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CREDIBILITY OF FARM BROADCAST OF ALL INDIA RADIO TIRUCHIRAPPALLI, TAMIL NADU

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ABSTRACT

The broadcasting stations of All India Radio are providing a variety of programmes in the areas of news, education, rural development, entertainment, commercial broadcasting service etc. The farm and home unit of All India Radio programmes. These programmes deal with several aspects of agricultural information. Radio is considered as an effective tool to disseminate agricultural information among the farmers and it is the most powerful mass media for broadcasting Information quickly. The farmer respondents are having differential education and are from different age groups. In spite of that, irrespective of age, gender and education gave a positive feedback about the programmes of All India Radio, Tiruchirappalli. They opined Radio remains a better source of information among other sources, they preferred the question and answer, type of presentation, utilized comprehensively, reported fully reliable and practicable. Thus, AIR still remains to be source of information for farmers.

KEYWORDS :All India Radio, Tiruchirappalli, Broadcast, Farm, Credibility.

INTRODUCTION

All India Radio (AIR), officially known since 1956 as Akashvani is the national public radio broadcaster of India and a division of Prasar Bharati. Established in 1930, it is the sister service of Prasar Bharati's Doordarshan, the national public television broadcaster. AIR has covered more than 99 per cent of the Indian Population as per the latest information given by Minister of Information and



Broadcast. All India Radio is one of the largest radio networks in the world. Its headquarters is at the Akashvani Bhavan in New Delhi. Akashvani Bhavan houses the Drama Section, the FM Section and the National Service. Doordarshan Kendra (Delhi) offices are also located on the sixth floor at Akashvani Bhavan.

HISTORICAL PROFILE OF ALL INDIA RADIO

The broadcasting in India actually began about 13 years before All India Radio came into existence. In June 1923 the Radio Club of Bombay made the first ever broadcast in the country. This was followed by the setting up of the Calcutta Radio Club five months later. The Indian Broadcasting Company (IBC) came into being on July 23, 1927, only to face liquidation in less than three

years. In April 1930, the Indian Broadcasting Service, under the Department of Industries and Labour, commenced its operations on an experimental basis. Lionel Fielden was appointed the first Controller of Broadcasting in August 1935. In the following month Akashvani Mysore, a private radio station was set up. On June 8, 1936, the Indian State Broadcasting Service became All India Radio.

The Central News Organization (CNO) came into existence in August, 1937. In the same year, AIR came under the Department of Communications and four years later came under the Department of Information and Broadcasting. When India attained independence, there were six radio stations in India, at Delhi, Bombay, Calcutta, Madras, Tiruchirappalli and Lucknow. There were three in Pakistan (Peshawar, Lahore and Dacca). AIR then had coverage of just 2.5 per cent of the area and 11 per cent of the population. The following year, CNO was split up into two divisions, the News Services Division (NSD) and the External Services Division (ESD). In 1956 the name AKASHVANI was adopted for the National Broadcaster. The Vividh Bharati Service was launched in 1957 with popular film music as its main component.

The phenomenal growth achieved by All India Radio has made it one of the largest media organizations in the world. With a network of 262 radio stations, AIR today is accessible to almost the entire population of the country and nearly 92% of the total area. A broadcasting giant, AIR today broadcasts in 23 languages and 146 dialects catering to a vast spectrum of socio-economically and culturally diverse populace. Programmes of the External Services Division are broadcast in 11 Indian and 16 foreign languages reaching out to more than 100 countries. These external broadcasts aim to keep the overseas listeners informed about developments in the country and provide a rich fare of entertainment as well.

The News Services Division, of All India Radio broadcasts 647 bulletins daily for a total duration of nearly 56 hours in about 90 Languages/Dialects in Home, Regional, External and DTH Services. 314 news headlines on hourly basis are also being mounted on FM mode from 41 AIR Stations. 44 Regional News Units originate 469 daily news bulletins in 75 languages. In addition to the daily news bulletins, the News Services Division also mounts number of news-based programmes on topical subjects from Delhi and its Regional News Units. AIR operates at present 18 FM stereo channels, called AIR FM Rainbow, targeting the urban audience in a refreshing style of presentation. Four more FM channels called, AIR FM Gold, broadcast composite news and entertainment programmes from Delhi, Kolkata, Chennai and Mumbai. With the FM wave sweeping the country, AIR is augmenting its Medium Wave transmission with additional FM transmitters at Regional stations.

