



## Impact of Mass Media on Socio-Economic Conditions of Farmers in Kanpur District of U.P.

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**Received:** 13 July, 2017

**Revised:** 15 Oct., 2017

**Accepted:** 22 Nov., 2017

### ABSTRACT

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. The study was conducted by selecting farmers of Panaupurva village of Kanpur, UP. The primary data was collected directly from the 100 farmers and peasants by using random sampling technique, while the secondary data was collected from published reports of various institutions, research articles in various national and international journals, periodicals, and reports from daily news papers and information from various websites. The results revealed that greater part of rural youth were aspired for higher education through various educational aspiration programmes. The occupational aspiration level of rural youth and farmers towards farming business was also increased through various programmes conducted with the help of these electronic media, and hence, the youths prefer most localized and independent job i.e. farming. Thus, the youth have being trained better on improved methods of farming by the efforts made by the planners to maximize the economic returns and incentives which moulds the rural youth aspirations towards other agro-based enterprises like dairy, poultry, bee keeping, and small scale industry, as these will provide additional income along with agriculture for stable financial status of the rural youth. And also efforts could be made by government agencies to provide rural youth good projects with various infrastructural facilities like knowledge, credit, marketing etc.

**Keywords:** Electronic media, Rural youth, Information and communication technology (ICT)

Indian agriculture contributes 16 per cent of our GDP, and approximately 60 per cent Indians derive their livelihood from the agricultural sector. Sashidhan and Sharma (2006) emphasised that the use of ICT tools has potential to change the economy of livestock, agriculture and artisan in India. It is only by empowering small and marginal farmers to overcome their handicaps that they can become instruments of evergreen revolution and growth in agricultural sector. According to Slathia, P.S., Paul,

N. and Nain, M.S. (2011), over 97 percent of India's population lives in the area that have access to radio broadcast served by All India Radio. The limiting factors of farmers in maximizing their farm incomes are access to technology, government endeavour, resources, markets, institutions and services. Farming community is facing a lot of problems in maximizing the crop productivity. In spite of successful research on new agricultural practices, the majority of farmers are not getting upper bound

yield due to several reasons. One of the reasons is that expert scientific advice on crop production and marketing is not reaching the farming community in a timely manner. There is a concern that the gap between the information rich and information poor is getting wider. The farmer proceeds for farming on the basis of experience. Generally, farmer follow the advice of local shopkeepers/agents who sells him seeds, fertilizers, insecticides, pesticides, etc. The information need of Indian farmers across the country is varied. Communication is now one of the central issues in Third World countries like India where 72.22% (2001 census) people live in villages.

**METHODOLOGY**

The study was conducted during the year 2017 in the Kanpur district of the (U.P) state. The Uttar Pradesh state consist of 75 districts, out of which Kanpur district was selected purposively only one blocks namely Kanpur was selected purposively for the present study from Kanpur block, 1 villages were selected on the basis of maximum availability of farmers in the villages. In this way the Panaupurva villages, from Kanpur block were selected for the study. A list of farm families who are engaged in farming was prepared from the 1 selected village, 100 farm families were selected randomly. In this way a total of 100 farm families (100\* 1 = 100), were selected as respondents for collection of data. The data were collected by personal interview with the help of pre-tested structure Interview schedule. The statistical measures such as percentage, mean score, standard deviation are used.

**RESULTS AND DISCUSSION**

Table-1 represents the age of the respondents in four class intervals, i.e. up to 25 years, 26-40 years, 41-55 years, and above 55 years respectively.

**Table 1:** Age distribution of the respondents (n=100)

Sl. No.	Age groups	% of Respondent
1	Up to 25	16
2	26-40	39
3	41-55	42
4	Above 55	3

From the Table 1, it can be observed that majority of household fall under the age group 41-55 years (42%) followed by the age group 26-40 years (39%),

age group up to 25 years (16%), and age group of above 55 years (3%). From Table 2 it is amply evident that majority of the respondents belonged to General Caste (42%), followed by Schedule Caste (35%) and OBC (23%) in descending order.

**Table 2:** Distribution of caste of the respondents (n=100)

Sl. No.	Category	% of Respondent
1	General	42
2	SC	35
3	OBC	23

Table 3 reflects the educational status of the respondents. Majority of the respondents (57%) were middle school, followed by high school respondents (17%) and primary school (12%).

**Table 3:** Educational background of the respondents (n=100)

Sl. No.	Category	% of Respondent
1	Illiterate	5
2	Can read and write only	0
3	Primary School	12
4	Middle School	57
5	High School	17
6	Graduate/PG	9

It is interesting to note that only (9%) of the respondents had education up to graduation level. Hence, the respondent population, as perceived from the results, was found to have on an average a primary to high level of education. From Table 4 it can be observed that large majorities (55%) of the respondents were living in nuclear family and remaining (45%) belonged to joint family.

**Table 4:** Distribution of the respondents according to family type (n=100)

Sl. No.	Category	% of Respondent
1	Joint	45
2	Nuclear	55

From the Table 5 it can be observed that large majorities i.e., (71%) of the respondents have total family members up to 5, followed by (22%) who have 6-10 members, (4%) have 16-20 members

followed by (3%) who have total members from 11-15 respectively.

