

CHAPTER – VI

IMPACT OF VASUNDHARA VAHINI COMMUNITY RADIO ON FARMERS

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This chapter will discuss the impact of the Vasundhara Vahini community radio on farmers as reflected in the responses of the listeners and non-listeners.

TABLE NO.6.1
**Distribution of respondents on bases of their involvement in
agricultural development activities.**

Involvement	No. of community radio farmers (%)				No. of non-community radio farmers (%)			
	Always	Sometimes	Rarely	Never	Always	Sometimes	Rarely	Never
Attended farm extension meetings	24 (60.0)	09 (22.5)	05 (12.5)	02 (5.0)	23 (57.5)	06 (15.0)	07 (17.5)	04 (10.0)
Contributed land for setting up demonstrations / trials	23 (57.5)	08 (20.0)	04 (10.0)	05 (12.5)	20 (50.0)	06 (15.0)	08 (20.0)	06 (15.0)
Adopted recommendations of new farm practices / technologies	36 (90.0)	04 (10.0)	-	-	31 (77.5)	03 (7.5)	03 (7.5)	03 (7.5)

Significant Features:

The data in Table No. 6.1 indicates that majority of community radio respondents(24 and 60%) always attended farm extension meeting,

23 (57.5%) always contributed their land to set up extension demonstration or trials, and 36(90%) always confirmed their adoption of some recommended new farm practices / technologies as show in table .

In case of non community radio respondents 23(57.5%) respondents always attended farm extension meetings, 20(50%) respondents always involve and contributed their land for setting up demonstration, 31 (77.5%) non community radio respondents adopted recommendations of new farm practices / technologies.

TABLE NO. 6.2

Knowledge level of respondents about modern farm technologies.

Involvement	No. of community radio farmers (%)			No. of non-community radio farmers (%)		
	Strong knowledge	Moderate knowledge	Poor knowledge	Strong knowledge	Moderate knowledge	Poor knowledge
Modern varieties of fertilizers and pesticides	28 (70.0)	07 (17.5)	05 (12.5)	23 (57.5)	08 (20.0)	09 (22.5)
Planting new crops and crops varieties	32 (80.0)	06 (15.0)	02 (5.0)	24 (60.0)	07 (17.5)	09 (22.5)
Varied agro techniques	27 (67.5)	09 (22.5)	04 (10.0)	20 (50.0)	11 (27.5)	09 (22.5)

Important Features:

Table No.6.2 reveals that majority of respondents were having strong knowledge in modern farm technologies. 28(70%) respondents from community radio farmers were having strong knowledge about modern varieties of fertilizer and pesticides, 32(80%)

and 27(67.5%) were having strong knowledge in planting new crops and crops varieties and varied agro-techniques.

The findings in Table No 5.17 also reveals that only 23(57.5%) non community radio respondents were having strong knowledge about modern varieties of fertilizer and pesticides, 24(60%) and 20(50%) were having strong knowledge in planting new crops and crops varieties, and varied agro- techniques.

TABLE NO. 6.3

Awareness level of respondents about crop production-related innovations.

Innovation	No. of community radio farmers (%)			No. of non-community radio farmers (%)		
	Strong Awareness	Moderate Awareness	Poor Awareness	Strong Awareness	Moderate Awareness	Poor Awareness
Recommended planting time	33 (82.5)	05 (12.5)	02 (5.0)	30 (75.0)	04 (10.0)	06 (15.0)
Recommended crop spacing	30 (75.0)	05 (12.5)	05 (12.5)	25 (62.5)	07 (17.5)	08 (20.0)
Recommended harvesting time	33 (82.5)	05 (12.5)	02 (5.0)	30 (75.0)	07 (17.5)	03 (7.5)

Important Features:

Table No. 6.3 shows comparison among the community radio farmers and non community radio farmers regarding awareness level about crop production- related innovations. 82.5 % community radio farmers and 75% non community radio farmers showed strong awareness about the recommended planting time, 75% community radio farmers and only 62.5% non community farmers had strong awareness of recommended crop spacing, 82.5% community radio farmers and 75%

non community radio farmers had strong awareness of recommended harvesting time.

