

Utilization of print media for agriculture development: A case study of peasants

*Sheela D. Deshmukh¹, M.S. Prashanth¹, Salve R. N. ²

¹Department of Sociology V.K. Chavan Patil Arts, Commerce and Science College, Shivaji University, Karave-416 507, Chandgad, Kolhapur, Maharashtra India

²Department of Sociology, Shivaji University, Kolhapur Maharashtra, India

Abstract

Shetkari is the print media that is focused to provide improved methods and techniques of cultivation to provide improved methods and techniques of cultivation to peasants in Western Maharashtra especially the literate, youth and commercial cultivator. Peasants are utilizing latest agricultural ideas for agricultural development. Agricultural development means economic growth along with maintaining their fertility of soil. To illustrate the role of print media, a study of Yalgund village of Kolhapur District is conducted. Case studies of big, medium marginal and large peasants are conducted to illustrate the importance of agricultural communication. It is found that big and small peasants have been applying the ideas to boots their agricultural economic into commercial profitable industry. The marginal farmer has implemented the technique of mixed cropping profitably. However, there is no utilization by the landless.

Keywords: Shetkari magazine, Fertilizer, Sugarcane, Marigold

INTRODUCTION

Whether it is realized or not the agriculture sector remains as one of the pertinent sectors in many countries and its significant role in uplifting the economy of a nation cannot be argued. Agriculture sectors ability in uplifting the community socio-economic status and reducing the poverty problems in Indian & other countries cannot be argued (Amekawa, 2010; Md. Salleh Hassan et al., 2010). India has doubled its effort to ensure the success and sustainability of agriculture sector. Mass media and agriculture sector are pertinent to each other. Mass media especially television, radio, printed media and internet have disseminated a number of agriculture programs and information (Gorg, 2001; Bauman, 2006). Printed media has its own strength to disseminate valuable information.

Almost 60-70% people from the rural area directly and indirectly engage in agriculture in India. Agriculture is a relatively conservative sector of Indian economy; despite Green Revolution agriculture farmers are least equipped with tool for knowledge and information access to operate efficiency in a dynamic global environment. Indian farmers have marginal holdings. In the area of globalization it is very important to Indian farmers to produce higher production within minimum cost. It was possible to the farmers by providing the techniques and ideas related to farming through various medias like T.V. Channels, radio agricultural exhibition, magazines etc (Bauman, 2006; Opara, 2008). Shetkari magazine is one of them which plays very important role (Thiam et al., 2001).

Shetkari magazine was famous from 1965. Shetkari is the print media that is focused to provide improved methods and techniques of cultivation. Peasants in western Maharashtra especially the

literate, youth and commercial cultivator are utilizing latest agricultural ideas for agricultural development. Agricultural development means economic growth along with maintaining the fertility of soil. Purpose of Shetkari magazine is to guide the farmers about their farming tools, of use better seeds for increasing production within minimum period. Method for good cultivation, management of irrigation, mixed cropping system, Business of fisheries, self employment schemes, based industries and pastoral management. The role of Shetkari magazine, a study of Yalgud village of Kolhapur District is conducted case studies of big medium, marginal and landless peasants are conducted to illustrate the importance of agricultural communication. We have taken only representative of the group of farmers as a sample for study.

OBJECTIVES

To understand, how the agricultural magazines are used by big peasants, medium peasants marginal peasant and landless. To study the utilization of print media by farmers from the study area.

METHODOLOGY

Profile of the village:

Yalgud village is situated 30k.m. away from Kolhapur District in Hatkanangle Tahsil. According to census of 2001 population of this village was 7005. Geographical area of this village is 995.48 hectare. Out of which 736 hectare is cultivated area. Generally sugarcane, rise, jawar, wheat, soya bean, floriculture etc. are the crops which were taken by the farmers. Only 190 hectare area is irrigated by two schemes. As well as there is well-known dairy project "Yalgud Dud Prakalp". Its milks products are famous in all over the state level. There are also sugar factors which product top most sugar production within Maharashtra. In Yalgud village farmers are using printed media of shetkari magazine for increasing their agricultural production. For this study we are using case study method.

Collection of Data

Primary Data: The primary data is collected through informal discussion with four peasants from various land holding groups.

Secondary Data: Secondary data is collected through the

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*Corresponding Author

Sheela D. Deshmukh
Department of Sociology V.K. Chavan Patil Arts, Commerce and Science
College, Shivaji University, Karave-416 507, Chandgad, Kolhapur, Maharashtra
India

Tel: +91-2320-233091

Email: sheela_dattatarv1981@rediffmail.com

magazines agricultural offices and Yalgud Grampanchayat. The study explains the information regarding informal discussion.