**Table 5:** Distribution of the family size of the respondents(n=100)

Sl. No.	Total Number of Members	% of Respondent
1	Up to 5	71
2	6-10	22
3	11-15	3
4	16-20	4

It is observed from the Table 6 that majority of the respondents lived in thatched type of house (60%) followed by (16%) in semi pucca houses, whereas 13% lived in pucca houses and only 11% of the respondents had hut type of houses.

**Table 6:** Distribution of the housing pattern of the respondents (n=100)

Sl. No.	Category	% of Respondent
1	Hut	11
2	Thatched	60
3	Semi Pucca	16
4	Pucca	13

From Table 7 it can be evaluated that among total respondents, majority were marginal farmers (72%), followed by small farmers (19%), then small-medium farmers (6%) and medium farmers (3%) respectively.

**Table 7:** Distribution of holding size of the respondents (n=100)

Sl. No.	Category	% of Respondent
1	Less than 1 Hectare (Marginal Farmers)	72
2	1-2 Hectare (Small Farmer)	19
3	2-4 Hectare (Small-Medium Farmer)	6
4	4-10 Hectare (Medium Farmer)	3

As observed from the Table 8, majority of the respondents 67% possess materials worth up to ₹ 1.5 lakh, followed by 23% of the respondents possessing materials worth between ₹ 1.5 to 3 lakh, 7% of the respondents possessing materials worth

ranges between ₹ 3 to 4.5 lakh and only 3% possess materials worth more than ₹ 4.5 lakh.

**Table 8:** Extend of possession of materials (n=100)

Sl. No.	Limit of Possession	% of Respondent
1	Up to 1.5 Lakh	66
2	1.5-3 Lakh	23
3	3-4.5 Lakh	7
4	More Than 4.5 Lakh	3

As revealed from the Table 9 it can be observed that majority of the respondents (56%) have average annual income extends to ₹ 50000, followed by (31%) of the respondents annual income ranges between 50000 to 1 lakh, (6%) between ₹ 1 to 1.5 lakh and (7%) more than 1.5 lakh subsequently.

**Table 9:** Distribution of the respondents according to annual income (n=100)

Sl. No.	Income Category	% of Respondent
1	Up to 50,000	56
2	50,000-1 Lakh	31
3	1 Lakh-1.5 Lakh	6
4	More Than 1.5 Lakh	7

From the Table 10 it can be observed that 98 per cents of the respondents had low level of social participation (high gap) followed by 2 per cent having medium level of social participation and none of them have medium and high level of social participation.

**Table 10:** Extent of social participation by the respondents (n=100)

Sl. No.	Gap in Social Participation	% of Respondent
1	Up to 25(Low)	0
2	26-50 (Semi-medium)	0
3	51-75(Medium)	2
4	Above 75 (High)	98

It can be concluded that the farmers are rarely interested for acquiring knowledge and benefits of various social organizations in their locality.

**Table 11:** Overall socio economic status of respondents (n=100)

Sl. No.	Socio-Economic Variables	Mean	Standard Deviation
1	Age	38.52	10.76
2	Respondent Education	3.08	1.051
3	Family Education	4.038	1.301
4	Land Holding	0.857	1.064
5	Total Possession	87616.6	81967.8
6	Annual Income	55800	24191.8

From overall findings of the research as shown in Table 11 it has been observed that the average age of the respondents was 38 plus years with standard deviation of 10.76. The educational status of the respondent was observed to above middle school with standard deviation of 1.05. Family educational status was observed to be above primary school with standard deviation of 1.301. The mean land holding status of the respondents was observed to be less the 1 hectare with standard deviation of 1.064. The mean of the total possession of materials in terms of monetary unit was observed to be 87616.6 rupees with standard deviation of 81967.8. And the mean annual income of the respondents was observed to around 55800 rupees with standard deviation of 24191.

**CONCLUSION**

The majority of household fall under the age group 41-55 years (42%). Majority of the respondents belonged to General Caste (42%). The educational status of the majority of the respondents (57%) were middle school. Large majorities (55%) of the respondents were living in nuclear family. The large majorities i.e., (71%) of the respondents have total family members up to 5. The majority of the respondents lived in thatched type of house (60%), the majority were marginal farmers (72%), majority of the respondents 67% possess materials worth up to ₹ 1.5 lakh. Majority of the respondents (56%) have average annual income extends to ₹ 50000. It observed that 98 per cents of the respondents had low level of social participation (high gap). The study indicated the impacts of Mass media on Socio-economic condition of farmers. The finding revealed that majority of the farmers used for the purpose of information of variety

followed by marketing, schedule of water supply, supportive facts, plant protection measures, fertilizer management, preparation of seedling, weed management, irrigation management, land preparation and sowing and harvesting and post harvesting technology. The e-governance in the state aimed at IT driven system that worked better, cost less and was capable of serving the decision-making machinery and citizens need.

**Scope for Future Research**

Mass media usage in agricultural extension requires committed time and effort of administrators and to a certain extent, from the members as well. One has to keep on posting something new, which must be pertinent to the farmers. Many of the ICT projects in India have suffered as relevant and localized content remains unavailable and unaffordable. The similar study on other enterprise need to be undertaken to investigate the knowledge level of respondents in different district of U.P.

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