

# MASS MEDIA EXPOSURE OF DAIRY FARMERS IN NORTH GUJARAT

KL CHAUDHARY<sup>\*</sup>, YOGESH JOSHI<sup>\*\*</sup>, KM JOSHI<sup>\*\*</sup>

## ABSTRACT

Banaskantha and Mehsana district were purposively selected for study. Banaskantha district comprises of fourteen talukas out of which, two talukas viz:- Palanpur and Deesa, while Mehsana district comprises of nine talukas out of which, two talukas viz:- Vijapur and Kheralu were selected randomly. For selection of villages from each selected taluka, a list of villages was obtained from BANAS and DUDHSAGAR dairy. Thereafter, five villages were randomly selected from selected each taluka. Ten dairy farmers were randomly selected from each selected village. It is observed that majority (64.00 per cent) of the dairy farmers had use television as a regular source of mass media exposure, followed by 59.00 per cent of them had use television as a regular source of mass media exposure.

**KEYWORDS:** Mass Media Exposure, Dairy Farmers.

## INTRODUCTION

The mass media is a diversified collection of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets. It is defined as the nature and the frequency of use of different mass media such as Television, Radio, Newspapers and Agricultural Magazines made by the dairy farmers. Dairy farming is one of the important activities of the rural people of our country. The importance of the dairy, as a subsidiary enterprise to agriculture has been stressed by the National Commission on Agriculture. Dairy Enterprise, next to agriculture, not only provides continuous income and improves dietary standards of family, but also supplements the income and reduces unemployment to a large

number of the rural poor. Keeping in view present study was conducted with following objective:

To study the mass media exposure by the dairy farmers in operating dairy enterprise.

## METHODOLOGY

This study was conducted in North Gujarat. Ex-post facto research design was used for the study. Banaskantha and Mehsana district were purposively selected for study. Banaskantha district comprises of fourteen talukas out of which, two talukas viz:- Palanpur and Deesa, while Mehsana district comprises of nine talukas out of which, two talukas viz:- Vijapur and Kheralu were selected randomly.

---

\* Assistant Professor, Madhav University, Sirohi, Raj.

\*\* Associate Professor, S. D. Agricultural University, Sardar Krushi Nagar, Gujarat, India.

**Correspondence E-mail Id:** editor@eurekajournals.com

For selection of villages from each selected taluka, a list of villages was obtained from BANAS and DUDHSAGAR dairy. Thereafter, five villages were randomly selected from selected each taluka. Ten dairy farmers were randomly selected from each selected village. The data were collected in the light of the objectives of the study with the help of well structured, pre tested Gujarati version interview schedule. For measurement of dependent and independent variables included in study, different scales and scoring techniques developed by previous researchers were used with slight modifications, wherever necessary. The data so collected were coded, classified, tabulated and analyzed in order to make the finding meaningful. The statistical tools used were percentage and mean score. This refers to the frequency of reading news paper, farm magazine and as well as, frequency of use of internet, radio and television by the dairy

farmers. In order to assess the mass media exposure of the respondents in exposure, the different exposure were listed and they were asked to indicate their participation as regularly, occasionally and never. The scores assigned as 2, 1 and 0, respectively. The final score was worked out by summing scores obtained by respondent for all activities. Based on the responses, the frequency and the percentage were worked out against each item.

## RESULTS AND DISCUSSION

### MASS MEDIA EXPOSURE

The nature and frequency of use of different mass media like; newspapers, agriculture magazines, radio, television, and internet vary from person to person. Keeping this in view, mass media exposure of the respondents was studied and the data are presented in Table 1.

**Table 1. Distribution of the respondents according to their mass media exposure**

Sr. No.	Mass Media	Use of mass media		
		Regular	Occasional	Never
1	News paper	118 (59.00)	53 (26.50)	29 (14.50)
2	Farm Magazine	47 (23.50)	70 (35.00)	83 (41.50)
3	Radio	73 (36.50)	81 (40.50)	46 (23.00)
4	Television	128 (64.00)	63 (31.50)	09 (04.50)
5	Internet	39 (19.50)	61 (30.50)	100 (50.00)

n=200

Figures in parenthesis indicate percentage

From Table 1, it is observed that majority (64.00 per cent) of the dairy farmers had use television as a regular source of mass media exposure, followed by 59.00 per cent of them had use television as a regular source of mass media exposure.

While, 50.00 per cent and 41.50 per cent of them had never use farm magazine and internet as a source of mass media exposure. Further, 40.50 per cent and 35.00 per cent of them had occasional use radio and farm magazine as a source of mass media exposure, respectively.

The probable reason for this might be better economic condition and medium education level of dairy farmers leads them to purchase TV, Radio and Newspapers to use mass media.

### CONCLUSIONS

Majority (64.00 per cent) of the dairy farmers had use television as a regular source of mass media exposure, followed by 59.00 per cent of them had use television as a regular source of mass media exposure. It is concluded that television is the most effective source of mass media for dairy farmers.

**REFERENCES**

- [1]. Patil, V. G., Mahadik, R. P. and Patil, A. S. (1999). Entrepreneurial behaviour of little gourd growers. *Maharashtra Journal of Extension Education*. XVIII: 240-243.
- [2]. Patel, M. M., Sanoria, Y. C. and Amit Chatterjee. (2003). Communication factors and entrepreneurial behaviour of sugarcane growers. *Journal of Research*. Acharya N. G. Ranga Agricultural University, Hyderabad, 31(3): 62-67.