

CHAPTER - V

SOCIO - ECONOMIC

CHARACTERISTICS OF THE

RESPONDENTS

CHAPTER - V

SOCIO-ECONOMIC CHARACTERISTICS OF THE RESPONDENTS

This chapter discusses the socio-economic characteristic of the community radio farmers as well as community radio non-listeners.

This study as mentioned earlier is concerned with impact of community radio on farmers. For the purpose of this study two comparative groups were taken one of community radio listener farmer from Kathevadi village which is 10 kms from Baramati. Community radio non listener farmer of similar socio-economic background were taken as a control group from Malegaon village which is 7 kms from Baramati so that the impact of community radio on the listeners could be assessed objectively.

The respondents characteristics are shown in the following tables.

TABLE NO. 5.1

Distribution of respondents according to age.

Characteristics	No. of community radio farmers (%)	No. of non community radio farmers (%)
0 – 25 years	03 (7.5)	00 (00)
26 – 35 years	06 (15.0)	10 (25.0)
36 – 45 years	09 (22.5)	13 (32.5)
More than 45 years	22 (55.0)	17 (42.5)
Total	40 (100)	40 (100)

Significant Features :

It becomes clear from Table 5.1 that the majority of community radio farmers (55%) were more than 45 years age group.

where as (22.5%) of them were from 36-45 years old age. (15%) and (7.5%) community radio farmers were from 26-35 years old and 0-25 years age groups respectively.

The table also indicates that majority of non community radio farmers (42.5%) were from more than 45 years old age, followed by 32.5% and 25% of them were from 36-45 years and 26-35 years age group.

TABLE NO. 5.2.1

Distribution of community radio respondents according to religion and caste .

Caste →	General	O.B.C.	S.C.	S.T.	N.T.
Religion ↓					
Hindu	24 (60%)	7 (17.5%)	5 (12.5%)	-	3 (7.5%)
Muslim	-	1 (2.5%)	-	-	-
Jain	-	-	-	-	-
Buddhist	-	-	-	-	-

Significant Features:

Table No. 5.2.1 indicates the distribution of community radio respondents according to their caste and religion that it is seen from the Table No 5.2.1 that 60 % community radio farmers were from Hindu religion and General Caste, followed by 17.5% community radio farmers were from Hindu religion and Other Backward Caste, 12.5% community radio farmers were from Hindu religion and Scheduled Caste, and 7.5% community radio farmers were from Hindu religion and Nomadic Tribe caste.

TABLE NO.5.2.2

Distribution of non community radio respondents according to religion and caste.

Caste →	General	O.B.C.	S.C.	S.T.	N.T.
Religion ↓					
Hindu	26 (65%)	4 (10%)	1 (2.5%)	-	8 (20%)
Muslim	-	-	-	-	-
Jain	-	-	-	-	-
Buddhist	-	-	1 (2.5%)	-	-

Significant Features:

Table No.5.2.2 indicates the distribution of respondents according to their caste and religion . It is seen from Table No.5.2.2 that 65% non community radio farmers were from Hindu religion and General caste, 20% were from Hindu religion and Nomadic Tribe caste, followed by 10% from Hindu religion and Other Backward Caste.

TABLE NO. 5.3

Distribution of respondents according to family size.

Characteristics	No. of community radio farmers (%)	No. of non community radio farmers (%)
Small (1- 6)	28 (70.0)	25 (62.5)
Medium (7 – 11)	10 (25.0)	12 (30.0)
Large (12 and above)	02 (5.0)	03 (7.5)
Total	40 (100)	40 (100)

Important Features:

It can be seen from Table No. 5.3 that 70% of community radio farmers had small and 25% had medium family size. Only 5% community radio farmers had large family size.

Table also shows that 62.5% non community radio farmers had small and 30% had medium family size. Only 7.5% non community radio farmers had large family size.

TABLE NO.5.4**Distribution of respondents according to the level of education**

Level of Education	No. of community radio farmers (%)	No. of non community radio farmers (%)
Illiterate	02 (5.0)	01 (2.5)
Primary	05 (12.5)	04 (10.0)
High School	19 (47.5)	07 (17.5)
Higher Secondary	07 (17.5)	01 (2.5)
Graduation	06 (15.0)	22 (55.0)
Post Graduation	01 (2.5)	05 (12.5)
Total	40 (100)	40 (100)

Significant Features:

The data presented in Table No. 5.4 reveals that majority of community radio farmers (47.5%) had high school level of education, followed by 17.5% higher secondary level of education, 15% had graduation level of education, 12.5% had primary level of education. Only 5% community radio farmers were illiterate and 2.5% had post-graduation level of education.

Table also shows that majority of non community radio farmers had graduation level of education, 17.5% had high school, 12.5 % had

post graduation, 10% had primary and only 2.5% had higher secondary level of education.

TABLE NO. 5.5

Distribution of respondents according to land holding

Size of land holding	No. of community radio farmers (%)	No. of non community radio farmers (%)
Below 5 acres	16 (40.0)	18 (45.0)
5 – 10 acres	14 (35.0)	9 (22.5)
Above 10 acres	10 (25.0)	13 (32.5)
Total	40 (100)	40 (100)

Important Features:

The data in Table No 5.5 indicates that majority (40%) of community radio farmers possessed below 5 acres of holding, followed by 35 % and 25% of them were in 5-10 acres and above 10 acres land holding, respectively.

The data also indicates that majority (45%) of non community radio farmers were in below 5 acres size of land holding, followed by 32.5% and 22.5% of them possessed above 10 acres and 5-10 acres size of land holding.

As regards to type of land holdings, 100% respondents from community radio farmers and non community radio farmers have irrigated land.

