

The Role of Television in Dissemination of Agriculture Information among Farmers

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ABSTRACT

Pakistan is an agricultural country and agriculture has remained the mainstay of the Pakistan economy as it provides employment to 45 per cent population and provides input for agro based industry. Agriculture sector in Pakistan is lacking the use of information technology hence farmers are struggling hard to overcome their financial problems so there is a need of developing agro based information technology facilities for farmers to augment their agriculture produce ultimately boosting economy of the country. The main objective of this study was to analyse the perceptions on the role of television in dissemination of agricultural information among farmers in Sindh, Pakistan. Quantitative approach by means of survey questionnaire was adopted to generate the primary data of the study where a total of 300 of the respondents, all male farmers from the District Jamshoro, Sindh province in Pakistan were selected as the main respondents of the study. The study indicated that a number of significant findings explored that the only (18%) of respondent preferred to watch agriculture related program on television and (54.3%) respondent understand that television not is main source of dissemination agriculture information among farmers. Perception about television provides such program which increase the income of farmers (84.3) respondent said that television doesn't not provide such kind of programs which increase the income of farmers. Findings of the study further showed that (87.7%) of respondents have their own television set.

KEYWORDS: Television, agriculture, Dissemination information, Pakistan

INTRODUCTION

Mass media could play an important role in disseminate information about education, health, and agriculture development. Media inform the farmers about weather forecast as well as use of pesticide and indicate about flood situation and environmental changes in area (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).

According to Hussain, (2005) mass communication is one of the most important methods in transferring of agricultural technology through mass media like radio, television, documentary film and print media. There is need of using the new farming technologies to enhance the productivity of agriculture in Pakistan. Such technologies are beneficial for farmers to increase their produce and can get good market prices.

Sher (2001) described that significance of television for rural communities and development of agriculture cannot be denied. Television produces many agriculture programs for the rural communities in their local languages. TV producers invite agriculture experts to suggest on new techniques and methods of sowing, ploughing, harvesting and seeding the crop.

Khan (2002) explained that Pakistan per hectare yield of almost all crops is far below than other countries. There is need to increase farmers access to adopt ICT in the field of agriculture. Under such condition farmers need sufficient information exposure to the latest technologies.

Mahmood and Sheikh (2005) reported that mass media are playing very significant role in making awareness and knowledge about latest agriculture technologies information among farmers. Media is one the best source of spreading information about new technologies and new innovation of agriculture among farmers which is faster than personnel contacts. Communication technology is playing very essential role in making awareness about different agricultural technologies among farmers.

Radio and television have one of the most important media for diffuse the technical, systematic and scientific information to the people. In countries where literacy level is very low especially in rural areas the choice of mass media is very important. In this context the television and radio are play very major role in transfer modern agricultural technology to educated and uneducated farmers within a short time for farmer communities (Nazari, & Hasbullah, 2008). The mass media has an increased in the knowledge and information similarly has provided good output in recent years. The main reason of the popularity of television among masses is that it's simply people propose to choose the easiest way for get information and learning the simplest way can be found in television educational programs about health, education as well as agriculture development (Buren, 2000).

Mass media offer powerful channels for communicating agricultural messages and related information which can enhance the capacity building of farmers. Broadcast media have the ability to disseminate information to large audiences efficiently; and television can be a particularly most famous channel among farmers (Nazari & Hassan, 2011).

Statement of Research problem

The farmers are facing many problems in rural areas where they could not proper knowledge and information regarding agricultural related problem. The lack of unawareness and lack of resources farmers have no idea about sell their product in the market. Illiteracy is also a big problem among farmers. They have no knowledge about use of pesticide, fertilizers and techniques of new technology in farming. Mass media is spreading very fast. But non- availability of infrastructure and electricity is one of the big problems in rural areas where people could not know how to use these technologies in proper way.

