

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:(III): 5th & 6th Week-11th-25th January,2006]



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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** 11th - 25th January,2006.
(3rd Fortnight)
- **Place of survey** 332 Villages in primary coverage zone of 84 AIR, FM Stations spread over 24 States and one UT
- **Sample Size** 3320 Pre-informed farmers @ 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** March,2006

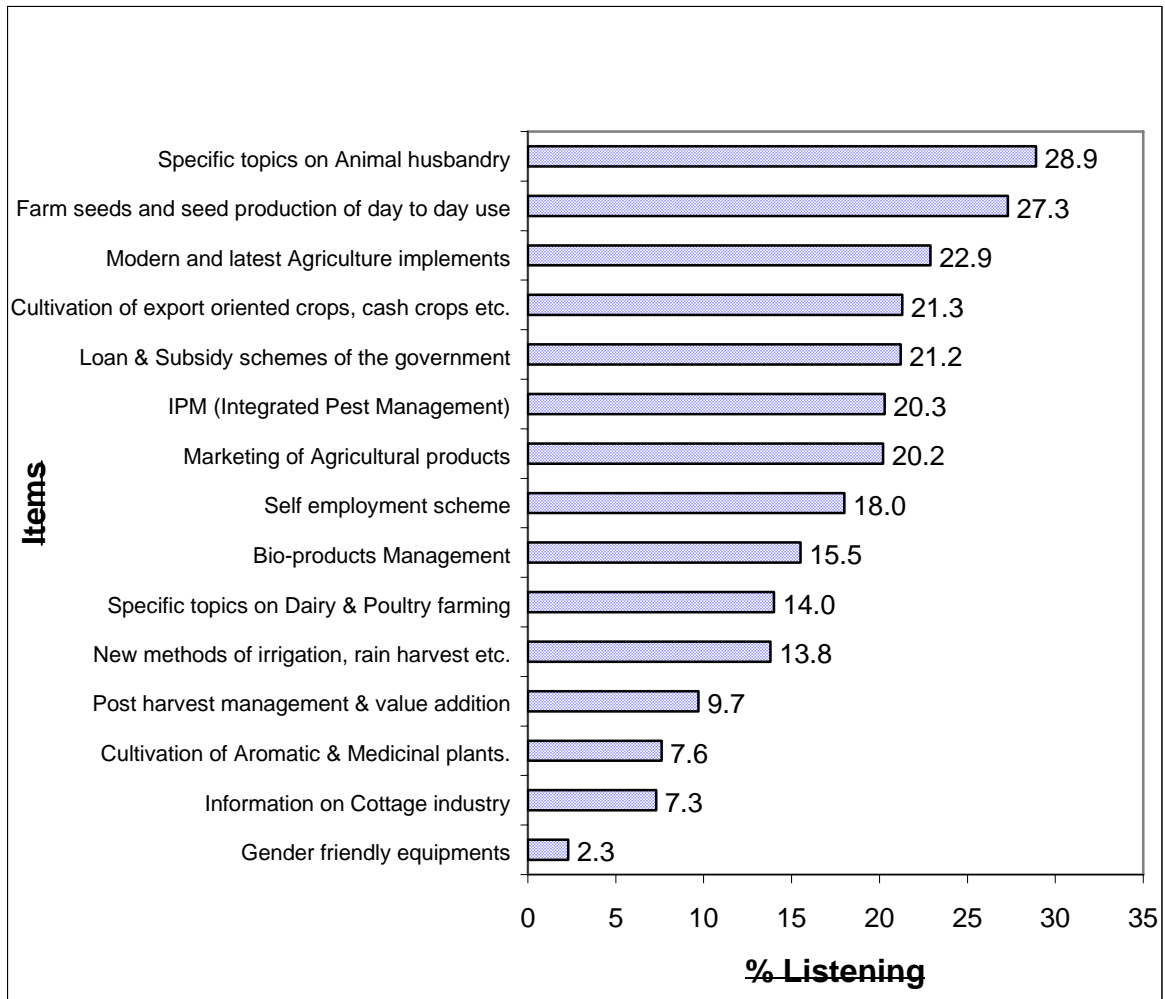
SALIENT FINDINGS

- ❑ The sample consisted of 87.7% male and 12.3 % female respondents. Low representation of female gender may be attributed to the reluctance of women in the rural area to come out for interview. However, efforts are on to increase the female representation proportionately in the forthcoming surveys.

- ❑ Primary occupation of almost all the respondents (90.7%) covered under the study was farming keeping in view the programme objectives. Of the total farmers, maximum number of farmers were medium & small farmers (30.1% each) followed by marginal farmers 28.5%.

- ❑ During the 3rd fortnight Kisan Vani Programme attracted 34.5% farmers as regular listeners and 37.6% as frequent listeners. Regular & frequent listeners combined together (listening to Radio at least 3-4 days a week) comes to 72.1% which is almost at the level of previous fortnight (72.3%)

☐ **Topics/items listened under Kisan Vani Programme in order of ranking (highest → lowest)**



☐ In terms of contents of the programme, majority of the respondents (78.9%) found the programme adequate which was almost the same as in the previous fortnight.

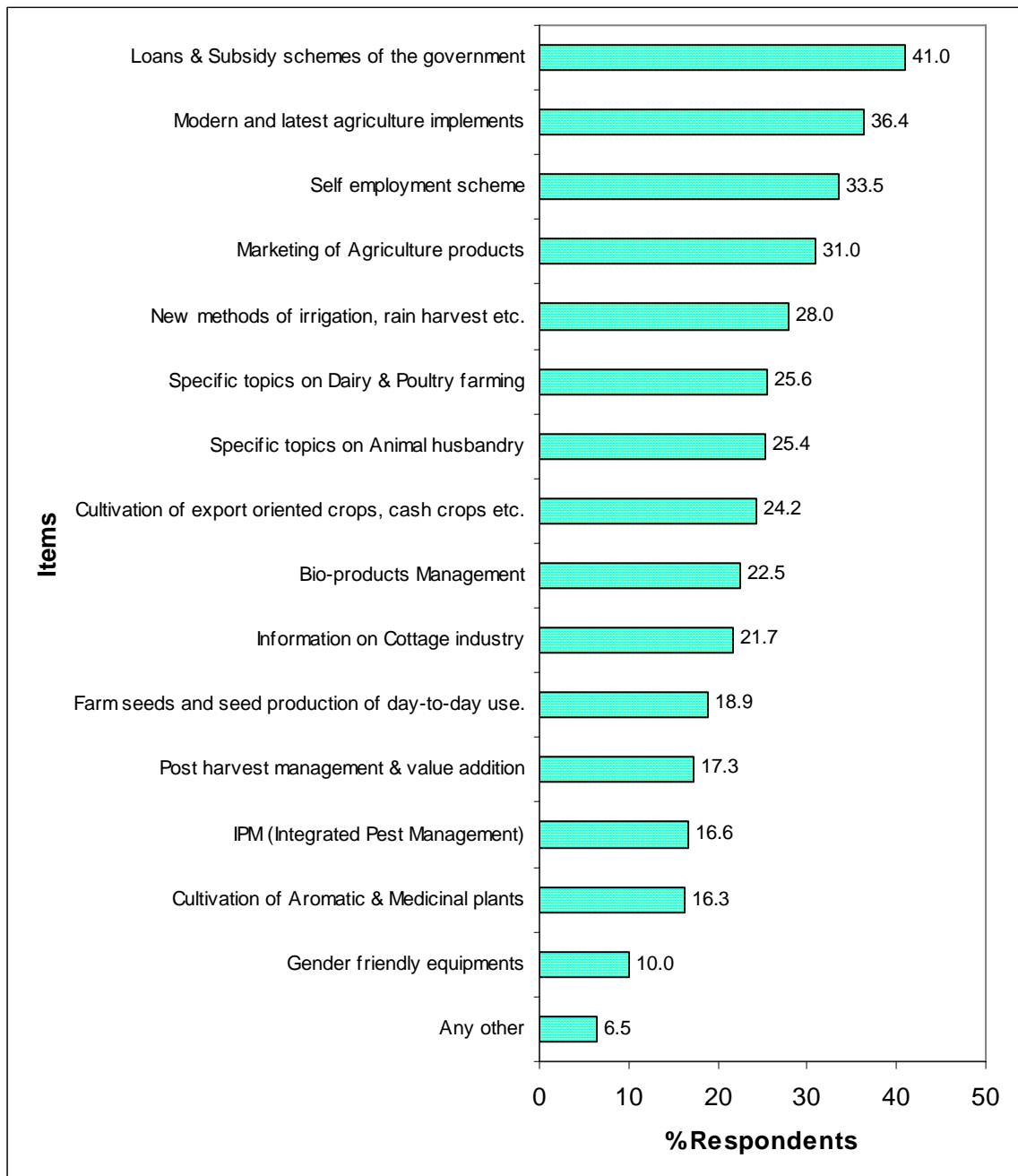
- ❑ As regards the information given under the Kisan Vani programme, maximum number of respondents (79%) opined that information given was easy to understand. A sizable number of respondents (45.5%) also felt that the information could be practiced/adopted.

