

THE EFFICACY OF NEWSPAPER AND POSTERS AS TOOL OF COMMUNICATION FOR PRACTICING ORGANIC FARMING

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Abstract: Organic-Farming is gaining popularity across the globe. It has the potential to augment agricultural production methods in order to boost sustainability, farm profitability, and food safety. The main focus of this study is to measure the expanse of farmers' knowledge about Organic-Farming. The primary objective here is to examine the effectiveness of the newspaper as an intervention tool. The study area was chosen via certified random sampling. A systematic questionnaire was sent to 450 farmers from Haryana state. Closed-ended questions were utilized to elicit proportionate information from respondents. Respondents for the research were suitably chosen from six villages in three districts of Haryana. The questionnaire was tailored to assess farmers' knowledge, attitudes, and practice about Organic-Farming. The study compares pre- and post-intervention investigations to assess the effect of the intervention. The findings reflect a considerable increase in the knowledge of farmers post intervention. The participants involved in the study agreed that there is a need to increase awareness about Organic-Farming. They still trust in conventional techniques, notably for disease prevention and seed development. In reference to Organic-Farming, respondents are aware of rotating plants, utilizing animal-manure, plant and kitchen-waste, composting and decreasing fertilizer consumption, manually applying green manure, and weed control. Yet, a heavy use of chemicals, and post-Green-Revolution methods of farming remain prevalent in actual practice. The study concludes on the note that farmers' understanding of Organic-Farming should be expanded and the newspaper is recommended as the ideal medium for raising awareness and encouraging its practice.

Keywords:- Organic-Farming, Tools of Communication, Farmers, Communication and Newspaper.

1.0 Extension Program run by Mass Media

In order to increase agricultural output, the Indian government has introduced a number of programs and initiatives. A large number of publications have noted that the effective use of various types of mass media has the potential to be a game changer for the extension of agricultural techniques. Such programs include our hamlet Chhatera, the SITE experiment, and the Kheda Projects. The Indian newspaper is predominantly urban. To present an urban perspective on rural India, the Hindustan Times began a monthly feature in 1969 depicting life in a typical north Indian hamlet. (Chandhoke, S. K. 1990). Mr Verghese's imagining and ambition took the concrete shape of a development journalism project. It was a change agent and exposure aided growth over the nine-year Chhatera project. Until the arrival of the Hindustan Times, not a single political worker had attended the campaign. The newspaper's coverage received a large number of visitors. The CEO of a national bank chose to open a branch, which has already funded 78 tractors, some of which were supported under a World Bank program, and has raised over Rs1 million in deposits. The Union Communications Minister established a part-time post office and installed a phone line in the village. Nine years after picking up the hamlet, the newspaper called it quits on Project Chhatera in February 1977. Villagers banded together under the banner of the "Village Welfare Association" to carry on the work. Chhatera has joined up with the National Dairy Research Institute and Action for Production to launch a "white revolution."

India's first attempt to employ technology as a teaching tool was the Satellite Instructional Television Experiment (SITE). It was one of the most significant human communication experiments ever carried out. India's technical

growth intersected with that of the United States as a result of the country's aim to reach rural areas with a communication network. This experimental endeavour resulted in a rush of activity in the fields of science and technology. SITE, or Satellite Instructional Television Experiment, was an experimental satellite communications project launched in India in 1975. (Naganathan, K. D. 1985) The SITE design was developed together by NASA and the Indian Space Research Organization (ISRO). The initiative proved that India was capable of utilizing cutting-edge technology to meet the nation's social and economic needs. Following SITE, similar experiments were carried out in a number of countries, revealing the tremendous potential role that satellite TV may play in the provision of education.

