
UNIT 10 AGRICULTURAL PROGRAMMES

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10.0 INTRODUCTION

The strategic importance of the agricultural sector in India's economic growth primarily lies in the fact that it provides livelihood to a predominant section of our population and twenty six percent of the Gross National Produce comes from agriculture. The Five Year Plans have aimed at the progressive modernization of agriculture. Traditional agriculture in India was characterized by the use of low-yielding traditional varieties of seeds and low level of fertilizer application. The availability of assured irrigation facilities was limited to a few areas, and pests and diseases took a heavy toll of agricultural production every year. Research and extension services were also weak.

Over the past five decades, changes have taken place due to emphasis received by agriculture in the country's Five Year Development Plans and particularly in the first four plans. The process and growth of Indian agriculture is a story of dedicated efforts and involvement of millions of farming families. They have made efforts in modernization of their traditional subsistence farm operations. The record of agricultural progress since Independence has been truly impressive. In agricultural production, India has exceeded the 200 millions tonnes mark. It has emerged as the second largest producer of rice, wheat, groundnut, fruits and vegetables in the world. In all these achievements, the role of mass media especially radio has been more than catalytic. Radio with its tremendous reach played a stellar role in our agricultural development. In fact, the expansion of the radio medium was undertaken in the country so that the rural people particularly the farming community could get communication support for development. Therefore, for a radio broadcaster, it is very essential to understand the needs of farmers and basics of programming for rural population particularly farmers.

10.1 OBJECTIVES

On completion of the study of this unit, you will be able to:

- describe the communication needs of farmers in a specific area;
- identify topics for agriculture programmes; and
- plan and produce appropriate radio programmes.

10.2 FARM BROADCASTS : A REVIEW

Specialized programme production units known as Farm and Home Units were set up by All India Radio to undertake programmes for the rural audience particularly the farmers. These units were managed by agricultural specialists who had a flair for radio communication. They received massive support from the officers of the departments of agriculture and animal husbandry of the state governments besides the agriculture research institutes. Universities like Pantnagar Agriculture University prepared special inputs including taped programmes for inclusion in the programme for farmers.

There were farm radio reporters attached to each radio station who spent nearly three weeks in villages to collect recordings from the farmers, village level workers and agriculture officers. Green revolution was a mission to be achieved and the entire country's efforts were focussed on this.

All this has changed over a period of time. According to the estimates of the Central Statistical Organization (CSO), the agriculture growth in the country has touched down a low figure of 0.7 percent in 1999-2000. Many of the Farm and Home Units of radio stations have lost their identity and some of them do not have the experts required for production. The farm universities and research institutes have proliferated but without the corresponding benefit to radio broadcasting.

In 1956 an attempt was made to provide a two-way communication to the rural people through broadcasts. The programme was called 'Radio Forum' and was tried in 144 villages in the vicinity of Pune. This kind of programme was originally designed and tried in Canada. With the help of UNESCO, India decided to try it and Radio Forums defined as listening-cum-discussion-cum-action group of villagers of about 15-20 member each were organized in each of the 144 villages. The members listened to certain selected radio programmes and used them as a starting point for discussion among themselves. The responsibility for forming the Radio Rural Forum was that of the Block Development Officer (BDO).

After experts spoke in the programme or useful tips were given, the forum members discussed them and the group leaders even wrote back for clarifications or further information. Community radio sets were provided by the Government for the forums to listen to the programme. These sets were kept in the *Panchayat Ghar* or some such place where the Forum members could congregate. The project was a great success. Many action programmes were planned and put into practice. Members of the forum learned a great deal from the radio programmes. A careful research scheme revealed that persons who sat in the forum showed substantial gains in processing information and contributing to constructive discussions. However, a number of factors such as, lack of effective leadership at village level, lack of resources with AIR and the advent of transistor radio receivers brought about the demise of Radio Rural Forum.