In other words, majority of community radio farmers knew about recommended planting time, they were aware of recommended crop spacing; they were also informed about the recommended harvesting time.

With respect to other innovations, majority of community radio farmers knew about the use of fertilizers, they were aware of insecticides, they were also aware of the use of herbicides.

TABLE NO 6.4
Distribution of respondents on bases of their familiarity with protected farming.

Familiarity with protected farming	No. of community radio farmers (%)	No. of non community radio farmers (%)
Learned about protected farming	35 (87.5)	22 (55.0)
Never heard of protected farming	05 (12.5)	18 (45.0)
Total	40 (100.0)	40 (100.0)

Important Features:

In connection to protected- farming, results show in Table no.6.4 indicates that majority of community radio farmers 35(87.5%) and only 22(55%) non community radio farmers have learnt about it with only 5(12.5%) community farmers, but 18(45%) non community radio farmers never heard about it.

TABLE NO.6.5

Response of respondents regarding getting timely information of crop and animal diseases and its preventive solution.

Response	No. of community radio farmers (%)	No. of non community radio farmers (%)
Always	31 (77.5)	21 (52.5)
Sometimes	04 (10.0)	07 (17.5)
Rarely	02 (5.0)	04 (10.0)
Never	03 (7.5)	08 (20.0)
Total	40 (100.0)	40 (100.0)

Important Features:

With regard to timely information of crop and animal diseases and its preventive solution, majority of community radio farmers 31(77.5%) and only 21(52.5%) non community radio farmers agreed about that. Only 3 (7.5%) community radio farmers but 8(20%) non community radio farmers said that they never got it.

TABLE NO. 6.6

Knowledge level of respondents about crop rotation method.

Knowledge level	No. of community radio farmers (%)	No. of non community radio farmers (%)
Strong knowledge	26 (65.0)	21 (52.5)
Moderate knowledge	09 (22.5)	07 (17.5)
Poor knowledge	05 (12.5)	12 (30.0)
Total	40 (100.0)	40 (100.0)

Significant Features:

Findings in Table No. 6.6 show the knowledge level of respondents regarding the impact of their communication media.

It was observed that majority of community radio farmers 26(65%) were having strong knowledge, 09(22.5%) were having moderate knowledge and only 05(12.5%) were having poor knowledge about crop rotation methods.

In case of non community radio farmers majority of them 21 (52.5%) were having strong knowledge, 07(17.5%) were having moderate and 12 (30%) non community radio farmers were having poor knowledge about crop rotation methods.

TABLE NO. 6.7

Knowledge of respondents in different areas of pesticides.

Areas of pesticides knowledge	No. of community radio farmers (%)		No. of non community radio farmers (%)	
	Yes	No	Yes	No
Names of different pests and symptoms of their infestation	30 (75.0)	10 (25.0)	25 (62.5)	15 (37.5)
Formulation of pesticides	34 (85.0)	06 (15.0)	24 (60.0)	16 (40.0)
Traditional practices in pest control	31 (77.5)	09 (22.5)	30 (75.0)	10 (25.0)
Bio – pesticides, their dosage and preparation	27 (67.5)	13 (32.5)	20 (50.0)	20 (50.0)

Important Features:

An attempt has been made in Table No 6.7 to know the knowledge of respondents in different areas of pesticides. It was observed that majority of community radio farmers were having knowledge in four selected areas as show in the above than non community radio farmers.

TABLE NO.6.8

Opinion of respondents regarding timely information about crop storage facilities.

Opinion	No. of community radio farmers (%)	No. of non community radio farmers (%)
Always	19 (47.5)	19 (47.5)
Sometimes	07 (17.5)	08 (20.0)
Rarely	05 (12.5)	06 (15.0)
Never	09 (22.5)	07 (17.5)
Total	40 (100.0)	40 (100.0)

Important Features:

As regards timely information about crops storage facilities, 19 (47.5%) community radio farmers as well as non community radio farmers agreed that they always got it, 07(17.5) community radio farmers and 08(20%) non community radio farmers get it sometimes. According to 05(12.5%) community radio farmers and 06(15.0%) non community radio farmers rarely get it and 09(22.5%) community radio farmers and 07 (17.5%) non community radio farmers never get it.

