

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:(IV): 7th & 8th Week-26th January -9th February, 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** 26th January - 9th February, 2006.
(7th & 8th Week of study: 4th Fortnight)
- **Place of survey** 338 Villages in primary coverage zone of 85 AIR, FM Stations spread over 24 States and two Union Territories across the country.
- **Sample Size** 3380 Pre-informed farmers @ 2 villages per week per FM Station and 10 farmers per 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** April, 2006

SALIENT FINDINGS

- ❑ The representation of female respondents in the sample was 13.1% whereas male respondents constituted 86.9% of the sample. The low representation of females may be attributed to the fact that rural women folk are generally hesitant to come out for interview. However, there was a slight improvement in female representation as compared to previous fortnight (12.3%)

- ❑ As expected, more than 90% of the respondents were farmers by occupation and majority of them (33.0%) were small farmers.

- ❑ Highest number of respondents were in the age bracket of 31-45 yrs. (45.5%) and were literate but below matric (45.3%)

- ❑ The percentage of frequent listeners of Kisanvani was found to be highest (38.0%) followed by regular listeners (32.4%). Regular & frequent listeners together come to 70.4%. There was a marginal decline (2.1%) in the percentage of regular listeners whereas percentage of frequent listeners increased slightly (0.4%) as compared to previous fortnight.

- Different items listened under the Kisanvani programme across the country in order of ranking, highest listening to lowest are listed below: -

Farm seeds and seed production of day to day use	26.3
Specific topics on Animal husbandry	25.1
Cultivation of export oriented crops, cash crops etc.	22.9
Modern and latest Agriculture implements	22.2
Loan & Subsidy schemes of the government	19.3
IPM (Integrated Pest Management)	17.9
Bio-products Management	17.8
Self employment scheme	17.5
Marketing of Agricultural products	17.4
New methods of irrigation, rain harvest etc.	16.6
Specific topics on Dairy & Poultry farming	16.1
Post harvest management & value addition	12.6
Cultivation of Aromatic & Medicinal plants.	9.5
Information on Cottage industry	8.3
Gender friendly equipments	2.2

- Over all the Kisanvani programme was found to be adequate in terms of its contents by most of the respondents (83.5%). The adequacy of the programme was higher during the current fortnight than the previous fortnight (78.9%). This shows improvement in the programme contents.

- ❑ Further, close to 83% respondents opined that the information given under Kisanvani was easy to understand. Only a small percentage of respondents (4.2%) could not comprehend the programme. Here also, a slight decline (1.1%) was observed in the percentage of respondents who could not comprehend the programme. This is also an indication of improvement in the programme contents.
- ❑ When asked the reason for not comprehending the programme, maximum number of respondents (2.5%) reported that they were unable to remember the contents as too many messages/technology were given in a single b'cast followed by the reason 'explanation provided was complicated & confusing' (1.7%).
- ❑ Farmers reported various reasons for adopting the technology/information provided under the Kisanvani. Prominent among them was 'the information/technology was very simple & easy to adopt/practice' (47.2%) followed by 'it will increase the yield/production' (44.8%).
- ❑ While adopting technology/information, farmers were also facing some problems. The major bottleneck reported by maximum number of respondent was 'inputs not available in time' (34.2%) followed by 'did not like to take risk by adopting new practice' (25.0%). These two bottlenecks were observed in almost all the weekly feedback surveys from majority of the stations across the country.

- The various topics liked/desired to be covered under the Kisanvani Programme are given below in order of ranking from highest liked topic to lowest:

Loans & Subsidy schemes of the government	41.2
Modern and latest agriculture implements	35.7
Self employment scheme	33.6
Marketing of Agriculture products	29.8
New methods of irrigation, rain harvest etc.	28.7
Cultivation of export oriented crops, cash crops etc.	26.0
Bio-products Management	25.1
Specific topics on Dairy & Poultry farming	25.1
Specific topics on Animal husbandry	24.5
Information on Cottage industry	21.7
IPM (Integrated Pest Management)	18.4
Cultivation of Aromatic & Medicinal plants	18.2
Farm seeds and seed production of day-to-day use.	17.6
Post harvest management & value addition	15.9
Gender friendly equipments	11.5

□ Some of the important & useful **suggestions** received from majority of the farmers are:

- Programme on **Animal husbandry, poultry farming, fishery** and related topics should be b'cast.
- Interactive '**Phone-in-programme**' should be started under Kisanvani
- Information on **Self –employment scheme** should be provided
- Information on **Loan and subsidy scheme** of the government, **government grants** and **financial assistance** to farmers should be given
- Duration of the programme should be increased.

Introduction

This is the 4th fortnightly report in the series for the period from 26th January to 9th February, 2006 based on the interview of the 3380 farmers from 338 villages in 85 AIR FM Stations spread over 24 states and 2 Union Territories across the country. The weekly feedback survey started from 12th December, 2005 with the objective to provide continuous feedback to the policy makers, planners and programme producers in order to improve upon the programme to suit the listeners farming needs. Sofar, three fortnightly reports containing feedback data of 6 weeks have already been submitted to the Ministry of Agriculture & Co-operation, Government of India (sponsor of the study) and other stakeholders. As a result of continuous feedback, a discernable improvement is being felt by the target audience in the quality of the programme which has also been reflected in the findings of the current fortnightly report.

Study limitations:

During the present fortnight (7th & 8th week) feedback data was received from almost all the stations except two villages of Daman for the 7th week where survey could not be started up to 7th week due to shortage of manpower. Similarly, survey could not be started in Portblair due to difficult location and logistic problems. Thus, barring Portblair, the present report includes data of all the stations i.e. 85 Stations out of 86 AIR FM Stations selected for the study.

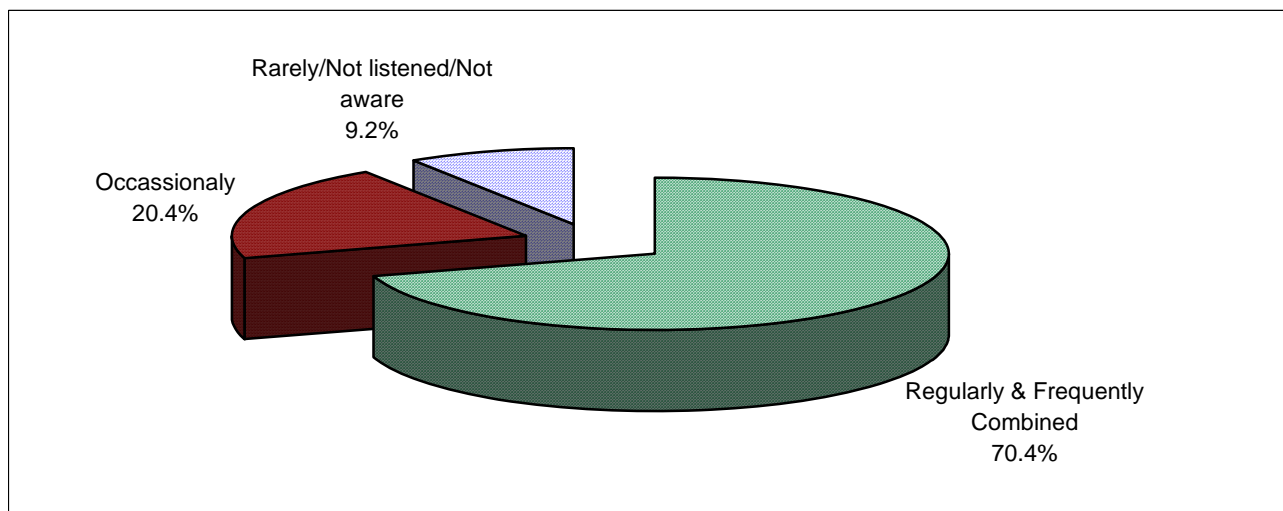
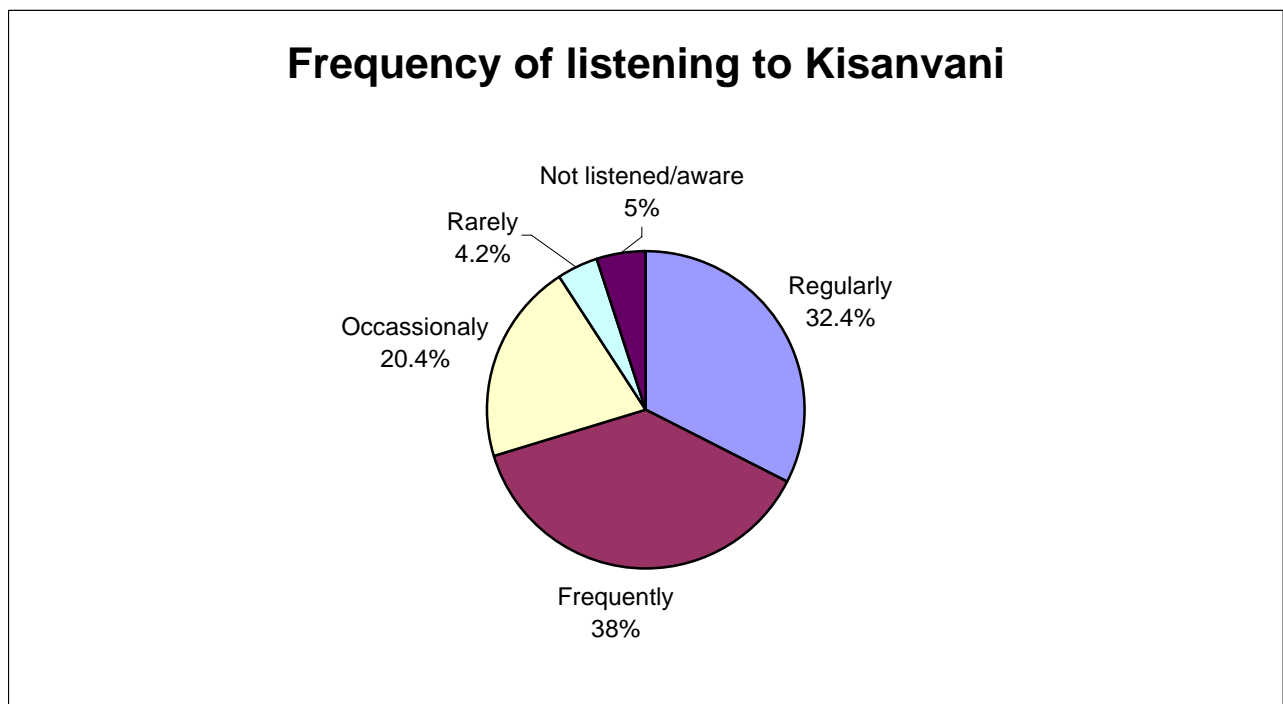
Profile of the respondents:

The sample composed of 86.9% male & 13.1% female respondents. The representation of female was not adequate due to reluctance of women folk to come out for the interview or were not allowed by their male counterpart. In the sample, maximum number of respondents were in the age bracket of 31 – 45 years (45.5%) followed by 46 years and above (30.6%). Almost all the respondents (93.8%) had radio with FM. Only 6.2% farmers were owner of radio without FM. As regards ownership of TV, 48.7% respondents owned TV Sets and cable connection was also available with 20.5% respondents. Majority of the farmers (45.3%) in the sample were found to be literate but below matric followed by below graduate but matric 30.7%. Only a small percentage (11.7%) of respondents was illiterate. As expected, more than 90.0% respondents were farmers by occupation followed by services 5.6%. Maximum number of respondents (33.0%) in the sample were small farmer having 2.5 – 5 acre of land followed by medium farmers (5 – 25 acre of land) 28.8%. As far as agriculture equipment ownership is concerned, 13.4% farmers owned Tractor, 19.0% Diesel pumps & 25.9% Tube-wells.

Listenership of Kisanvani:

32.4% farmers were listening to Kisanvani regularly (5-7 days a week) and 38.0% frequently (3-4 days a week). If regular listeners and frequent listeners are put together, it comes to 70.4%. Occasional listeners (1-2 days a week) accounted for 20.4% whereas rarely/not listened/not aware constituted 9.2% of the sample. When compared with the previous fortnight, there is a marginal decline (2.1%) in the percentage of regular listeners while percentage of frequent listeners increased slightly (0.4%). Overall, there was a decline of 1.7% in the category of regular & frequent listeners put together during the current fortnight.

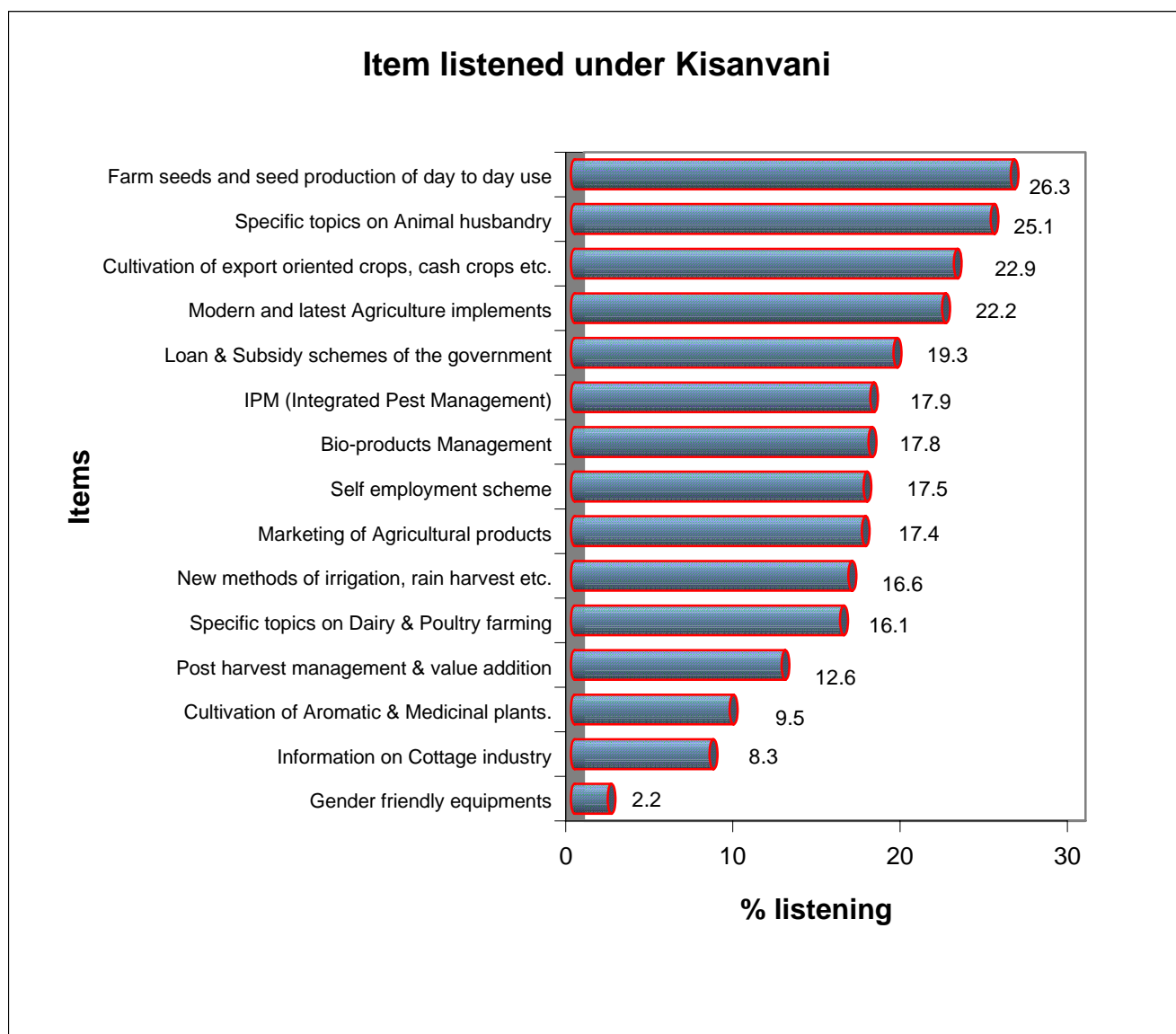
Diagram:1



Item listened under Kisanvani Programme:

Overall trend of listening to various items under the Kisanvani is depicted with the help of following diagram:-

Diagram:2



The above diagram shows that overall the topic 'Farm seed & seed production of day to day use' attracted maximum number of respondents (26.3%) followed by 'Specific topic on Animal husbandry' (25.1%), 'Cultivation of export oriented crops, cash crops etc.' (22.9%), 'Modern & latest agriculture implements' (22.2%), 'Loan & subsidy scheme of the government' (19.3%) whereas the topic 'Gender friendly equipments' attracted the least respondents (2.2%).

State-wise trend:

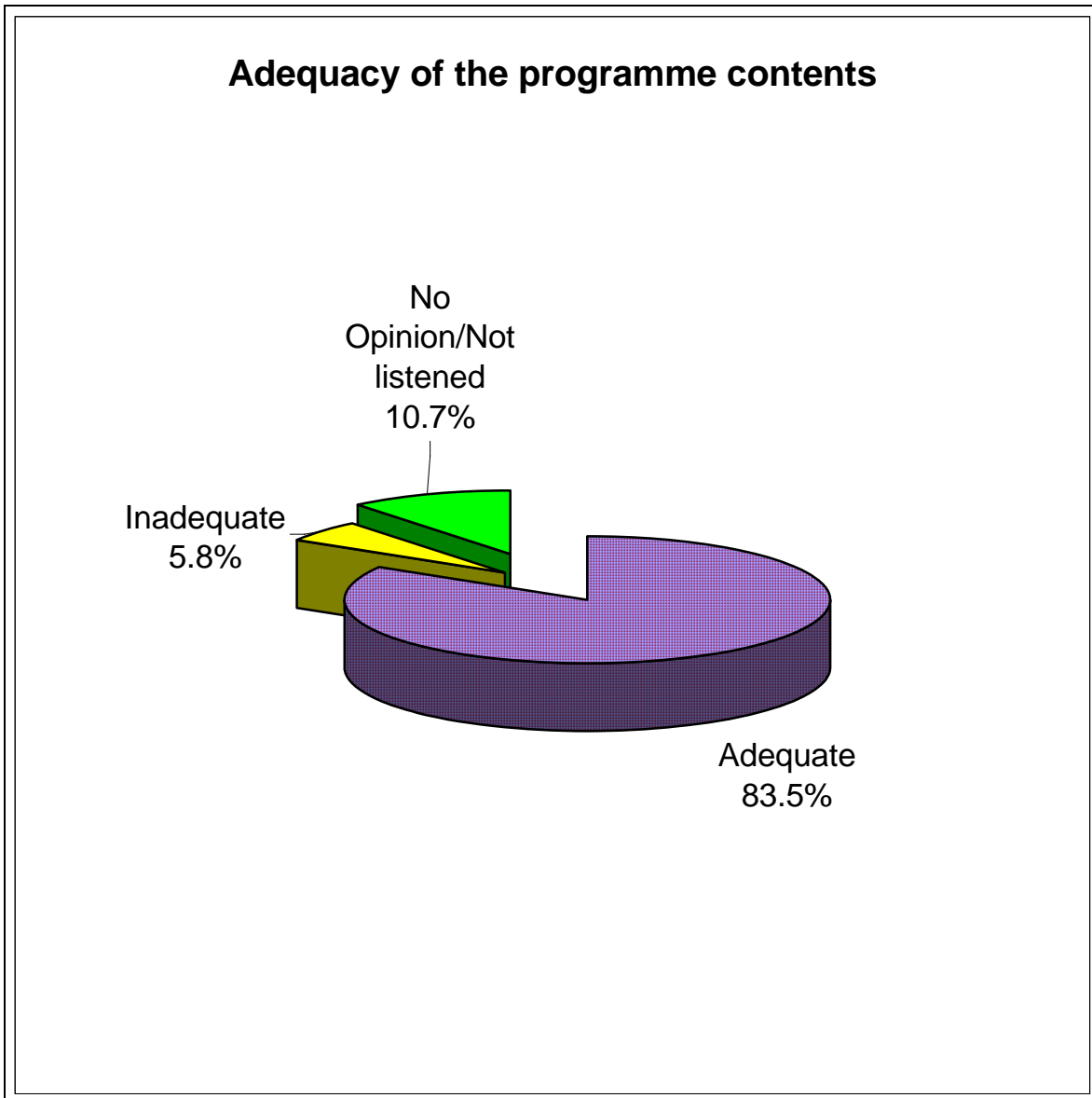
Table: I

S/No.	Most listened topics	Name of the State/UT	Respondents (%)
a.	Specific topics on Animal husbandry.	1. Uttar Pradesh	50.6
		2. Pondicherry	95.0
		3. Jharkhand	41.7
		4. Tamil Nadu	77.5
		5. Madhya Pradesh	33.4
b.	Farm seed & seed production of day to day use	6. North-East	28.3
		7. Jammu & Kashmir	30.0
		8. Himachal Pradesh	27.5
c.	Modern & latest agriculture implements.	9. Rajasthan	60.0
		10. West Bengal	41.3
		11. Gujarat	60.0
d	Modern & latest agriculture implements & Gender friendly equipments	12. Daman	50.0 each
e.	Loans & Subsidy Schemes of the Government	13. Karnataka	41.9
f.	Cultivation of export oriented crops, cash-crops etc.	14. Chhatisgarh	75.0
		15. Maharashtra	39.1
g.	Cultivation of Aromatic & Medicinal Plant.	16. Bihar	58.8
h.	Bio-products management.	17. Haryana	50.0
		18. Kerala	32.5
i.	Self-employment schemes.	19. Punjab	47.5
j.	New method of irrigation, rain harvest etc.	20. Orissa	35.0
k.	Post harvest management & value addition	21. Andhra Pradesh	27.1

It is evident from the above table that ‘Specific topic on Animal husbandry’ was most listened topic in maximum number of States (5) followed by ‘Farm seed & seed production of day to day use’ and ‘Modern & latest agriculture implements’ (3-States each).

Adequacy of information:

Diagram:3



The above diagram depicts the overall position of adequacy of the programme contents. Majority of the respondents (83.5%) felt that the programme contents were adequate whereas 5.8% of the respondents were of the view that the programme contents were not adequate to satisfy their needs. Remaining 10.7% respondents either did not give any opinion or did not listen to the programme. More respondents found the programme contents adequate as compared to previous fortnight (78.9%). This shows there is an improvement in the quality of the programme.

State-wise trend

Table: II

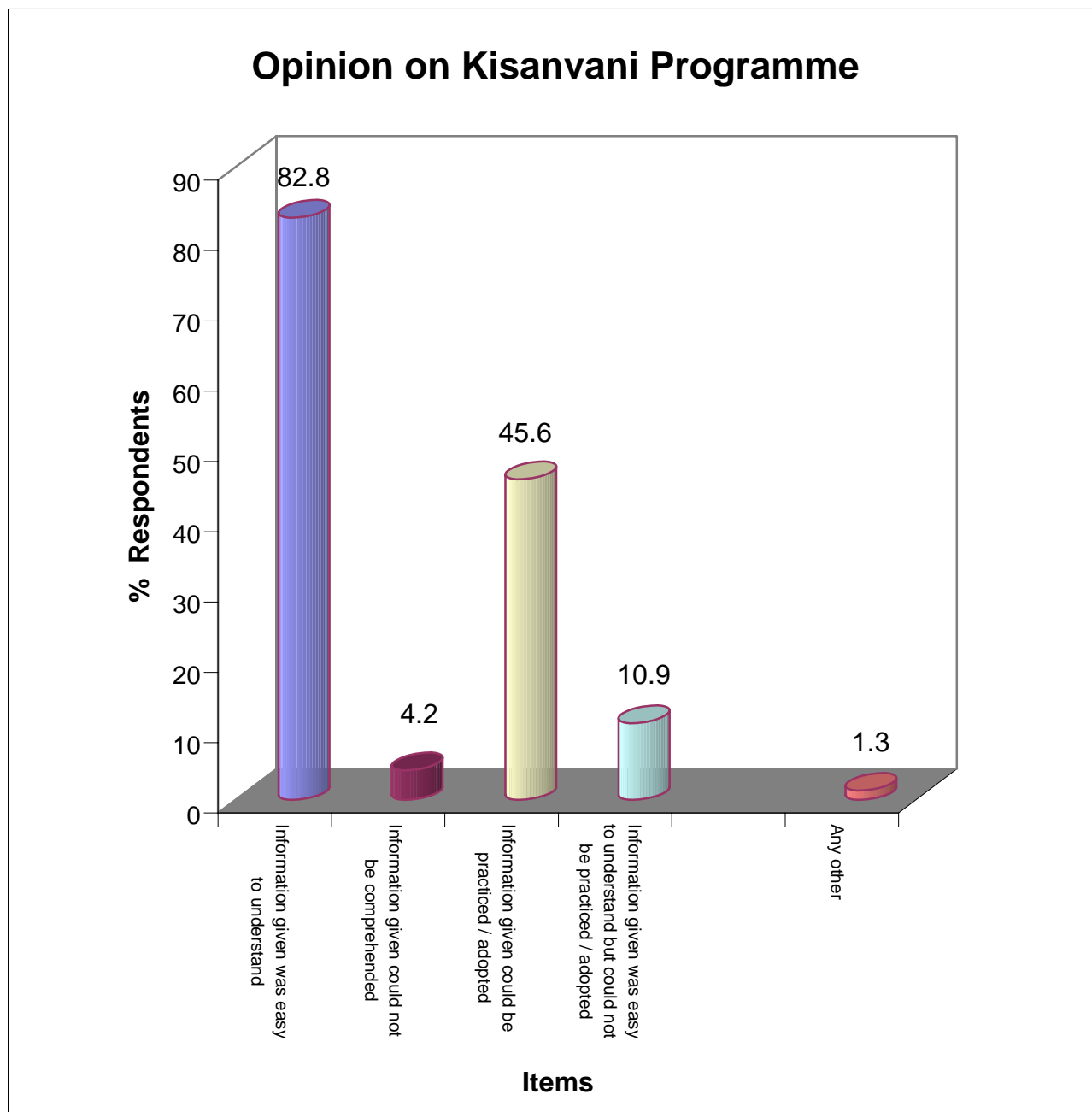
S/No.	Name of the State/UT	Adequate (%)	Inadequate (%)	No opinion/ Not listened
1.	Uttar Pradesh	91.2	6.3	2.5
2.	Andhra Pradesh	81.8	12.5	5.7
3.	Karnataka	79.4	16.1	4.5
4.	Maharashtra	88.6	5.2	6.2
5.	North-East	71.4	5.6	23.0
6.	Haryana	100.0	0.0	0.0
7.	Orissa	76.3	5.6	18.1
8.	Rajasthan	85.3	0.6	14.1
9.	Jammu & Kashmir	78.3	6.7	15.0
10.	Punjab	96.3	0.0	3.7
11.	Daman	100.0	0.0	0.0
12.	West Bengal	75.0	6.2	18.8
13.	Pondicherry	92.5	7.5	0.0
14.	Himachal Pradesh	62.5	0.0	37.5
15.	Kerala	77.5	2.5	20.0
16.	Bihar	63.8	10.0	26.2
17.	Jharkhand	87.5	0.8	11.7
18.	Chhatisgarh	92.5	7.5	0.0
19.	Tamilnadu	85.0	2.5	12.5
20.	Gujarat	80.0	0.0	20.0
21.	Madhya Pradesh	97.8	1.3	0.9

The above table indicates state-wise trend. The level of adequacy of programme contents was found to be highest in Haryana & Daman (100.0%) while in Uttar Pradesh, Punjab, Pondicherry, Chhatisgarh & Madhya Pradesh, more than 90.0% respondents felt that the programme contents of the Kisanvani were adequate. However, in Bihar, Karnataka & Andhra Pradesh, some of the respondents (between 10-16%) did not find the programme to be adequate. Hence, in these states there is a need to improve upon the programme contents.

Opinion on the Kisanvani Programme:

The following diagram depicts the different opinions about the Kisanvani programme: -

Diagram:4



Maximum number of respondents (82.8%) opined that the information given was easy to understand. Of which, 45.6% respondents reported that the information given could be practiced/adopted. However, a small percentage of respondents (4.2%) was not satisfied and felt that information given under Kisanvani could not be comprehended.