In keeping with the Government decision for transition to the digital mode of transmission, AIR is switching from analog to digital in a phased manner. The technology adopted is the Digital Radio Mondiale or DRM. With the target of complete digitization by 2017, the listeners can look forward to highly enhanced transmission quality in the near future.

FARM BROADCAST OF AIR

Instructions were issued to all AIR stations to mount focused publicity and awareness campaign for the farming community, about the Prime Minister's new Crop Insurance Scheme launched on 13th January 2016. Texts of the salient features of the scheme were passed on to the stations for appropriate publicity in regional languages and dialects for the benefit of the farming community.

FARM AND HOME PROGRAMME

Farm & Home section of the Directorate General of All India Radio guides, monitors and supervises the programming activities for rural listeners specially designed to cater to the day to day

seasonal needs of the farming community in Hindi and different regional languages/dialects from more than 188 Radio stations across the country. The Farm & Home cell at the headquarters issues instructions to stations from time to time for specific programme content generation and publicity campaigns based on inputs from various ministries and departments. The programmes planned and scheduled at the stations are tracked, expenses in respect of centrally monitored scheme Kisanvani scrutinized and guidelines issued to the stations concerned.

The action taken reports on the advisories received from the stations are processed at the Directorate and forwarded to the concerned ministries. In view of the fast changing requirements of the farm sector, the Farm & Home Cell also evolves training modules and workshops for its programmers in collaboration with the Ministry of Agriculture. Farm and Home programmes are broadcast by all stations of AIR. Programmes are designed based on the local day to day needs of the farming community incorporating latest information and technology for best agricultural output. These programmes create awareness about the ways & means to improve the agricultural productivity and quality of the country's farming community. The programmes are broadcast daily in the morning, noon and evening with average duration of 60 to 100 Minutes per day for Rural Women, Children & Youth. The Farm & Home units of AIR broadcast composite programmes including equal segments of rural development scheme and hard-core agriculture programmes like animal husbandry, fisheries, dryland and wasteland agriculture and also on segments dwelling on employment schemes, loan and training facilities, sanitation, health hygiene and nutrition etc.

REVIEW OF LITERATURE

The farm programme has been recording and broadcasting various farmers welfare schemes due to which the farmers are able to gain knowledge about various schemes and aspects in Agriculture and benefit from them (Tamizhparithi and R. Subramani, 2008). AIR has played significant part in bringing new technology in agriculture to the door steps of farmers by providing desirable support to various training and functional literacy programme (Kujur, 2009). In developing countries like India, radio occupies a special status, because radio is the only electronic medium that can be really labeled as 'mass' where large proportion of the population can be reached and the listeners by and large possess the means to receive them (Kammini Bisht, 2014). Onkar Gouda Kakade (2013) has found that radio was second most credible source ranked by the farmers. Ariyo O.C (2013) has observed that Radio was found to be more accessible (46.3%) and also major source (60.19%) of agricultural technological to the farmers. A.K. Ango (2013) revealed that farmers adopted the information through radio which was highly relevant (32.2%) to the practices. Farmers still perceive AIR programme are far more committed to the farmers than any other electronic media (Jomi Thomas, 2010).

OBJECTIVE

- To analyse the Credibility of Farm Broadcast of All India Radio Tiruchirappalli, Tamil Nadu

METHODOLOGY

This study completely based on both primary and secondary data. The primary data has been collected from the 20 farmers in Pachampettai village of Lalgudi Taluk, Tiruchirappalli district through the systematic random sampling method with help of interview schedule. The study aims at understand the credibility of farm broadcast of Tiruchirappalli All India Radio. The interview schedule covered on profile of the farmers, source of farm information, types of presentation preferred by the farmers, extent of utilization of information gained through the agriculture programmes, opinion

regarding reliability, opinion about language used in agriculture programmes and opinion about the practicability of information presented through agriculture programmes. The secondary data collected from agriculture departments, Tiruchirappalli All India Radio, Prasar Bharati, NSSO reports, various statistical reports, published materials like Journals, News Papers, Periodicals, Books etc.

