



Effectiveness of “Haryali” and “Kisan Time” programmes telecast by PTV as perceived by the farmers of Nasirabad district of Balochistan, Pakistan

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Abstract

Developing agricultural technologies is the primary responsibility of the research institutes. These technologies can only be worthwhile when they are adopted by the farming community. Agricultural Extension is the system of introducing new agricultural techniques and ideas to the farmers for incorporating them into their farming practices. Mass media as one of the sources of information can be very helpful in creating awareness and changing the behaviour of farmers towards better utilization of research findings and proper management of their resources. Electronic media can play a vital role to inform farmers in the situation of urgency and emergency. Television is one of the powerful channel of the mass media, which transmit information very fast about agricultural technology among the farmers community. Various daily and weekly agricultural programmes are telecast on behalf of both public and private “sectors. These programs include Kisan Time” & “Haryali”. There is a need to determine the farmer’s perception regarding effectiveness of these programmes telecast by PTV. Data was collected through pre-tested interview programme on 120 randomly selected respondents from two villages of five union councils of district Nasirabad. The data showed that about one-fourth (30.00 and 22.50%) of the respondents reported that Kisan Time and Haryali as beneficial. Almost similar number (20.00-21.67%) of the respondents were of the view that they had increased their agricultural knowledge through both these programmes. Haryali” program as most effective and moderately effective as perceived by 20.00 and 10.83% of the respondents respectively. Most of the viewers (32.50%) of both the programs suggested that there should be a separate TV channel for agricultural programmes.

Keywords: Agricultural programmes, television, haryali & kisan time, effectiveness.

Introduction

Agriculture is central to economic growth and development in Pakistan. Being the dominant sector it contributes 21.4% to GDP, employs 45% of the country’s labour force (Govt. of Pak., 2013). However, average per hectare yield of various crops is far less than that obtained in many other countries of the world (FAO, 2008). This low yield may be

attributed to non-adoption of the latest agricultural technologies and poor farm management by farmers (Farooq *et al.*, 2007 and Rehman *et al.*, 2011).

Developing agricultural technologies is the primary responsibility of the research. Then comes its transfer to the farming community, which is crucial because all

the painstaking in producing the agricultural technologies will be useless if these technologies are not transferred to the ultimate users (farmers). These agricultural technologies can only be worthwhile when they are adopted by the farming community (Fliegel, 1984; Swanson, 1997). These functions can be accomplished through an effective extension service (Khan *et al.*, 2010).

Agricultural Extension is the system of introducing new agricultural techniques and ideas to the farmers for incorporating them into their farming practices. Today the great challenge to agriculture in Pakistan is technology transfer (Ahmad *et al.*, 2007). The extension agencies/organizations are constantly using a variety of communication channels involving individual, group and mass methods/media. In the present era of science and technology, the individual and group extension methods have limited scope. They cannot meet the information needs of the masses at large. (Muhammad *et al.*, 2004).

Mass media as one of the sources of information can be very helpful in creating awareness and changing the behaviour of farmers towards better utilization of research findings and proper management of their resources (Adejoh *et al.*, (2009). Mass media consisting of newspapers, magazines, traditional media, radio, television and information technologies are proved to be most powerful opinion makers in this information age. They cover more people in less time and less cost. This strength of mass media is of great help to extension workers in providing cost effective and efficient service to farmers. (Halakatti *et al.*, 2010).

Electronic media can play a vital role to inform farmers in the situation of urgency and emergency. Farmers can be informed quickly and swiftly about diseases and pest control, flood, and changing weather (Muhammad, 2005). Television is one of the powerful channel of the mass media, which transmit information very fast about agricultural technology among the farmers community. It can be said that most important communication tools presented today

is mass media through use of this technology and agriculture related information can be transferred easily to the farmers (Irfan, et al., 2006 and Chhachrar *et al.*, 2012). In Pakistan, various daily and weekly agricultural programmes are telecast on behalf of both public and private “sectors. Theses programs include “Kisan Time” & “Haryali”, advertisements delivered by the private agencies and the timely short messages telecast on TV by Govt. of the Balochistan. The purpose of this study was to determine the farmer’s perception regarding effectiveness of “Haryali” and “Kisan Time” programmes telecast by PTV in Nasirabad district of Balochistan..

Materials and Methods

This study was conducted in Nasirabad district of Balochistan province (Pakistan). Out of twenty four union councils, five were selected randomly and from each selected union council two villages were selected at random. From each sample village twelve farmers (having their own TV sets) were taken through simple random sampling technique, thus forming a sample of 120 respondents. The data were collected with the help of pre-tested interview schedule and statistically analyzed with the help of SPSS and thus drawn conclusions.