The developments in broadcast technology and innovative programming have brought in a new hope. There are enthusiastic radio programmers who go to interior villages, spend several days and produce programmes presenting 'a sound' picture of the life of farmers and their farming activities. The frequency of phone-in programmes is increasing and this helps farmers to get instant guidance from experts. Weather forecasting techniques have improved and with it the speed of transmission of weather information to the radio station for timely broadcast. Innovative formats are being used to effectively convey relevant messages. Specific programmes are being designed in the regional languages for the benefit of farmers of each region after ascertaining the agriculture practices of the audience, the handicaps they face, and assessing their communication needs.

10.3 KNOWING THE AUDIENCE

Production of agriculture programmes like other programmes involves evolving a programme strategy which comprises assessing the needs of the audience and planning the content based on their needs. If you understand who your listener is, it would be easier to make your messages relevant, useful and effective. Knowledge of the audience helps to set objectives and decide appropriate content.

When we talk about the audience, we should also consider the diversity in their food habits, socio-cultural issues, literacy, the geographical and climatic situation in which they live and a host of related issues. For example, we have wide disparities in literacy levels from 90% in Kerala to 39% in Bihar and Rajasthan. The sun rises at around 4.00 AM in Mizoram while in the plains, it is much later. While rice is the staple diet, say in West Bengal or Goa, in Punjab and Haryana it is wheat. Such issues have a direct bearing on the programmes you broadcast. Jute is cultivated in West Bengal, coconut in Kerala, cotton in Maharashtra, tobacco in Andhra Pradesh as major crops. There are small land holdings in some states and large farms in others. Moreover minimum wages to farm workers differ considerably from state to state. So your programmes have to be specific to the needs of the area. The language/dialect and style would also vary from one radio station to another. We have discussed various issues relating to audience profile in Unit on Audience Research in Course MJM-001. Let us now learn more about audience profile in relation to agriculture programmes:

Demography: Details about the total population, birth and death rates, sex ratio etc. available in census reports would help you to know the basic details about your audience.

Economy: You should know the economic condition of the people; the number of people dependent on agriculture, size of land holdings, number of rich and marginal farmers, types of housing, agricultural workers, wage patterns, applicability of minimum wage acts, gender preference in labour, agro-based industries, presence of industries, transportation, farmers co-operatives, availability of farm finance through banks or traditional sources, marketing facilities, distance to main markets etc. would give you an insight into the economy of the area to facilitate your planning.

Social Profile: For effective planning of agricultural programmes, you should know the ethnic composition of the area, food habits, languages/dialects spoken in the area, literacy levels. This information would help you in deciding the language and level of your programmes.

Geography: For planning programmes for farmers you have to be well versed with the geographical conditions of the area. If the station is in the North Eastern part of the country the farmers go to work very early in the morning say at 4.00 AM and return early in the evening. Elsewhere the work schedule may be different so your programmes timings have to suit them and their leisure time.

Research and Technical Support: You must know whether there are agricultural experts in the area who could be used as resource persons in the making of programmes. The presence of agricultural colleges, research institutes, extension departments of agricultural universities, farmers training centres and Block Development Offices with the component of agriculture extension workers can be of great help. This would assist not only in planning programmes but also in organising interactive programmes involving them and the farming community.

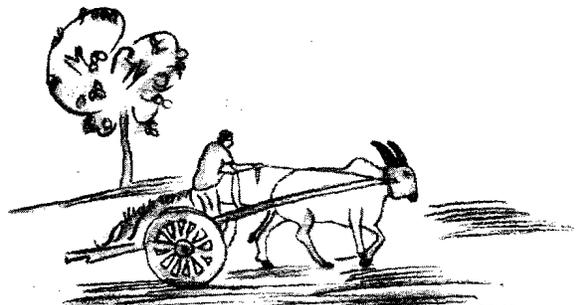
Media Access: What type of media access do the people in the area have? How many own radio receivers? Are there facilities for community listening? How often do they listen to agriculture programmes? Answers to these types of questions will provide you with a complete understanding of media reach and access to the audience.

