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### A study on accessibility and utilization of mass media for agricultural information in Imphal east district of Manipur

<sup>1</sup>Wangkheirakpam Lanchenbi and <sup>2</sup>Dipak Kumar Bose

<sup>1</sup>M.Sc. Agriculture, Department of Agricultural Extension and Communication, SHUATS, Prayagraj, Uttar Pradesh, India

<sup>2</sup>Associate Dean and Professor, Department of Agricultural Extension and Communication, SHUATS, Prayagraj, Uttar Pradesh, India

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Corresponding Author: Wangkheirakpam Lanchenbi

#### Abstract

The study was conducted to accessibility and utilization of mass media for agricultural information in Imphal East District of Manipur, in the session 2023-2024. A total number of 120 respondents were taken randomly from five villages i.e. Kangla Sangomsang, Angom Leikai, Moirangkampu Sajeb and Moirangkampu Village under Sawombung CD Block. The primary data was collected using pre-structured interview schedule and appropriate statistical analysis to obtain the results. The study's shows that 45 per cent of the respondents are of middle age group and 28.33 per cent of the respondents were educated up-to high school. It was revealed that majority (50%) of the respondents are engaged in agriculture and labour and majority 49.17 per cent of the respondents have semi-cemented as their housing pattern. It was found that majority (50.84%) of the respondents have 1-2 acres of land and 37.5 per cent of the respondents annual income as 50,000 to 1,00,000 rupees. It revealed that all the twelve independent variables, i.e. age, education, annual income, source of information, land holding, social participation, housing pattern, innovativeness, risk orientation and extension contact positively and significantly correlated with accessibility and utilization of farmers towards improved mass media practices.

**Keywords:** Mass media, accessibility, utilization, Manipur

#### Introduction

Mass media refers to the diverse array of platforms and channels used to communicate information to a large audience simultaneously. This includes traditional outlets like newspapers, radio, and television, as well as digital platforms such as social media, websites, and podcasts. The primary purpose of mass media is to reach a broad audience with news, entertainment, education, and advertising. It plays a crucial role in shaping public opinion, providing information, and influencing cultural norms.

Utilization of communication sources, education, socio-economic status, information seeking behaviour and market orientation had significant difference among the farmers with different land holding status. Respondents with larger land holding had more opportunities and potentialities to try and adopt variety of technological innovations. Since, the respondents ventured out in utilizing agricultural innovations, there was a need for agricultural information from the credible and trustworthy sources of agricultural communication (Hanglem *et al.*, 2015) <sup>[1]</sup>.

Farmers in the Imphal East District of Manipur practice different cultivation mainly by traditional method of cultivation. Mostly they prefer mobile phones and radios because it is convenient during their work. Also the programmes are not suitable for them and desire govt. concern about their cultivation practices in organic farming and schemes provided by the Indian Government. The main

constraint faced by farmers is timing of T.V programmes is not suitable for them.

#### Objectives

1. To access the socio-economic profile of the respondents.
2. To determine the accessibility and utilization of mass media for dissemination agricultural information.

#### Research Methodology

Descriptive research design was used for the study. This design was followed as it is used to describe characteristics of a population or phenomenon being studied. It is a scientific method which involves observing and describing the behaviour of the subject without influencing anyway. The study was conducted under Sawombung Cd block of Imphal East district of Manipur. There are 4 blocks in Imphal East District of Manipur, out of which Sawombung block was selected purposively based on nearby maximum cultivation area. There are 92 villages in Sawombung Cd block, out of which four villages namely Kangla Sangomsang, Angom, Moirangkampu Sajeb and Moirangkampu were selected from Sawombung Cd block for the present study. A total number of 120 respondents who were engaged in different cultivation and farming were selected randomly for the present study.

## Result and Discussion

### Socio-economic profile of the respondents

**Table 1:** Profile characteristics of the respondents

Sl. No.	Variables	Intervals	Frequency	Percentage
1	Age	Young (below 35 years)	45	37.50
		Middle (36-55 years)	54	45.00
		Old (Above 55 years)	21	17.50
2	Education attainment	Illiterate	13	10.83
		Can read and write	14	11.67
		Primary School	18	15.00
		Junior High School	14	11.60
		High School	34	28.33
		Intermediate	13	10.83
		Graduate and above	14	11.67
3	Occupation	Agriculture	51	42.50
		Agriculture + Labour	60	50.00
		Agriculture + Business	9	7.50
4	Housing Pattern	Hut	49	40.83
		Semi-cemented	59	49.17
		Cemented	12	10.00
5	Land holding	Up to 1 acre	45	37.50
		1-2 acre	61	50.83
		Above 2 acre	14	11.67
6	Annual income	Up to Rs. 50,000	44	36.67
		Rs. 50,001 to Rs. 1,00,000	45	37.50
		Above Rs. 1,00,000	31	25.83
7	Source of information	Low (10-13)	42	35.00
		Medium (14-17)	61	50.84
		High (18-21)	17	14.16
8	Innovativeness	Low (13-17)	51	42.50
		Medium (18-22)	59	49.16
		High (23-27)	10	8.34
9	Risk orientation	Low (12-15)	45	37.50
		Medium (16-18)	60	50.00
		High (19-21)	15	12.50
10	Extension contact	Low (6-10)	55	45.83
		Medium (11-15)	59	49.17
		High (16-20)	6	5.00