PROFILE OF TIRUCHIRAPPALLI ALL INDIA RADIO

The Tiruchirappalli All India Radio station is one of the six pioneer stations in the pre-Independent India and the second station set up in the erstwhile Madras State after the first one at Madras. It is centrally located in the State of Tamil Nadu. It started functioning in a rented building on Williams Road in the Cantonment area of Tiruchirappalli with a 5 KW Medium Wave transmitter at Tiruverambur.

Shri C. Rajagopalachari the then Chief Minister of composite Madras state inaugurated it on 16th May 1939. Shri Lionel Fielden, the first Controller of Broadcasting India, broadcast a message on the occasion. On 2.11.1962 the station was shifted to its present new own building on Promenade Road now called Bharathidasan salai in the Cantonment area. The five KW Medium Wave transmitters were upgraded to 50 KW M.W. Transmitter on 13.6.1961. This was further upgraded to 100 KW M.W transmitters on 1.1.1988. Separate time chunk was introduced in July 1940 for School Broadcast service. Similarly Farm and Home unit was started on 7th June 1966 and in July 1969 'Ilaya Bharatham' (Youth programme) was introduced. Regional News unit was set up on 14th November 1981 and Audience Research Unit was started functioning from 3rd September 1991.

The Station has completed more than 77 years of dedicated service to the people. For the past 77 years the Station has been functioning as a friend, philosopher and guide to the people and working for all round development of the society – its literature, culture, music, science, community development etc. It has made significant contribution for increase in the Agricultural production, rural development, preservation and popularization of classical and folk music.

The 100 KW Medium Wave High Power transmitter of AIR, Tiruchirappalli covers 56 per cent of the total area of Tamil Nadu and about 50 per cent of the total population of the State. The programme zone of AIR, Tiruchirappalli Primary Channel comprises ten districts of Tamil Nadu viz. Tiruchirappalli, Perambalur, Ariyalur, Karur, Salem, Namakkal, Thanjavur, Tiruvarur, Nagapattinam and Pudukkottai.

The programmes provided by the Primary channel includes News real, Music (Classical, both Carnatic and Hindustani, Light, Instrumental Folk, Music lesson, Musical discourse and Film music) Drama/Plays, Spoken word items such as Talks, Discussions, Features, Interviews, Debate, Eye-witness Accounts, Radio reports, Review of the proceedings in the Assembly/Parliament (whenever in session) originated from Chennai and New Delhi respectively. Drama and Special Audience Programmes for Youth, Children, Women, Industrial workers, School students, Farmers and rural people. Most of the Programmes broadcast on this channel are in Tamil. A few of them are in Hindi, Sanskrit and English.

Special emphasis was laid to produce qualitative Programmes with the aspect of entertainment and information and at the same time communicating the listeners more effectively. Most of the developmental programmes give an opportunity for the people living in remote areas to express their views, aspirations and grievances through listeners' letters. Every year live commentaries were arranged to cover Thiyagaraja Aarathana music festival and music concerts are relayed live, which earned good appreciation among the public for AIR, Tiruchirappalli. The Tiruchirappalli AIR has been dedicated its service to the public for the past 77 years, through its social, cultural and musical Programmes. It is representing all the age groups and a true companion to those who are in need.

FARM AND HOME UNIT OF TIRUCHIRAPPALLI AIR

Tiruchirappalli is one among the ten selected stations in the country where Farm and Home units were established during 1966, marking the beginning of a new era in farm broadcast. The Farm and Home unit at A.I.R, Tiruchirappalli was started on 7.6.1966. Since then, the Farm and Home programmes of this station are proving purposeful and effective information to the farming community of this area. The farm and home unit of this station is broadcasting programmes on agricultural and allied subjects. The impact created by Farm and home unit of Tiruchirappalli is evergreen in the memory of rural listeners and officials involved in the agricultural development in the early years. When this unit has played very important role in disseminating latest agricultural technologies through its broadcasts. ADT 27 a paddy released during that time was popularly called as "Radio Rice" by the farmer which explains the impact of farm programmes. Later on, in the year 1991 when the Farm and Home unit celebrated its Silver Jubilee, about 30,000 farmers participated in the two-day function held to mark the occasion. The All India Radio Tiruchirappalli broadcast time of agricultural programme is 6.30-6.45 AM, 2.15-2.45 PM (except on Sundays) and 7.25-8.00 PM.