It is expected that latest technology accessibility could producing centres but not successfully transmitted most modern agricultural techniques which were possible by dissemination of agricultural Information among the farmers (Butt, 2002)

Farmers need to be informed and educated about enhanced agricultural practices to enable them growth their production and income. Several channels such as extension agents, individuals, and farmer-to-farmer transfer the information regarding agriculture related problems. Electronic media radio, television, film, slides and film strips have been widely used to disseminate information to farmers in rural areas but due to non-availability of electricity farmers still are facing many problems to get the information about agriculture (van den Ban and Hawkins, 1992; Olowu and Oyedokun, 2000).

FAO (2001) reported that television is the most important medium for communicating information among rural people of developing countries. In rural areas people are facing many problems and hindrances to get information regarding agriculture. Farmers have no accessibility and approach to obtain information in rural areas.

The study indicated that only (28%) of respondent were aware about agriculture program majority of respondents have no idea of agriculture programs which telecasted on television

(Khan *et al.*, 2010). Another study indicates that (48%) of the respondents watched television rarely furthermore (16%) of respondents watched TV occasionally (0.9%) of respondents watched agricultural- related program regularly. Majority of the respondents never watched television for obtaining agricultural information. It may imply that a large majority of the respondents was getting very less information about agriculture by television (Irfan *et al.*, 2006). In Pakistan first television station was introduced in 1964 the aim of the introducing television in Pakistan was to raise the nation generally, socially and culturally. As Pakistan was independent in 14th of August 1947 and was new state and under-developed, it was assumed that media specially television could bring the changes and support in achieving progress in the country by diffusion of information and knowledge about education, health and agriculture. Hereafter Pakistan television was broadcast a first black and white small pilot television station at Lahore on November 26, 1964.

Primarily television centre was set up with the help of UNESCO, Colombo plan and Japanese government. First of all government of Pakistan established private company with collaboration of Japanese Nippon Electrical Company (NEC) and Britain World known Thomas Television International which initially started television programming in 1964.

Pakistan Television has now five stations in the country including Karachi, Rawalpindi which was established in 1967 while Peshawar and Quetta were established in 1975. After fast growing the first colour transmission were switched over in 1976. Furthermore the Pakistan television (PTV) started PTV world channel in 1991 which provide latest information about country a Pakistani who live in Middle East and in European countries (Zia, 2007).

Research Questions

The discussions presented thus far have to explore the main problems and issues on role of dissemination agricultural related programs on television which are aired by television channels in Sind, Pakistan. Many numbers of questions have been asked on this. Therefore, based on the discussions presented so far in the article.

MATERIAL AND METHOD

The research design to obtain the primary data of the study, the main method of the data was carried by used the quantitative approach where by the respondents of the study were interviewed based on the questions in the questionnaire survey and their responses were recorded by the interviewer. A total 300 of the respondents from District Jamshoro, Sindh, Pakistan were selected for this study interviewed based on the quantitative approach to obtain their perceptions and views about dissemination agricultural related information on television channel in Sindh, Pakistan. A purposive sample was used in major agro- ecological areas were selected for data collection in district. The quantitative data were analyzed by using the SPSS version 18th in this study.

RESULT AND DISCUSSIONS

In terms of respondents demography the data presented in Table1 showed that the distribution of the respondents gender, marital status, age group, highest level of education and monthly income. This demographic information is seen to be very essential and major. Demographic variables indicate that there is a significant relationship with dissemination information about agricultural related knowledge and television viewing habits among the respondents of the study. And television is good for diffusing information among farmers of Sindh, Pakistan.

Table 1 Respondents Demographic profile

Age group	Frequency	Percentage %
20- 29 years	49	16.3
30- 39 years	138	46.0
40-49 years	94	31.3
50- 59 years	19	6.3
Gender		
Male	300	100%
Female	0	0
Marital status		
Single	64	20.3
Married	239	79.7
Education level		
Non formal education	170	56.7
Primary education	46	15.3
Matriculation	68	22.7
Intermediate	11	3.7
B.A	5	1.7
Monthly income		
1- 3000 thousand	50	16.7
3100 to 5000 thousand	95	31.7
5100 to 7000 thousand	29	9.7
7100- ten thousand	48	16.0
More than ten thousand	78	26.0

The data presented clearly indicated that the respondents of the study were comprised of mainly male respondents. Because farming practice is commonly doing the people in Sindh, Pakistan therefore it would be related to include only male respondents as the main subject of the study.