In other words regarding timely information about crops storage facilities, there is no much difference among both the groups.

TABLE NO. 6.9
Frequency of problems / difficulties faced by respondents.

Problems	No. of community radio farmers (%)				No. of non-community radio farmers (%)			
	Always	Sometimes	Rarely	Never	Always	Sometimes	Rarely	Never
Shortage of information, instructions and advices about farm planning	-	05 (12.5)	04 (10.0)	31 (77.5)	11 (27.5)	07 (17.5)	04 (10.0)	18 (45.0)
Difficulties and complex procedures of farm credit service	04	06 (15.0)	07 (17.5)	23 (57.5)	17 (42.5)	06 (15.0)	07 (17.5)	10 (25.0)
Some soil relating problems	-	05 (12.5)	04 (10.0)	31 (77.5)	-	04 (10.0)	07 (17.5)	29 (72.5)
Poor commercial seeds	-	06 (15.0)	06 (15.0)	28 (70.0)	-	05 (12.5)	08 (20.0)	27 (67.5)

Important Features:

When respondents were asked to mention their views of the main problems they encountered in agriculture, both groups stated they mixed reaction of difficulties and problems. These are summarized in Table no.6.9

It was observed that majority of community radio respondents 31(77.5%) never faced any problem of shortage of

information, instructions and advices about farm planning, 23(57.5%) never faced problem of difficulties and complex procedures of farm credit service, but only 4(10%) community radio farmers mentioned that they always faced the problem.

In contrast to this, majority of non community radio farmers 18(45%) never, 11(27.5%) always faced problem of shortage of information, instructions and advices about farm planning, 10(25%) never but 17(42.5%) always faced difficulties in complex procedures of farm credit service.

About soil relating problems 31(77.5%) from community radio farmers and 29(72.5%) from non community radio farmers never faced it, 28(70%) from community radio farmers and 27(67.5%) from non community radio farmers never faced problems or difficulties of poor commercial seeds.

There is not much information gap among both category farmers. According to non community radio farmers opinion they are always connected with sheti seva kendras or agriculture service center also.

TABLE NO. 6.10

Distribution of respondents on bases of the purpose of their crop production.

Purposes	No. of community radio farmers (%)	No. of non community radio farmers (%)
Home consumption	40 (100.0)	40 (100.0)
Sale/Market	40 (100.0)	40 (100.0)

Important Features:

Interesting results of Table No.6.10 indicates that 100% farmer from community radio and non community radio reported the purpose of their crop production regarding home consumption as well as sale/ market.

TABLE NO. 6.11

Distribution of respondents according to the nature of marketing crop's produce.

Response	No. of community radio farmers (%)	No. of non community radio farmers (%)
Individual/Personal Marketing	40 (100.0)	40 (100.0)
Group/Collective Marketing	36 (90.0)	30 (75.0)

Important Features:

As, shown in Table No. 6.11 majority of farmers 40(100%) each from both groups are involved in individual marketing. But 36(90%) of them community radio farmers and 30(75%) of them from non community radio farmers are involved in group / collective marketing also.

In other words majority of community radio farmers were aware of the advantages of collective marketing. This area i.e. Baramati Tahsil is technologically developed and therefore we do not find huge & significant differences between community radio listeners and community radio non – listeners.

TABLE NO. 6.12

Distribution of respondent's response to timely proper information about loan/credit regarding agricultural development,

Response	No. of community radio farmers (%)	No. of non community radio farmers (%)
Yes	27 (67.5)	26 (65.0)
No	13 (32.5)	14 (35.0)
Total	40 (100.0)	40 (100.0)
Purpose of loans *		
For crops growing	31 (77.5)	32 (80.0)
For purchase of farm equipment	24 (60.0)	15 (37.5)
For land reclamation and maintenance	26 (65.0)	27 (67.5)

*Some respondents gave more than one answer.