FINDINGS AND DISCUSSIONS

Table- 1: Profile of the farmers

Characteristics	Number	Percentage
Gender		
Male	12	60
Female	8	40
Age		
Below 20 years	2	10
21-30 years	2	10
31-40 years	6	30
40 years and above	10	50
Education		
Illiterate	6	30
Primary school	8	40
High school	2	10
College	2	10
Post- Graduation	2	10

Source: compiled from primary survey

The data reported in table - 1 indicated that majority of the respondents (60 per cent) were male and rest were female (40 per cent). Further, the data indicated that about half of the respondents (50 per cent) were in the age group of 40 years and above. While 30 per cent of the respondents were 21-30 years and group of 31-41 years and 10 per cent were in the age group of below 20 years and 21-30 years.

Education-wise break up of respondents, presented in the above table found that 40 per cent of the respondent have completed primary school studies followed by illiterate 30 per cent have completed primary school education. About were post graduates. It is interesting to note that there

were each 10 per cent of the respondent have studied high school, college and post graduate respectively.

Table - 2: Sources of farm information

Sources of information	Number	Percentage
Radio	10	50
Extension Worker	4	20
Neighbor	2	10
T.V	2	10
Newspaper	2	10

Source: compiled from primary survey

There are number of sources of agricultural information which a farmer can use. In order to find out how the farmers rate the radio broadcast in respect of the source of the information.

Table - 2 deals with the expressed opinion of registered respondents about the source of agriculture programmes. The data revealed that radio was the number one source ranked by the respondents, followed by extension work.

Table - 3: Types of presentation preferred by the farmers

Types of presentation	Number	Percentage
Question-Answer	10	50
Dialogue	4	20
Discussion	4	20
Interview	2	10

Source: compiled from primary survey

A question was asked to the respondents to know the type of presentation as preferred by the responds. The most preferred was question and answer method followed by dialog.

Table - 4: Extent of utilization of information gained through the agriculture programmes

Information used	Number	Percentage
Fully	10	50
Partially	6	30
Not at all	4	20

Source: compiled from primary survey

The table - 4 reveals that half of the respondents (50 per cent) fully used information in their day today farming and 30 per cent used partially and farmers who have not used the information were only 20 per cent.

Table- 5: Opinion regarding reliability

Opinion	Number	Percentage
Fully reliable	10	40
Some extent reliable	6	30
Not at all	4	20

Source: compiled from primary survey

The table - 5 indicates that more than half of the respondents (50 per cent) opined that the content of agriculture programmes was fully reliable, followed by some extent reliable (30 per cent).

Table- 6: Opinion about language used in agriculture programmes

Opinion	Number	percentage
Very easy to understand	10	40
Easy to understand	6	30
Not easy to understand	4	20

Source: compiled from primary survey

The data presented in table - 6 on opinion about language used in agriculture programmes. The opinion of the respondents was recorded on the three point continuum; very easy to understand, easy to understand and not easy to understand. About 50 per cent respondents recorded their opinion as very easy to understand, followed by easy to understand (30 per cent) and only (20 per cent) not easy to understand. The above finding shows that the language used in agriculture programmes was rated as “very easy to understand”.

Table – 7: Opinion about the practicability of information presented through agriculture programmes

Opinion	Number	percentage
Practicable	10	50
Somewhat practicable	6	30
Not practicable	4	20

Source: compiled from primary survey

Table - 7 pertains to the opinion of farmers about the practicability of information presented through agriculture programmes. A majority of the farmers (50 per cent) opined that the information presented through agriculture programmes was “practicable” followed by somewhat practicable (30 per cent) and not practicable (20 per cent). It is, therefore, inferred that a highest percentage of farmers considered the information broadcast through agriculture programmes as “practicable”.

CONCLUSION

The broadcasting stations of All India Radio are providing a variety of programmes in the areas of news, education, rural development, entertainment, commercial broadcasting service etc. The farm and home unit of All India Radio programmes. These programmes deal with several aspects of agricultural information. Radio is considered as an effective tool to disseminate agricultural information among the farmers and it is the most powerful mass media for broadcasting information quickly. The farmer respondents are having differential education and are from different age groups. In spite of that, irrespective of age, gender and education gave a positive feedback about the programmes of All India Radio, Tiruchirappalli. They opined Radio remains a better source of information among other sources, they preferred the question and answer, type of presentation, utilized comprehensively, reported fully reliable and practicable. Thus, AIR still remains to be source of information for farmers.

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