- ❑ 5.3% respondents could not comprehend the information given in the Kisan Vani Programme. The reason reported by the maximum number of respondents (3.4%) was ‘too many messages/technologies were given in single b’cast’ followed by ‘the explanation provided was complicated & confusing’ (1.9%).

- ❑ Further probe into the reasons for adopting the technology/information provided under the Kisan Vani revealed that a majority of the respondents (48.9%) felt that the information/technology was very simple & easy to adopt/practice.

- ❑ Farmers also faced some bottlenecks in adoption of new technology/information. The major bottleneck faced by maximum number of respondents (35.8%) was ‘inputs not available in time’ followed by ‘did not like to take risk by adopting new practice (24.8%)’. The same trend was observed during the first and second fortnightly study also.

☐ Different topics liked to be covered/desired to listen under Kisan vani in order of preference (highest → lowest)



❑ Interestingly, comparative analysis of topics/items listened and desire to listen/liked to be covered under the Kisanvani revealed that there is difference between two in order of ranking. For instance maximum number of respondents listened to the ‘specific topics on Animal husbandry’ (29.9%) whereas their desire or liking was not so. They liked to listen topics on ‘Loan and Subsidy Scheme of the government’. The same trend was observed for the other topics also. Thus, there appears to be a gap between the information supplied (which the target audience actually listened) and information requirement/liking of the target audience. Ideally, for the optimum satisfaction both (information supplied & information requirement) should match each other.

❑ The significant **suggestions/comments** received from the majority of the farmers are:

- i. There should be interactive ‘**phone-in-programme**’ under the Kisanvani.
- ii. Information on ‘**self-employment schemes**’ be given
- iii. Increase the **duration of the programme**.
- iv. Complete information on ‘**Kisan Credit Card**’ and ‘**Loan & subsidy schemes of the government**’ should be provided

Introduction

Feedback Survey Reports on Kisan Vani Programme for the two fortnights (12th December-2005 to 10th January-2006) have already been submitted to the stakeholders-policy makers, media planners and programme producers for modifying the Kisanvani programme according to the farmers needs, tastes and aspirations. Further, action based feedback has also been provided to the State Agriculture Secretaries/Commissioners and District Monitoring Committees headed by District Collectors.

The present feedback report is 3rd in the series for the period 11th – 25th January, 2006 covering 3320 farmers (respondents) from 332 villages spread over the primary coverage zone of 84 AIR FM Stations. The basic objectives and methodology of this report remained the same except different set of villages are covered every week from the AIR FM Stations b'casting the Kisanvani programme. Two villages per week per FM Station and 10 farmers per village are covered.

Study limitations:

Despite the best efforts put in by the different Audience Research Units located all over the county, feedback data could not be received from one station of Andhra Pradesh for the 5th week and two villages of Karnataka for the 5th & 6th week due to some administrative problems. The survey could not be conducted in two UTs Port Blair & Daman during the 5th & 6th week i.e. 3rd fortnight due to shortage of trained manpower & logistics support. As such, out of 86 stations selected for the survey, data was received from 84 AIR FM Stations.

Profile of the respondents :

The sample consisted of 3320 sample respondents. Male respondents constituted 87.7% and female respondents 12.3% of the sample. The representation of the females was not proportionate as it was difficult to interview them due to male dominance in the rural areas. 43.9% respondents were in the age bracket of 31-45 years followed by age group 46 years and above (31.5%). Since the survey was conducted among the radio house holds as such all the respondent had radio sets – radio with FM (94.1%) and without FM (5.9%). As regards ownership of TV, almost half of the respondents (48.8%) owned TV sets whereas TV with cable was available with 20.3% respondents. Education-wise maximum number of respondents

(45.3%) were below metric but literate followed by below graduate but metric (31.8%). Only 11.5% respondents were found to be illiterate. Since the target audience of the Kisanvani programme are farmers, the survey was mainly conducted among the farmers. As such almost all the respondents' (90.7%) primary occupation was farming. Only 4.7% respondents were in service and 4.6% were in business. As far as land ownership is concerned, majority of farmers were small & medium farmers (30.1% each) comprising land measuring 2.5 – 5 acres and 5-25 acres respectively. Only a small percentage (7%) was of the large farmers having land more than 25 acres. Further, 14.7% respondents owned tractors, 21.8% diesel pumps and 25.9% tube-well

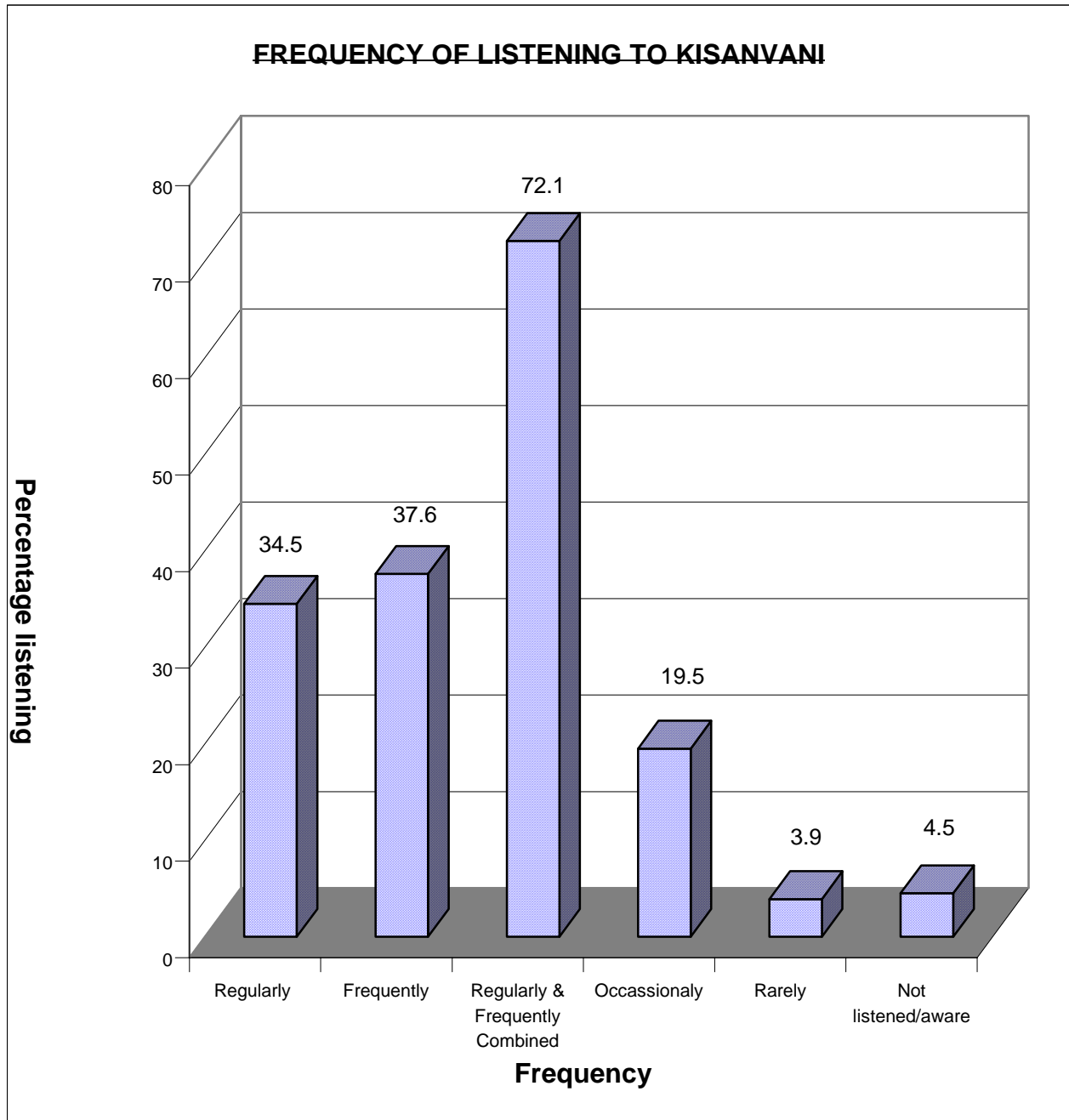
Listenership of Kisanvani :

The basic objective of the study was to obtain the quantitative and qualitative feedback from the pre-informed respondents who listened to the programme instead of gauging the listenership of the programme in normal condition among the general respondents.

As regards frequency of listening to the Kisanvani programme in normal conditions, 34.5% respondents were listening to the programme regularly (5-7 days a week), 37.6% were listening to the programme frequently (3-4 days a week), 19.5% occasionally (1-2 days a week) and 3.9% were those who listened to the programme once or twice in a month.

If regular and frequent listeners (3-7 days a week) are put together the listening percentage of Kisanvani comes to 72.1% which is almost at the level of previous fortnight (72.3%).

Diagram:1



Item listened under Kisanvani Programme:

Overall trend of listening to various items under the Kisanvani has already been discussed under ‘Salient Findings’.