The Kheda Communications Project, or KCP, is an experiment being carried out in Gujarat's Kheda district. This research spans the years 1975 through 1990. The testing will take place in the Kheda area, which is adjacent to the headquarters of the Space Applications Centre (SAC) in Ahmedabad. In India, the Kheda Communication Project used television as an instructional medium. The Project incorporated several elements that were novel in Indian television. It employed a low-power transmitter near Pij, a village some fifty kilometres south of Ahmedabad. Each of the 400 villages got a contribution of around 650 community TVs, which were subsequently placed in public spaces like as schools, where local audiences congregated in the evenings. TVs in these areas were maintained by technicians who came to the community. As part of India's "White Revolution," it has become a major milk-producing centre. The KCP collaborated with dairying, agricultural, and health extension groups, as well as local banks, cooperatives, and job exchange programs. (Contractor, N. S. et al. 1988). The audience research was a major focus of the Kheda Communication Project. The Kheda Communication Project was able to create "The Chatur Mota" (which translates to "Wise Elder") and "Nari Tu Narayani" (which translates to "Woman, You Are Powerful") because to audience engagement. A marketing plan was created that linked TV broadcasts to the operations of local development organizations. Decentralizing Indian television was accomplished through the Kheda Project. In 1984, the UNESCO Prize for Rural Communication was granted to the Kheda Communication Project.

2.0 The Study

Agriculture and allied activities are one of the leading industries that employ the majority of Indians. India's agriculture industry is increasing at a 0.6 percent annual rate. The Indian government often undertakes new agricultural initiatives with the goal of improving the lives of India's agricultural labour. The "green-revolution," "blue-revolution," "white-revolution," and "yellow-revolution" have had a significant impact on commercial-agriculture, as well as farmers' economy across the country. Each revolution added something new to the annals of history, and the consequences despite the shortcomings, proved beneficial to the masses. The emphasis was on the growth of the primary sector. Consequently, the agriculture industry, fertilizer-usage, and irrigation-system all went through tough times following their extensive overuse and misuse. As a consequence, more traditional agricultural practices suffered. It happened due to the absence of knowledge about land and water. Hence, the only possible option for a safe and speedy agricultural regeneration is to embrace Organic-Farming. The government recognises its potential and is encouraging farmers to practice Organic-Farming. But this also accentuates the dire need for more efficient and extensive study to establish which communication channel is the most successful for Organic-Farming in order to eliminate this problem and uncover the solutions to these difficulties.

3.0 Theoretical Framework

People, according to this theory, seek consistency among their many cognitions (i.e., beliefs and opinions). If attitudes and actions contradict each other, dissonance must be alleviated. When a person's attitudes and behaviours contradict one other, the attitude usually shifts to fit the behaviour. The weight of contradictory ideas causes cognitive dissonance. Dissonance may be dealt with in three ways: discordant beliefs can be diminished in significance, more consonant beliefs can be added to compensate, or dissonant beliefs can be modified so that they are no longer incongruous. When deciding between two contradicting ideas or acts, cognitive dissonance is common. When both possibilities are equally tempting, dissonance increases. As fewer incentives lead to less dissonance, opinions about less incentive may shift. Most behavioural theories anticipate a bigger attitude shift in response to an incentive, which contradicts dissonance theory. Festinger, L. (1962). What factors influence people's attitudes? This is critical. It relieves a person of having to decide what is appropriate on a case-by-case basis. Emotional and cognitive reactions, experiences, and memories of prior conduct all contribute to the formation of an attitude. This concept explains how past knowledge influenced farmers' views. This survey assessed both awareness and attitude.

4.0 Research Objective

3.2 (a) Broad Objective:

The research focuses to discover answers to questions through scientific and systematic methods. The main aim of the research is to find out about various important aspects of Organic-Farming that are either lesser known or overlooked. The broad objective of this study is-

To find out efficacy of Newspaper as a medium of intervention for Organic-Farming

3.2 (b) Specific Objectives:

- To explore the Knowledge of farmers towards Organic-Farming
- To analyze the Attitude and Practice of farmers towards Organic-Farming.
- To find out if Newspapers had efficacy as a medium of intervention for Organic-Farming.
- To find out if Posters had efficacy as a medium of intervention for Organic-Farming.

5.0 Research Methodology

An experimental study must be conducted prior to drawing a connection between causes and effects from their relationship. The research in this study evaluates the impact of an independent variable on another variable under their inspection in controlled conditions (interventions). The research is conducted using a valid experimental design. As this design is employed, the change in the independent variable impacts the variable under examination (the dependent variable), which detected effortlessly. For this study, participants were divided into two groups allowing better constructive and comparative results- experimental group and control group.