The marital status of the respondents the data presented in Table 1 revealed that majority of the respondents of the study were married, comprised of 239 individuals (79.7%) who were married as compared to 64 individuals (20.3%) were not married Marital status of the respondents was seen as a significant and an important variable of the study because there may be a significant difference in terms of choosing television programmes to watch between respondents who were married and those who were single. In the context of the study, it is assumed that respondents who were married may not have time to watch the television programme regularly and mostly do the work in farming.

The age distribution of the respondents' data explored that in table 1 a majority of the respondents are aged between 30 to 39 (46%) years old while 94 (31.3%) respondents age was 40 to 49 years. Furthermore 49 (16.4%) respondents age was 20 to 29 years old. Only 19 (6.3%) respondents age was 51 to 59 years.

Farmers in the 20-29 mostly do work on daily basis and prefer to watch the television because these farmers have no other this could probably be due to the shortage of employment opportunities in Pakistan where these people may not have too many employment opportunities to choose apart from working on the fields as farmers.

Table1 the level of education among farmers the findings showed that a majority (85.0%). of the respondents were illiterate they were not educated this comprising of (22.7%) of respondents was matriculation

while (15.3%) of respondent education was primary level. Furthermore (3.7%) of respondents were intermediate. The only (1.7%) of respondent was bachelor.

Table 1 the study concerning the data presented about income per month indicated that (31.7%) of the respondents earned monthly income of 3100 to 5.000 rupees while (26.0%) of respondents income was more than ten thousand in per month. However the (16.7%) of respondent income was very low compare to other their income was on 1 to 3 thousand per month. (16%) of respondents were seven to ten thousands in month furthermore (9.7%) of the respondent income was five to seven thousand in month. The majority of the respondents' income level was at the lower range that is why some respondents of the study may not even afford to purchase television sets. The respondents' television ownership and viewing habits will be discussed in table 2 the discussion presented in this section of the paper were mostly focused on respondents ownership of television the television viewing on a daily and weekly basis among the respondents programmes.

Table 2 Ownership of television set

Television Ownership	Frequency	Percentage
Yes	263	87.7
No	37	12.3

The table 2 indicates the ownership of television sets at home, the results of the study shows that (87.7%) of the respondents said that they have own television set at home, however a small number (12.3%) of the respondents said that they have no television set at their home.

Table 3 television watching habits among farmers

Daily hours watching television	Frequency	Percentage
1- 2 hours	72	24.0
3-4 hours	184	61.3
5- 6 hours	44	14.7
watching television in a week	300	100%
1- 2 days	25	8.3
3- 4 days	104	34.7
5- 6 days	93	31.0
7 days in week	78	26.0
Television agricultural information is satisfactory	300	100%
Yes	91	30.3
No	157	52.3
Some time	52	17.3
Prefer watching television programs	300	100%
Education	28	9.3
Drama	88	29.3
Entertainment	34	11.3
Agricultural related program	54	18.0
News	85	28.3
Sport	9	3.0
The television dissemination agriculture information	300	100
Yes	82	27.3
No	163	54.3
Some time	54	18.0
The television increase your income	300	100
Yes	19	6.3
No	253	84.3
Respondents did not given Response	28	9.3

In table 3 daily television watching habits among farmers result shows that (61.3%) of the respondents spent watching television 3 – 4 hours per day watching television, (24.0%) of the respondents said they watch television 1- 2 hours daily, while (14.7%) of respondents said thatthey watch television daily 5 – 6 hoursin District Jamshoro, Sindh, Pakistan.

