

Satisfaction of the Viewers Regarding "*Mera Pind Mere Khet Programme*" of Doordarshan Kendra Jalandhar

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ABSTRACT

The present study entitled Content Analysis of "*Mera Pind Mere Khet Programme*" of Doordarshan Kendra Jalandhar was under taken with the objectives to study the socio-economic profile of the respondents to study respondents reactions about content of the programme and satisfaction level and to investigate the viewing behaviour of the respondents. From the three districts selected, two blocks were selected, from each district three villages were then selected from each block, and ten MPMK viewing farming families were selected selectively from each village. Adult member of each farming family were then selected. Thus the total sample comprised of 180 farmers for the present study. The data were collected by following personal interview approach method and were tabulated and analysed using appropriate statistical tools. The findings of the study revealed that 67.22% of the respondents had fully satisfied from timing of MPMK programme, 79.11% of the respondents had always satisfied from the accuracy of content, 16.11 % of the respondents said that speed of MPMK programme was very fast, 30.56 % of the respondents said that speed was fast, 41.11% said that speed was normal, 6.11% said that speed of MPMK programme was slow, 65.56% of the respondents said that language used in MPMK programme was completely understandable, 95.56% of the respondents said that MPMK programme was completely balanced i.e. programme provide both practical and theoretical knowledge. It is suggested that the information should be provided in lively conditions and wrapped with traditionally embedded folk media.

Keywords: Content analysis, reaction, satisfaction level, viewing behaviour, impact

In India, agriculture plays a dominant role in the economy, growth and progress which largely depends, on the improvement of agricultural technology and the adoption of the agricultural innovations by the farmers. It is necessary to change the attitude of the farmers to adopt modern methods of farming.

For that, quick dissemination of the useful technical knowledge among farmers is of utmost importance. The success of National Programmes based on Agriculture depends mainly upon the quick dissemination of information in an intellectual and compatible manner among the farmers (Hansra 1981). The economic contribution of agriculture to India's GDP is steadily declining with the country's broad-based economic growth. Still, agriculture is demographically the broadest economic sector and plays a significant role in the overall socio-economic fabric of India. In case of developing countries seventy

per cent share of the national economy comes from agricultural sector. To achieve the national objective of sufficiency in food, our country is exploiting the small television (TV) screen to disseminate the latest technology relating to agriculture and allied fields.

This medium, in addition to other mass media can play a very important role by giving information to the farmers about latest scientific and technological innovations in modern agriculture. It has a greater potential to influence our thoughts than any other mass medium because it is an audio as well as a visual medium. It shows action. Action in itself is interest compelling and when used skillfully will stimulate learning. Moreover, TV is strong in providing the stimulus and exposing the audience to whole range of ideas and experience. Because of these qualities, it can be effectively used to bring about desirable changes in all aspects of behavior relating to cognitive, psychomotor and effective domains.

TV programmes in agriculture have an immediate effect, if the ideas can be put across to the farmers at the time when they need them the most.

The Jalandhar Doordarshan kendra telecasts a variety of programmes for the viewers in region of Punjab State. It also telecasts a development programme based on the rural community known as "*Mera Pind Mere Khet*" (MPMK). This programme was commenced in 1974 with the objective of dissemination of useful agricultural information to the farmers. To begin with, it was a weekly programme of 15 minutes duration, but presently it is broadcasted for 30 minute duration for 5 days a week. To make this programme effective, there is a great need of its periodical evaluation.

MATERIALS AND METHODS

Three districts namely Muktsar, Gurdaspur and Ludhiana representing Southern, Sub-mountainous and Central zone of the Punjab state were selected purposely. From each district 2 blocks were selected randomly and from each block three villages were selected purposely. From each village 10 MPMK viewing farming families were selected randomly. Adult male member of the selected family, who were engaged in farming and viewing the farm TV programme of Jalandhar doordarshan were selected as respondents for the study. Thus the total sample size comprised of 180 farmers. The data were collected personally by the researcher by visiting the study area and interviewing the respondents. For receiving the response of respondents, the investigator contacted them personally in their villages. Proper precautions were taken to ensure unbiased response of the respondents by providing them necessary instructions after explaining the objectives of study. The response of the respondents were transferred on the master-sheet and were tabulated according to objectives of the study. The data were analyzed with the help of appropriate statistical tools such as frequency, percentage, coefficient of correlation, etc.

