

CHAPTER – VII

CONCLUSIONS

CHAPTER – VII

CONCLUSIONS

The researcher wanted to understand the impact of Vasundhara Vahini community radio project on farmers in agricultural development. There is evidence of increased knowledge level, awareness level and information level of farmers regarding agricultural technology and agricultural practices.

Vasundhara Vahini Community Radio and Farmers

The frequency of community radio listening on daily and for 3 to 5 days in a week basis was 92.5%. In other words the frequency of community radio listening in the study area is high. 100% farmers listen to community radio programme at home, they are also satisfied about reception of the programme and language (Marathi) of the programme. 80% farmers strongly agreed about appropriateness of scheduling of the broadcast while 70% farmers strongly agreed about the appropriateness of the format of the programmes

The frequency of listening agricultural programme on Vasundhara Vahini community radio was 87%. Further 75% farmers agreed that grassroot issues and indigenous ideas are always emphasized by Vasundhara Vahini. 67.5% farmers agreed that there is great scope for farmers to give their feedback regarding Vasundhara Vahinis programmes. 100% farmers agreed that such type of projects, such as Vasundhara Vahini community radio are useful for getting specific agriculture technological information and education. 82.5% of the farmers agreed that the project also provides healthy entertainment

through interesting programmes such as ‘Guruvani’, ‘Vachal tar Vachal’, ‘Atmaja’ and ‘Bharari’.

IMPACT OF VASUNDHARA VAHINI COMMUNITY RADIO

Involvement in Agricultural Development Activities

The involvement level in agricultural development activities of the Vasundhara Vahini community radio listeners is much more than the non listeners. 60% community radio listener farmers are involved in attending farm extension meetings. 57.5% are always involved in contributing land for setting up demonstration plots while 90% are involved in adopting recommendations of new farm practices. Among the non community radio listener farmers 57.5% farmers are always involved in attending farm extension meetings, 50% are always involved in contributing land for setting up demonstration and 77.5% non community radio listener farmers are always involved in adopting recommendations of new farm practices. This also indicates that irrespective of exposure to community radio, in general the farmers of Baramati are highly exposed to latest agricultural technologies.

Impact on Knowledge Level of Modern Farm Technologies

Agriculture is the main occupation of community radio listener farmers as well as non listener farmers. Due to the impact of Vasundhara Vahini knowledge level of listener farmers has really increased. Majority of community radio farmers have strong knowledge about modern farm technologies than non community radio listener farmers. Community radio farmers are always informed about modern varieties of fertilizers and pesticides, crops varieties, planting new crops and varied agro techniques through Vasundhara Vahini community radio.

However, it should be added that there is not much significant difference between the knowledge level of community radio listeners and non-listeners.

This is because the farmers of Baramati tahsil in general are practicing latest agricultural technologies and are exposed to variety of media: TV, urban contact, agricultural service centres, friends, etc.

Impact on Awareness Level about Crop Production Related Innovations

Vasundhara Vahini is becoming very helpful for increasing agricultural crop-production related innovations awareness among community radio farmers. Majority of community radio farmers were found with strong awareness regarding recommended planting time, recommended crop spacing and harvesting time. Due to contact with Vasundhara Vahini they are able to get timely information about it. This information is responsible for theirs timely agricultural planning and thereby increasing agricultural production.

This clearly indicates that awareness level about crop production related innovations has increased among farmers, who are daily listeners of Vasundhara Vahini community radio.

Impact on Knowledge of Protected Farming

Protected farming is need of today. In connection to protected farming majority of community radio farmers (87.5%) have strong knowledge about it. They have learned more about it through the Vasundhara Vahinis programmes, mainly 'Bhethigathi/Bhumiputra'. Agricultural experts, officers and scientists give proper advices about it.

Due to contact with Vasundhara Vahini community radio majority of community radio listener farmers always got timely information about crop and animal diseases and its preventive solutions. Community radio farmers always listen agricultural programmes namely 'Sheeti-pathashala'(Programme related with crops) and 'Pashudhan'(Animal husbandry programme). These programmes are helpful to them to provide information on crops and animal diseases and its preventive solutions.

Impact on Knowledge Level about Crop Rotation Methods

Grapes, Sugarcane, Cotton are major crops which are always taken by both types of farmers. But 65% community radio farmers have strong knowledge about crop rotation. 52.5% non community radio farmers have strong knowledge about it. This indicates that the difference between the two category of farmers is non significant.

Impact on Knowledge in Different Areas of Pesticides

Knowledge of different areas of pesticides is most important for any farmer to control on pest. Community radio listener farmers always get timely information about any pest which cover their regular as well as cash crops through the programmes namely 'Krishisandesh', 'Sheti-pathashala', 'Bhethigathi/Bhumiputra', where they get advices and suggestions of agricultural officers, scientists and farmers.

