

**A critical Study & analysis of Electronic Media & Rural
Development
(Study of Agriculture Sector)**

Dr.Kailash Bhanudas Yadav

Assistant Professor

School of Media Studies

Swami Ramanand Teerth Marathwada University

Nanded.

“Parshu- Sadan”

Behind Marwadi Dharmshala,

Kumbhar galli Vazirabad,

Nanded

India

Abstract

The present study has aimed to know the existing Media for promoting the Rural & Agricultural Sector and to study the impact of Electronic Media on Agricultural markets/products in the economic changes of a nation.

The Agricultural Society comprises of the farmers, peasants, workers, agro based industries, management, Government and general public. The present study is of much relevance to agro business promotion by using modern media. Media is the more powerful medium to promote any sector and develop in this paper we study the role & Impact of Electronic Media In Rural Development Specially in Agriculture sector because most Indian Population's core business is Framing & Related work If we Develop their basic skill of Agricultural Sector of than we (Electronic Media) make rural development

INTRODUCTION

Mass media, the fourth pillar of democracy plays a pivotal role in up keeping the socio-political

System of a country sound and healthy. Due to the advancement of information and communication technology (ICT), the role of mass media has been multiplied to a higher order. Man has conquered time and space due to this modern technology. The Electronic media remain at the helm of affairs in every nook and corner of the world. Media touches the remotest village and unfolds the irony behind the scene. Mass media really connects the whole universe with a noble mission to share the sorrows and sufferings, pains and strains, success stories of the society. It always, if properly managed, takes a vital part in political affairs. As we know the development of a country depends upon the political will power, it fires not only the spirit of legislature but also the other two pillars of democracy. Analysis of the affairs of a country is highly essential for smooth progress. Mass media perform the role of a dynamic watchdog and erects its fingers towards any backlog in a system. It diagnoses the system and opens the pitfalls and tries to rectify it. When Marshall McLuhan discusses the impact he expects (networked) electronic media to have on the world. In famous book Understanding media, then the emergence of a 'global village' has become a universally accepted idea. McLuhan is perhaps more to the point when he observes that "The organic everywhere supplants the mechanical. Dialogue supersedes the lecture" (McLuhan, 1964; pp. 255-256). This paper takes a cue from McLuhan and discusses the way rural development, whereby dialogues will have 'horizontal' and 'vertical' dimensions. Networked media are in that way to facilitate rural networking and social change. In its essence information provision, or 'lecture' is claimed to strengthen existing power structures, to create dependencies and to lead to a mismatch between information demand and supply. Despite the fact that networked electronic media are favored for rural development, they obviously do not have the same reach and levels of access and accessibility as the traditional electronic media do. Another distinction between media is the type of information and content they are able to convey in a message, whereby significant differences between traditional and networked electronic media can be distinguished. Based on the two above mentioned distinctions between electronic media combinations of electronic media are suggested for use in rural development, both to improve the quality of the information provided and to change existing information and communication related power structures. The devises of Computers and Electronics in Agriculture provide international coverage of advances in the development and application of computer hardware, software and electronic instrumentation and control systems for solving problems in agriculture

and related agro based industries. These include agronomy, horticulture, forestry, aquaculture, animal husbandry, livestock science, veterinary medicine, and food processing etc. Agricultural extension, which is essentially a message delivery system, has a major role to play in agricultural development. It serves as a source of advice and assistance for farmers and peasants to help them improving their production, distribution and marketing. The task of extension education is accomplished by different extension methods/media, which may come under individual, group and mass contacts. The electronic media has a central role in facilitating the exposure of farmers to a variety of information. However, electronic media in the form of radio and television remained in use by the department as important persuading and teaching tools.

Electronic Media

The following are the some of the electronic media, which influence major role on Rural Development

1. Television
2. Radio
3. Internet
4. Smart phones may have created a new media type

OBJECTIVES AND MOTHODOLOGY OF THE STUDY

To be precise, the study has undertaken the following objectives:

1. To know the role of electronic media in rural development
2. To study the impact of Electronic Media on Agricultural sector

METHODOLOGY OF THE STUDY

The following are the different sources of information used for the purpose of the study.

Primary Data

First hand information is collected directly from the farmers and peasants. It provides information relating to existing role of electronic media and about 200 farmers in the Nanded District by using random sampling technique.

The use of electronic media was found to be the most reliable sources for getting information regarding technologies.

Secondary Data

Good amount of secondary data are collected from published reports of various institutions, research articles in various national and international journals, periodicals, reports from daily news papers and information from various websites. In addition to the above books are reviewed.

