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Constraints faced by the farm women in the use of mass media

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The present age has been rightly termed as an “Information Age” people want adequate and authentic information as early as possible. Farmers as human beings are also anxious and become more desirous with the advancement in science and technology to know what is happening in the field of agriculture. In India, it is difficult to contact each and every farmer in limited time in an effective manner to transfer agricultural technology. The use of mass media is certainly most effective avenue to convey information to the people. Mass media play a significant role, in bringing awareness to people and motivating them to be active part in the nation building endeavour.

The present investigation was conducted in Parbhani, Hingoli and Nanded districts in Marathwada region of Maharashtra State. A structured interview schedule was used to collect data from 150 respondents who were viewing agricultural programmes on TV, as well as listening agricultural programmes on radio and also reading agricultural articles in the newspaper. The qualitative data were quantified using suitable statistical tools. The objective of constraints faced by the farm women in the use of mass media was studied by frequency and percentage method. Majority of respondents expressed the constraint regarding viewing of farm telecast like, lack of leisure time (88.67 per cent). Regarding the constraints faced in listening farm broadcast, majority of respondents reported the constraints like, lack of leisure time (89.00 per cent) and use of technical words (56.67 per cent). Respondents also expressed the constraints regarding the reading of newspaper like, difficult words (93.33 per cent) and newspaper reading is not allowed to women (58.00 per cent).

Biography

Lad Anuradha Subhashrao has completed her MSc (Agri.) at the age of 24 years from Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani, Maharashtra. She is PhD scholar of Department of Extension Education, VNMKV, Parbhani. She has published 11 research articles and 2 popular articles. She also awarded with ASPEE foundation Junior and Senior research fellowship at MSc and PhD level. She has presented papers in 6 national conferences and 2 international conferences.

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