State-wise trend

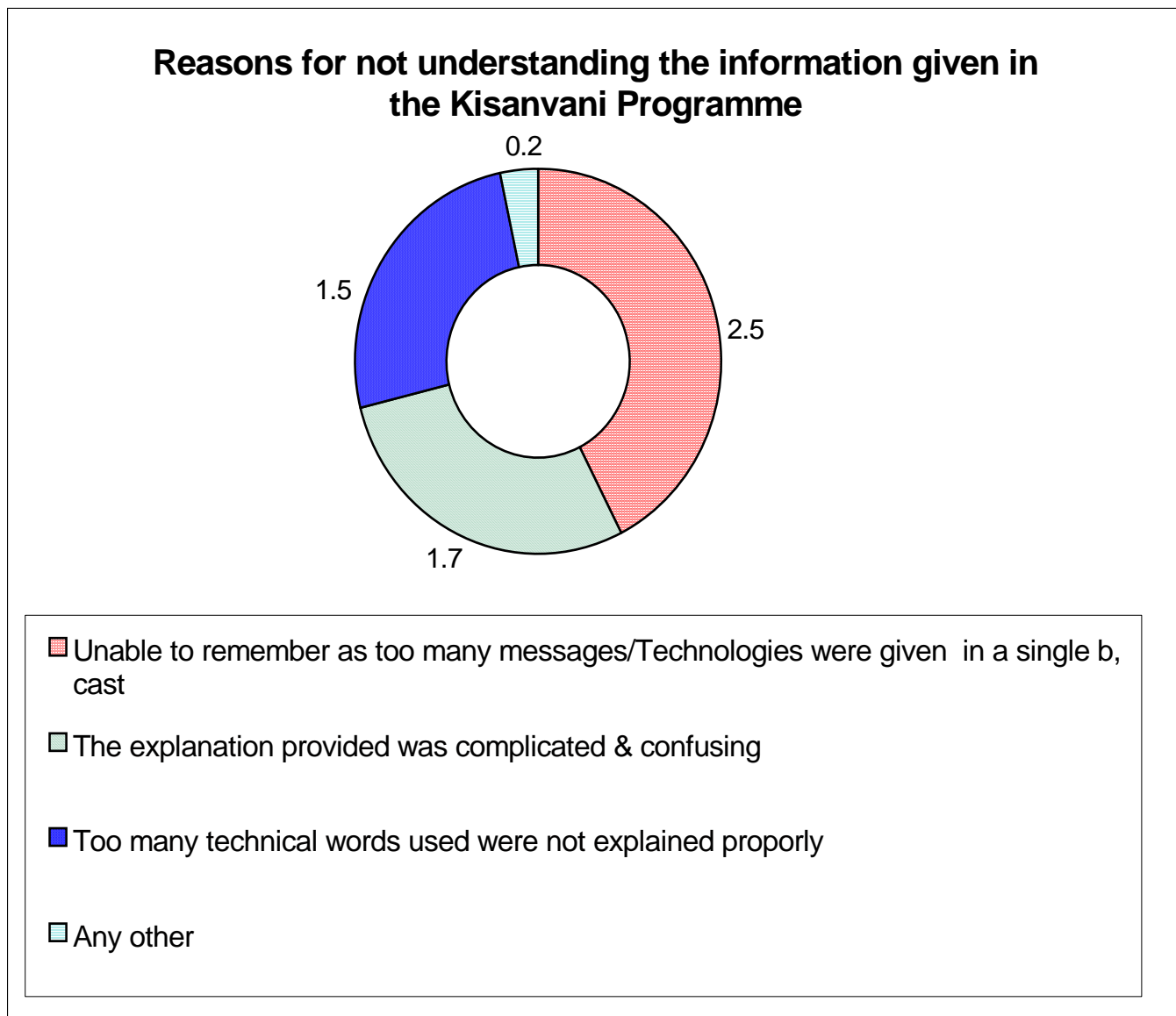
Table: III

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	75.6	3.1	65.6	7.5
2.	Andhra Pradesh	83.9	4.3	15.4	9.3
3.	Karnataka	79.7	3.6	53.9	21.7
4.	Maharashtra	90.5	4.5	45.9	10.7
5.	North-East	76.7	5.3	31.9	3.3
6.	Haryana	100.0	0.0	98.8	1.3
7.	Orissa	78.1	1.9	20.6	13.8
8.	Rajasthan	79.4	5.9	55.9	17.2
9.	Jammu & Kashmir	70.0	2.5	43.3	26.7
10.	Punjab	83.8	11.3	32.5	2.5
11.	Daman	90.0	0.0	0.0	10.0
12.	West Bengal	73.8	3.8	58.8	17.5
13.	Pondicherry	100.0	15.0	82.5	2.5
14.	Himachal Pradesh	70.0	0.0	13.8	0.0
15.	Kerala	73.3	5.8	31.7	0.0
16.	Bihar	67.5	3.8	63.8	8.8
17.	Jharkhand	94.2	1.7	23.3	15.0
18.	Chhatisgarh	91.3	7.5	63.8	5.0
19.	Tamilnadu	87.5	0.0	55.0	40.0
20.	Gujarat	100.0	0.0	0.0	0.0
21.	Madhya Pradesh	92.5	3.8	72.5	6.3

More than half of the respondents in all the states found the information provided under the Kisanvani programme easy to understand. A small percentage of respondents ranging between 2-15% in most of the states also reported that the information given could not be comprehended.

Reasons for not comprehending the Kisanvani Programme

Diagram:5



Further probe into the reasons for not comprehending the Kisanvani programme revealed that farmers (2.5%) could not remember the contents of the programme because too many messages/technologies were given in a single b'cast followed by the explanation provided was complicated and confusing (1.7%)

State-wise trend

Table: IV

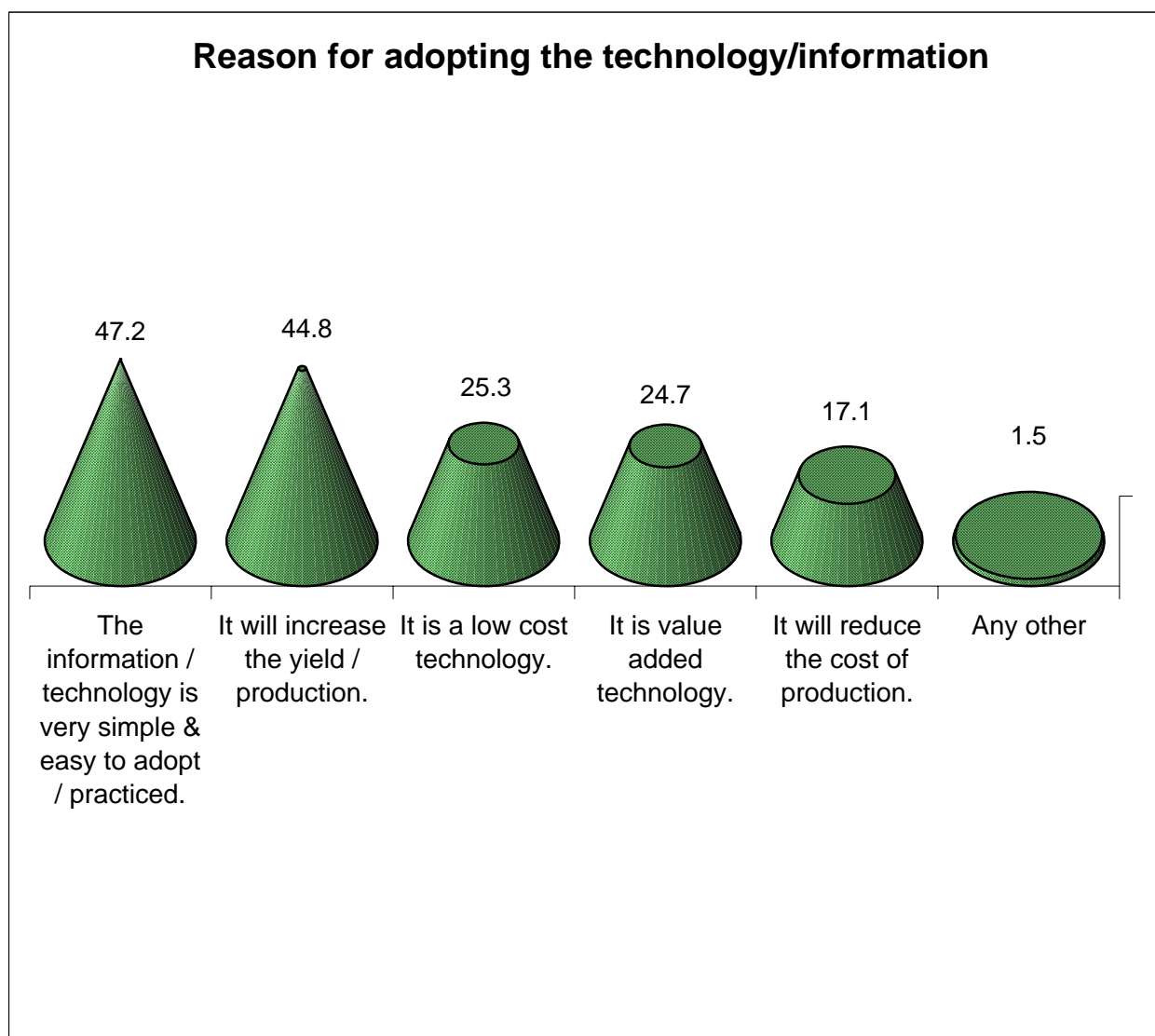
S/No.	Name of the State/UT	Unable to remember as too many messages /Technologies were given in a single b' cast.	The explanation provided was complicated & Confusing.	Too many technical words used were not explained properly.
1.	Uttar Pradesh	2.5	1.3	0.0
2.	Andhra Pradesh	2.5	3.2	1.1
3.	Karnataka	1.7	1.7	1.4
4.	Maharashtra	1.6	3.2	2.0
5.	North-East	1.9	1.1	0.0
6.	Haryana	0.0	0.0	0.0
7.	Orissa	2.5	0.0	1.9
8.	Rajasthan	6.3	3.1	2.5
9.	Jammu & Kashmir	0.8	1.7	1.7
10.	Punjab	5.0	1.3	5.0
11.	Daman	0.0	0.0	0.0
12.	West Bengal	2.5	2.5	2.5
13.	Pondicherry	0.0	0.0	0.0
14.	Himachal Pradesh	0.0	0.0	0.0
15.	Kerala	4.2	0.8	4.2
16.	Bihar	2.5	2.5	1.3
17.	Jharkhand	0.0	0.0	0.0
18.	Chhatisgarh	5.0	0.0	6.3
19.	Tamilnadu	0.0	0.0	0.0
20.	Gujarat	0.0	0.0	0.0
21.	Madhya Pradesh	3.1	1.3	1.6

No specific trend was observed while analyzing state-wise data. However, efforts should be made to take the corrective measures by the respective states according to the findings of the study reflected in the above table.