State-wise trend:

The state-wise trend is depicted in the following page **table-I**. This shows that the ‘Specific topic on Animal husbandry’ was the most popular topic listened by the maximum number of respondents in the maximum number of States- i.e. 1/3rd of the total states where survey

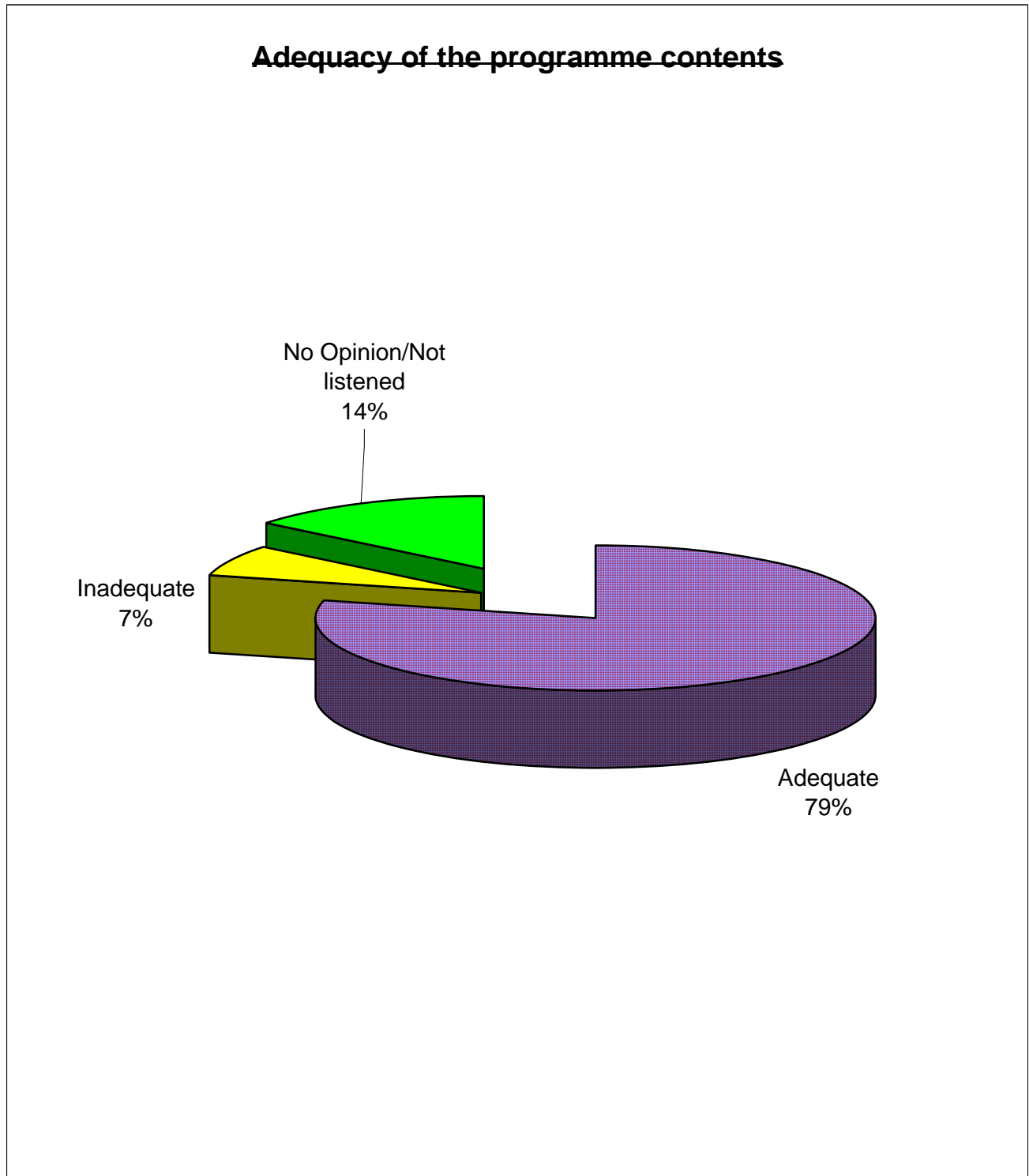
conducted. Marketing of agriculture product attracted highest number of respondents (92.5%) among all the topics in Himachal Pradesh. The most popular topic listened by maximum number of respondents in Gujarat, Jammu & Kashmir and Pondicherry was 'Farm seed & seed production of day to day use'. In West Bengal and Andhra Pradesh maximum number of farmers (52.5% & 23.8% respectively) listened to the topic 'Integrated Pest Management'. 'Loan & subsidy scheme of the Government' was found to be most popular topic in Karnataka (48.8%).

Table: I

S/No.	Most listened topics	Name of the State/UT	Respondents (%)
a.	Specific topics on Animal husbandry.	1. Tamil Nadu	62.5
		2. Haryana	48.8
		3. Uttar Pradesh	45.6
		4. Jharkhand	43.3
		5. Madhya Pradesh	29.1
		6. North-East	21.9
b.	Specific topics on Animal husbandry; Farm seed & seed production of day to day use	7. Pondicherry	47.5 each topic
c.	Modern & latest agriculture implements.	8. Rajasthan	54.7
		9. Punjab	52.5
d.	Marketing of agriculture products	10. Himachal Pradesh	92.5
e.	Loan & Subsidy Schemes of the Government	11. Karnataka	48.8
f.	Integrated Pest Management	12. West Bengal	52.5
		13. Andhra Pradesh	23.8
g.	Information on cottage industry.	14. Bihar	15.0
h.	Farm seed & seed production of day to day use	15. Gujarat	80.0
		16. Jammu & Kashmir	50.8
i.	Cultivation of export oriented crops, cash-crops etc.	17. Orissa	47.5
		18. Maharashtra	30.2
j.	Cultivation of Aromatic & Medicinal Plant; Loan & subsidy scheme of the Government & Specific topic on Dairy & Poultry Farming.	19. Chhatisgarh	25.0 each topic
k.	Bio-products management.	20. Kerala	45.0

Adequacy of information: Overall, most of the respondents (78.9%) found the Kisanvani programme adequate in terms of its contents and subject matter. The following diagram depicts the overall position:

Diagram:2



State-wise trend

Table: II

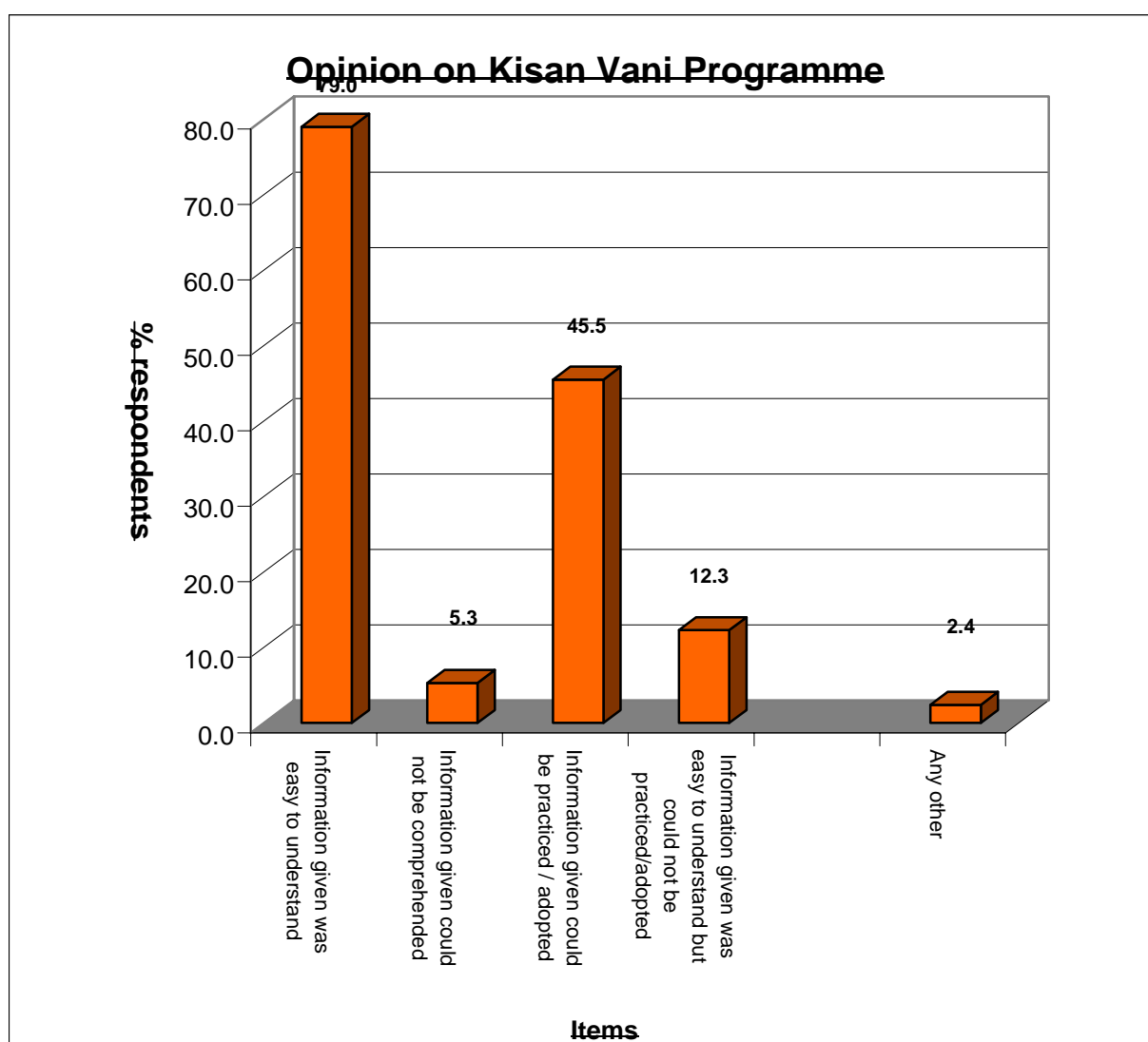
S/No.	Name of the State/UT	Adequate (%)	Inadequate (%)	No opinion/ Not listened
1.	Uttar Pradesh	92.5	6.9	0.6
2.	Andhra Pradesh	76.2	8.8	15.0
3.	Karnataka	72.6	15.3	12.1
4.	Maharashtra	81.6	5.2	13.2
5.	North-East	62.8	9.7	27.5
6.	Haryana	100.0	0.0	0.0
7.	Orissa	61.9	10.0	28.1
8.	Rajasthan	78.8	3.4	17.8
9.	Jammu & Kashmir	75.8	10.0	14.2
10.	Punjab	96.3	0.0	3.7
11.	West Bengal	80.0	8.8	11.2
12.	Pondicherry	45.0	7.5	47.5
13.	Himachal Pradesh	91.2	1.3	7.5
14.	Kerala	74.2	3.3	22.5
15.	Bihar	71.3	1.3	27.4
16.	Jharkhand	80.8	0.0	19.2
17.	Chhatisgarh	90.0	6.3	3.7
18.	Tamilnadu	87.5	5.0	7.5
19.	Gujarat	77.5	17.5	5.0
20.	Madhya Pradesh	96.2	3.8	0.0

