jamuni	10	Beruanbadi	10	20
			Nandik	10	Satanala	10	20
		Puri	Jinikana	10	Tuan Sahi	10	20
			Apantana Sahi, Talajangha	10	Rendhagada	10	20
	<b>Sub-total</b>			<b>80</b>		<b>80</b>	<b>160</b>
<b>10</b>	<b>North-East</b>	Jorhat	Dewan Bharluagaon, Kakajan	10	Bhito Kakila Kumar Gaon	10	20
			Chengeliati	10	Pokamura Sonari Gaon	10	20
		Nagaon	Nalboragaon	10	Kujidah	10	20

			Ramtila Ati	10	Ramjangati	10	20
		Itanagar	Juli	10	Poma	10	20
			Nalini (West Siang)	10	Taremore	10	20
		Mokok Chung	Kiniunger	10	Aliba	10	20
			Longsa	10	Mekuli	10	20
		Halflong	Lodi Basti	10	Haflong Hill	10	20
			Natun Basti	10	17 No. Nepali Basti	10	20
		Lunglei	N.Vanlaiphai	10	Tlabung	10	20
			Khawlailung	10	Thingsai	10	20
		Jowai	Khhiehtyrshi	10	Moopyilait Syiar	10	20
			Mookakhon	10	Mupliang	10	20
		Belonia	Radha Nagar	10	Sadhupara & Rajarampara	10	20
			Baroj Colony	10	South Radhanagar	10	20
		Kailashahar	Irani	10	Rangauti	10	20
			Yubraj Nagar	10	Maguruly	10	20
				<b>180</b>		<b>180</b>	<b>360</b>
<b>11</b>	<b>Rajasthan</b>	Jaisalmer	Bhagu Ka Gaon	10	Deva	10	20
			Hadda	10	Lanela	10	20
		Nagaur	Atiyasan	10	Mundiyad	10	20
			Inana	10	Phagali	10	20
		Banswara	Sarvaneeya	10	Nogaamaa	10	20
			Padee	10	Pindarma	10	20
		Chittorgarh	Arniya Panth	10	Sohankheda	10	20
			Thikriya	10	Deveri	10	20

		Sawaimadhopur	Muri	10	Ranwal	10	20
			Kistala	10	Kundera	10	20
		Jhalawar	Ratlai	10	Munderi	10	20
			Richwa	10	Mandawar	10	20
		Alwar	Bandipura	10	Bhatesra	10	20
			Sohanpur	10	Goleta	10	20
		Churu	Jaleu	10	Shyampura	10	20
			Gorisar	10	Chhajusar	10	20
		<b>Sub-total</b>		<b>160</b>		<b>160</b>	<b>320</b>
<b>12</b>	<b>Bihar</b>	Sasaram	Karjar Moersarai	10	Tenduni	10	20
			Malwar	10	Reria	10	20
		Purnia	Dameli	10	Mahrajganj	10	20
			Damdaha	10	Bhaua (Prabal)	10	20
		<b>Sub-total</b>		<b>40</b>		<b>40</b>	<b>80</b>
<b>13</b>	<b>Kerla</b>	Cannanore	Kinanoor	10	Koodali	10	20
			Warath	10	Panappozha	10	20
		Kochi	Maneed	10	Murady	10	20
			Valakam	10	Aikaranadunora	10	20
		Devikulam/Idukki	Rajakkad	10	Jdukki	10	20
			Rajakumari	10	Parathodu	10	20
		<b>Sub-total</b>		<b>60</b>		<b>60</b>	<b>120</b>
<b>14</b>	<b>Pondichery</b>	Karaikal	Ambagarathur	10	Neravy	10	20
			Thiruwettakudy	10	Ponbetay	10	20
		<b>Sub-total</b>		<b>20</b>		<b>20</b>	<b>40</b>
<b>15</b>	<b>West Bengal</b>	Shantiniketan	Muluk	10	Goalpara	10	20
			Lohagarh	10	Bidyadharpur	10	20
		Murshidabad	Dadpur	10	Shankarpara	10	20

			Amarpur	10	Bhabta	10	20
	<b>Sub-total</b>			<b>40</b>		<b>40</b>	<b>80</b>
<b>16</b>	<b>Jharkhand</b>	Hazaribagh	Meru Camp B.S.E.	10	Barkagaon	10	20
			Silwar Khurd	10	Nawada- Khapriyawa	10	20
		Chaibasa	Bara Guira	10	Asura	10	20
			Lupunggutu	10	Ichapur	10	20
		Daltanganj	Jorkat (E)	10	Babhandih	10	20
			Ganni	10	Chainpur	10	20
	<b>Sub-total</b>			<b>60</b>		<b>60</b>	<b>120</b>
<b>17</b>	<b>Maharashtra</b>	Ahemad Nagar	Vambori	10	Puntambe	10	20
			Baragaon Nandur	10	Dadh Budruk	10	20
		Akola	Sawargaon Barde	10	Kapshivoad	10	20
			Jafarapur	10	Ridhora	10	20
		Dhule	Ajang	10	Borkund	10	20
			Fagana	10	Gondar	10	20
		Nanded	Javla-Ta-Loha	10	Tuppa	10	20
			Chikala	10	Kalhal	10	20
		Nasik	Kasbewani	10	Dhamode	10	20
			Vadner (Bhairv)	10	Shirasgaon	10	20
		Beed	Palwan	10	Takadgaon tal Giorali	10	20
			Khalwat Nimgaon	10	Dhunkwael ta- Dharur	10	20
		Kolhapur	Kasaba Sanjav	10	Sidhnerli	10	20
			Sarud	10	Shimpe	10	20

		Osmanabad	Kavatha Tal- Umarga	10	Bornadiwadi (Nal.) Tal- Tuljapur	10	20
			Narangwadi Tal- Umarga	10	Chivari, Tal- Tuljapur	10	20
		Satara	Ambavade Budruk	10	Chimangaon	10	20
			Dhamner	10	Morawale	10	20
		Yeotmal	Kinni	10	Chaprda	10	20
			Kalamb	10	Madkona	10	20
		Chanderpur	Dahali (Old)	10	Morwa	10	20
			Bammi	10	Tadali	10	20
		<b>Sub-total</b>		<b>220</b>		<b>220</b>	<b>440</b>
<b>18</b>	<b>Chhatisgarh</b>	Raigarh	Jurda	10	Delari	10	20
			Kotarliya	10	Gervani	10	20
		Bilaspur	Bodari	10	Kathakoni	10	20
			Khajuri	10	Khamhariya	10	20
		<b>Sub-total</b>		<b>40</b>		<b>40</b>	<b>80</b>
<b>19</b>	<b>Gujrat</b>	Godhra	Nadarkha	10	Rinchhiya	10	20
			NR		Bhadroli - K	10	10
				10		20	<b>30</b>
<b>20</b>	<b>Tamil Nadu</b>	Nagercoil	Thottauaram	10	Pottauilai	10	20
			Nadu Putahcam	10	Murungur	10	20
		<b>Sub-total</b>		<b>20</b>		<b>20</b>	<b>40</b>
	<b>TOTAL</b>	<b>84</b>	<b>167</b>	<b>1670</b>	<b>167</b>	<b>1670</b>	<b>3340</b>