6.0 Sampling Tool

Haryana is India's breadbasket, as well as a worldwide example of a successful Green-Revolution. Despite limited cropland, Haryana is the second-largest supplier of wheat to the Central Pool. The advent of high-yielding wheat and rice varieties, irrigation infrastructure, resourceful farmers, and strong state government support for new technology have made this possible. Stratified-random sampling is used to choose three districts, one from each zone. The districts picked are Gurgaon, Hisar, and Kurukshetra. Next, two villages were picked at random from each of the districts with agricultural producing regions. Hence, a total of six villages. A total of 450 respondents were chosen from Haryana. The margin of error, accordingly, is 5%.

7.0 Statistical Tools

Data collection was followed by a thorough check for missing numbers and errors. After coding, the data was entered into SPSS. For a more detailed assessment of the results, the incorrect data were removed from SPSS. Cross-tabulation, the Wilcoxon signed-rank test, and the Simple Percentage tool were used to evaluate the collected data. MS-Excel 2016 and MS-Word 2016 were used to construct the tables and charts.

8.0 Finding and Discussion: -

The questionnaire is designed to analyse the practice of organic farming among farmers. The research focuses primarily on demographic details along with the practice of organic farming. The gender and age of the respondents are some of the most significant demographic variables that can contribute to farmers' awareness, attitudes, and practices. (Molder et al., 1991; Burton et al., 1999; Ghorbani and Hamraz, 2009; Sarker et al., 2010; Seyed et al., 2010). Hence, these two demographic variables are employed to minimize sampling and response bias. The results are then generalized. The main focus in this study was on the practice of organic farming. The research discusses about two different types of tables, namely, simple *cross-tabulation and percentage table* and the *Wilcoxon sign ranked test*.

Table 1 Education of Respondents

		Frequency	Percent	Valid Percent
Valid	Primary school	12	2.7	2.7
	Middle school	66	14.7	14.7
	High school	187	41.6	41.6
	Intermediate	139	30.9	30.9
	Graduate & Post graduate	46	10.2	10.2
	Total	450	100.0	100.0

The respondents in this survey (as shown in table 1) were asked about their level of education, and it was determined that they fall into one of five groups regarding their literacy: primary school, middle school, higher school, intermediate, graduate and post-graduate. Primary school group make up 2.70 percent of the entire sample. Middle school group make up 14.7 percent of the total responders. 41.6 percent are in High school group. 30.9 percent are in intermediate school group. Graduate and postgraduate group make up 10.2 percent of the total respondents.

Table 2 Practice of Organic Farming

Frequency		Do you practice organic farming?		Total
		Yes	No	
Village of respondents	Bahbalpur	8	42	50
	Nayana	6	44	50
	Litani	7	43	50
	Alimuddinpur	8	42	50
	Mahchana	5	45	50
	Khawaspur	4	46	50
	Duniya majra	8	42	50
	Ajrana kalan	8	42	50
	Jhansa	7	43	50
Total		61	389	450

The researcher conducts an analysis of the "practices by farmers" regarding organic farming in this portion of the report (table 5.77). The first statement researcher asked about practicing of organic farming. In pre-intervention survey, overall 12.9% farmers engaged in organic farming. In post-intervention survey, it is increased to 13.6%. No change is noticed in post-intervention survey of "Bahbalpur", "Alimuddinpur", "Litani", "Jhansa", "Nayana" and "Khawaspur" villages. In pre-intervention survey, 12% from "Ajrana Kalan" were engaged in organic farming. In post-intervention survey, it increases to 16%. In recent study, practicing of farming in farmers of "Duniya Majra" increases from 10% to 16%. While just 6% farmers from "Mahchana" village were engaged in organic farming. In post-intervention survey, it increases to 10%.

Table 3 Practicing of Organic Farming among Farmers.