The above table reveals that in Gujarat, maximum number of the respondents (17.5%) found the programme to be inadequate in terms of its contents and subject matter followed by Karnataka (15.3%), Jammu & Kashmir and Orissa (10% each) . This shows dissatisfaction level of the respondents with the Kisanvani programme.

Opinion on the Kisanvani Programme:

Majority of the respondents (79.0%) felt that information given was easy to understand. Of these, 45.5% reported that information given could be practiced/adopted. However, a small percentage of respondents (12.3%) had the feeling that though the information given was easy to understand yet it could not be practiced/adopted. Nearly 5% respondents could not comprehend the information given under the Kisanvani programme. The following diagram also illustrates the position:

Diagram:3



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	76.9	3.8	49.4	18.1
2.	Andhra Pradesh	80.4	0.8	15.8	6.2
3.	Karnataka	72.9	5.0	49.4	19.1
4.	Maharashtra	83.0	4.3	36.4	11.4
5.	North-East	73.9	13.9	39.4	11.7
6.	Haryana	100.0	0.0	100.0	0.0
7.	Orissa	71.9	0.0	20.0	8.8
8.	Rajasthan	83.1	9.1	51.9	17.8
9.	Jammu & Kashmir	85.0	3.3	43.3	22.5
10.	Punjab	92.5	6.3	10.0	5.0
11.	West Bengal	68.8	3.8	57.5	27.5
12.	Pondicherry	47.5	0.0	47.5	5.0
13.	Himachal Pradesh	78.8	1.3	77.5	1.3
14.	Kerala	65.0	2.5	30.8	3.3
15.	Bihar	75.0	5.0	73.8	11.3
16.	Jharkhand	82.5	3.3	10.0	14.2
17.	Chhatisgarh	96.3	2.5	70.0	0.0
18.	Tamilnadu	100.0	0.0	40.0	60.0
19.	Gujarat	60.0	22.5	15.0	12.5
20.	Madhya Pradesh	81.3	5.6	84.1	5.9

Analysis of the above table indicates that in Gujarat, a sizable percentage (22.5%) of respondents reported that they could not comprehend the programme followed by North-east (13.9%) and Rajasthan (9.1%). In other states the percentage of respondents who could not comprehend the programme was less than 9.0%.

Reasons for not comprehending the Kisanvani Programme.

The most prominent reason reported by maximum number of respondents (3.4%) was unable to remember the message as too many messages technologies were given in a single b'cast followed by explanation provided was complicated & confusing (1.9%). 1.6% of the respondents felt that they could not comprehend the programme as too many technical words used were not explained properly.

State-wise trend

Table: IV

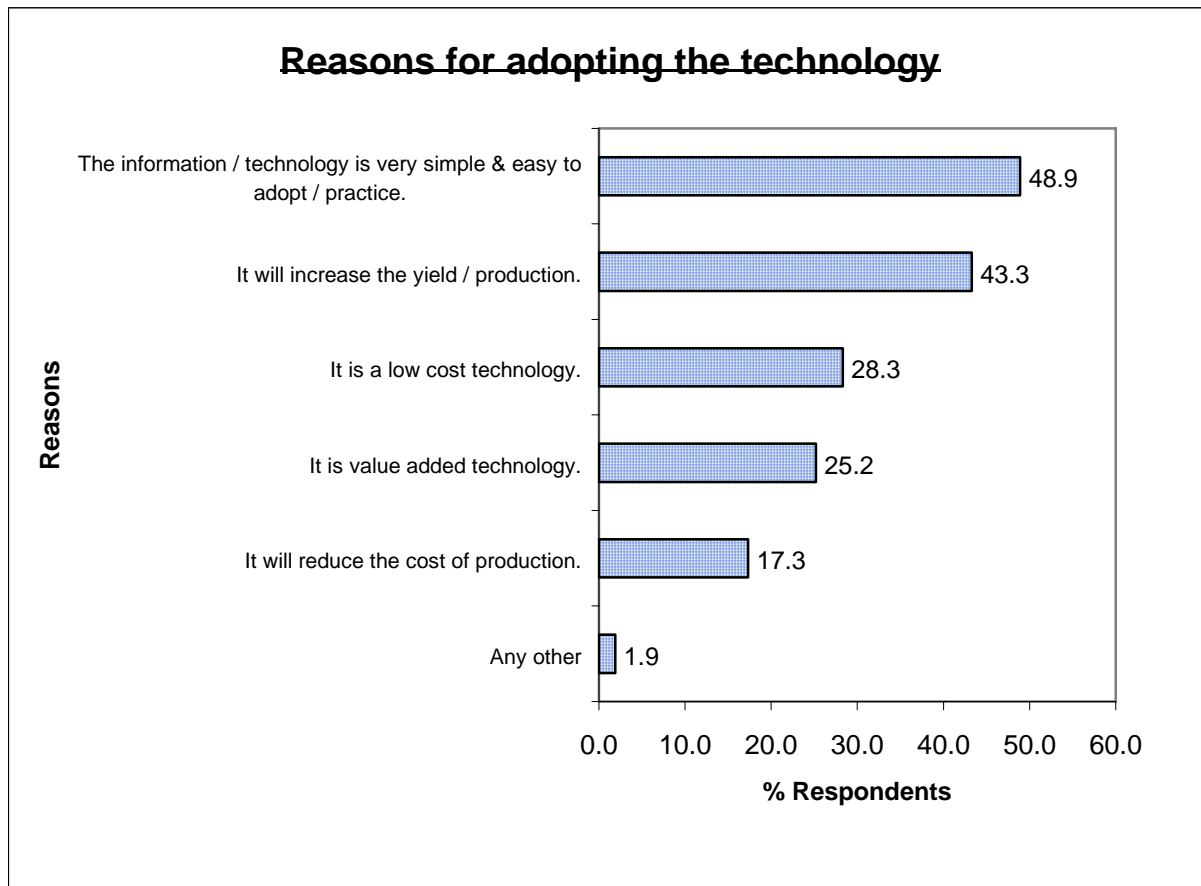
S/No.	Name of the State/UT	Unable to remember as too many messages /Technologies were given in a single b'cast.	The explanation provided was complicated & Confusing.	Too many technical words used were not explained properly.
1.	Uttar Pradesh	1.9	1.9	0.6
2.	Andhra Pradesh	0.8	0.0	0.0
3.	Karnataka	3.2	2.1	2.1
4.	Maharashtra	2.7	1.6	3.2
5.	North-East	7.2	3.3	0.3
6.	Haryana	0.0	0.0	0.0
7.	Orissa	1.9	0.0	0.6
8.	Rajasthan	6.3	3.4	1.6
9.	Jammu & Kashmir	0.8	0.8	0.8
10.	Punjab	1.3	0.0	5.0
11.	West Bengal	3.8	1.3	2.5
12.	Pondicherry	0.0	0.0	0.0
13.	Himachal Pradesh	1.3	0.0	1.3
14.	Kerala	0.8	4.2	0.8
15.	Bihar	1.3	0.0	5.0
16.	Jharkhand	3.3	0.8	0.8
17.	Chhatisgarh	2.5	1.3	0.0
18.	Tamilnadu	0.0	0.0	0.0
19.	Gujarat	20.0	12.5	15.0
20.	Madhya Pradesh	4.4	2.8	1.3

In Gujarat, where considerable number of respondents reported that they could not comprehend the programme, further probe into the reasons revealed that majority of respondents were unable to remember as too many messages/technologies were given in a single b'cast followed by too many technical words used were not explained properly (15.0%). Similarly in Rajasthan & North-east 6.3% and 7.2% respectively reported that they could not comprehend the programme as too many messages/technologies were given in single b'cast. This appears to be general problem in most of the states.