From the above table 1, it was revealed that 45 per cent of the respondents were middle age (35-55 years) and 28.33 per cent of the respondents were educated up to high school and 49.17 per cent of the respondents were semi-cemented housing pattern. It was revealed that (50%) are engaged in agriculture and labour with 37.5 per cent of the respondents' income is 50,000 to 1,00,000 rupees. It was found that (50.83%) of the respondents land holding are 1-2 acre. It was also revealed that (50.84%) of the respondents have

medium level source of information. Majority of the respondents found that 49.16 per cent have medium level of innovativeness. It was revealed that (50%) of the respondents have medium level category towards risk orientation. It found that 49.17 per cent of the respondents contact with extension agents.

### To determine the accessibility and utilization of mass media for dissemination agricultural information

**Table 2:** Accessibility of mass media for dissemination agricultural information.

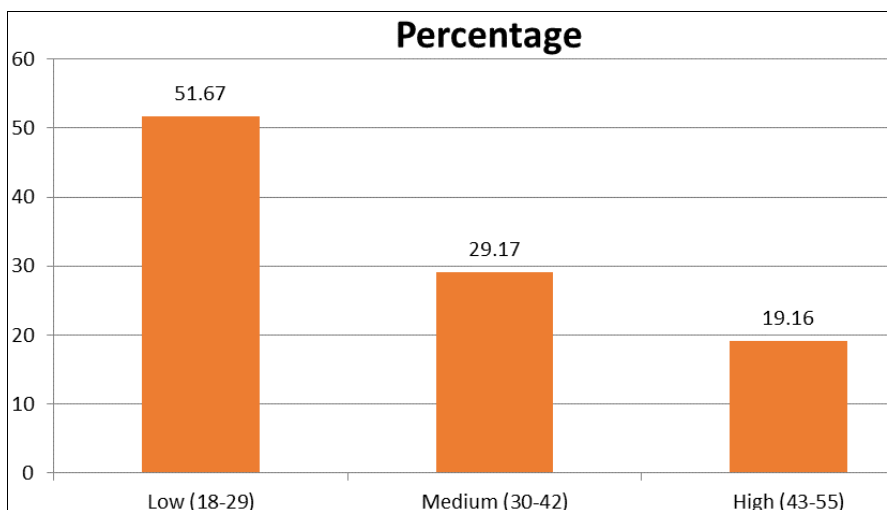
Sl. No.	Statement	Evaluation					
		FU	%	PU	%	NU	%
1	Utilize 'LabukMaikeliPanglasi' programme.	24	20.00	18	15.00	78	65.00
2	Utilize 'Nongmagi Lou-U Singu' programme.	18	15.00	23	19.17	79	65.83
3	Utilize 'Mahousa Lou-U naYaiphare' programme.	18	15.00	16	13.33	86	71.67
4	Utilize 'Mahousa Lou-U naYaiphare Yaiphare' programme.	18	15.00	16	13.33	86	71.67
5	Utilize discussion hour programme.	18	15.00	20	16.67	82	68.33
6	Utilize phone in programme.	18	15.00	20	16.67	82	68.33
7	Utilize 'Mani Mala gi Chithi Paokhum' programme.	15	12.50	22	18.33	83	69.17
8	Utilize farm and home.	15	12.50	22	18.33	83	69.17
9	Information type:						
	a. Weather information	16	13.33	17	14.17	87	72.50
	b. Quality inputs	12	10.00	20	16.67	88	73.33

	c. Crop protection	12	10.00	21	17.50	87	72.50
	d. Cultivation practices	12	10.00	20	16.67	88	73.33
	e. Irrigation practices	13	10.83	21	17.50	86	71.67
	f. Post harvest practices	12	10.00	21	17.50	87	72.50
	g. Market prices	17	14.17	19	15.83	84	70.00
	h. Alternate crops	12	10.00	20	16.67	88	73.33
	i. Livestock	12	10.00	20	16.67	88	73.33
	j. Others	12	10.00	20	16.67	88	73.33

FU- Fully utilize, PU- Partially utilize, NU- Not utilize, F-frequency, %-Percentage

**Table 3:** Level of accessibility of mass media by respondents.

Sl. No.	Accessibility	Frequency	Percentage
1	Low (18-29)	62	51.67
2	Medium (30-42)	35	29.17
3	High (43-55)	23	19.16
	Total	120	100.00