Table 3 furthermore explore the findings of the study indicates that (34.7%) of the respondents said they watch television between 3-4 days per week. While (31.0%) of the respondents watch television 5-6 days in a week This is again a strong suggestion of high availability rate of television viewing among the farmers of the study. In relation to this, the government and television stations should capitalise on this point and should therefore focus more on introducing more agricultural-related development programmes on television.

Furthermore (26%) of the respondents told that they watch television 7 day in a week it can be said that mostly farmers those who have their own television set at home watch daily television.

However (8.3%) of the respondents watch 1-2 days in a week. Such kind of farmers have no time to watch television daily mostly they serve their time in doing agriculture and farming. In table 3 the respondents were asked regarding television knowledge satisfactory result showed that (52.3%) of the respondent said that television did not broadcast satisfactory information regarding agriculture related information. while (30.3%) of the respondents understand that television provide satisfactory knowledge about agriculture development.

While (17.3%) of the respondents understand that some time television broadcast satisfactory information about agriculture fertilization and use of pesticide in farming. In table 3 respondents were also asked about preference program (29.3%) of the respondents said that they prefer to watch drama on television because after finishing work in evening time dramas entertain us. While (28.3%) of the respondents watch news on television because they want to know information about their areas and country that what is going over there. However (18%) of the respondents prefer to watch agriculture related program (9.3%) of respondents watch educational programs for increase their knowledge and information (3%) of respondent watch sports especially farmers prefer to watch cricket on television. The respondents were asked about television as best source for dissemination agricultural information in table 3 result reveals that (54.3%) of the respondents said that television is not best source of dissemination agricultural related information. while (6.3%) of respondents understand that television is the best source of dissemination agriculture information among masses. Furthermore (9.3%) of respondents did not give any response of question.

Table 4 Respondents response about increase their income.

The television and income	Frequency	Percentage
Yes	19	6.3
No	253	84.3
Some time	28	9.3
prefer watch agriculture program	300	100
7.am- 12.noon	23	7.7
1.pm to 6.pm	32	10.7
7.pm to 10pm	245	81.7
Total	300	100%

In the circumstances of the television in increasing agricultural income among the farmers in Sindh, Pakistan, (84.3%) said that television was not play any role in increase agricultural income among the farmers in Sindh, Pakistan, while (6.3 %) who understand that television was very good for in terms of increasing agricultural income among the farmers in Sindh, Pakistan. However (14.0%) felt television some time provides important information regarding in increasing the agricultural income among the farmers in Sindh, Pakistan.

Therefore, it would be complicated to measure the fullness of television programmes in increasing the agricultural income of the farmers in Pakistan. The assumption can be made on respondents' findings that the content of television programmes may not be devoted fully on agricultural-related programmes, therefore farmers only gain other information especially about politics, economics and fluctuations of the country. In terms regarding time allocation watching programs on television majority of farmers (81.7%) of respondents said that from 7.pm to 10.pm is appropriate time for watching the agricultural related programs on television.

However (10.7%) of respondents understand that from 1.pm to 6.pm is good time for watching agricultural related programs. Furthermore (7.7%) of respondents indicated that they prefer to watch agricultural related program from 7.am to 12. noon. On the finding basis it can be said that majority of respondents prefer to watch agricultural related program in evening time because all day they do work in field and evening time is good and suitable for watching such kind of programs on television.

Conclusion

Results indicated that majority (87.7%) of the respondents have their own television sets. Meanwhile only (18%) of the respondents prefer to watch the agricultural related programs on television and (54.3%) of the respondents said that television is not main source of dissemination information about agriculture. Furthermore it was disclosed that (6.3%) of the respondents said that television programs enhanced their source of income. The contribution of television in towards the dissemination of information about agriculture related programs the study revealed that the role of television is very low in the study area. There is need to produce more agricultural related programs on television and telecast on appropriate time where farmer can get benefit from television programmes.

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