Folk media, music/dance traditions, folk arts, festivals etc, have a bearing on the agricultural seasons and farming operations and as such would influence the cultural content of your programmes.

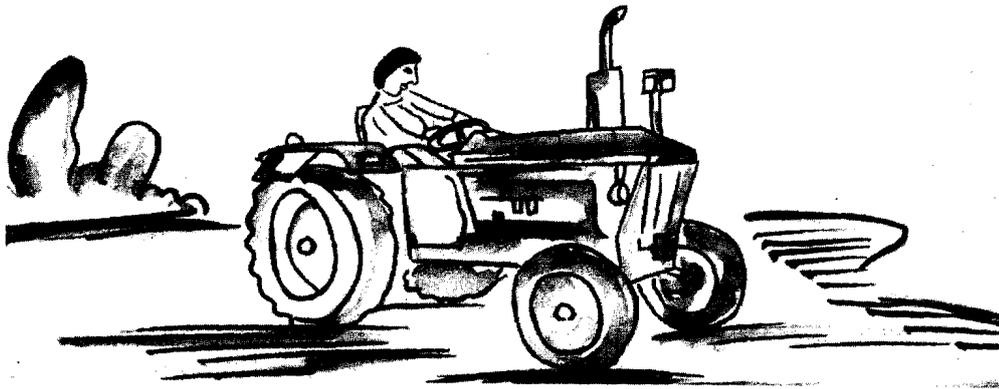
In case you do not originally belong to the area from where you will be operating, then you have to collect the information. You can gather all this information from a number of sources including distant gazeteers, various publications and reports of formative research and summative researches conducted by the radio station periodically. However, speaking to the people in the area, drawn from various walks of life would familiarize you with the ground realities of the area. There is a saying in the media profession. "Keep your eyes and ears

Your grasp of the situation depends on your ability to 'perceive, feel and experience'.

Categories of Farmers: True to our wonderful diversity, there is diversity in the categories of farmers in a given area. The majority of Indian farmers are small and marginal farmers. Other categories include farmers with large holdings and medium size land holding farmers. Then, there are agricultural workers who are essentially landless or those with just enough land to have a hut on it. Their number is very large and they are generally illiterate and ignorant about their entitlement to minimum wages or about the various development or aid programmes available to them.



Small land holding farmers



Large land holding farmers

Thus agriculturists can be classified into 5 categories:

- Large land holding farmers
- Medium land holding farmers
- Small land holding farmers
- Marginal farmers
- Landless agricultural workers



Landless agricultural workers

Among the farmers who belong to the first three categories, there are several progressive farmers. They may or may not be qualified agricultural hands (with school/university level education) but keen learners and seekers who would use all available information inputs from various sources. These progressive farmers are keen listeners of agricultural programmes broadcast on radio. They increase their agricultural production and income using new improved varieties of seeds, better fertilizers, farm equipment, irrigation and water management techniques, through the information and timely tips received from radio programmes. Their experiences can be captured in programmes and when people listen to their stories in their own voice, it will have tremendous effect on them.

Activity

Study the various aspects of the audience in your district. Prepare a report on the prevailing social, economic, health and geographic conditions. Ascertain the reach of different mass communication media.

Check Your Progress: 1

- Note:** 1) Use the space below for your answers.
2) Compare your answers with those given at the end of this unit.

1) Who according to you is a progressive farmer?

.....

2) Explain the importance of audience profile in planning agricultural programmes?

.....

10.4 FORMULATING PROGRAMME CONTENT

Once you know the profile of the audience you can assess the needs of the agricultural community. Large radio stations constitute advisory committees or consultative panels to advise the programmers in planning and production of programmes. The panels include progressive farmers, agricultural scientists, agricultural officers, representatives of animal husbandry, small scale industries, health and rural development departments of the state government. Representatives of the extension departments of farm universities, farm research institutes and farmers training centres, whenever available are also invited. The programme schedules which are prepared by the producer are examined by this panel who offer suggestions for improvement. They also provide feedback about the usefulness of programmes and suggest mid-course corrections, whenever needed. Based on this input you will be in a position to decide the topics to be included in your programmes.