Reasons for adopting technology/information:

The various reasons for adopting technology/information provided under the Kisanvani are reflected in the following diagram: -

Diagram:6



It is obvious from the above diagram that the highest number of respondents reported the reason for adopting technology/information was that ‘the information/technology was very simple and easy to adopt/practiced’ (47.2%) followed by the reason ‘it would increase the yield/production’ (44.8%).

State-wise trend

Table: V

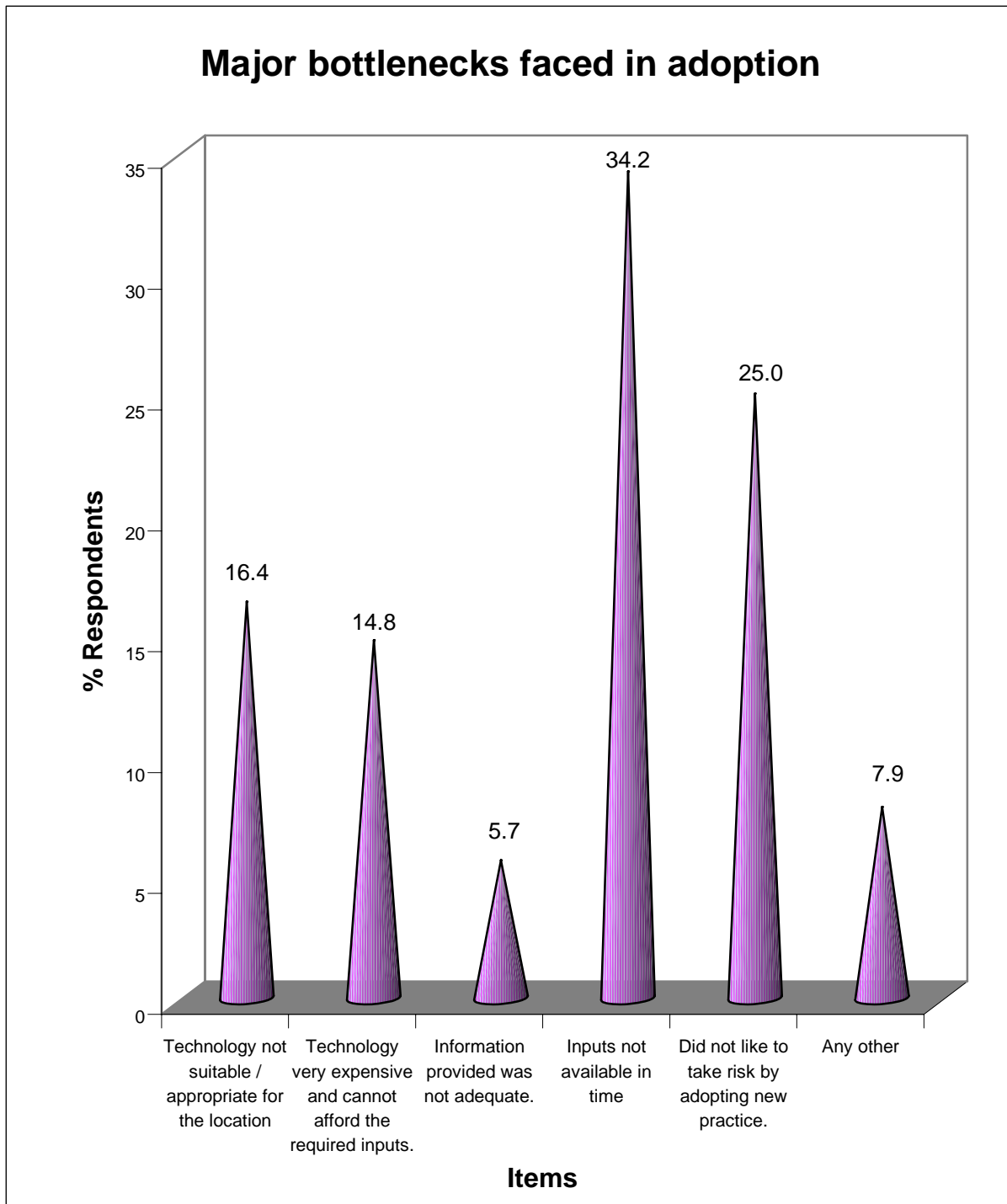
S/No.	Name of the State/UT	The information / technology is very simple & easy to adopt / practice.	It is a low cost technology.	It is value added technology.	It will increase the yield / production.	It will reduce the cost of production.
		% Resp.	% Resp.	% Resp.	% Resp	% Resp.
1.	Uttar Pradesh	31.9	23.1	36.9	53.1	18.1
2.	Andhra Pradesh	31.1	30.4	35.7	45.7	19.6
3.	Karnataka	33.6	38.3	38.6	50.3	24.2
4.	Maharashtra	53.2	19.3	21.6	42.5	11.4
5.	North-East	50.6	21.7	13.1	37.2	15.6
6.	Haryana	100.0	32.5	3.8	85.0	0.0
7.	Orissa	31.9	8.8	34.4	36.9	4.4
8.	Rajasthan	53.1	35.9	34.4	48.1	34.7
9.	Jammu & Kashmir	60.8	28.3	25.8	37.5	7.5
10.	Punjab	48.8	7.5	13.8	27.5	12.5
11.	Daman	80.0	0.0	0.0	15.0	5.0
12.	West Bengal	48.8	13.8	5.0	36.3	13.8
13.	Pondicherry	70.0	22.5	5.0	52.5	30.0
14.	Himachal Pradesh	40.0	15.0	3.8	6.3	3.8
15.	Kerala	60.8	8.3	1.7	12.5	12.5
16.	Bihar	48.8	23.8	11.3	60.0	25.0
17.	Jharkhand	55.0	10.8	20.0	50.0	13.3
18.	Chhatisgarh	41.3	25.0	23.8	61.3	8.8
19.	Tamilnadu	47.5	30.0	0.0	37.5	35.0
20.	Gujarat	32.5	7.5	0.0	2.5	0.0
21.	Madhya Pradesh	46.6	39.7	38.4	63.8	20.3

State-wise analysis of data revealed that in Uttar Pradesh, Andhra Pradesh and Karnataka, most of respondents felt that the main reason for adopting technology/information provided in Kisanvani was that it would have increased their yield/production. While in Maharashtra, North-East, Haryana, Rajasthan, Jammu & Kashmir, Punjab, Daman, West Bengal, Pondicherry, Himachal Pradesh, Kerala, Jharkhand, Tamil Nadu & Gujarat, the main reason was ‘the information/technology was very simple and easy to be adopted/practiced’.

Major bottlenecks faced in adoption:

Diagram: 5 given below shows that the major bottleneck faced by maximum number of respondents(34.2%) was 'inputs not available in time' followed by 'did not like to take risk by adopting new practice(25%)'. The same trend was observed in almost all the weekly feedback surveys from majority of the stations across the country.

Diagram:7



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	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	13.8	23.8	3.8	40.6	23.1
2.	Andhra Pradesh	22.1	15.0	12.5	48.6	16.1
3.	Karnataka	20.8	13.3	1.9	41.4	39.7
4.	Maharashtra	9.8	14.8	3.2	20.7	18.2
5.	North-East	21.4	19.4	9.2	33.9	17.5
6.	Haryana	0.0	0.0	0.0	0.0	0.0
7.	Orissa	4.4	6.9	4.4	21.9	41.9
8.	Rajasthan	31.3	9.1	11.3	35.9	50.3
9.	Jammu & Kashmir	24.2	12.5	9.2	49.2	28.3
10.	Punjab	0.0	8.8	3.8	26.3	50.0
11.	Daman	35.0	5.0	0.0	10.0	5.0
12.	West Bengal	6.3	12.5	3.8	32.5	45.0
13.	Pondicherry	0.0	25.0	5.0	35.0	0.0
14.	Himachal Pradesh	0.0	38.8	0.0	6.3	21.3
15.	Kerala	17.5	2.5	4.2	11.7	16.7
16.	Bihar	27.5	5.0	5.0	76.3	13.8
17.	Jharkhand	12.5	23.3	0.0	31.7	15.8
18.	Chhatisgarh	10.0	26.3	1.3	41.3	20.0
19.	Tamilnadu	2.5	0.0	10.0	0.0	35.0
20.	Gujrat	30.0	0.0	0.0	0.0	17.5
21.	Madhya Pradesh	15.0	21.3	7.2	52.8	10.6

In more than half of the states & UTs, maximum number of respondents reported that the major bottleneck faced by them in adopting new technology was inputs not available in time whereas in five states viz. Orissa, Rajasthan, Punjab & West Bengal, the major bottleneck faced by maximum number of respondents was that ‘they did not like to take risk by adopting new practice’.