Reasons for adopting technology/information:

The various reasons reported by the farmers for adopting the technology / information provided under the Kisanvani programme are depicted with the help of following diagram.

Diagram:4



State-wise trend

Table: V

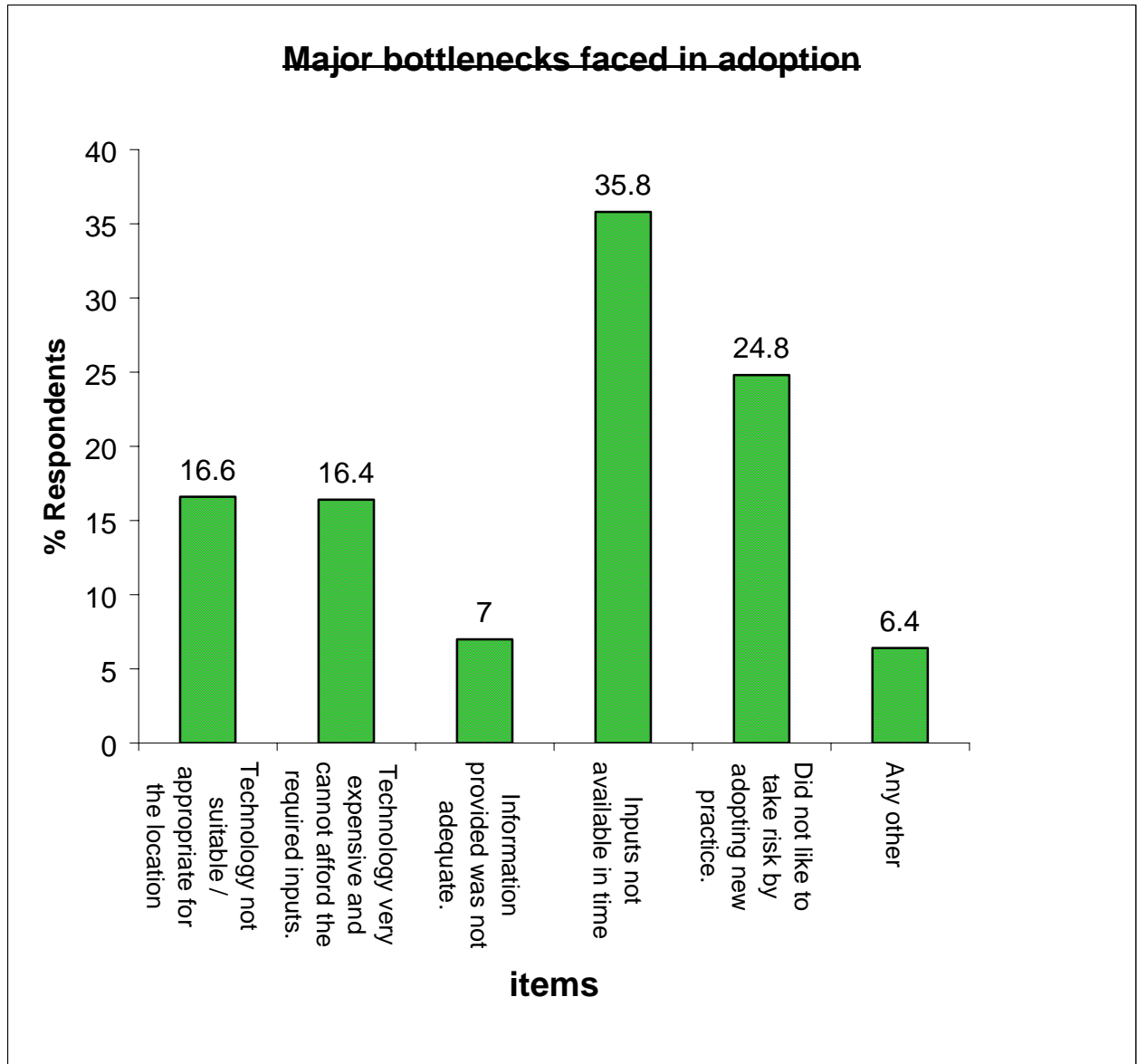
S/No.	Name of the State/UT	The information / technology is very simple & easy to adopt / practice.	It is a low cost technology.	It is value added technology.	It will increase the yield / production.	It will reduce the cost of production.
		% Resp.	% Resp.	% Resp.	% Resp	% Resp.
1.	Uttar Pradesh	35.0	25.6	30.6	58.1	17.5
2.	Andhra Pradesh	35.8	32.7	40.8	40.8	15.8
3.	Karnataka	36.2	42.9	35.6	40.0	31.8
4.	Maharashtra	47.5	22.5	25.0	36.8	11.1
5.	North-East	57.2	19.4	9.2	36.1	13.3
6.	Haryana	92.5	27.5	2.5	92.5	30.0
7.	Orissa	39.4	15.6	21.9	31.3	15.6
8.	Rajasthan	52.5	43.4	36.9	53.1	35.0
9.	Jammu & Kashmir	52.5	27.5	21.7	41.7	2.5
10.	Punjab	51.3	0.0	6.3	5.0	0.0
11.	West Bengal	46.3	6.3	11.3	38.8	8.8
12.	Pondicherry	40.0	7.5	0.0	12.5	30.0
13.	Himachal Pradesh	87.5	70.0	51.3	46.3	1.3
14.	Kerala	50.8	10.0	3.3	18.3	5.8
15.	Bihar	55.0	36.3	17.5	65.0	33.8
16.	Jharkhand	56.7	12.5	11.7	25.8	14.2
17.	Chhatisgarh	50.0	18.8	18.8	77.5	12.5
18.	Tamilnadu	32.5	15.0	0.0	32.5	12.5
19.	Gujrat	17.5	15.0	27.5	20.0	0.0
20.	Madhya Pradesh	53.4	41.6	38.1	62.8	15.6

In Uttar Pradesh, Madhya Pradesh, Chhatisgarh and Bihar, the major reason for adopting the new technology / information was that majority of the respondents felt that it will increase their yield / production whereas in Karnataka maximum number of respondents (42.9%) felt that it was low cost technology. Farmers in Maharashtra, North East, Haryana, Orissa, Rajasthan, Jammu & Kashmir, Punjab, West Bengal, Himachal Pradesh, Kerala and Jharkhand reported that the main reason for adoption of new technology was that the information technology was very simple and easy to adopt and practice.

Major bottlenecks faced in adoption:

As is evident from the diagram 6 that the major bottlenecks faced by maximum number of farmers (35.8%) was that the inputs were not available in time followed by did not like to take risk by adopting new practice. By and large same trend was observed during the previous weeks also.

Diagram:5



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	23.8	16.9	9.4	40.0	21.3
2.	Andhra Pradesh	13.8	16.5	12.3	55.4	15.4
3.	Karnataka	19.1	10.3	5.0	37.9	35.3
4.	Maharashtra	13.4	16.6	1.8	22.5	19.5
5.	North-East	14.2	20.8	6.9	40.0	21.1
6.	Haryana	0.0	0.0	0.0	0.0	0.0
7.	Orissa	3.8	8.1	7.5	24.4	42.5
8.	Rajasthan	30.3	15.0	5.6	33.1	50.0
9.	Jammu & Kashmir	30.0	5.8	10.8	46.7	30.0
10.	Punjab	3.8	21.3	7.5	13.8	45.0
11.	West Bengal	2.5	13.8	3.8	18.8	38.8
12.	Pondicherry	2.5	12.5	7.5	32.5	0.0
13.	Himachal Pradesh	0.0	17.5	1.3	18.8	2.5
14.	Kerala	9.2	2.5	6.7	10.8	23.3
15.	Bihar	42.5	46.3	15.0	68.8	18.8
16.	Jharkhand	17.5	20.0	5.8	39.2	17.5
17.	Chhatisgarh	20.0	43.8	2.5	56.3	15.0
18.	Tamilnadu	5.0	0.0	2.5	10.0	45.0
19.	Gujrat	22.5	20.0	0.0	20.0	20.0
20.	Madhya Pradesh	19.7	21.3	15.0	56.3	9.7

Farmers from the majority of the states reported that the major bottlenecks for adoption of new technology was inputs not available in time. However, in Gujrat maximum number of respondents (22.5%) felt that technology was not suitable appropriate for the location for adoption. In Punjab, highest number of respondents (21.3%) reported that the major bottleneck for adoption of new technology was that technology was very expensive and could not afford the required inputs.