Agricultural programmes can be of the following types:

- Hardcore agricultural programmes
- Programmes on allied subjects
- Topics of general interest

10.4.1 Hardcore Agricultural Programmes

These are programmes which directly deal with intensive and modern farming techniques. They deal with scientific method for obtaining increased yields of field crops, fruits and vegetables. The information package in such hardcore agricultural programmes has to be carefully designed in consultation with experts. These programmes comprise information on the prudent use of inputs like seeds, irrigation, water, land development, farm machinery, pesticides, fertilizers, credit facilities and crop insurance.

Seeds: New varieties of seeds are evolved at research stations. There are seed farms, which produce quality seeds. Information about high yielding, pest resistant, new varieties of seeds, their availability, sowing and planting specification etc. is to be given to the farmers at the time of the sowing.

Irrigation and Watershed Management: Water is the basic input for crop growth. While there are major and minor irrigation projects provided by the Government, they have limitations. Rain water harvesting, water conservation, watershed development, percolation tanks, contour bunding, lift irrigation, are all parts of the plans to achieve sustainable water security. Information and guidance on water management would help in disproving the trite criticism that Indian agriculture is a 'gamble with the monsoon'.

Land Development: Preparing the land for cultivation is the first step in farming. Land development is also essential on the face of soil erosion, land degradation and wastage of water. Scientific use of land and water resources to promote the production of crops, firewood and fodder, soil conservation, wasteland development can also be topics of interest to the farmers and help them in the scientific management of land resources.

Farm Machinery: From the wooden plough to iron plough to mechanical plough to tractors, the Indian farmers have come a long way. From the traditional sickle and manual harvesting, to winnowing that we still use, to the mechanized equipment which are used by rich and progressive farmers can form part of the topics for agricultural programmes.

Pesticides and Crop Protection: Crop losses are estimated at 5 to 25 percent of agricultural production annually. Farmers are interested in preventing crop losses due to pest and diseases attacks. Plant protection therefore is a major concern for farmers. There are also related topics like safety and judicious use of pesticides and also the latest trends of using natural pesticides.

Use of Fertilizers: The Indian farmer is ready to invest in fertilizers. He needs guidance on the choice and use of chemical fertilizers and the need for continued use of organic fertilizers such as Rhizobium, Blue-green Algae and Azolla etc.

10.4.2 Programmes on Allied Subjects

There are many topics which may not form part of hardcore agricultural programmes but are of importance to the farmers to supplement their incomes or for the overall development of their economic status by augmenting their incomes. These would also include improvement of their personal wellbeing and environment. The following topics can be included:

Animal Husbandry: Indian farmers have a tradition of keeping cattle like cows and buffaloes. They not only provide milk and milk products for the family but an additional income in many cases. They also give the much needed organic manure. Scientific keeping of these cattle along with a dairy farm can give the farmer the extra financial back up. Similarly, in some areas goats and pigs are also kept and looked after for extra income. All these are areas of interest to the farmers.

Fisheries: Fisheries constitute another income generating activity for farmers. There are areas in India where fish and prawns are grown in wet farms after one crop. Even in states like Haryana and U.P., fish is grown for a profit in natural as well as artificial ponds. The experts of the local fisheries department can give useful and profitable tips to farmers through radio programmes.

Sericulture: Mulberry cultivation and growing silkworms for silk is popular in different parts of India. Successful experiments have been conducted all over India to promote sericulture in which farmers may be interested.

Horticulture: Flower and fruit cultivation is no longer the privilege of a select few. Floriculture is a profitable business and more and more farmers are pursuing it. Floriculture may prove yet another interesting topic for agricultural broadcasts. Production of fruits would also mean canning and bottling of jams, cut fruits, juices and jellies.