Topics liked to be covered under Kisanvani Programme:

Diagram:8

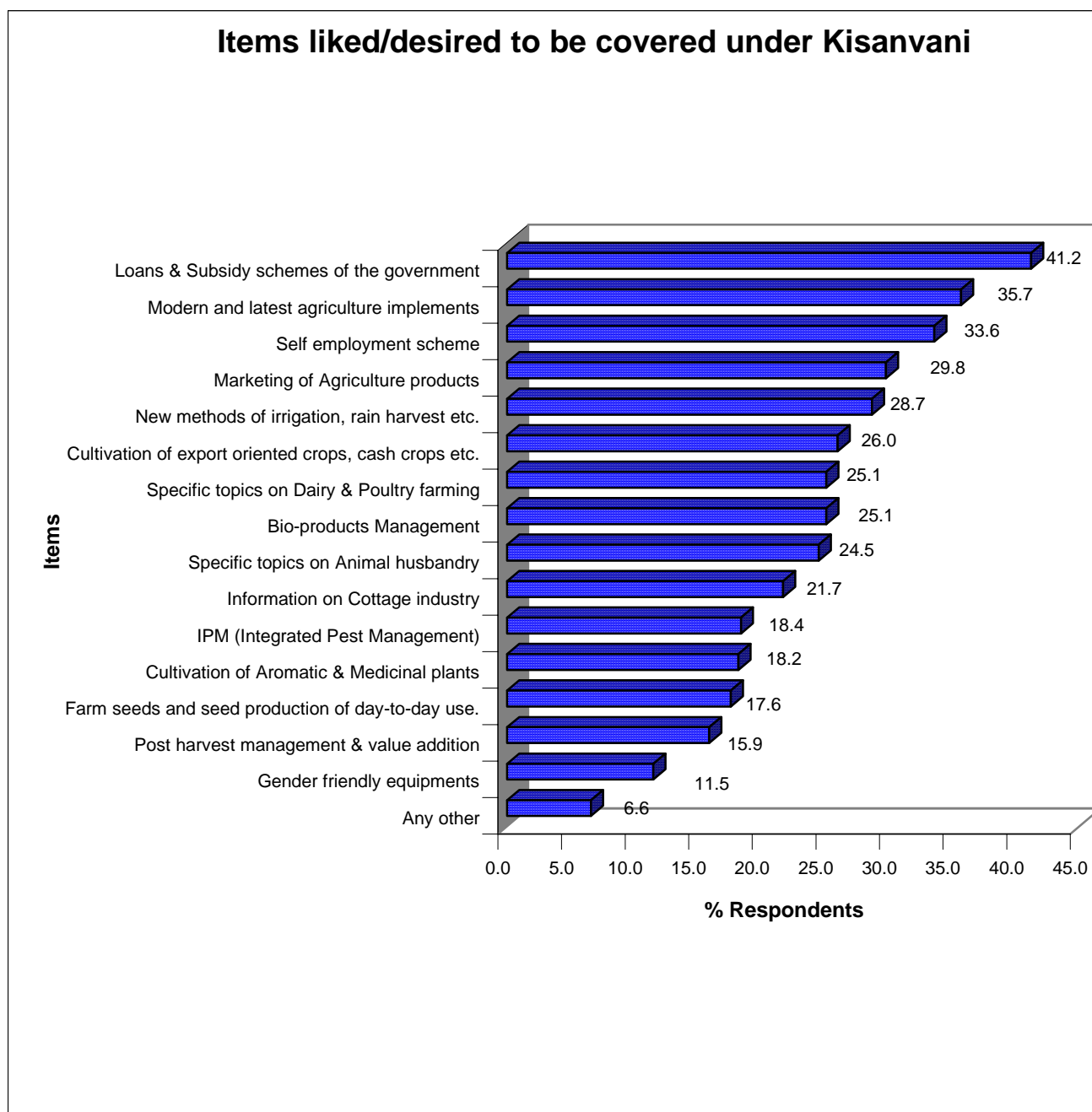


Diagram – 6 shown above indicates the overall picture of liking of farmers for various topics/items to be covered under Kisanvani. The topic ‘Loan & Subsidy schemes of the government’ liked to be listen by maximum number of respondents (41.2%) followed by ‘Modern & latest agriculture implements’ (35.7%), ‘Self employment scheme’ (33.6%).

State-wise trend

State-wise trend of liking of farmers for the various topics/items under Kisanvani programme is given in the table - VII below. Farmers in more than half of the states & UTs across the country indicated their liking for listening to the topic 'Loan & Subsidy scheme of the Government'. The topic 'Modern & latest agriculture implements' was the second most liked topic by maximum number of respondents in five states viz. Punjab, Bihar, Chhatisgarh, Gujrat & Andhra Pradesh.

Table: VII

S/No.	Name of the State/UT	Most liked topics	Respondents (%)
1.	Haryana	Cultivation of Aromatic & Medicinal plants.	45.0
2.	Orissa	Cultivation of export oriented crops. Cash crops etc.	35.0
3.	Rajasthan	Loan & Subsidy Schemes of the Government	52.2
4.	Daman	Loan & Subsidy Schemes of the Government	35.0
5.	West Bengal	Loan & Subsidy Schemes of the Government	40.0
6.	Himachal Pradesh	Loan & Subsidy Schemes of the Government	46.3
7.	Jharkhand	Loan & Subsidy Schemes of the Government	50.0
8.	Tamilnadu	Loan & Subsidy Schemes of the Government	82.5
9.	Madhya Pradesh	Loan & Subsidy Schemes of the Government	48.4
10.	Uttar Pradesh	Loans and subsidy schemes of the government.	38.8
11.	Karnataka	Loans and subsidy schemes of the government.	50.0
12.	Maharashtra	Loans and subsidy schemes of the government.	42.5
13.	North-East	Loans and subsidy schemes of the government.	30.3
14.	Kerala	Marketing of agriculture products	41.7
15.	Punjab	Modern & latest agriculture implements	45.0
16.	Bihar	Modern & latest agriculture implements	78.8
17.	Chhatisgarh	Modern & latest agriculture implements	43.8
18.	Gujarat	Modern & latest agriculture implements	70.0
19.	Andhra Pradesh	Modern & latest agriculture implements.	44.3
20.	Jammu & Kashmir	Self employment schemes	46.7
21.	Pondicherry	Specific topic on Animal husbandry	82.5

Suggestions & comments on Kisanvani Programme

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

S.NO	Suggestions/comments	Received from	
		State	Station
1.	Programme on Animal husbandry, poultry Farming, fishery & related topics like Cattle-Breeding, Animal & Bird diseases etc. should be b'cast	Orissa	Behrampur
			Rourkela
		Rajasthan	Jhalawar
			Nagaur
		North-East	Halflong
		Andhra Pradesh	Warangal
		Haryana	Kurukshetra
		Punjab	Patiala
			Bilaspur
		Chhatisgarh	Raigarh
			Shantiniketan
		Madhya Pradesh	Shahdol
			Sagar
			Guna
Balaghat			
Maharashtra	Nanded		
Karnataka	Manglore		
	Chitradurga		
2.	Phone-in-Programme like 'Hello Farmers' should be started under the Kisanvani.	Orissa	Behrampur
		North-East	Jorhat
		Haryana	Kurukshetra
		Chhatisgarh	Raigarh
		Himachal Pradesh	Hamirpur
		Uttar Pradesh	Bareilly
		Tamilnadu	Nagarcoil
		Madhya Pradesh	Guna
		Maharashtra	Dhule
3.	Information on Self-employment scheme should be provided.	North-East	Halflong
			Jorhat
			Itanagar
		Chhatisgarh	Bilaspur
		West Bengal	Shantiniketan
		Pondicherry	Karaikal
		Maharashtra	Akola
		Karnataka	Raichur
			Chitradurga
		Rajasthan	Jhalawar
			Nagaur
			Banswara
Orissa	Rourkela		

S.NO.	Suggestions/comments	Received from	
		State	Station
4.	a.) Duration of the programme should be increased.	North-East	Halflong
			Kailashahar
			Jorhat
		Andhra Pradesh	Warangal
			Markapur
		Himachal Pradesh	Dharamshala
			Hamirpur
		Madhya Pradesh	Balaghat
		Maharashtra	Nanded
		Bihar	Sasaram
Karnataka	Hassan		
	Manglore		
Pondicherry	Karikal		
	b.) Duration of the programme should be decreased.	Orissa	Behrampur
5.	Broadcast timings of the programme should be changed	Orissa	Rourkela
			Behrampur
		Rajasthan	Jhalawar
		North-East	Jorhat
		West Bengal	Murshidabad
		Karnataka	Hassan
Hospet			
6.	Programme on loan & subsidy schemes; Government grants, subsidy and financial assistance to farmers should be b'cast.	Orissa	Behrampur
		North-East	Jowai
			Mokokchung
			Itanagar
		Andhra Pradesh	Markapur
		Chhatisgarh	Bilaspur
		Uttar Pradesh	Obra
		Madhya Pradesh	Sagar
			Khandwa
		Pondicherry	Karaikal
West Bengal	Shantiniketan		
Rajasthan	Nagaur		

Besides the above common suggestions, the following worth mentioning suggestion were received from different stations which are mainly area specific