Topics liked to be covered under Kisanvani Programme:

The overall liking of the majority of the farmers has already been highlighted under ‘**Salient Findings**’. The following table shows state-wise trend: -

State-wise trend

Table: VII

S/No.	Name of the State/UT	Most liked topics	Respondents (%)
1.	Andhra Pradesh	Modern and latest agriculture implements.	47.3
2.	West Bengal	Modern & latest agriculture implements.	35.0
3.	Himachal Pradesh	Modern & latest agriculture implements.	91.3
4.	Bihar	Modern & latest agriculture implements.	73.8
5.	Chhatisgarh	Modern & latest agriculture implements.	56.3
6.	Karnataka	Loan & Subsidy Schemes of the Government	46.2
7.	Maharashtra	Loan & Subsidy Schemes of the Government.	44.8
8.	Orissa	Loan & Subsidy Schemes of the Government	32.5
9.	Rajasthan	Loan & Subsidy Schemes of the Government	50.9
10.	Jharkhand	Loan & Subsidy Schemes of the Government	46.7
11.	Tamilnadu	Loan & Subsidy Schemes of the Government	90.0
12.	Gujarat	Loan & Subsidy Schemes of the Government	67.5
13.	Jammu & Kashmir	Self employment schemes	52.5
14.	North-East	Self employment schemes	32.5
15.	Punjab	Marketing of agriculture products	56.3
16.	Kerala	Marketing of agriculture products	45.8
17.	Pondicherry	Specific topics on Animal husbandry and topics on dairy and poultry farming	45.0 Each topic
18.	Haryana	Post harvest management and value addition.	43.8
19.	Madhya Pradesh	New methods of irrigation, rain harvest etc.	41.6
20.	Uttar Pradesh	New methods of irrigation, rain harvest etc.	36.3

The above table clearly indicates that loan & subsidy schemes was popular among the farmers of majority of the states (7) followed by modern and latest agriculture implements (5 states). The topic on self employment schemes liked to be listened by the farmers in two states viz. Jammu & Kashmir and North East. The item Marketing of agricultural products was the choice of maximum farmers in Punjab & Kerala.

Suggestion & comments on Kisanvani Programme by the respondents

Some of the worthwhile common suggestions/comments received from majority of the stations/states are as under: -

- ii. Farmers from most of the states where survey was conducted, suggested that there should be interactive **phone-in-programme** under the Kisanvani.
- iii. Information on **self-employment schemes** demanded by most of the farmers.
- iv. The other important suggestion was to **increase the duration of the programme**.
- v. Large number of farmers also suggested that information on **Kisan Credit Card and Loan & subsidy schemes of the government** should be provided under the Kisanvani programme.

Some worth mentioning suggestions / comments gathered from different states have been enlisted in the following table which will be of immense help for identifying state / station specific needs of the farmers.

S.NO.	Name of the State	Name of the Station	Suggestions/comments
1	Andhra Pradesh	Tirupaty Nizamabad Kurnool Markapuram	<ol style="list-style-type: none"> i. Information on disease affecting Chilli, Paddy, Banana, Groundnut and Sugarcane crops should be provided. ii. Information on Post harvesting techniques. iii. 'Kisan Vani should be b'cast in the morning. iv. Technique / Methods of growing mangoes without water facilities. v. Type of chemicals used for seed treatment. vi. Detailed information about Vermiculture. vii. Duration of the 'Kisan Vani' programme should be increased. viii. Programme on Agricultural Bima Policy. ix. Information on crop rotation. x. Information on medicinal plants. xi. Programme on loan & subsidy schemes.
2.	Pondicherry	Karaikal	Information on prices of agriculture products and market rates.

3.	Rajsthan	Churu	<ul style="list-style-type: none"> i. Information on water management & crops that do not require much water. ii. Information on self-employment for women & subsidy schemes for women. iii. Information on costly techniques should not be b'cast. iv. Information on Prevention of disease in crops.
4.	Orissa	Rourkela Puri Behrampur	<ul style="list-style-type: none"> i. Specific topic on dairy & poultry marketing. ii. Specific topic on irrigation & agriculture products marketing facilities. iii. Information on loan & subsidy schemes. iv. Information on cottage industry. v. Various self-employment schemes should be discussed. vi. Information on cottage & small-scale industries. vii. More information on aromatic and medicinal plant cultivation. viii. Programme on Cash crop. ix. Information on marketing of agricultural products. x. Phone-in-programme 'Hello farmers' should be started. xi. Programme on soil testing units and their work process. xii. Kisan call center should be setup at district level also.
5.	Maharashtra	Nasik Akola Nanded Dhule	<ul style="list-style-type: none"> i. Programme on new methods of irrigation and rain harvest management. ii. IPM programme should be b'cast. iii. Information on 'Maha-Kisan Credit Card'. iv. International market rates should aslo be b'cast. v. Information on crop diseases. vi. Need more information on Animal husbandry. vii. Information on loan facilities. viii. Information on producing seeds at home. ix. Do not repeat information already b'cast.

6.	Bihar	Purnea Sasaram	<ul style="list-style-type: none"> i. Information on growing medicinal plants and marketing aspect. ii. Programme on fisheries should be b'cast. iii. Sound clarity should be ensured. iv. Animal husbandry programme should be b'cast. v. Vegetable production programme should be b'cast.
7.	Uttar Pradesh	Obra Bareilly Faizabad	<ul style="list-style-type: none"> i. Information on cabbage production. ii. Information on 'Mahe' disease and measures to prevent. iii. Programme on less water requirement crops and vegetables. iv. Information on sugarcane variety which could be grown in hilly terrain. v. Programme on cattle breeding. vi. Information on disease of wheat crop. vii. Technical words should be described in detail & should be in easy language. viii. Information on Animal husbandry. ix. Govt. aid schemes to farmers. x. Duration of the "Kisanvani" programme should be increased. xi. Programme on self-employment scheme. xii. Market rates should be as per the prevailing rates in the market. xiii. Programme on sugarcane varieties more suitable for the area.
8.	Madhya Pradesh	Sagar Shahdol	<ul style="list-style-type: none"> i. Programme on destroying weeds. ii. Information should be given in simple language. iii. Due publicity should be given to the programmes to be b'cast under 'Kisanvani'. iv. Programme duration should be increased. v. Information on Pest control on Cauliflower. vi. Complete information should be given on 'Kisan Credit Cards'. vii. Detailed information on self-employment scheme. viii. Names of the insecticides & pesticides should be dictated in simple and slow manner so that listener can note down. ix. Information on Cattle suffering from Mouth & Foot disease should be given. x. Information on medicinal & herbal plants.

		Guna	<ul style="list-style-type: none"> xi. Information on self-employment schemes. xii. More OB (Outdoor B'cast) based & Phone-in-programme should be started. xiii. Duration of the 'Kisanvani' programme should be increased. xiv. Reception quality of the programme should be improved. xv. Information on medicinal plant. xvi. Treatment method of 'Mahe' disease in mustard crop. xvii. Information on Non-conventional energy sources. xviii. Information on Government loan scheme for the marginal farmer. xix. Information about self-employment schemes.
		Balaghat	<ul style="list-style-type: none"> xx. Weather report should be given in the morning & evening transmission. xxi. Cultivation of medicinal plants.
9.	Himachal Pradesh	Dharamshala	<ul style="list-style-type: none"> i. Scientist in the field of animal husbandry should frequently visit the villages and educate the farmers. ii. Duration and the frequency of the programme should be increased. iii. Phone-in-programme should be introduced under the Kisanvani.
10.	Punjab	Bhatinda	<ul style="list-style-type: none"> i. More programme should be given about organic farming. ii. New techniques and schemes of agriculture development should be discussed.
11.	North East	Halflong	<ul style="list-style-type: none"> i. Duration of the programme should be extended. ii. Frequency of the programme should be increased. iii. Programme on the scheme for women upliftment.
		Itanagar	<ul style="list-style-type: none"> iv. Information on Flood control and ways to get the help from Govt. schemes should be provided. v. Information on self-employment should be given. vi. Duration of the programme should be increased. vii. Programme should be b'cast in the local language of the area. viii. Farmers are not getting any financial or moral help from the Govt.
		Mokokchung	<ul style="list-style-type: none"> ix. Programme on loan and subsidy

		Nagoan	<p>schemes.</p> <p>x. 'Kisanvani' programme should be b'cast daily.</p> <p>xi. More information on Kisan Credit Card should be provided.</p> <p>xii. Information on Govt. sponsored schemes and grant-in-aid for rural farmers.</p> <p>xiii. Ways to protect the crops from the flood.</p> <p>xiv. Information on self-employment schemes.</p>
		Jorhat	<p>xv. Introduction of phone-in-programme and quiz programme.</p> <p>xvi. The programme should give emphasis on tea cultivation.</p>
		Belonia	<p>xvii. Timing of the b'cast of Kisanvani programme should be different during the winter.</p> <p>xviii. Information on diseases of Brinjal and Tomato.</p>
		Kailashar	<p>xix. Duration of the Kisanvani programme should be increased.</p>
		Lunglei	<p>xx. Information should be provided on Pest & Diseases management.</p> <p>xxi. Duration of the programme should be increased.</p> <p>xxii. Methodology and techniques suggested under the Kisanvani programme should be cost effective.</p>
		Jowai	<p>xxiii. Information about new method of irrigation.</p>
12.	Karnataka	Mysore	<p>i. Programme on cultivation of new varieties of crops.</p> <p>ii. Information should be given on sericulture.</p> <p>iii. Phone-in-programme should be started.</p> <p>iv. More information on rainfed mulberry & Silk worm should be b'cast.</p> <p>v. Programme on Animal husbandry.</p>
		Raichur	<p>vi. Market information for agricultural commodities of different districts should be provided.</p> <p>vii. Simple and practicable information should be provided.</p> <p>viii. Information on low-cost based agriculture inputs be provided.</p> <p>ix. More information on Kisan call center should be provided.</p> <p>x. More programme on Horticulture should be b'cast.</p>

