

International Journal of Statistics and Applied Mathematics

ISSN: 2456-1452
Maths 2024; SP-9(5): 98-101
© 2024 Stats & Maths
www.mathsjournal.com
Received: 06-08-2024
Accepted: 11-09-2024

Gangubai S Managuli
Division of Agricultural
Extension, ICAR-Indian
Agricultural Research Institute,
New Delhi, India

NV Kumbhare
ICAR-Indian Agricultural
Research Institute, New Delhi,
India

Ganavi NR
Ph.D. Scholar, Department of
Agricultural Economics, UAS-
GKVK, Bengaluru, Karnataka,
India

RN Padaria
ICAR-Indian Agricultural
Research Institute, New Delhi,
India

Mrinmoy Ray
ICAR-Indian Agricultural
Statistics Research Institute,
New Delhi, India

V Nikam
ICAR-Indian Agricultural
Research Institute, New Delhi,
India

DK Sharma
ICAR-Indian Agricultural
Research Institute, New Delhi,
India

Corresponding Author:
Gangubai S Managuli
Division of Agricultural
Extension, ICAR-Indian
Agricultural Research Institute,
New Delhi, India

Enhancing the effectiveness of DD Kisan: Identifying constraints and strategic interventions for improvement

Gangubai S Managuli, NV Kumbhare, Ganavi NR, RN Padaria, Mrinmoy Ray, V Nikam and DK Sharma

Abstract

This study explores the constraints faced by viewers of DD Kisan, India's dedicated agricultural television channel, and proposes strategies for its improvement. By categorizing these constraints into technical, personal, presentation-related, and information-related, this research employs the Rank Based Quotient (RBQ) method to analyze the severity of each constraint. The findings indicate that presentation-related constraints are the most significant, followed by personal and information-related issues. Based on these insights, strategic interventions are suggested, including program content localization, enhanced viewer interaction, and policy-level reforms.

Keywords: DD Kisan, constraints, rank based quotient

Introduction

In this day and age of information and technology, television is one of the most effective developmental communication instruments. Television, because of its audio-visual elements, is a particularly efficient medium for imparting knowledge and information to a wide spectrum of urban and rural populations. Communication is a highly strong mechanism for disseminating information in order to improve our farm. Television is a contemporary scientific marvel for successful communication. Manasa *et al.* (2012) ^[1] reported that TV has been hailed as the most successful medium for disseminating information in rural areas, particularly to rural women. It is one of science's most crucial innovations for communication and development, and it has captured millions of minds. Rural development in India is mostly dependent on agricultural growth, as agriculture provides a living for 70% of the people.

Knowing this, the first farm and rural development program, "Krishi Darshan," was launched at Delhi Doordarshan Kendra on January 26, 1967. Doordarshan launched the 'Krishi Darshan' initiative in India in 1967 to communicate agricultural facts to farmers and motivate them to adopt improved agricultural practices. On May 26, 2015, honorable Prime Minister Narendra Modi launched the new channel 'DD Kisan' at New Delhi's Vigyan Bhawan. Doordarshan-owned channel with the motto "Changing Indian Farmer" DD Kisan is a 24-hour agriculture television station in India. DD Kisan's programming is only available in Hindi.

This channel focuses on agriculture and related industries, providing farmers with relevant information on modern agricultural techniques. The channel gives information about new agricultural practices to be used as well as connected agricultural advancements and improvements. The service also often updates viewers on changing weather conditions.

DD Kisan is the only 24-hour unique channel dedicated to the agriculture industry, broadcasting agricultural programs. However, despite its noble intentions, the channel faces several challenges that hinder its effectiveness. This study identifies these challenges and suggests strategies for improving DD Kisan's reach and impact.

Materials and Methods

The study utilized an ex-post facto research design. Based on the high viewership of DD Kisan channel, Uttar Pradesh and Maharashtra were purposefully chosen for the study.

Two districts were randomly selected from Uttar Pradesh, which included Lucknow and Baghpat. Additionally, two districts were randomly chosen from Maharashtra, namely Pune and Aurangabad. Furthermore, two blocks were randomly selected from each of these districts. In the study, two villages were randomly chosen from each block, resulting in the random selection of a total of 16 villages. A total of twenty respondents who were viewers of the DD Kisan channel were selected from each of the sixteen villages. Hence, a total of 320 respondents from four selected districts constituted the sample of the study. The data was gathered using a structured interview schedule created specifically for the purpose. The constraints faced by DD Kisan viewers were identified through a comprehensive review of existing literature and a pilot study involving focused group

discussions with farmers and DD Kisan officials. These constraints were then categorized into technical, personal, presentation-related, and information-related. The Rank Based Quotient (RBQ) method was used to quantify the severity of each constraint, enabling a prioritized analysis.