S.NO.	Suggestions/comments	Received from	
		State	Station
7.	Programme on irrigation process, water management in salt prone area & rain water harvesting.	Orissa	Brahamapur
		West Bengal	Shantiniketan
		Madhya Pradesh	Shahdol
		Chhatisgarh	Bilaspur
8.	Programme on health care & prevention of diseases	Orissa	Rourkela
		Chhatisgarh	Bilaspur
9.	Programme on formation of Self Help Groups (SHG)	Orissa	Rourkela
		West Bengal	Shantiniketan
10.	Programme on vermiculture & composting.	Rajasthan	Jhalawar
11.	Programme on tree-plantation & water conservation.	Rajasthan	Jhalawar
12.	Detailed information on Kharif crops particularly paddy.	North-East	Jorhat
13.	Information on Post Harvest Management	North-East	Jorhat
14.	Programme on organic farming	North-East	Jowai
15.	Programme on cottage industries	North-East	Jowai
		Rajasthan	Nagaur
16.	Programme on gender friendly equipments	North-East	Jowai
17.	Language of the programme should be simple & easy to understand & technical words should be explained properly	North-East	Jowai
		Uttar Pradesh	Faizabad
		Chhatisgarh	Raigarh
		West Bengal	Shantiniketan
18.	More programmes on growing commercial crops should be b'cast.	Andhra Pradesh	Warangal
19.	Information on medicinal plants.	Andhra Pradesh	Warangal
		Chhatisgarh	Raigarh
20.	Farmers' participation in the programme should be ensured.	Haryana	Kurukshetra
21.	Programme to increase the fertility of the soil & soil testing.	Haryana	Hissar
		Madhya Pradesh	Balaghat
			Guna
22.	Information regarding latest techniques of agriculture/equipment/implements may be provided.	Punjab	Patiala
		Uttar Pradesh	Obra
23.	Interview with the successful progressive farmers should be b'cast under the programme.	Punjab	Patiala
		Himachal Pradesh	Hamirpur
		Madhya Pradesh	Guna

24.	More publicity should be given to Kisanvani to create awareness among the farmers.	Punjab	Bathinda
25.	Morning transmission should also be started.	Punjab	Bathinda
		Madhya Pradesh	Guna
		West Bengal	Murshidabad
26.	Information on the pesticides & insecticides including their names should be given in detail	Chhatisgarh	Raigarh
		Uttar Pradesh	Faizabad
		Orissa	Raurkela
		Pondicherry	Karaikal
27.	Farmers' talk should be included in the programme	West Bengal	Shantiniketan
		Chhatisgarh	Raigarh
28.	Programme on alternative cropping	West Bengal	Shantiniketan
29.	Information on 'Agricultural Insurance' should be provided	Uttar Pradesh	Bareilly
		Rajasthan	Jhalawar
30.	Information on less water requirement crops.	Madhya Pradesh	Guna
		Rajasthan	Nagaur
31.	Information about new & high yield quality seeds	Punjab	Patiala
32.	Programme highlighting government policy on 'Kisan Credit Card' should be b'cast.	Orissa	Rourkela
33.	Information on rural employment guarantee scheme should be provided.	Orissa	Rourkela
34.	Programme on maintenance of Agricultural equipment like tractor, tube-well, thresher etc.	Rajasthan	Nagaur
35.	Programme related to women's education health & related issue should be included.	Rajasthan	Jhalawar
36.	Information about 'Kisan Call Center' should be provided	Uttar Pradesh	Bareilly
37.	Reception of the programme should be clear.	Haryana	Hissar

TABLES
(Consolidated)

Table:1
Profile of the Respondents

Base: 3380

Gender	No.	%
Male	2936	86.9
Female	444	13.1

Age group	No.	%
18-30 years	807	23.9
31-45 years	1540	45.5
46 year & above	1033	30.6

* Ownership of Radio	No.	%
Radio with FM	3170	93.8
Radio without FM	210	6.2

Ownership of TV	No.	%
TV only	1647	48.7
TV with Cable	692	20.5
No TV	1041	30.8

Education	No.	%
Graduate & above	416	12.3
Below graduate but matric	1038	30.7
Below matic but literate	1532	45.3
Illiterate	394	11.7

*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	3052	90.3
Service	189	5.6
Business	139	4.1

Land ownership	No.	%
Marginal farmer	966	28.6
Small farmer	1114	33.0
Medium farmer	975	28.8
Large farmer	206	6.1
Share Cropper	119	3.5

Agriculture equipment ownership	No.	%
Tractor	453	13.4
Diesel Pump	643	19.0
Tube well	876	25.9
Others	998	29.5

Table : 2
Frequency of listening to 'Kisan Vani' programme

Base: 3380

<u>Frequency</u>	<u>No.</u>	<u>%</u>
Regularly (5-7 days a week)	1095	32.4
Frequently (3-4 days a week)	1284	38.0
Occasionally (1-2 days a week)	691	20.4
Rarely (Once or twice in a month)	140	4.2
Not listened/aware	170	5.0

TABLE : 3
Items listened under kisanvani Programme

(Multiple response)

Base: 3380

<u>Items</u>	<u>No.</u>	<u>%</u>
Modern and latest Agriculture implements	752	22.2
Farm seeds and seed production of day to day use	888	26.3
Cultivation of export oriented crops, cash crops etc.	775	22.9
Bio-products Management	603	17.8
Marketing of Agricultural products	588	17.4
Loan & Subsidy schemes of the government	653	19.3
Self employment scheme	590	17.5
Information on Cottage industry	282	8.3
New methods of irrigation, rain harvest etc.	562	16.6
Post harvest management & value addition	425	12.6
Specific topics on Animal husbandry	848	25.1
Specific topics on Dairy & Poultry farming	543	16.1
IPM (Integrated Pest Management)	605	17.9
Cultivation of Aromatic & Medicinal plants.	320	9.5
Gender friendly equipments	74	2.2

Table : 4
Adequacy of the programme

Base: 3380

Adequacy	No.	%
Adequate	2823	83.5
Inadequate	196	5.8
No Opinion/Not listened	361	10.7

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

Base: 3380

Opinion	No.	%
Information given was easy to understand	2799	82.8
Information given could not be comprehended	142	4.2
Information given could be practiced / adopted	1541	45.6
Information given was easy to understand but could not be practiced/adopted.	369	10.9
Any other	44	1.3

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

(Multiple response)

Base: 3380

Reasons	No.	%
Unable to remember as too many messages / Technologies were given in a single b'cast.	83	2.5
The explanation provided was complicated & Confusing.	57	1.7
Too many technical words used were not explained properly.	52	1.5
Any Other	8	0.2

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

		Base: 3380
<u>Reasons</u>	<u>No.</u>	<u>%</u>
The information / technology is very simple & easy to adopt / practice.	1595	47.2
It is a low cost technology.	854	25.3
It is value added technology.	836	24.7
It will increase the yield / production.	1513	44.8
It will reduce the cost of production.	578	17.1
Any other	51	1.5

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

		Base: 3380
<u>Bottlenecks</u>	<u>No.</u>	<u>%</u>
Technology not suitable / appropriate for the location.	554	16.4
Technology very expensive and cannot afford the required inputs.	501	14.8
Information provided was not adequate.	194	5.7
Inputs not available in time	1155	34.2
Did not like to take risk by adopting new practice.	845	25.0
Any other	267	7.9

TABLE : 9
TOPICS REQUIRED TO BE COVERED

(Multiple response)

Base: 3380

Item	No.	%
Modern and latest agriculture implements	1208	35.7
Farm seeds and seed production of day-to-day use.	594	17.6
Cultivation of export oriented crops, cash crops etc.	879	26.0
Bio-products Management	847	25.1
Marketing of Agriculture products	1007	29.8
Loans & Subsidy schemes of the government	1393	41.2
Self employment scheme	1135	33.6
Information on Cottage industry	733	21.7
New methods of irrigation, rain harvest etc.	970	28.7
Post harvest management & value addition	537	15.9
Specific topics on Animal husbandry	828	24.5
Specific topics on Dairy & Poultry farming	849	25.1
IPM (Integrated Pest Management)	623	18.4
Cultivation of Aromatic & Medicinal plants	615	18.2
Gender friendly equipments	388	11.5
Any other	224	6.6

List of villages covered during 7th & 8th week of survey

S.NO.	State	AIR, Stations covered	7th Week		8th Week		Total Resp. 7th & 8th week
			Villages covered	No. Resp.	Villages covered	No. Resp.	
1	Uttar Pradesh	Bareilly	Simraboripur	10	Paliyabad	10	20
			Mirzapur	10	Meerapur	10	20
		Faizabad	Vilvaheeri Ghat	10	Milkipur	10	20
			Rajepur	10	Eetgawn	10	20
		Jhansi	Phalgaon	10	Choti Bachawali	10	20
			Bergaon	10	Gumnawara	10	20
		Obra	Dohari	10	Chirhuly	10	20
			Khajuri	10	Belcap	10	20
	<u>Sub-total</u>			80		80	160
2	Madhya Pradesh	Shahdol	Maiki	10	Udhiya	10	20
			Mohtara	10	Karva	10	20
		Guna	Bajrang Garh	10	Semri Shahbad	10	20
			Vinayak Khedi	10	Seji	10	20
		Sagar	Kudari	10	Majhguwan	10	20
			Sidguan	10	Simariya	10	20
		Khandwa	Bakhari	10	Mortakka	10	20
			Icchapur	10	Amalpura	10	20
		Shivpuri	Himatgar	10	Satanwara	10	20
			Sewra	10	Kalhotra	10	20