Important Features:

In case of response regarding timely proper information about loan/ credit for agricultural development majority of community radio farmers 27 (67.5%) and 26(65%) agreed that they get it, but 13(32.5%) community radio farmers and 14(35%) non community farmers said that they did not get it.

In other words, there was response at same level from both groups.

About purpose of loans majority of community radio farmers 31(77.5%) and 32(80%) gave preference for crop growing, followed by 26 (65%) community radio farmers and 27(67.5%) non community radio

farmers gave preference for land reclamation and maintenance. Majority of community radio farmers 24(60%) gave preference for purchase of farm equipment, but only 15(37.5%) non community radio farmers gave preference about it.

TABLE NO.6.13

Distribution of respondents on bases of their opinion about their communication media regarding its usefulness to increase agricultural production.

Opinion	No. of community radio farmers (%)	No. of non community radio farmers (%)
Agree	09 (22.5)	16 (40.0)
Strongly agree	31 (77.5)	15 (37.5)
Disagree	-	07 (17.5)
Strongly disagree	-	02 (5.0)
Total	40 (100.0)	40 (100.0)

Important Features:

Majority of community radio farmers 31(77.5%) strongly agreed that Vasundhara Vahini community radio is helpful to increase agricultural production, 09(22.5%) agreed about it.

In case of non community radio farmers 16(40%) agreed and 15(37.5%) strongly agreed about that their communication media is helpful to increase agricultural production, 07(17.5%) disagreed and 02(5%) strongly disagreed about it.

TABLE NO. 6.14
Distribution of respondents on bases of their ownership of house and farm appliances, equipments.

Appliances / Equipments / Machines	No. of community radio farmers (%)	No. of non community radio farmers (%)
Home appliances / equipments		
Radio	40 (100.0)	31 (77.5)
TV set	38 (95.0)	39 (97.5)
CD player	08 (20.0)	09 (22.5)
Sewing Machine	22 (55.0)	21 (52.5)
Mobile phone	31 (77.5)	29 (72.5)
Telephone line	36 (90.0)	36 (90.0)
Refrigerator	15 (37.5)	14 (35.0)
Farm machines / equipment		
Pesticides sprayer	37 (92.5)	37 (92.5)
Water pump	31 (77.5)	27 (67.5)
Vehicle	40 (100.0)	40 (100.0)
Tractor	20 (50.0)	18 (45.0)

Important Features:

It is apparent from Table No.6.14 that there is not so much difference among both community radio and non community radio farmers in terms of home appliances and equipments.

About community radio farmers 40 (100%) own radio, while majority of them 38 (95%) own TV sets, 22 (55%) of them own sewing machines, 31 (77.5%) of them own mobile phones, 36 (90%) of them own telephone and 15(37.5%) of them own refrigerator.

Similarly in terms of related farm equipments and machineries, the result shows that majority (100%), (92.5%), (77.5%) community radio farmers own vehicle, pesticides sprayer, and water pumps. While only 20% farmers own only tractors.

In case of non community radio farmers, majority (97.5%), (90%), (77.5%), (72.5%) of them own TV sets, telephone line, radio, mobile phone. (52.5%) of them own sewing machine and 35% of them own refrigerator. About farm equipments and machineries, majority (100%), (92.5%), (67.5%), non community radio farmers own vehicle, pesticides sprayer and water pump, only 18(45%) non community radio farmers own tractors.

TABLE NO.6.15

Table showing freedom to express one's opinion regarding local situations.

	No. of community radio farmers (%)	No. of non community radio farmers (%)
Always	23 (57.5)	14 (35.0)
Sometimes	09 (22.5)	05 (12.5)
Rarely	05 (12.5)	08 (20.0)
Never	03 (7.5)	13 (32.5)
Total	40 (100.0)	40 (100.0)

Important Features:

Result shown in Table no. 6.15 indicates majority of community radio farmers 23(57.5%) agreed and only 14(35%) non community radio farmers agreed about that they always get freedom to express their opinion regarding local situations. Only 3(7.5%) community

radio farmers, but 13(32.5%) non community radio farmers agreed that they never get freedom about it.

TABLE NO. 6.16

Table showing response regarding importance of family planning operation.