Results and Discussion

The constraints faced by the DD Kisan viewers are collected through review of literature and pilot study. The important constraints were collected and categorized into technical constraints, personal constraints, presentation related constraints, and information related constraints. Rank based Quotient method was used to analyze the severity of the constraints.

Table 1: Technical constraints faced by the DD Kisan viewers

Sl. No.	Technical constraints	RBQ Value	Rank
1.	Frequent interruption in electricity supply	66.38	III
2.	Mismatch of visual with topic of presentation	36.96	VI
3.	Usage of technical terms that are difficult to be perceived by the farmers	84.91	I
4.	Poor quality of visuals and sound	39.91	V
5.	Formal way of production of farm telecast programs	83.43	II
6.	Repeated use of old video footage	36.87	VII
7.	Too much repetition of the same programs	51.33	IV

Upadhyay *et al.* (2010) ^[3] highlighted that 78.40 percent of respondents found the technical language used in agricultural programs to be a major hindrance. It may be due to experts are not familiar with colloquial language. This suggests the need for simplifying technical jargon to make content more accessible (RBQ value 84.91).

The formal and rigid style of program production was the second major technical constraint (RBQ: 83.43, Rank: II). This approach fails to engage viewers, leading to a lack of interest and lower viewership. Consistent interruptions in electricity supply were also a significant issue (RBQ: 66.38, Rank: III), disrupting the viewing experience for many rural audiences.

Table 2: Personal constraints faced by the DD Kisan viewers

S. No.	Personal constraints	RBQ Value	Rank
1.	Low level of education hindering in understanding advanced technical information	62.14	III
2.	Lack of reinforcing effect of farm broadcasts on farmers	80.40	II
3.	Lack of simple content planning to the level of farmer understanding	39.01	V
4.	Lack of emphasis to the local dialect/ colloquial language	38.30	VII
5.	Lack of cooperation from other family members to watch the farm broadcast programs	57.90	IV
6.	Lack of information about experts and products for further consultation	84.28	I
7.	Lack of information about experts for further consultation	38.39	VI

The most pressing personal constraint was the lack of information about experts and products for further consultation (RBQ: 84.28, Rank: I). This gap leaves farmers without necessary follow-up support after watching programs. The absence of a reinforcing effect from the farm broadcasts was another critical issue (RBQ: 80.40, Rank: II). Programs

often fail to provide continuity or follow-up, which is essential for behavioral change among farmers. Low levels of education among viewers hinder their ability to understand advanced technical information presented in the programs (RBQ: 62.14, Rank: III).

Table 3: Presentation related constraints faced by the DD Kisan viewers

S. No.	Presentation related constraints	RBQ Value	Rank
1.	Orientation of speakers to script reading rather than talking	80.75	II
2.	Jumping from one idea to another idea abruptly leading to confusion	38.39	VI
3.	Display of visuals, specimens and written captions for a shorter duration	42.14	IV
4.	Lack of complete coverage of the content	83.79	I
5.	Low visual quality of the programs	35.93	VII
6.	Summarization of salient points at the end of the program	41.29	V
7.	Less emphasis given to Phone in programs to get the solutions for farmers problems directly from expert	79.06	III

The most severe constraint related to program presentation was the lack of complete coverage of topics (RBQ: 83.79, Rank: I). Programs often fail to address all relevant aspects of a subject, leaving viewers with incomplete knowledge. The tendency of speakers to stick to scripted dialogues rather than

engaging naturally with the audience was also identified as a significant constraint (RBQ: 80.75, Rank: II). This reduces the relatability of the content. Visuals, specimens, and captions are often displayed for too short a duration, making it

difficult for viewers to grasp the information (RBQ: 42.14, Rank: IV).