Poultry Farming and Apiculture: Poultry farming is popular almost all over India. Keeping a few birds for eggs and meat has been part of village homes. New high yielding varieties of birds and scientific way of keeping them for higher profits are of great benefit to the farmers. Apiculture or bee keeping is yet another profitable income generating venture.

Duck Farming: The wet lands and backwaters in many parts of India have traditions of duck farming. There could be tips for farmers from experts as to how duck farming can be a lucrative business.

Cottage Industries: Cottage industries pursued by women and youth which add to the family income of farmers can also be suitable subjects for programming.

10.4.3 Topics of General Interest

Apart from farming and allied projects, there are areas on which farmers need guidance. These include crop insurance, legal literacy, credit and social forestry.

Crop Insurance: Crop failures and premature cattle deaths are two constant worries of farmers. Information and guidance on the availability of crop/cattle insurance would be useful to them.

Legal Literacy: Legal education does not mean going to a law-college or school. Indians farmers especially farm workers are not familiar with their basic rights. Many State Governments have passed legislation for preventing usury and payment of minimum wages, but most farm workers are ignorant of such enactment. Agricultural programmes can include dissemination of such useful information.

Credit for Farmers: Pandit Jawahar Lal Nehru once said "... in the economic structure of India, co-operation is not even a free choice, it is a necessity". This basic and vital guideline determines our approach to the development of cooperative movement. It has been in the service of Indian farmers supporting agricultural production through provision for increased production and post harvest facilities to protect the interests of the farmers from unscrupulous moneylenders and middlemen. Farmers therefore need to be familiar with the organization and functioning of co-operatives and rural banks set up by public sector banks.

Social Forestry: A little over 20% of our country has forest cover. This is less than the required minimum of one third of the total forest area directed to be under forest, as laid down under the National Forest Policy. Due to growing population, there has been tremendous pressure for fuel; the main source of non-commercial energy in the rural areas. Forests provide fodder and grazing grounds to the large cattle population. This has resulted in large scale denudation of our forests. Social farm forestry is answer to this which can meet the demands of our rural population of fuel, fodder and small sized timber. These issues are of relevance to farmers.

Check Your Progress: 2

Note: 1) Use the space below for your answers.
2) Compare your answers with those given at the end of this unit.

1) What role do you envisage for a programme advisory committee?

.....

2) List some of the areas on which a producer can mount agriculture programmes.

.....

**10.5 PRODUCTION AND BROADCAST OF
AGRICULTURE PROGRAMMES**

In our country, radio stations broadcast programmes for the rural audience. They have two segments- the hard core agricultural programmes and rural development programmes. The former forms part of what is known as Farm and Home programmes. The 'home' content is of help to the rural women whose contribution to agriculture operation is significant and substantial like that of men.

The producer of the programme is a qualified agriculture scientist with a flair for communication. According to the requirements of the programme, s/he has to prepare a quarterly or monthly schedule of programmes keeping in mind the agricultural calendar and the various schemes of the government under implementation in their areas. In producing the programmes, s/he makes use of all the available radio formats depending on the requirements in each case.

10.5.1 Formats

As you have already learnt, radio has three major elements – spoken-word, music and sound effects. We produce different types of formats of programmes based on these three elements. Agriculture programme can be in any of the formats you have gone through in Unit 1, Block 1 of this Course. Being primarily informative and educative in content, agriculture programmes generally use the following formats:



People listening to radio broadcasts in a village

Talks: Talks can be of a duration of 3-5 minutes. An expert or an experienced farmer writes a script and reads it in his/her voice. The language used has to be simple and understandable on hearing once despite the technical nature. The talkers may be encouraged to use common words in the local dialect.

Interviews: This format has been found useful in agriculture programmes as it enables the farmers who are not able to write a script to voice their views. When the producer or reporter goes to an interior villages s/he can interview the farmers on the spot avoiding the rigmarole of preparing a script. The producer can use the format effectively in studio production also. When an expert writes a script s/he very often uses technical words. However, the interviewer could interrupt the expert and ask for clarifications. S/he in turn can also interpret in the local dialect so that the listener could understand the expert better.