TABLE NO. 5.6**Distribution of respondents according to average annual income (in Rs)**

Average annual income	No. of community radio farmers (%)	No. of non community radio farmers (%)
Below 25,000	16 (40.0)	18 (45.0)
25,000 – 50,000	14 (35.0)	9 (22.5)
Above 50,000	10 (25.0)	13 (32.5)
Total	40 (100)	40 (100)

Important Features:

It is evident from Table No 5.6 that majority (40%) of respondents from community radio farmers belonged to below Rs 25,000 average annual income, 35% had income ranging from Rs 25,001 to Rs 50,000 and 25% community radio farmers had income above Rs 50,000

About non community radio farmers, majority (45%) of respondents had average annual income below Rs 25,000; followed by 32.5% non community radio farmers had income ranging from Rs 25,001 to Rs. 50,000.

TABLE NO. 5.7

Distribution of respondents on bases of their use of different sources of farm information.*

Information sources	No. of community radio farmers (%)	No. of non community radio farmers (%)
Family / Friends	40 (100)	40 (100)
Radio	37 (95.5)	25 (62.5)
Community radio	40 (100)	-
Television	19 (47.5)	17 (42.5)
Newspapers	28 (70.0)	31 (77.5)

* Some farmers gave multiple responses

Significant Features:

The various sources of farm information for the respondents are reflected in Table No. 5.7. The major source of information in community radio farmers and non community radio farmers is family / friends. Community radio is also a major source for community radio farmers. About 95.5 % community radio farmers obtained information through the radio, followed by 70% and 47.5% community radio farmers use Newspapers and Television as a source of farm information.

Data also shows that, 77.5% non community radio farmers are using newspapers, 62.5% and 42.5% non community radio farmers also use Radio and Television to meet their farm information needs.

VASUNDHARA VAHINI COMMUNITY RADIO AND RESPONDENTS:**TABLE NO. 5.8****Frequency of Listening Community Radio Programmes .**

Frequency	No. of farmers	%
Daily	31	77.5
1 -2 days in a week	3	7.5
3 – 5 days in a week	6	15.0
Very rarely	-	-
Total	40	100

Important Features:

It is seen from Table No. 5.8 that although there are respondents (7.5%) who listen community radio programmes for 1-2 days in a week, a majority number 37 (92.5%) of them listen the Vasundhara Vahini community radio programmes for 3 to 7 days.

TABLE NO .5.9**Distribution of respondents on bases of their habit of listening****Vasundhara Vahini community radio programmes.***

Listening habit	No. of farmers	%
In home	40	100
In public spaces	36	90
In group	28	70
Lonely	-	-

*Some farmers gave multiple responses.

Important Features:

As expected, majority of the farmers 40(100%) listen community radio programmes at home, 36(90%) farmers listen community radio programmes at public spaces and 28(70%) farmers in group respectively.

As regards to any technical problems in reception of the programme, 40(100%) farmers said that there were never any technical problems in reception of the programmes.

TABLE NO.5.10**Response of respondents about appropriateness of the scheduling of the broadcast.**

Response	No. of farmers	%
Agree	8	20.0
Strongly agree	32	80.0
Total	40	100.0

Important Features:

The above table indicates that there are 32(80%) farmers who strongly agreed about appropriateness of scheduling of the broadcast and 8 (20%) farmers agreed about that.

As regards to language of the programmes, 40(100%) farmers strongly agreed about appropriateness of language of programmes.

TABLE 5.11
Response of respondents about appropriateness of the format of the programmes.

Response	No. of farmers	%
Agree	12	30.0
Strongly agree	28	70.0
Total	40	100.0

Important Features:

Out of 40 community radio farmers 28(70%) farmers strongly agreed about appropriateness of the format of the programmes, 12(30%) farmers just agreed.

TABLE NO. 5.12
Frequency of listening agricultural programmes on Vasundhara Vahini community radio.

Frequency	No. of farmers	%
Always	35	87.5
Sometimes	5	12.5
Total	40	100.0

Significant Features:

Table No 5.12 is concerned with frequency of listening agricultural programmes. 87.5% farmers always listen and 12.5% out of them listen to agricultural programmes sometimes listen on Vasundhara Vahini community radio.

TABLE NO.5.13

Response of respondents about getting transformation of grassroots issues and indigenous ideas into community radio programmes.

Frequency	No. of farmers	%
Always	30	75.0
Sometimes	10	25.0
Total	40	100.0

Significant Features:

It is seen from Table No. 5.13 that the response to the above question was 30(75%) farmers said 'always' and 10(25%) farmers said 'sometimes', grassroots issues and indigenous ideas get transformed into Vasundhara Vahini community radio programmes.

TABLE NO. 5.14

Opinion of respondents according to avenues to give feedback.

Opinion	No. of farmers	%
Always	27	67.5
Sometimes	06	15.0
Rarely	07	17.5
Never	-	-
Total	40	100.0

Important Features :

Table No. 5.14 reveals opinion of respondents regarding to avenues to give feedback. According to opinion of majority of respondents 27(67.5%) there is always, 06(15%) sometimes and 07(17.5%) rarely avenues to give feedback.

TABLE NO. 5.15

**Opinion of respondents according to uses of such a project
(Vasundhara Vahini community radio project) and its programmes.***

Uses	No. of farmers	%
Information	40	100
Education	40	100
Entertainment	33	82.5

*Some farmers gave multiple responses.

Important Features:

Table No. 5.15 shows that opinions of respondents about uses of such a project like Vasundhara Vahini community radio project. According to majority of respondents 40(100%) such a project is useful to get information as well as education, out of them 33(82.5%) respondents think that such a project is also useful for entertainment.