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Effectiveness of agricultural program-“Amachi Mati Amachi Manse” as perceived by televiewing farmers

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Television admittedly plays a very important role in imparting information to the audience. The value of any program can only be judged through audience response and their feedback.

The present investigation was conducted in Parbhani district in Marathwada region of Maharashtra State. Three talukas viz., Parbhani, Selu and Manwat were selected randomly by lottery method from the district. Four villages were randomly selected by lottery method from each taluka. Thus, total twelve villages were selected. Ten respondents who are seeing the programme ‘Amachi Mati Amachi Manse’ on Sahyadri channel regularly were selected randomly by lottery method from the list. Thus, there were a total of 120 respondents, from whom the data were collected.

It was observed that majority of the viewers were from middle age, had education upto secondary level, medium family size, small size of land holding, medium annual income, farming as the major occupation, had medium social participation, medium extension contact, and medium cosmopolitanism.

As regards overall perceived effectiveness, it was noticed that majority of the viewers were from ‘medium’ perceived effectiveness category.

The variables namely education, annual income, occupation, social participation, extension contact and mass media exposure were positively and significantly related with perceived effectiveness of agricultural programme ‘Amachi Mati Amachi Manse’.

Biography

Lad Anuradha Subhashrao has completed her M.Sc. (Agri.) at the age of 24 years from Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani, Maharashtra. She is Ph.D. scholar of Dept. of Extension Education, VNMKV, Parbhani. She has published 11 research articles and 2 popular articles. She was also awarded with ASPEE foundation junior and senior research fellow at M.Sc. and Ph.D. levels. She has presented papers in 6 national conferences and 1 international conference.

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Impact of SHGs on socio-economic status of women members in Latur district of Marathwada region of Maharashtra state

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The main objective of the formation of SHG is to strengthen economic conditions of the members by using resources available in the locality. The present investigation was conducted in villages of Latur district of Marathwada region of Maharashtra state to examine the impact of SHGs (Self-Help Groups) on socio-economic status of the members. The required data regarding the fulfillment of the objectives were collected in the specially designed and pretested schedules separately for the groups and individual members. The information regarding the year of formation of SHGs, information of members, their income, employment, social participation and other family information was collected in the schedules by personal interview method at two points of time following “before” and “after” approach. The chairman or secretary or one of the active members of the group was interviewed for collecting information. Out of twelve selected SHGs all the members were undertaken for the study making total 130 respondents were selected. Further they were classified on the basis of age group and activity basis for income, expenditure and employment generation. Out of total sample 56 belong to younger age group (1-3 years) of SHGs and 74 belong to elder age group (4-7 years) of SHGs. On the basis of activity out of total sample 52 belong to goat units and 78 belong to buffalo units. The findings revealed that employment generation was higher in elder age group of SHGs. However per family employment generated in goat keeping was comparatively less than employment in buffalo keeping activity. Percentage on food consumption was decreased after joining SHGs. It indicated clearly that there was positive impact on the income of respondents. The proportion expenditure on traveling and recreation, education and housing etc. also increased due to participation in SHG. The absolute amount of money expenditure increased on the above said items of the family budget. This is obvious that if income increases it is spent on traveling, education and housing etc. The total income was found increased after joining the activities of SHGs. This study will be useful to the planners, research workers and NGOs for the expansion of the scheme on large areas covering large population for achieving the national goals.

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