		N	Mean Rank	Sum of Ranks	Z	Asymp. Sig. (2-tailed)
Pre-intervention statement 48- post-intervention statement 48	Negative Ranks	0 ^a	.00	.00	-2.646 ^a	.008
	Positive Ranks	7 ^b	4.00	28.00		
	Ties	443 ^c				
	Total	450				

Analysis of Test - The Wilcoxon signed rank test indicates that there is a significant change since the p-value is 0.008, which is less than the significance criterion of 0.05. As a consequence, the null hypothesis indicated above, that there is no significant change between pre-intervention and post-intervention of practicing of organic farming among farmers, is rejected.

Table 4 Practice of Farm Yard Manure among Farmers.

		N	Mean Rank	Sum of Ranks	Z	Asymp. Sig. (2-tailed)
Pre-intervention statement 53-	Negative Ranks	41 ^a	21.00	861.00	-1.433 ^a	.152
	Positive Ranks	24 ^b	53.50	1284.00		
	Ties	385 ^c				

post-intervention statement 53	Total	450			
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Analysis of Test - The Wilcoxon signed rank test indicates that there is no significant change since the p-value is 0.152, which is less than the significance criterion of 0.05. As a consequence, the null hypothesis indicated above, that there is no significant change between pre-intervention and post-intervention of practice of FYM among farmers, is accepted.

Table 5 Practice of Vermi-compost among Farmers.

		N	Mean Rank	Sum of Ranks	Z	Asymp. Sig. (2-tailed)
Pre-intervention statement 54- post-intervention statement 54	Negative Ranks	3 ^a	2.50	7.50	-8.731 ^a	.000
	Positive Ranks	79 ^b	42.98	3395.50		
	Ties	368 ^c				
	Total	450				

Analysis of Test - The Wilcoxon signed rank test indicates that there is a significant change since the p-value is 0.000, which is less than the significance criterion of 0.05. As a consequence, the null hypothesis indicated above, that there is no significant change between pre-intervention and post-intervention of practice of Vermi-compost among farmers, is rejected.

Table 6 Practice of Liquid Organic Manures among Farmers.

		N	Mean Rank	Sum of Ranks	Z	Asymp. Sig. (2-tailed)
Pre-intervention statement 57- post-intervention statement 57	Negative Ranks	7 ^a	4.50	31.50	-7.929 ^a	.000
	Positive Ranks	68 ^b	41.45	2818.50		
	Ties	375 ^c				
	Total	450				

Analysis of Test - The Wilcoxon signed rank test indicates that there is a significant change since the p-value is 0.000, which is less than the significance criterion of 0.05. As a consequence, the null hypothesis indicated above, that there is no significant change between pre-intervention and post-intervention of practice of Liquid organic manures among farmers, is rejected.

9.0 Conclusion

This study investigates the efficacy of Newspaper and Posters as tools of communication for spreading awareness on organic farming. The primary goal of this study was to measure the degree of farmers' knowledge enhancement after the intervention. It also aims to find out the best tool of communication for intervention. The broad research objective is fulfilled in the research effectively. Based on the findings of pre-intervention survey and their logical interpretation, it is concluded that the respondents had low-levels of expertise in Organic-Farming prior to intervention. There remain considerably higher levels of trust in conventional techniques, notably for disease prevention and seed development. Post intervention into Organic-Farming related knowledge, via the Newspaper as a tool of communication, farmers' awareness is noted to be amplified exponentially. In post-intervention survey. It is recorded that 14% of farmers had adopted Organic-Farming. The study records a positive change in the attitude of 54% farmers. According to the research newspaper as a tool of communication in Organic-Farming is very efficient. A positive change in awareness related to seeds, farming methods, manures, crop disease & pest control and organic certification is documented. Most farmers in the study were aware about traditional methods of weed management, hence there is minimal change noticed in the awareness related to weed management. With regard to

Organic-Farming, respondents are aware of rotating plants, utilizing animal manure, plant and kitchen waste, composting and decreasing fertilizer consumption, manually applying green manure, and weed control. Farmers' understanding, as well as techniques employed while practicing Organic-Farming needs to be expanded. The study yields positive outcomes concerning the use of newspapers as a tool of intervention, and is recommended as the ideal medium for raising awareness for Organic-Farming.

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