RESULTS AND DISCUSSION

Respondents were categorized into five categories based on their satisfaction about timing of MPMK programme. It is clear from the data in Table 1 that 67.22 % of the respondents had fully satisfied from timing of MPMK programme, 31.11 % of the

respondents had partially satisfied from timing of programme and 1.67% had not satisfied from timing of MPMK programme. Respondents were categorized into four categories based on their satisfaction level about accuracy of content of MPMK programme. It is clear from the data that 79.11 % of the respondents had always satisfied from the accuracy of content of MPMK programme, 6.11 % of the respondents had mostly satisfied, 8.33 percent had sometime satisfied, 6.11% rarely satisfied from accuracy of content of MPMK programme.

Respondents were categorized into four categories based on reaction of viewers about speed content of presentation of MPMK programme. It is clear from the data that 16.11% of the respondents said that speed of MPMK programme was very fast, 30.56% of the respondents said that speed was fast, 41.11% said that speed was normal, 6.11% said that speed of MPMK programme was slow. Respondents were categorized into four categories based on reaction of viewers about utility of MPMK programme. It is clear from the data that 36.67% of the respondents said that MPMK programme was very much useful, 41.67% of the respondents said that programme was much useful, 15.56% said that programme was somewhat useful, 6.11% said that MPMK programme was not useful. Respondents were categorized into three categories based on reaction of viewers about language used in MPMK programme.

It is clear from the data that 65.56% of the respondents said that language used in MPMK programme was completely understandable, 30.00% of the respondents said that it was partially understandable, 4.44% said that language was not at all understandable. Respondents were categorized into two categories based on reaction of respondents about balanced status of programme. It is clear from the data that 95.56% of the respondents said that MPMK programme was completely balanced i.e. programme provide both practical and theoretical knowledge, 4.44% of the respondents said that programme was not balanced.

CONCLUSION

In this study we concluded that *Mera Pind Mere Khet* show effective results on farmers. About 80% of the respondents had high level of satisfaction. The information provided in the programme found important and practical for the different Agriculture

Table 1: Distribution of respondents according to reactions and satisfaction level

Sl. No.	Reactions and Satisfaction level	Category	Number of Respondents	Percentage
1	Time of broadcasting	Fully satisfied	121	67.22
		Rarely satisfied	56	31.11
		Not satisfied	3	1.67
2	Accuracy of the content	Always correct	143	79.44
		Mostly correct	11	6.11
		Sometime correct	15	8.33
		Rarely correct	11	6.11
3	Speed of presentation	Very fast	29	16.11
		Fast	55	30.56
		Normal	74	41.11
		Slow	11	6.11
4	Utility of programme	Very much useful	66	36.67
		Much useful	75	41.67
		Somewhat useful	28	15.56
		Not at all	11	6.11
5	Language used in programme	Completely understandable	118	65.56
		Partially understandable	54	30.00
		Not at all understandable	8	4.44
6	Balanced status of programme	Yes	172	95.56
		No	8	4.44

practices. Majority of the farmers found that relevant and effective information is provided on all the aspects of agriculture and allied enterprise through this programme. It was found that the age of the farmer play significant role in utilizing the information provided by MPMK.

Recommendations based on findings

- There is need of more programmes on subsidiary farming i.e. dairy, poultry etc.
- The caption should be spelled correctly for proper dissemination of information in the programme.
- The information should also be provided in lively conditions and traditionally embedded folk media. This will make the programme more interactive.
- There is a need of repeat telecast of programme.
- The content of the MPMK programme should be area specific.

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