Similarly, Patel and Suryavanshi (1995) [2] underscored the importance of an appealing presentation style in capturing the attention of a rural audience. They emphasized the need for

meticulous planning of both the presentation style and program content before broadcasting. These elements should collectively provide ample information tailored to the evolving needs of farmers, ensuring an engaging and informative viewing experience

Table 4: Information-related constraints faced by the DD Kisan viewers

S. No.	Information related constraints	RBQ Value	Rank
1.	Non-involvement of farmers in discussions	65.35	III
2.	Lack of prior information on the topics being broadcasted	52.85	V
3.	Less coverage of government policies and schemes	42.45	VI
4.	Less emphasis on marketing related information	66.74	II
5.	Less coverage of success stories of adoptable technologies	74.10	I
6.	Non-inclusion of cost and benefit aspects	35.31	VII
7.	Non-coverage of information related to input availability	63.16	IV

Among information-related constraints, the insufficient coverage of success stories and adoptable technologies was the most significant (RBQ: 74.10, Rank: I). These stories are crucial for inspiring and motivating farmers to adopt new practices. The lack of emphasis on marketing-related information was another major constraint (RBQ: 66.74, Rank: II). Farmers require more insights into market trends and opportunities to improve their income. Farmers feel excluded from discussions and content planning, which reduces the relevance and appeal of the programs (RBQ: 65.35, Rank: III).

Overall Constraints

Table 5: Constraints faced by the viewers

Sl. No.	Category of constraints	Value	Rank
1	Technical constraints	39.98	IV
2	Personal constraints	40.04	II
3	Presentation related constraints	40.13	I
4	Information related constraints	40.04	III

When comparing the categories, presentation-related constraints were found to be the most severe, followed by personal and information-related constraints. Technical constraints, while significant, were ranked lowest overall.

Suggestions for Improvement

Based on the analysis of constraints, several strategies are proposed to enhance the effectiveness of DD Kisan.

1. Program Planning and Content

- **Localized Content Development:** Program content should be tailored to the specific agro-climatic zones of the country, addressing the unique challenges and opportunities of each region.
- **Language Accessibility:** Expanding the production of content in multiple regional languages will ensure that the information is accessible to a broader audience.
- **Focus on Relevant Crops:** Greater emphasis should be placed on cash crops, pulses, and other regionally significant crops that are directly relevant to the viewers.
- **Research-Driven Content:** Establishing a research mechanism will help in producing content that meets the current needs of farmers, ensuring relevance and utility.

2. Program Presentation

- **Cultural Relevance:** Incorporating local folk elements, stories, and traditional knowledge into programs can make the content more relatable and engaging.

- **Interactive Programs:** Increasing the involvement of farmers by featuring their fields, stories, and experiences will make the programs more practical and inspiring.
- **Enhanced Visuals and Summarization:** Improving the quality of visuals and ensuring that key points are clearly summarized at the end of each program will enhance understanding and retention.

3. Program Policy

- **Marketing Division:** Establishing a dedicated marketing division will help in promoting DD Kisan's programs more effectively, increasing viewership and impact.
- **Strategic Partnerships:** Strengthening ties with agricultural research institutes, state agriculture departments, and other stakeholders will ensure the content is accurate, up-to-date, and relevant.
- **Expert Recruitment:** Hiring specialists in agriculture will enhance the quality of information provided, ensuring that it is both accurate and relevant to farmers' needs.
- **Training and Capacity Building:** Ongoing training for DD Kisan personnel on agricultural subjects and communication strategies will help in delivering better content.

Conclusion

The study highlights the key constraints faced by DD Kisan viewers and provides a roadmap for enhancing the channel's effectiveness. By addressing these issues through targeted program planning, improved presentation, and strategic policy interventions, DD Kisan can significantly improve its outreach and impact among India's farmers. This will not only help in better dissemination of agricultural knowledge but also empower farmers to make informed decisions, ultimately contributing to the growth and development of the agricultural sector.

Reference

1. Manasa G, Reddy RG, Preethi M. Attitude of the rural women towards Telugu television programme. J Res ANGARU. 2012;40:77-78.
2. Patel JK, Suryavanshi MA. Expectations of farmers and television regarding the V.D. Suryavanshi content of farm telecast. Maharashtra J Ext Educ. 1995;14:137-140.
3. Upadhyay S. Effectiveness of DD Kisan in terms of knowledge and adoption by the farmers. J Pharmacogn Phytochem. 2018;7(4):342-343.
4. Kumar A, Takeshima H, Thapa G, Adhikari N, Saroj S, Karkee M, *et al.* Adoption and diffusion of improved

- technologies and production practices in agriculture: Insights from a donor-led intervention in Nepal. *Land Use Policy*. 2020 Jun 1;95:104621.
5. Kumar U, Kumar A, Thakur PK. Status and constraints of extension services. *Status of Agricultural Development in Eastern India*. eds: Joydeep Mukherjee, Adlul Islam, A. Dey.; c2012. p. 479-492.