		Hassan Karwar	<ul style="list-style-type: none"> xi. Phone-in-programme should be started. xii. Programme quality should be improved. xiii. Duration of the programme should be increased. xiv. Timing should be changed from 6.30 pm to 7.30 pm. xv. Phone-in-programme should be started. xvi. Programme on self-employment should be started.
13.	West Bengal	Murshidabad Shantiniketan	<ul style="list-style-type: none"> i. Programme for overall rural development should be b'cast. ii. Information on self-employment should be given. iii. Programme on Bee keeping, sugarcane cultivation and jute marketing should be b'cast. iv. Need to improve the quality of reception. v. More programmes on poultry and medicinal plant should be mounted. vi. Information on loan and subsidy schemes should be given. vii. Duration of the programme should be increased. viii. Information about prevention of various diseases of crops using local inputs easily available should be given. ix. Information on self-employment schemes should be given. x. On line Phone-in-programme should be started. xi. Programme format should be question answer based. xii. Programme on post-harvest management.
14.	Tamilnadu	Nagarcoil	<ul style="list-style-type: none"> i. Programme should be shifted to morning transmission. ii. Programme on subsidy and pest control. iii. Repeat b'cast should be avoided. iv. Only updated and relevant information should be b'cast. v. Live phone-in-programme should be started. vi. Information on cottage industry should be provided.

TABLES

(Consolidated)

Table:1
Profile of the Respondents

Base: 3320

Gender	No.	%
Male	2912	87.7
Female	408	12.3

Age group	No.	%
18-30 years	818	24.6
31-45 years	1456	43.9
46 year & above	1046	31.5

* Ownership of Radio	No.	%
Radio with FM	3123	94.1
Radio without FM	197	5.9

Ownership of TV	No.	%
TV only	1621	48.8
TV with Cable	673	20.3
No TV	1026	30.9

Education	No.	%
Graduate & above	380	11.4
Below graduate but matric	1056	31.8
Below matic but literate	1503	45.3
Illiterate	381	11.5

*Only Radio households were covered under the survey as such ownership of Radio with FM & without FM was 100%.

Table : 1 continued

Occupation	No.	%
Farmer	3011	90.7
Service	157	4.7
Business	152	4.6

Land ownership	No.	%
Marginal farmer	947	28.5
Small farmer	1000	30.1
Medium farmer	999	30.1
Large farmer	232	7.0
Share Cropper	142	4.3

Agriculture equipment ownership	No.	%
Tractor	489	14.7
Diesel Pump	725	21.8
Tube well	860	25.9
Others	923	27.8

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

		Base:3320
Frequency	No.	%
Regularly (5-7 days a week)	1146	34.5
Frequently (3-4 days a week)	1249	37.6
Occasionally (1-2 days a week)	647	19.5
Rarely (Once or twice in a month)	130	3.9
Not listened/aware	148	4.5

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

		Base : 3320
Items	No.	%
Modern and latest Agriculture implements	759	22.9
Farm seeds and seed production of day to day use	905	27.3
Cultivation of export oriented crops, cash crops etc.	708	21.3
Bio-products Management	513	15.5
Marketing of Agricultural products	672	20.2
Loan & Subsidy schemes of the government	703	21.2
Self employment scheme	596	18.0
Information on Cottage industry	244	7.3
New methods of irrigation, rain harvest etc.	457	13.8
Post harvest management & value addition	321	9.7
Specific topics on Animal husbandry	961	28.9
Specific topics on Dairy & Poultry farming	464	14.0
IPM (Integrated Pest Management)	674	20.3
Cultivation of Aromatic & Medicinal plants.	253	7.6
Gender friendly equipments	75	2.3

Table : 4
Adequacy of the programme

		Base: 3320
<u>Adequacy</u>	<u>No</u>	<u>%</u>
Adequate	2621	78.9
Inadequate	225	6.8
No Opinion/Not listened	474	14.3

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

	Base : 3320	
<u>Opinion</u>	<u>No.</u>	<u>%</u>
Information given was easy to understand	2623	79.0
Information given could not be comprehended	176	5.3
Information given could be practiced / adopted	1510	45.5
Information given was easy to understand but could not be practiced/adopted.	407	12.3
Any other	80	2.4

Table : 6
Reasons for not understanding the information given in the programme /
subject matter covered

(Multiple response)

		Base: 3320
<u>Reasons</u>	<u>No.</u>	<u>%</u>
Unable to remember as too many messages / Technologies were given in a single b'cast.	113	3.4
The explanation provided was complicated & Confusing.	63	1.9
Too many technical words used were not explained properly.	53	1.6
Any Other	4	0.1

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

		Base: 3320
<u>Reasons</u>	<u>No.</u>	<u>%</u>
The information / technology is very simple & easy to adopt / practice.	1623	48.9
It is a low cost technology.	940	28.3
It is value added technology.	835	25.2
It will increase the yield / production.	1437	43.3
It will reduce the cost of production.	574	17.3
Any other	64	1.9

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

		Base :3320
	<u>No.</u>	<u>%</u>
Technology not suitable / appropriate for the location.	550	16.6
Technology very expensive and cannot afford the required inputs.	543	16.4
Information provided was not adequate.	231	7.0
Inputs not available in time	1187	35.8
Did not like to take risk by adopting new practice.	882	24.8
Any other	212	6.4

TABLE : 9
TOPICS REQUIRED TO BE COVERED
(Multiple response)

		Base:3320
Items	No.	%
Modern and latest agriculture implements	1209	36.4
Farm seeds and seed production of day-to-day use.	629	18.9
Cultivation of export oriented crops, cash crops etc.	805	24.2
Bio-products Management	746	22.5
Marketing of Agriculture products	1028	31.0
Loans & Subsidy schemes of the government	1362	41.0
Self employment scheme	1112	33.5
Information on Cottage industry	719	21.7
New methods of irrigation, rain harvest etc.	928	28.0
Post harvest management & value addition	573	17.3
Specific topics on Animal husbandry	843	25.4
Specific topics on Dairy & Poultry farming	849	25.6
IPM (Integrated Pest Management)	552	16.6
Cultivation of Aromatic & Medicinal plants	541	16.3
Gender friendly equipments	332	10.0
Any other	216	6.5

List of villages covered during 5th & 6th week of survey

S.No.	State	AIR, Stations covered	5th Week		6th week		Total Resp. 5&6 week
			Villages covered	No. Resp.	Villages covered	No. Resp.	
1	Uttar Pradesh	Bareilly	Chena Mrar Kot	10	Nagla Jassi	10	20
			Bhandsar	10	Budhauri	10	20
		Faizabad	Macha Jogapur	10	Turkauli	10	20
			Keshawpur	10	Balapur	10	20
		Jhansi	Bura	10	Isagarh	10	20
			Bhojla	10	Gandhi Nagar	10	20
		Obra	Salekhan	10	Dumhan	10	20
			Markundi	10	Ghiwani	10	20
	Sub-total			80		80	160
2	Madhya Pradesh	Shahdol	Kudri	10	Aitajhar	10	20
			Badwani	10	Bodari	10	20
		Guna	Myana	10	Umri	10	20
			Taknera	10	Bhidera	10	20
		Sagar	Chitaura	10	Kerbana	10	20
			Patkui	10	Barau	10	20
		Khandwa	Bhikangaon	10	Khedhi	10	20
			Birul	10	Rajur	10	20
		Shivpuri	Dholagarh	10	Subhashpura	10	20
			Bhaisora	10	Nyagaon	10	20
		Chindwara	Mau	10	Markahandi	10	20
			Chikli Kala	10	Choural	10	20
		Betul	Garha	10	Sasundra	10	20
			Tahli	10	Ambada	10	20
		Balaghat	Jagpur	10	Manegaon	10	20