Opinion	No. of community radio farmers (%)	No. of non community radio farmers (%)
Agree	19 (47.5)	18 (45.0)
Strongly agree	12 (30.0)	10 (25.0)
Disagree	06 (15.0)	08 (20.0)
Strongly disagree	03 (7.5)	04 (10.0)
Total	40 (100.0)	40 (100.0)

Important Features:

Findings in Table No.6.16 show the farmers response regarding family planning operation.

Majority community radio farmers 19(47.5%) and 18 (45%) non community radio farmers agreed about it. 12(30%) community radio farmers and 10(25%) non community radio farmers strongly agreed and 9(22.5%) community radio farmers and 12(30%) non community radio farmers disagreed about it.

In other words there is not much difference among both (community radio and non community radio farmers) farmers regarding their perception of family planning operation.

TABLE NO. 6.17

Table showing farmers getting regularly information about health and health problems.

	No. of community radio farmers (%)	No. of non community radio farmers (%)
Regularly	23 (57.5)	09 (22.5)
Sometimes	09 (22.5)	07 (17.5)
Rarely	04 (10.)	05 (12.5)
Never	04 (10.0)	09 (47.5)
Total	40 (100.0)	40 (100.0)

Important Features:

The findings in Table No. 6.17 revealed that majority community radio farmers 23(57.5%) agreed that they get regular information about their health problems. Only 09(22.5%), 04(10%), 04(10%) agreed that they get it sometimes, rarely and never get it.

In case of non community radio farmers, only 09(22.5%) agreed that they get information regularly about their health and health problem, 07(17.5%) and 05(12.5%) agreed that they get it sometimes and rarely get it, majority of them 19(47.5%) agreed that they never get it.

TABLE NO.6.18

Distribution of respondents on bases of their awareness about AIDS and POLIO diseases, its causes, consequences and its preventive solution.

Awareness	No. of community radio farmers (%)	No. of non community radio farmers (%)
Yes	25 (62.5)	27 (67.5)
No	15 (37.5)	13 (32.5)
Total	40 (100.0)	40 (100.0)

Important Features:

The findings in table no.6.18 reveals that majority of community radio farmers 62.5% and 67.5% non community radio farmers were awareness about AIDS and POLIO diseases. (37.5%) community radio farmers and 32.5% non community radio farmers were not awareness about it.

In other words majority of farmers from both group (community radio farmers and non community radio farmers) were having awareness about AIDS and POLIO diseases.

TABLE NO. 6.19

Table showing response regarding religious and literaturistic interest.

	No. of community radio farmers (%)	No. of non community radio farmers (%)
Agree	18 (45.0)	09 (22.5)
Strongly agree	14(35.0)	06 (15.0)
Disagree	05 (12.5)	11 (27.5)
Strongly disagree	03 (7.5)	14 (35.0)
Total	40 (100.0)	40 (100.0)

Important Features:

Table No. 6.19 indicates that most of farmers 18(45%) agreed, 14(35%) strongly agreed about that Vasundhara Vahini community radio is to increase religious and literaturistic interest. Only 05(12.5%) and 03 (7.5) disagreed and strongly disagreed about it.

In case of non community radio farmers majority of farmers 14(35%) strongly disagreed about that their communication media do not increase religious and literaturistic interest and only 09(22.5%) farmers agreed about it.

TABLE NO. 6.20

Responses whether communication media is reasonable for creating empowerment of women and awareness among youth.

Awareness	No. of community radio farmers (%)	No. of non community radio farmers (%)
Yes	23 (57.5)	18 (45.0)
No	17 (42.5)	22 (55.0)
Total	40 (100.0)	40 (100.0)

Important Features:

Table No. 6.20 shows that majority of community radio responds 23(57.5%) followed by 18 (45%) non community radio respondents agreed that their communication media is reasonable for creating empowerment of women and awareness among youth, but 17 (42.5%) community radio farmers did not agreed about it.

CASE STUDIES :

(Vasundhara Vahini Community Radio Listener Farmers)

The researcher studied four sample cases out of which two are community radio listeners and two are non-listeners to examine the impact of Vasundhara Vahini community radio are presented here this is for a qualitative understanding of the importance and impact of Vasundhara Vahini community radio.