RESULT AND DISCUSSION

Case I: Experimental method for sugarcane production

A farmer, Appa B Patil has 18 acres of agricultural land. There are 7 members in his family and depend on agriculture. But only one person along with one worker worked in this land. His education is up to S.S.C. He takes monthly issue of shetkari agricultural bulletin.

During discussion we know that in issue of December 2006, in shetkari magazine, they are given the method of modern technology regarding 'sugarcane rooten management' in that method they are using chemical fertilizer with the help of pointed iron-bar, water management, use of compost fertilizer etc. By using that information its particular farmer has taken 1 acre land under cultivation by this method. Because of that production of Sugarcane increased from 45 to 65 tones. It means that by using new technology production

Sr.No	Cultivated land under Marigold (acres)	Production (Rs.)	Cost of Production	Profit (Rs.)
1.	Traditional technique 1.5 acres	30,000	25,000	5,000
2.	Modern technique 1.5 acres	40,000	25,000	15,000

Case III: Mixed crop of wheat and sugarcane

Here, we have taken a sample of a small farmer, Raju B Patil. He is having 2 acres of land. Seven members are in his family. This small farmer is science graduate. He is also using 'Shetkari Magazine'.

From the issue of October 2007 of Shetkari Magazine this small

farmer has taken the idea of wheat production technique. In this issue, the information is available regarding the suitable weather

increased by 20%. It possible only because of the information derived from shetkari magazine.

Case II: Production of Marigold flowers

We have taken another sample of medium farmer, Jayappa Basappa Salonke having the land of 10 acres. That farmer is literate and completed his B.Com. There are 5 members in his family. Because of his education he can use the information from shetkari magazine for modernization of his agriculture.

In the issue of September 2005, information was given regarding 'floriculture' use of chemical, fertilizer sprinkling of pesticide etc with the help of this information this farmer got extra production of 20 tonnes of the sugarcane.

condition for cultivation, methods of cultivation, water management, use of chemical fertilizers, cultivation techniques harvesting etc. This small farmer has taken two mixed crops of sugarcane and wheat, in his 1 acre of land reading this magazine.

Sr. No.	Land under cultivation (acres)	Types of Crops	Production/acre
1.	1 acre	Single Crop (a) Sugarcane	60 tons
2.	1 acre	Mixed Crop (a) Sugarcane (b) Wheat	-60 tons -4 Quintals

It means that within the same 1acre of land by mixed crop method. It is possible to produce 4 quintals of wheat, 60 tons of sugarcane.

Case IV: Landless

There is also one landless ie, Kamble Krishan. There are 7 members in his family, out of which only two members wage earners. His subsistence basically depends upon wages by working in the lands of landlords. Basically they are illiterate and don't have any idea regarding that type of magazines also. Therefore they are unknown of modern techniques.

The number of printed materials has been produced in India, Shetkari Magazine has a good and more popular in Maharashtra. From the results, it can be observed that the majority of the farmers in the Yalgud village have now depended Shetkari Magazine for development, suggestion, methods of new techniques in agriculture. To increase the frequency of the publication disseminated to the farmers indeed can enhance understanding on agriculture knowledge (Machila et al., 2006; Opara, 2008). Furthermore, if it is always updated with current information, this will enhance the

development of knowledgeable farmers (Nielsen and Heffernan, 2006; Amekawa et al., 2010).

CONCLUSION

It is found that big and small peasants have been applying the ideas to boost their agriculture economy. Farmers of Yalgud village those who are taking shetkari magazine, got benefit from it. Because of using technique and ideas from 'shetkari magazine' agricultural production was increased. e.g. i) Sugarcane ii) Marigold. There is no utilization of ideas by the landless, because these areas they basically depend on the wages, which they received from land holders. Fertility of agricultural land of Yalgud village is good. And sufficient irrigation facilities are also available. So there is scope for increased commercial technique of agricultural production.

SUGGESTION

Government should arrange agriculture exhibition and proper guidance and techniques to the farmers. Government should try to provide magazine to the farmers monthly at reasonable rates. Agricultural officers should also provide and suggest techniques for

taking higher production within small land. Agricultural officers from agricultural extension department should provide handouts, pamphlets with demonstration of new information for taking maximum production with minimum cost to the farmer.

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