Results and Discussion

Benefits of agricultural programmes “Haryali” and “Kisan Time”

“Haryali” and “Kisan Time” are considered to be the important agricultural telecasts, which are serving the farming community of Pakistan through disseminating the latest agricultural information. The information is provided to the farmers according to their seasonal needs so that farmers are getting maximum benefits from the information provided through “Haryali” and “Kisan Time”. In order to know the usefulness and benefits being got by the respondents through these programmes, data were collected, which are presented in **Table 1-2**.

Table 1: Opinion of the respondents about the usefulness of the programmes “Haryali” and “Kisan Time”

Opinion	Haryali		Kisan Time	
	Frequency	%	Frequency	%
Beneficial	27	22.50	36	30.00
Not beneficial	13	10.83	11	9.17
No response	80	66.67	73	60.83

It is clear from **Table 1** that majority of the respondents did not respond about the usefulness of the programmes. Moreover, about one-fourth (30.00 and 22.50%) of the respondents reported that Kisan

Time and Haryali as beneficial, whereas, only 10.00% of the respondents did not seem these programmes as beneficial.

Table 2: Specific benefits got by the respondents through the programmes “Haryali” and “Kisan Time”

Specific benefit	Haryali		Kisan Time	
	Frequency	%	Frequency	%
Increase in agricultural knowledge	24	20.00	26	21.67
Improvement in attitude towards farming	06	5.00	11	9.17
Increase in crop production	07	5.83	05	4.17
Knowledge about live stock	-	-	-	-
No response	83	69.17	78	65.00

The data presented in **Table 2** reveals that majority (69.17 and 65.00%) of the respondents did not give any response about the specific benefits got through the programmes. Almost similar number (20.00-21.67%) of the respondents were of the view that they had increased their agricultural knowledge through both these programmes. Only 5.00% of the

respondents reported that they increase attitude toward farming and also increase their knowledge regarding crop production through Haryali. An increased number (9.17%) of the respondents were of the view that they had improved attitude regarding farming by watching Kisan Time.

Effectiveness of the programmes “Haryali” and “Kisan Time”

Effectiveness of any programme can be judged through the opinion of its viewers. To know the

farmers perception about the effectiveness of these programmes, the data were collected which are presented in **Table 3**.

Table 3: Perception of respondents about the effectiveness of the programmes “Haryali” and “Kisan Time”

Perception	Haryali		Kisan Time	
	Frequency	%	Frequency	%
Most effective	24	20.00	32	25.00
Moderately effective	13	10.83	14	11.67
Less effective	-	-	-	-
Ineffective	-	-	-	-

Table 3 shows that 20.00 and 10.83% of the respondents regarded “Haryali” program as most effective and moderately effective respectively. Similarly 25.00 and 11.67% of the respondents perceived “Kisan Time” as most effective and moderately effective respectively. No one regarded these programmes either less effective or ineffective. Kisan Time appeared to be relatively better than Haryali with regard to effectiveness as perceived by the respondents.

Suggestions to make agricultural telecasts more effective

It is generally considered that the programmes are shaped in accordance with the suggestion of their viewers and listeners. Thus the researcher collected the valuable suggestions from the respondents regarding the betterment/improvement of the programmes “Haryali” and “Kisan Time”. The data collected in this regard are presented in **Table 4**.

Table 4: Suggestions by the respondents to make the programmes (Haryali and Kisan Time) more effective

Suggestion	Haryali		Kisan Time	
	Frequency	%	Frequency	%
Separate TV channel for the agricultural programmes	39	32.50	39	32.50
Language used by the experts should not be technical	11	9.16	14	11.66
Repetition of the programmes time and again	04	3.33	09	7.50
Result and method demonstrations should be displayed on screen	14	11.66	30	25.00
Repetition of the special talks of the experts about specific problems	28	23.33	21	17.50
Blochi/folk songs should be incorporated in the programmes.	35	29.16	30	25.00

Table 4 indicates that most of the viewers (32.50%) of both the programs’ suggested that there should be a separate TV channel for agricultural programmes. The most (29.16 and 25.00%) of the respondents suggested that Balochi/folk songs should be incorporated in “Haryali” and “Kisan Time” respectively. A reasonable number of the respondents (23.33 and 17.50%) suggested that repetition of the special talks of the experts about specific problems in both “Haryali” and “Kisan Time” programmes respectively. Similarly 11.66 and 25.00% of the respondents were in favor of showing result/method demonstrations in “Haryali” and “Kisan Time” respectively. Some in case of Haryali and Kisan Time respondents (9.16 and 11.66%) also suggested that language used by the expert in both the programs should not be very technical.

Conclusion

It can be concluded that majority of the respondents did not respond about the usefulness of the programmes. Only one-fourth of the respondents reported that Kisan Time and Haryali as beneficial. Almost same number of the respondents argued that they had increased their agricultural knowledge through both these programmes. Kisan Time appeared to be relatively better than Haryali with regard to effectiveness as perceived by the respondents. The study indicates that most of the viewers of both the programmes, suggested that there should be a separate TV channel for agricultural programmes.

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