Majority of community radio listener farmers could give description of different pests and symptoms of their infestation. They have also more knowledge about formulation of pesticides, traditional practices in pest control and bio-pesticides, their dosages and preparation as compared to non community radio listener farmers.

Impact on Various Problems as Faced by Farmers

Majority of community radio listener farmers strongly agreed that they never faced problem of shortage of information, instructions and advices about farm planning. They also get information about difficulties and complex procedures of farm credit service, so they never faced problems since they are listening to Vasundhara Vahini community radio. They are able to get timely information about any problems/difficulties.

Involvement in Marketing

Vasundhara Vahini community radio broadcast about crops and marketing rates. Due to this farmers get timely information about the rates of cash crops. Vasundhara Vahini collects these rates from Krishi Utpann Bazar Sameetis, Dalimb Aani Drakshe Aayat, Niryat Kendra and other agricultural service centres.

About marketing approach 100% farmers from community radio farmers and non community farmers are involved in personal marketing, but majority of community radio farmers (90%) are also involved in group or collective marketing.

According to community radio farmers opinion, collective marketing is useful, easy and advantageous for them and for that Vasundhara Vahini always inspires them.

There is not much difference among community radio farmers and non community radio farmers about getting information of credit / loans. 27 community radio farmers and 26 non community radio farmers agreed about that their communication media is helpful.

In case of purpose of loans majority of non community radio farmers use credit / loans for crop growing and land reclamation.

Majority of community radio farmers never faced any problem about crop growing and soil or land related problem. Due to these majority of community radio farmers (60%) use loans / credit for purchase of farm equipment, while only 37.5% non community radio farmers use loans / credit for it.

Community Radio and Increase in Agricultural Production

Majority of community radio farmers strongly agreed that Vasundhara Vahini community radios programmes are related to their day to-day agricultural activities. They can get proper and timely information about various agricultural aspects.

In case of non community radio listener farmers only 37.5% strongly agreed that their community media was helpful for increase in their agricultural production.

Impact on Knowledge about Health

Majority of community radio listener farmers listen programme about health named 'Arogyasampada' daily, which provide information related with their health and health problems and also its preventive solutions.

But surprisingly majority of non community radio listener farmers 27(67.5%) have awareness about AIDS and POLIO diseases, its causes, consequences and preventive solutions while 25(62.5%) community radio farmers have knowledge about it.

Impact on Freedom to Express Own Opinion

Vasundhara Vahini community radio enables farmers community to articulate their experiences and to critically examine issues (about health, education, health, government schemes, etc) and policies affecting their lives. These policies were debated upon and discussed by related experts, officers using community radio and immediate feedback about that was given for relevant authorities to take appropriate action.

In case of majority of community radio farmers (57.5%) agreed that they always get freedom to express their opinions regarding local issues, While only 35% non community radio farmers agreed.

Awareness among Women and Youth

Vasundhara Vahini broadcast programmes for women namely 'Atmaja', which are listened to by women in which health of women, problems of women are discussed upon and stories of successful women's are told also. Due to that awareness among women has increased. Women expressed their opinion positively.

'Bharari' programme also is listened by lots of youth in which some youths interviewed have shown concrete achievement.

Majority of community radio farmers agreed that Vasundhara Vahini is helpful for empowerment of women and for creating awareness among women.

Impact on Religious and Literature Interest

Vasundhara Vahini community radio broadcast religious and literature programmes namely 'Guruvani', and 'Vachal tar Vachal'.

Farmers listen to religious thoughts, kirtana and pravachana through 'Guruvani' programme. They also listen to various books reading

programmes which focus on rural life through the programme namely 'Vachal tar Vachal' (If you read you will survive).

According to majority of community radio farmers (80%), Vasundhara Vahini community radio is a major medium that contributes to increase in their religious and literaturistic interest, While only 15(37.5%) non community radio farmers agreed about it.

From the above information of Vasundhara Vahini community radio it is clear that Vasundhara Vahini is a good tool to stimulate development. Vasundhara Vahini reaches all farmers in their own language (Marathi) through the agricultural broadcasting and, as a local grass-root media; it maximizes the potential for development to be drawn from sharing information, experience, knowledge and skills within community. It is excellent for motivating farmers and drawing their attention to new agricultural production ideas, techniques and participation in the development process which is greatly responsible for increasing agricultural production.

Overall, the Community Radio is a positive and healthy sustainable communication media for the farmers of Baramati. This experiment can very well be replicated in other districts of Maharashtra as well as other states of India.