			Ekori	10	Hirapur	10	20
	Sub-total			160		160	320
3	Andhra Pradesh	Markapuram	NR		Rajupalem	10	10
			NR		Papaya Palli	10	10
		Kothaguddam	Peruvancha	10	Bayyana Gudem	10	20
			Muggu Venkatapuram	10	Tummalapalli	10	20
		Nizamabad	Bardipoor	10	Pupaalapally	10	20
			Padgal	10	Blanik Bhandar	10	20
		Warrangal	Rajukothapally	10	Tommadappally	10	20
			Zaffargadh	10	Mucharla,	10	20
		Thirupathi	Danguru	10	Soorappa Kasam	10	20
			Katuru	10	Pandooru	10	20
		Anantpur	Korrapadu	10	Danduvar Palli	10	20
			Dampette	10	Nidigallu	10	20
		Kurnool	Sasanool	10	Patcharla	10	20
			Mallepalle	10	Damgatla	10	20
	Sub-total			120		140	260
4	Himachal Pradesh	Dharamsala	Tikka Ballhat Patala	10	Bhara	10	20
			Padder	10	Kandar	10	20
		Hamirpur	Loharda	10	Sare Sawahal	10	20
			Lalri	10	Lower Sawahal	10	20
	Sub-total			40		40	80
5	Punjab	Patiala	Dhareri Jattan	10	Baran	10	20
			Jassowal	10	Ghumana	10	20
		Bathinda	Makha	10	Lehra Dhurkot	10	20
			Jawaharke	10	Lehra Soundha	10	20
	Sub-total			40		40	80
6	Haryana	Hisar	Raipur	10	Dabda	10	20
			Nalwa	10	Harita	10	20

		Kurukshetra	Kanipalla	10	Katalheri	10	20
			Bann	10	Ajrawar	10	20
	Sub-total			40		40	80
7	Karnataka	Manglore	Vogga	10	Rayee	10	20
			Kurnadu	10	Kotekar	10	20
		Mysore	Paduvala Morahally	10	Polahalli	10	20
			Sohhanahalli	10	Srirampur-Horamwahally	10	20
		Chitradurga	Chandranahalli	10	Dammahalli	10	20
			Sibara	10	Siddiahana Kate	10	20
		Mercara	Kadanga	10	Kanoor	10	20
			Chettali	10	Hatiathur-Maragool	10	20
		Bijapur	Devar Nimbrgi	10	Attarga	10	20
			Kalla Kavatagi	10	Bijjaragi	10	20
		Raichur	Jagir Venkatapur	10	Ramdurga	10	20
			Atanoor	10	Yeragera	10	20
		Hassan	Kollangi	10	Hagare	10	20
			Ankanayakanahally	10	Nittur	10	20
		Karwar	Halga	10	Chendiya	10	20
			NR		NR		
		Hospet	Shivapara	10	Mydanegi	10	20
			Huitahal	10	Huligi	10	20
	Sub-total			170		170	340
8	Jammu & Kashmir	Poonch	Nangali Sahib	10	Aithm	10	20
			Dara Dullaiain	10	Mehra Mandrian	10	20
		Jammu	Dundpur	10	Bhainch	10	20
			Mukhra	10	Seri Khawaja	10	20
		Kathua	Jakhbar	10	Kangrial	10	20
			Changran	10	Kachhir	10	20
	Sub-total			60		60	120
9	Orissa	Raurkela	Jakeikela	10	Masanapur	10	20

			Kumjharia	10	Matha Kankada	10	20
		Bolangir	Mahalai	10	Maradugochha	10	20
			Uparjhar	10	Nadhara	10	20
		Brahamapur	Changudipadar Noagan	10	Chikarada	10	20
			Pandia	10	Sasanapadar	10	20
		Puri	Korua	10	Jangra	10	20
			Baula pada	10	Kudabeda	10	20
	Sub-total			80		80	160
10	North-East	Jorhat	Hatisingi Gaon	10	Dahotia Tekala Gaon	10	20
			Nahotia Gaon	10	Tiruwal Gaon, Nakachari	10	20
		Nagaon	Bajarchuk	10	Bagariguri	10	20
			Kakamari	10	Komargaon	10	20
		Itanagar	Bali	10	Rilu	10	20
			Bhat	10	Ganga	10	20
		Mokok Chung	Kiniunger	10	Aliba	10	20
			Longsa	10	Mekuli	10	20
		Halflong	Robi Nala-I	10	Lower Lodi Basti	10	20
			Boro Haflong	10	Dimalik Raji Basti	10	20
		Lunglei	Chawngte	10	Phairuang	10	20
			Thualthu	10	Thingfal	10	20
		Jowai	Modymmai	10	Hongwan	10	20
			Nangbali	10	Nongbah	10	20
		Belonia	Meghand Coudhury Para and Kamchipara	10	Rupaichari	10	20
			North Srirampur	10	U.B.C.Nagar	10	20
		Kailashahar	Pechardahar	10	Fultoly	10	20
			Bilashpur	10	Singirbil	10	20
	Sub-total			180		180	360
11	Rajasthan	Jaisalmer	Kannoi	10	Hasua	10	20
			Dabla	10	Bhojka	10	20

		Nagaur	Bhakrod	10	Jodhyasi	10	20
			Gurla	10	Bhadrana	10	20
		Banswara	Tejpur	10	Bijaleeya	10	20
			Surpur	10	Tadimodvadi	10	20
		Chittorgarh	Kashmore	10	Bassi	10	20
			Pandoli	10	Palka	10	20
		Sawaimadhopur	Soorwal	10	Ajnoti	10	20
			Dubbi Banas	10	Chakeri	10	20
		Jhalawar	Bagher	10	Golawa	10	20
			Nagoniya	10	Ladaniya	10	20
		Alwar	Bagar Mev	10	Mahwa Khurd	10	20
			Bagar Rajput	10	Mahwa Kalan	10	20
		Churu	Meghsar	10	Sahnali Chhoti	10	20
			Depalsar	10	Sahnali Badi	10	20
	Sub-total			160		160	320
12	Bihar	Sasaram	Deorah	10	Durgadih	10	20
			Beda	10	Dhawa	10	20
		Purnia	Gangaili	10	Nipania	10	20
			Jhavari	10	Singhia	10	20
	Sub-total			40		40	80
13	Kerla	Cannanore	Thiniri	10	Pattuvam	10	20
			Therur	10	Irikkur	10	20
		Kochi	Thirumarady	10	Mazhuuannoor	10	20
			Aukkarandu Songdh	10	Piravom	10	20
		Devikulam/Idukki	Pampadumpara	10	Thankamany	10	20
			Anaviratty	10	Vathikkudy	10	20
	Sub-total			60		60	120
14	Pondichery	Karaikal	Poovam	10	Melakasakudy	10	20
			Vanjur	10	Thennankudy	10	20
	Sub-total			20		20	40

15	West Bengal	Shantiniketan	Tikurbeta	10	Mohidapur	10	20
			Joydev-Kenduli	10	Ramnagar	10	20
		Murshidabad	Purandarpur	10	Gokarna	10	20
			Ghanshyampur	10	Bijoyagar	10	20
	Sub-total			40		40	80
16	Jharkhand	Hazaribagh	Nagma	10	Salgawa	10	20
			Kurha Ichak	10	Pakrar	10	20
		Chaibasa	Tolgoesai	10	Hessa Surnia	10	20
			Harila	10	Dokatta	10	20
		Daltanganj	Kanchanpur	10	Singra	10	20
			Dhamdhamua	10	Parwamorh	10	20
	Sub-total			60		60	120
17	Maharastra	Ahemad Nagar	Dahigaon	10	Loni Khurd	10	20
			Vadule Budruk	10	Vadgaon Pari	10	20
		Akola	Kota	10	Sanglud	10	20
			Chikhalgaon	10	Nagthana	10	20
		Dhule	Kapadane	10	Junawane	10	20
			Deobhane	10	Vadjai	10	20
		Nanded	Godamgaon	10	Mugat	10	20
			Markand	10	Pimpal Gaon	10	20
		Nasik	Dodi (Budruk)	10	Dari	10	20
			Tilwan	10	Bortembhe	10	20
		Beed	Ranjani Ta Georai	10	Rohithal	10	20
			Sonimoha Ta Dharur	10	Pitthi	10	20
		Kolhapur	Aavali	10	Terwad	10	20
			Kothi	10	Aumbavade	10	20
		Osmanabad	Kadknathwadi, Tal-wasti	10	Upla	10	20
			Sarmkundi, Tal-	10	Apsinga	10	20

			wasti				
		Satara	Ambheri	10	Bibhavi	10	20
			Ghadgewadi	10	Pal	10	20
		Yeotmal	Pandari	10	Arjuna	10	20
			Kolambi	10	Hiwari	10	20
		Chanderpur	Goraja	10	Mangli (Raitwari)	10	20
			Ghodpeth	10	Manora	10	20
	<u>Sub-total</u>			<u>220</u>		<u>220</u>	<u>440</u>
18	Chhatisgarh	Raigarh	Patrapali (East)	10	Pandripani	10	20
			Tarpali	10	Kondtarai	10	20
		Bilaspur	Baima	10	Khaira	10	20
			Nagoi	10	Pendri	10	20
	<u>Sub-total</u>			<u>40</u>		<u>40</u>	<u>80</u>
19	Gujrat	Godhra	Chhariya	10	Khandia	10	20
			Mahuliya	10	Mithali	10	20
	<u>Sub-total</u>			<u>20</u>		<u>20</u>	<u>40</u>
20	Tamil Nadu	Nagercoil	Chitharal	10	Karkadu	10	20
			Parakkai	10	Muthalakurichi	10	20
	<u>Sub-total</u>			<u>20</u>		<u>20</u>	<u>40</u>
	TOTAL	<u>84</u>	<u>165</u>	<u>1650</u>	<u>167</u>	<u>1670</u>	<u>3320</u>
	NR=Not Reported						