Case A:

Mr. Mahadev Maruti Kachare is one of these farmers, who is 45 years old from Hindu religion and belongs to Nomadic Tribe. He belongs to a big family. He has taken education up to highschool. He owns 7 acres land, which is completely irrigated. His average annual income is RS. 40,000. Mahadev and his family always use community radio TV and daily news papers as a source of farm information. He also contacts with his friends about it. He also visited sheti seva kendras and krishi vigyan Kendra with purpose of getting agricultural information.

In case of Vasundhara Vahini community radio, he and his family listen to all programmes. Mahadev sometimes listens to programmes mainly agricultural programmes in public spaces and in groups also.

According to his opinion about Vasundhara Vahini community radio, scheduling of the broadcast, format of the programmes, language of the programmes is really appropriate. He also agrees about the grassroots issues and indigenous ideas as well as information of local and surrounding events that always get transformed through the Vasundhara Vahini. Therefore, he thinks that he is connected with the day-to-day life, event which is part of his daily life. He strongly agrees

that such a project like Vasundhara Vahini community radio is helpful to get agricultural information, education and entertainment.

Everyday Mahadev and his family listen to agricultural programmes such as krishisandesh, sheti pathashala, pashudhan, Bhetigathi and Bhumiputra through Vasundhara Vahini. This listening is helpful to him to get information about various agricultural development activities. He also attends local and surroundings agricultural extension meetings and meetings for contributing land for setting up demonstration and adopting recommendations of new farm practices. He agreed that these programmes had increased his knowledge level of modern farm technologies such as, knowledge of modern varieties of fertilizer and pesticides, planting new crops and crop varieties and other varied agro techniques. He has strong awareness about crop-production innovation. He also uses advices which are broadcast through the Vasundhara Vahini's programme named sheti-pathashala about recommended planting time, crop-spacing and harvesting time. He has learned about protected farming through the agricultural programmes. Now, he can identify different pests and symptoms of their information, he has strong knowledge about formulation of pesticides and bio-pesticides, their dosages and preparation which is used by him in his farm.

Mahadev also takes care of his farm-crops and livestock from diseases with its protective solutions which is timely provided by Vasundhara Vahini's programmes named pashudhan, Bhetigathi and Bhumiputra. He also uses methods of crop rotation in his farm which is guided by agricultural experts, officers and scientist's.

Earlier when he was not listening to Vasundhara Vahini's programmes, he was sometimes faced various difficulties like shortage of information, instructions and advices about farm planning, complex procedures of farm credit service, some soil relating problems and poor

commercial seeds. But now he gets timely information about it through the Vasundhara Vahini community radio programmes. So, now he is fearless about it.

He also got timely information about crops prices which is helpful to him for marketing opportunities.

Mahadev strongly agrees that there is a major role of Vasundhara Vahini in increase of agricultural production. Mahadev and his family daily receive information about their health and health problems through the programme 'Arogyasampada'. They also listen to 'Guruvani' programme and 'Vachal tar Vachal' (If you read you will survive) programme. These programmes become helpful to increase religious and literaturistic interest in their family and friend circles also.

Women members from mahadev's family listen 'Atmaja' programme daily. Mahadev's brothers daughter who is doing graduation always listens to these programmes which encourage her to do something different like the women who was identified and interviewed on Vasundhara Vahini programmes.

According to Mahadev's opinion 'Atmaja' and 'Bharari' programmes are really helpful for empowerment of women and creating awareness among youth.

Case B:

Mr. Housiram Gopinath Zhagade is also daily listener of Vasundhara Vahini for the last two years. He is 40 years of age comes from Hindu and Other Backward Caste background. He belongs to small family. He owns 5 acres irrigated land. He has taken education up to VIII standard. Housiram and his family listen to programmes of Vasundhara Vahini community radio at home, in public spaces and in groups also.

Vasundhara Vahini, friends and sheti seva kendras are main source of agricultural information for Housiram and his family.