Interviews can be 'live' or recorded in the studio. Interviews recorded in the field with farmers and experts have proved effective. Think of a progressive farmer who has successfully adopted a new agricultural technique or a new variety of seed and has increased his income manifold. If he is interviewed in his farm, the success story may inspire others to follow what he has done.

Discussions: In our villages, people meeting and discussing a matter of concern is common. Such discussions of course are informal and often may have no direction or logical development. But if a discussion is planned properly with a moderator and participants known for their views, it can give listeners a very lively programme full of information and expert advice.

Features/Documentaries: Features/Documentaries are complex radio formats. The feature gives the radio producer an opportunity to probe in-depth and experiment. Documentaries are generally field-based and research oriented. A documentary/feature on a research centre, could give the farmers information with graphic details of the various services and facilities available at the centre which can be availed by them.

Dialogues: This format is often used in rural programmes. Information may be available on a particular topic and the talk format may turn out to be monotonous and boring. So the producer/writer prepares a dialogue which could be voiced by two comperes. In cases where the expert is unable to broadcast, s/he gives the script. The producer makes a dialogue out of it which is voiced by the comperes.

Phone-in Programmes: With improved technology, direct two-way communication is now possible in agricultural programmes. Phone-in programmes on agriculture are also broadcast as in the case of health programmes. Listeners' letters are replied at least once a week either by experts or radio staff in consultation with experts.

Farm News/Farm Hints: These are useful tips or tidbits of useful information for farmers which are timely and relevant. Farm hints are generally broadcast for about five minutes in the morning, at a fixed time. By and large these pieces of information are collected from experts and materials received from various authentic sources and read by a compare or announcer. These daily hints are on what a farmer must do on that day. "Farm News" cover the availability of goods, implements and services at various facilitation centres run by the Agriculture Department, Extension Agencies and Research Institutions.

Weather Report: The day's weather plays an important role in agricultural operations. There are still people in the village who predict whether it would rain or not to decide sowing or transplantation. These are not necessarily scientific predictions but some farmers still depend on them. With more accurate prediction of weather using satellites by meteorological department, the task of producing a weather report has become easier. With the availability of fax and e-mail facilities at radio stations and meteorological centres, instant communication of weather information has become easy. The weather bulletin for farmers are included in the 'Hints for Farmers' broadcast in the morning. Updated weather information is also included in the hard core programme broadcast in the evening.

Market Rates: In a farmer's life, the sale of his produce is of great concern. Knowledge of the prevailing market rates would therefore help in selling the produce at reasonable prices without being cheated by unscrupulous middlemen. Care has to be taken for getting accurate information. While reading the market rates on the radio the announcer has to make it sound clear and authentic. Market rates are generally received from certain designated agencies thus regular liaison with them needs to be maintained.