Radio and Television have been acclaimed to be the most effective media for diffusing the scientific knowledge to the masses. In countries like India, where literacy level is low, the choice of communication media is of vital importance, particularly Electronic Media. The Television and Radio are significant, as they transfer modern agricultural technology to literate and illiterate farmers and peasants alike even in interior areas, within short period of time. With the main stream of Indian population engaged actively in agriculture, television could serve as a suitable medium of dissemination of farm information and latest technical know – how. The farmers can easily understand the operations, technology and instructions through television & Radio. The coverage of different subject matter by radio, television, newspaper and farm magazine are almost similar with regard to agriculture, horticulture, animal husbandry, agricultural marketing, agricultural engineering and cooperatives. In this article, an attempt is made to know about the importance of radio, television, and their effect in the field of agriculture through sound communication, internet and mobile. Are most powerful medium for rural development

STUDY AND RESULTS



Television



Electronic Media play an important role to educate illiterate and literate the farmers and peasants on Modern Agricultural Practices and system in a sustainable manner are imminent. To disseminate information without transmission losses. The only Agricultural University in Acharya N.G.Ranga Agricultural University has taken a lead in exploiting Information Technology for the benefit of farming community particularly under the distance education mode. An Electronic Media Wing was established during 2001 with five multidisciplinary scientists to promote e-extension by the ANGRAU in collaboration with the Department of

Agriculture and launched an innovative farm telecast program 'Rytu Mitra' through a TV channel Teja w.e.f August 2001. The program runs for one hour daily between 6.00 to 7.00 PM on all 365 days. The impact of any communication can best be judged by its effectiveness on the target group.



Radio



Radio as a communication medium plays an important role in the nation's socio-cultural, political and economic development in all aspects. It is a powerful communication system medium in Indian rural agricultural markets, where, in the absence of regular and stable electric supply in rural and far flung areas. People have to depend on radio to meet their needs of information, education and entertainment. Community and village panchayath radio serves to bring small communities together, focuses on the common man's day-to-day concerns and helps in realizing local aspirations in rural markets. It aims to contribute to the lives of the local community by creation of content by the people and for the people of that community. It will focus on issues relating to education, health, environment, agriculture, rural and community Development. Ministry of Information and Broadcasting proposes to create awareness amongst the masses about the policy for establishing and running Community Radio Stations by arranging a number of workshops and seminars in various parts of the country. In end of year 2006, the Government of India has liberalized the policy for Community radio and decided to grant permission for setting up Community Radio Stations to 'Non-profit' organizations (FM Radio). In Nanded District Framers regularly listener of many agriculture based programs like "THET BANDHAVARUN" YUWAVANI,(In Marathi) these Programs help framers to develop their framing skill and in other way we can say whole social & Rural development can be made by this programs.

OBSERVATIONS

1. It is observed that the Nanded's farmers are not willing to promote feedback Reporting as it is time-consuming and expensive system.
2. It is observed that the agriculture/development news not given priority for Coverage and also lacks 'status symbol' as relating to people (farmers) without much power/influence.
3. It is observed that the agricultural scientists are not willing to use electronic

media on coverage of new methods, new seeds etc., and they often are mistrustful on electronic media.

4. It is observed that the Research and development projects have lack of funds, lack Of expertise in agriculture/development issues and Lack of technical equipment
5. It is observed that the Information is often held at ministry level so difficult to Access or is of foreign origin and not relevant to local situation
6. It is observed that Lack of agricultural information available in local languages
7. Electronic media Spend Lot of Time & Money on Entertainment

CONCLUSION

There was a time where the rural India had no chance to think over a daily newspaper, whereupon there was a wide gap between rural and urban segment. But now rural culture with urban taste prevails in rural India. Still we have to go a long way to generate awareness among rural people. It does not imply that urban people with all modern amenities have nothing to change for enriching our culture. As a whole, the awareness regarding agricultural broadcasts and contacts was very weak. Further, the use of electronic media for getting agricultural information was not appreciable i.e. from very low to low levels and some electronic media was used not at all. However, in prospective scenario, the preference for using the electronic media under study ranged from very low to medium showing improving mean value in each case as compared to the present use of electronic media. Nevertheless, overall it can be concluded that electronic media are not plying effective role in the dissemination of agricultural information among farming community.

SUGGESTIONS

1. Television & Radio must have Reserve some time for Rural & Agriculture Sector
2. To use innovative approaches for communicating agricultural information like community-based FM radio stations and agricultural information centers to be provided agricultural information in local languages to rural communities.
3. To Increase funding and support on R&D for the role of media in agriculture both Internationally and in the private sector must be taken seriously, if we are to avoid future food crises.
4. To implement a study that explored specifically what decisions or steps are most effective when creating common or open exchange platforms that maintain video clips for farmers.

5. To provide greater capacity in terms of expertise in agriculture/development issues and technical equipment for strengthening of electronic media.
6. More efforts are needed to fill lacuna between the media and development partners if agriculture is to have a higher profile amongst target farmers and peasants by providing new TV channels, FM Radio coverage, and means to enhance the role of the media.
7. To Improve Internet connectivity in community centers in rural areas and association offices and to support capacity strengthening.

The electronic medium is the best tool to promote and develop all sector specially radio because more than 90% population listen radio regularly.

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