According to Housiram Vasundhara Vahini broadcasts such a programmes which are part of his day-to-day life. He thinks that to acquire information, education and entertainment Vasundhara Vahini is highly helpful. When at there was no radio set at their home, they used to go to their neighbour's house. But now they are happy they own a radio set.

Krishisandesh, sheti pathashala, pashudhan, Bhetigathi and Bhumiputra programmes which broadcast through Vasundhara Vahini daily are listened to by Housiram and his family. When he was not listening Vasundhara Vahini's programmes he always depended on neighbours, friends and sheti seva kendras for agricultural information. But now he listens to agricultural programmes through the Vasundhara Vahini and he discusses about these programmes with other farmers too.

Housiram is involved in various agricultural development activities. He always accepts adopting recommendation of new farm practices which are suggested by agricultural experts, scientists and officers through the programmes of Vasundhara Vahini. Different types of fertilizer and pesticides are also used by Housiram. New crops and crops varieties are also used by him. He gets timely information about it through Vasundhara Vahini's agricultural programmes.

From last two years he always gets timely information about recommended planting time, crop-spacing and harvesting time. This becomes helpful for agricultural planning. He also follows suggestions about crop-spacing, formulation of pesticides and their dosages, but he also said that sometimes he can't understand complex procedure of dosages of bio-pesticides and their preparation verywell. He wants additional simple explanation about it.

Housiram is able to inform and educate about farm planning, farm credit service and soil related problems. He get timely information about it. He thinks that Vasundhara Vahini is major medium which is helpful to him to increase agricultural production.

Housiram also inform about POLIO,AIDS diseases and other health problems also which are related with his surrounding area through the programme named 'Arogyasampada'. He also agreed to the importance of family planning operation. Housiram and his family also listen to 'Guruvani', 'Vachal tar Vachal' and 'Atmaja' programmes daily. According to Housiram's wife these programmes are useful for their family for sustaining religious interest and literaturistic interest of their children. She also agreed that she was really inspired by stories of such great women who identified themselves with 'Atmaja' programme.

Vasundhara Vahini Community Radio Non Listener Farmers:

Case C:

Mr. Vijaysingh Laxmansingh Jadhavrao is one of those farmers who do not listen to Vasundhara Vahini community radio. He is 50 years of age, comes from Hindu and Maratha caste background. He belongs to big family. He has taken education up to graduation. He owns 15 acres of land which is completely irrigated. His annual income is Rs. 70,000. Friends, radio and Television are the main sources of agricultural information for him and his family. He is also in regular contact with 'Gayatri Krishi Sheva Kendras' which is located in Malegaon village.

Vijaysingh is always involved in various agricultural activities such as attending agricultural extension meetings, meetings for contributing land for setting up demonstration and adopting recommendations of new farm practices. He is always involved in

planting new crops and crops varieties. For that purpose he always visits sheti seva kendras and also consults agricultural experts and scientists. Due to such type of contact he has also strong knowledge about recommended planting time, crop spacing and harvesting time.

According to his opinion he also sometimes sees Television for agricultural information but he can't get information which he needs at that time so he is mainly in contact with 'Gayatri Sheti Seva Kendra' and other agricultural experts and scientists. From them he is able to get information about different pests and symptoms of their infestation, formulation of pesticides, bio-pesticides, their dosages and preparation about it. He is also informed about crop rotation method and protected farming from them. He also depends on them about marketing prices about crops, complex procedures about credit service, rich commercial seeds and government policies also.

In other words Vijaysingh has strong knowledge about it which is mentioned in above discussion and he also follow these things in his farm. He mainly depends on his farmer friends and sheti seva kendras or agricultural sales/service centres.

About health problem he always visits local hospitals whenever he and his family face any problem. He also takes advice of his friends.

Sometimes he and his family members see religious programmes through Television, like, Kirtana, Pravachana, Bhaktiranga, Santvani, etc. Vijaysingh also agrees that Television is really helpful for empowerment of women and creating awareness among youth. But the women and children were silent on this view.