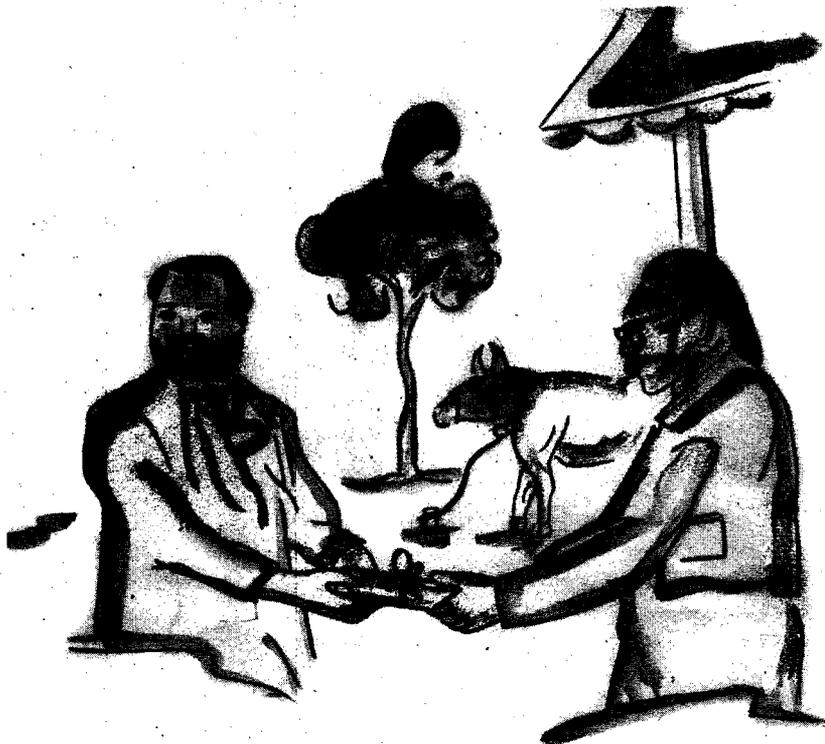
Lesson-type Programmes: 'Farm School-on-the-Air' is a format of providing systematic education on farming to farmers through the process of producing lessons on specific topics in the distance learning mode. A comprehensive syllabus is planned through the selection of topics covered through a series of lessons. The course plan is prepared by a committee comprising experts of the department of agriculture of the State Government, agricultural university and the Farm Radio Officer or the producer of the radio station. Topics are selected keeping in view the felt needs in the area. Selection of the trainer for preparing the lessons and for delivering them through the radio to unseen farmer audience is also made with care.

The listeners who are farmers are required to register their names with the radio station before the start of every training sessions. This system helps in generating interest among the farmers/audience. Announcements of registration numbers of the trainee listeners are made over radio. Publications of the relevant departments of the State Government also publicise the farm school activity to attract greater number of trainees.

Each course is restricted to 15-20 lessons. The expert committee examines those lessons, modifies and approves them for broadcast. Lessons are broadcast on a pre-announced fixed day every week and repeated once in the same week on another day. The schedule of such broadcasts of entire course is highlighted through repeated advance announcements on radio and through pamphlets, circular letters and local newspapers. Lecture-cum-discussion studio based training on lessons is conducted by the trainer and is participated in by an extension worker and few farmers.

The programme starts with a summary of the previous broadcast. It is followed by delivery of a new lesson by the trainer answering questions of the farmer participants. Questions relevant to a lesson and determined by the trainer are announced at the end of each lesson. The trainee listeners are asked to mail the answers of all questions of a particular course to the radio station within a prescribed date. The answer papers thus received from the trainee listeners are evaluated by the trainer and marks are given to each trainee on the basis of performance. The marks obtained by each trainee listener are summed upto calculate the aggregate of a set of courses of a particular training session. A training session may include 3-5 courses and stretch over a period of an year or so.

Certificate of participation in various courses are issued to each trainee listener and total marks by each of them in a particular course and in a training session are announced. Prizes are also awarded to meritorious trainee listeners and those are distributed ceremoniously. The prizes may include a pair of bullocks and a cart, irrigation pumpsets, plant protection appliances, seeds, fertilizers etc. These prizes may be sponsored by State Government, Public Sector Undertakings, Nationalized Banks, farmers' societies etc.



Certificate and prize being awarded

10.5.2 Presentation

Many AIR Stations have composite programmes in the 'Magazine' style. They are presented by stock characters who are experts in communicating with farmers in their own homespun language. Stock characters are those who compare the programme on a continuing basis, generally under pseudonyms. Some of them assume the role of a village jester, masterji, village bumpkin, agony aunt or omniscient village headmen. Ramai kaka of Lucknow Station of AIR, Goverdhanbhai and Mataikaka of Allahabad, Sukhiya Behen of Ranchi, Sultanbhai of Raipur, Ramdhanibhai of Varanasi and Masterji of AIR Delhi are examples of such stock characters. Some of them had celebrity status and what they said or the style in which they spoke were adopted by many farmers. Some of them were trusted as unflinching and all knowing. The stock characters make use of folk music to make interesting presentation of the entire programme including the rural development programme.