		Chindwara	Sarna	10	Pandari Kalan	10	20
			Bangaon	10	Shahapura	10	20
		Betul	Bhadus	10	Saikheda	10	20
			Danora	10	Mohi	10	20
		Balaghat	Barbaspur	10	Dhansua	10	20
			Kayadi	10	Surwahi	10	20
		<u>Sub-total</u>		160		160	320
3	Andhra Pradesh	Markapuram	Kethagudipi	10	Kuta Gundla	10	20
			Moksha Gundam	10	Gorrappo Sala	10	20
		Kothaguddam	Bhimavaram	10	Koya Chalaka	10	20
			Marlapadu	10	Regula Chelaka	10	20
		Nizamabad	Chintaloor	10	Thana Kurdhu	10	20
			Nizamabad	10	Mubarak Nagar	10	20
		Warrangal	Boddu Chintalapally	10	Mallakpally	10	20
			Shivanipally	10	Rampur	10	20
		Thirupathi	Kovaneeru	10	Yerraguntlapalli	10	20
			Chittoor Khandriga	10	Marrikuntapalli	10	20
		Anantpur	Konnukuntla	10	B.Papporu	10	20
			Devara Palli	10	Yelukuntla	10	20
		Kurnool	Itikyalapadu	10	Malyala	10	20
			Agokulapadu	10	Thummilla	10	20
		<u>Sub-total</u>		140		140	280
4	Himachal Pradesh	Dharamsala	Tangroti Khas	10	Gurkhri	10	20
			Tangroti	10	Sunehad	10	20
		Hamirpur	Bagwarat Samlera	10	Chamboh	10	20
			Panjot	10	Bajrauh	10	20
		<u>Sub-total</u>		40		40	80

5 Punjab	Patiala	Bakshinala	10	Khanpur	10	20
		Daunkalan	10	Daunkhurd	10	20
	Bathinda	Maanwala	10	Bagha	10	20
		Mashana	10	Giana	10	20
	<u>Sub-total</u>		40		40	80
6 Haryana	Hisar	Arya Nagar	10	Nayana	10	20
		Dubeta	10	Payal	10	20
	Kurukshetra	Barna	10	Yara	10	20
		Dhuda Dhudi	10	Gumthala Garhu	10	20
	<u>Sub-total</u>		40		40	80
7 Karnataka	Manglore	Bajpe	10	Manchi	10	20
		Siddakatte	10	Punjalakatte	10	20
	Mysore	Hiriyur	10	Chikkade	10	20
		Chinakurali	10	Padagur	10	20
	Chitradurga	Hirekandavadi	10	Balaghatte	10	20
		Hosakere	10	Vijapura	10	20
	Mercara	Trotamath Balele	10	Kakabe	10	20
		Nanjarayapatna	10	Bettageri	10	20
	Bijapur	Yalagur	10	Manguli	10	20
		Kanamadi	10	Horti	10	20
	Raichur	Rajalbanda	10	Korvi	10	20
		Hospet	10	Kappgal	10	20
	Hassan	Goddu	10	Nandipura	10	20
		Hovinahalli	10	Jogipura	10	20
	Karwar	Nechkan bagh	10	Shejwad	10	20
		Arga	10	Kadwad	10	20
	Hospet	Bukkasagara	10	Rangsagara	10	20

			Danapara	10	Ayyanahalli	10	20
	<u>Sub-total</u>			180		180	360
8	Jammu & Kashmir	Poonch	Khanater	10	Qasba	10	20
			Bhainch	10	LKG	10	20
		Jammu	Katal Balal	10	Dharpothi	10	20
			Sohal	10	Satrayian	10	20
		Kathua	Bhaiya	10	Kirpal	10	20
			Koota	10	Tilla (Billawar)	10	20
	<u>Sub-total</u>			60		60	120
9	Orissa	Raurkela	Lungai	10	Badnuagaon	10	20
			Mitkundari	10	Chikatmati	10	20
		Bolangir	Udar	10	Santika	10	20
			Salepali	10	Pandarani	10	20
		Brahamapur	Kaitha	10	Nuapentha Ambagan	10	20
			Sorala	10	Padadigi	10	20
		Puri	Pratap Purushotam Puri	10	Jokanadua	10	20
			Khadisa	10	Dagarasohi	10	20
	<u>Sub-total</u>			80		80	160
10	North-East	Jorhat	Baghmara Gaon	10	Tanti Gaon (Titabor)	10	20
			Bogar Gaon (Titabar)	10	Ujani Charaimoria Gaon	10	20
		Nagaon	Kujidah	10	Manipurtup	10	20
			Ramjangati	10	Gereki	10	20
		Itanagar	Chimpu-I	10	Gogar	10	20
			Garu	10	Chimpu-II	10	20
		Mokok Chung	Chungtia	10	Settsu	10	20
			Longkhun	10	Longnisa	10	20

		Halflong	Kaibalua	10	Radibailo	10	20
			Krishna Nagar	10	Tinno Basti	10	20
		Lunglei	Serte	10	Thingkait	10	20
			Saiha	10	Sangau	10	20
		Jowai	Khanduli	10	Madur	10	20
			Kyndong Tuber	10	Limalong	10	20
		Belonia	Baopadua	10	North Sonaichori	10	20
			Ekinpur	10	Rangamura	10	20
		Kailashahar	Lakhipur	10	Isabpur	10	20
			Kubjhar	10	Pakhibada	10	20
		<u>Sub-total</u>		<u>180</u>		<u>180</u>	<u>360</u>
11	Rajasthan	Jaisalmer	Polji Ki Dehri	10	Bhojasar	10	20
			Mokla	10	Chhatrail	10	20
		Nagaur	Malgaon	10	Chuntisara	10	20
			Janana	10	Panchla Siddha	10	20
		Banswara	Saleeya	10	Saghdhod	10	20
			Navagaon	10	Tamateeya	10	20
		Chittorgarh	Sudhri	10	Badoli Madosingh	10	20
			Jojro Ka Kheda	10	Dhinva	10	20
		Sawaimadhopur	Dhanoli	10	Ousali	10	20
			Padhona	10	Sinoli	10	20
		Jhalawar	Bhimsagar	10	Bansghatti	10	20
			Banniya	10	Kuabaw	10	20
		Alwar	Bagor Ka Bass	10	Ghegholi	10	20
			Bambora	10	Desula	10	20
		Churu	Juarpura	10	Ridkhala	10	20

			Somasi	10	Sheopura	10	20
	<u>Sub-total</u>			160		160	320
12	Bihar	Sasaram	Barki Karpurva	10	Salaimpur Pokhara	10	20
			Khairi Babhangawan	10	Dharupur	10	20
		Purnia	Maranga	10	Loukahi	10	20
			Dibara	10	Sukhashan	10	20
	<u>Sub-total</u>			40		40	80
13	Kerla	Cannanore	Mannoor	10	Peringome	10	20
			Kokomathor	10	Mayyil	10	20
		Kochi	Velloogkumom	10	Pulhan Kerige	10	20
			Palakhuza	10	Edakkattguayal	10	20
		Devikulam/Idukki	Pallivasal	10	Kunjithanny	10	20
			Mannamkandam	10	Baisonvalley	10	20
	<u>Sub-total</u>			60		60	120
14	Pondichery	Karaikal	Setthur	10	Kishamanai	10	20
			Puthakudi	10	Sorakudy	10	20
	<u>Sub-total</u>			20		20	40
15	West Bengal	Shantiniketan	Mirati	10	Labhpur	10	20
			Kirnahar	10	Lahara	10	20
		Murshidabad	Ranagram	10	Arowa	10	20
			Chandraprasadpur	10	Madhupur	10	20
	<u>Sub-total</u>			40		40	80
16	Jharkhand	Hazaribagh	Hadari	10	Kerigrha	10	20
			Barwan (Ichak)	10	Jugra	10	20
		Chaibasa	Chimihatu	10	Kundruhatsu	10	20
			Nakahasa	10	Sarda	10	20
		Daltanganj	Chokru (S)	10	Mundaria	10	20

			Kouria	10	Juru	10	20
	<u>Sub-total</u>			60		60	120
17	Maharashtra	Ahemad Nagar	Malewadi	10	Deulgaon Galande	10	20
			Belapur Khurd	10	Kashti	10	20
		Akola	Pohi	10	Vyala	10	20
			Shirla Andhare	10	Lanagra	10	20
		Dhule	Dhamane	10	Gotane	10	20
			Khede	10	Visarne	10	20
		Nanded	Kakandi	10	Chudawa	10	20
			Loni (Bu)	10	Niwgha	10	20
		Nasik	Umarale	10	Ugaon	10	20
			Girnare	10	Rohile	10	20
		Beed	Kajala	10	Sangavi	10	20
			Nirgudi	10	Kitti Aadgaon	10	20
		Kolhapur	Mukteshwar	10	Kirave	10	20
			Kadgaon	10	Gijavane	10	20
		Osmanabad	Chorakhali	10	Nipani	10	20
			Sapnai	10	Devalali	10	20
		Satara	Jamb	10	Aarvi	10	20
			Aare	10	Kidgaon	10	20
		Yeotmal	Wadgaon	10	Chimna-Bagapur	10	20
			Karegaon	10	Karalgaon	10	20
		Chanderpur	Mahakurla	10	Dhanora	10	20
			Sakharwahi	10	Pipri (Dhanora)	10	20
	<u>Sub-total</u>			220		220	440
18	Chhatisgarh	Raigarh	Bansiya	10	Ondekera	10	20
			Tarkela	10	Padigaon	10	20

		Bilaspur	Semartal	10	Chichirada	10	20
			Birkona	10	Chatauna	10	20
	<u>Sub-total</u>			<u>40</u>		<u>40</u>	<u>80</u>
19	Gujrat	Godhra	Umarpur	10	Chhabanpur	10	20
			Tadava	10	Nasirpur	10	20
	-			<u>20</u>		<u>20</u>	<u>40</u>
20	Tamil Nadu	Nagercoil	Erumbukadu	10	Tirupathisaram	10	20
			Maranconam	10	Kaantampuram	10	20
	-			<u>20</u>		<u>20</u>	<u>40</u>
21	Daman	Daman	NR		Moti Vankad	10	10
			NR		Dunetha	10	10
	<u>Sub-total</u>					<u>20</u>	<u>20</u>
	TOTAL	<u>85</u>	<u>168</u>	<u>1680</u>	<u>170</u>	<u>1700</u>	<u>3380</u>
	NR = Not Reported						