Case D:

Mr. Sheetalkumar Bapurao Bhosale is also non-listener of Vasundhara Vahini community radio's programmes. He is 28 years of age from Neo-Buddhist religion and Scheduled Caste. He belongs to small family. He has taken education up to IX standard. He own 4 acres of land. Friends, television and some times sheti seva kendras are mainly agricultural information sources for him.

Sheetalkumar some times attended agricultural meetings and adopted recommendations of new farm practices. He never involves himself in contributing land for demonstrations. He always continues his traditional agricultural methods. He has moderate knowledge about modern varieties of fertilizer, pesticides and new types of crops and has very poor knowledge about varied agro techniques. He always uses traditional agro techniques on his farm.

For, information about recommended planting time and harvesting time he depends on other farmers advises. However he has strong knowledge about crop-spacing.

Sheetalkumar has not learnt about protected faming. He has also poor knowledge about crop rotation methods. He gets information about crops and livestock's diseases and its preventive solutions very rarely from his farmer friends. He has also very poor knowledge about different areas of pesticides. He gets timely information about storage facilities of crops rarely.

Shetalkumar mentioned some problems which he sometimes faced : problem of shortage of information, instructions and advices about farm planning, he always faced difficulties regarding complex procedures of farm credit service. He very rarely faced problem of poor commercial-seeds but never faced problem regarding soil.

He mainly depends on his friends for information of agricultural loan. He very rarely gets timely information about government schemes and policies regarding agricultural development.

Sheetalkumar said that very rarely he gets freedom to express his opinion about local problems and situations.

He strongly agrees about the importance of family planning operation. But he said that he gets information about his health and health problems very rarely. He has very poor knowledge about POLIO and AIDS diseases. He disagrees that his communication media (friends, Television) are helpful in increase of his religious and literaturistic interest.

Analysis of Case Studies:

1. Type of Farmer:

For case studies, researcher selected two farmers from Vasundhara Vahini listeners group and two farmers from non listeners group.

Mahadev, who is Vasundhara Vahini listener farmer and Vijaysingh who is non listener both are a big farmers and Housiram who is Vasundhara Vahini listener and Sheetalkumar who is not a listener are a small farmer. But all of them own irrigated land. Mahadev and Housiram who are listeners have taken education up to high school. Vijaysingh who is not a listener has taken education up graduation and Sheetalkumar who is also not a listener has taken education up to high school. This means all of them are literate.

2. Use of Mass Media:

Along with the Vasundhara Vahini community radio friends, Television, newspapers are providing agricultural information to Mahadev. Housiram mainly depends on Vasundhara Vahini for

agricultural information. Mahadev and Housiram regularly visit the sheti seva kendras and krishi vigyan kendras.

In case of Vasundhara Vahini non listener farmers, Vijaysingh gets agricultural information through the agricultural programmes which are broadcast through the radio and Television. He also contacts other farmer friends, sheti seva kendras(Gayatri Krishi Seva Kendra), agricultural experts and scientists. Television, friends, sheti seva kendras are the main sources of agricultural information.

3. Role of Media in Agricultural Development:

Media is always helpful for agricultural development. Mahadev and Housiram get timely information about various agricultural development activities, modern farm technologies, crop production related innovations through the Vasundhara Vahini community radio. The community radio also informs about crops and animal diseases and its preventive solutions as well as different areas of pesticides through the various important programmes, which is helpful to them for increasing agricultural production. Housiram is a small farmer but he has capacity to discuss with other farmers about programmes, which broadcast through the Vasundhara Vahini community radio.

Vijaysingh and Sheetalkumar are not vasundhara Vahini community radio listeners. Vijaysingh is a graduate. He has also strong knowledge about various agricultural activities, different areas of pesticides and other innovations, which are discussed in the above case studies. But for that he contacts the sheti seva kendras or agricultural service centres. Sheetalkumar was found to have moderate or low awareness level of latest knowledge.

4. Role of Vasundhara Vahini Community Radio:

Vasundhara Vahini is not the same as All India Radio. It serves specific needs of its local farmer community. Agricultural programmes such as 'Pashudhan', 'Sheti-Pathashala', 'Bhetighati-Bhumiputra' which are broadcast were quite helpful.