10.5.3 Periodicity

Agricultural programmes are broadcast in the morning afternoon and evening from AIR stations. Local climatic conditions, time of sunrise and sunset, time of agricultural operation etc. are factors that guide the decision on determining the frequencies and timing for programmes on agriculture. Morning service programmes are generally known as farmers bulletin which is based on particular day-to-day agriculture practice followed by weather report and market rates. The evening programme known as hardcore programme lays emphasis on items related to cultivation. The morning programmes are of 5 minutes duration, the afternoon programmes of about 15 - 20 minutes duration while the evening programme are generally of about 30 minutes. The hardcore programme in the evening is followed by rural development programmes. The afternoon programmes contains items of use for women who help their husbands in agricultural operations.

Check Your Progress: 3

- Note:** 1) Use the space below for your answers.
 2) Compare your answers with those given at the end of this unit.

1) Which among the available formats interests you most for an agriculture programme and why?

.....

2) What is the rationale in broadcasting agricultural programmes thrice a day?

.....

10.6 LET US SUM UP

In this unit, you have learnt the process of planning agricultural programmes. The producer must know the characteristics of the audience and their communication needs. There is a wide range of subjects connected with agriculture and allied subjects. A thorough knowledge of these issues is necessary for the producer in the formulation of the content of programmes.

Agricultural programmes known as farm and home programmes are in the nature of magazine programmes which include different formats. The programme for agriculturists are broadcasts in the morning, afternoon and evening. Rural farm development programmes are also broadcast for the benefit of agriculturists.

Radio stations constitute advisory committees known as consultative panels for advising the programme makers on formulating programmes for farmers and their rural audience. The members of the committees provide valuable feedback about the broadcast besides offering their technical advice and guidance.

10.7 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check Your Progress: 1

- 1) A progressive farmer is one who is a keen learner and wants to adopt scientific methods of agriculture to improve the crop yield. He may learn this by listening to radio or by any other media to which he has access. The farmer need not be large land holding farmer. Medium, small land holders and even marginal farmers can become progressive farmers.
- 2) A producer must have the profile of the audience so that s/he prepares programmes which are not only relevant but also useful to them. In the case of agricultural programmes it is all the more important because the farmers constitute a specific audience whose communication needs have to be met not only in their interest but in the interest of agricultural production as a whole. The farmers form a heterogeneous group ranging from low holding, large holding to agriculture labour. A through knowledge of audience profile is necessary so that the producer is able to mount appropriate programmes for each segment.

Check Your Progress: 2

- 1) A three-fold role for the advisory committees is envisaged. The first is briefing the programmes on the recent developments and new schemes of the government which the farmers must get to know. The second is examining the programme plans of the radio station and offer comments and suggestions. The third is to provide feedback to the producer including the farmers' absorption of the messages given in the broadcast.
- 2) During the agricultural season, the producer may start with programmes on the preparation of land for cultivation and cover step by step mechanized ploughing, application of fertilizers, selection of sowing of seeds, watering, application of pesticides and harvesting in tune with the actual operation in the field in the district. Programmes on allied subjects such as animal husbandry and credit management also need to be planned.

Check Your Progress: 3

- 1) The interview format appeals to me as compared to others. In this format, agriculturists who are unable to write a script can also participate. When an expert uses highly technical words, the interviewer could interrupt him and seek clarification in a language that can be comprehended. This format allows use of dialects in a copious manner.
- 2) Agricultural programmes receive primacy in radio broadcasts. The morning programmes are required because the farmer before leaving for work in the field must be reminded of the day's operations and appraisal of the possible weather conditions. The afternoon programme is important for women who help men in the agricultural operations and this programmes carries items of specific interest to them. The evening programme known as hardcore programme is of importance to all categories of farmers.