**Fig.** Overall distribution of respondents based on accessibility on mass media.

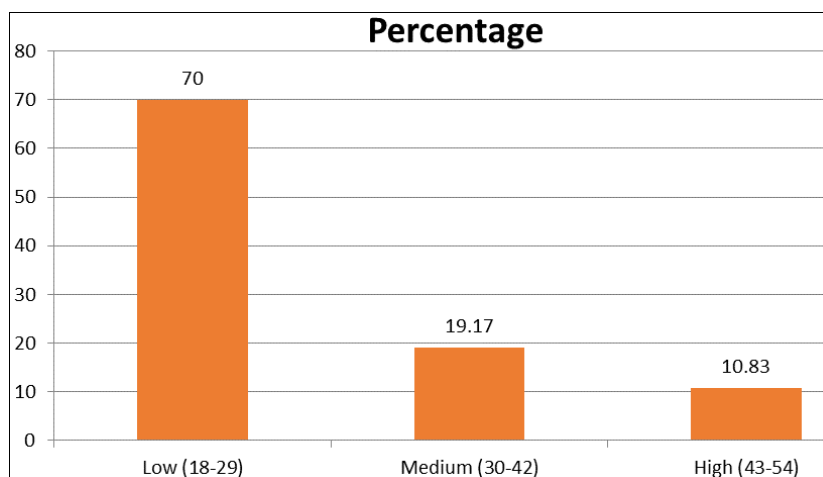
**Table 4:** Utilization of mass media for dissemination agricultural information.

Sl. No.	Statement	Evaluation					
		FU	%	PU	%	NU	%
1	Utilize 'Labuk Maikeli Panglasi' programme.	24	20.00	18	15.00	78	65.00
2	Utilize 'Nongmagi Lou-U Singu' programme.	18	15.00	23	19.17	79	65.83
3	Utilize 'Mahousa Lou-U na Yaiphare' programme.	18	15.00	16	13.33	86	71.67
4	Utilize 'Mahousa Lou-U na Yaiphare Yaiphare' programme.	18	15.00	16	13.33	86	71.67
5	Utilize discussion hour programme.	18	15.00	20	16.67	82	68.33
6	Utilize phone in programme.	18	15.00	20	16.67	82	68.33
7	Utilize 'Mani Mala gi Chithi Paokhum' programme.	15	12.50	22	18.33	83	69.17
8	Utilize farm and home.	15	12.50	22	18.33	83	69.17
9	Information type	16	13.33	17	14.17	87	72.50
	a. Weather information	12	10.00	20	16.67	88	73.33
	b. Quality inputs	12	10.00	21	17.5	87	72.50
	c. Crop protection	12	10.00	20	16.67	88	73.33
	d. Cultivation practices	13	10.83	21	17.50	86	71.67
	e. Irrigation practices	12	10.00	21	17.50	87	72.50
	f. Post harvest practices	17	14.17	19	15.83	84	70.00
	g. Market prices	12	10.00	20	16.67	88	73.33
	h. Alternate crops	12	10.00	20	16.67	88	73.33
	i. Livestock	12	10.00	20	16.67	88	73.33
	j. Others	12	10.00	20	16.67	88	73.33

FU- Fully utilize, PU- Partially utilize, NU- Not utilize, F-frequency, %-Percentage

**Table 5:** Level of utilization of mass media by respondents.

Sl. No.	Utilization	Frequency	Percentage
1	Low (18-29)	84	70.00
2	Medium (30-42)	23	19.17
3	High (43-54)	13	10.83
Total		120	100

**Fig.** Overall distribution of respondents based on utilization on mass media.

From the above table it was revealed that majority (72.5%) of respondents do not utilize to weather information. Majority (73.33%) of the respondents do not utilize to quality input. Again majority (72.5%) of respondents do not utilize information regarding crop protection, majority (73.33%) of respondents do not utilize information for cultivation practices, majority (71.67%) of respondents do not utilize information about irrigation practices. It stated that majority (72.5%) of respondents do not utilize information about post-harvest practices, majority (70%) of respondents do not utilize information about market prices. It reveals that majority (73.33%) of respondents do not utilize information about alternate crops, majority (73.33%) of respondents do not utilize information about livestock and majority (73.33%) of respondents do not utilize information of any others.

#### Relationship between the selected dependent variable with independent variables

#### Correlation between selected dependent variable with accessibility on mass media

Sl. No.	Variables	Correlation coefficient ('r' Value)
1	Age	0.3775**
2	Education	0.4982**
3	Occupation	0.4688**
4	Housing pattern	0.4356**
5	Land holding	0.3076**
6	Annual income	0.5563**
7	Source of information	0.2075**
8	Innovativeness	0.4805**
9	Risk orientation	0.3151**
10	Extension contact	0.5532**
** = Significant at 0.01 level of probability		
* = Significant at 0.05 level of probability		
NS = Not Significant		

Fig. Correlation between selected dependent variable with accessibility on mass media.

From the above table revealed that all the independent variables i.e. age, education, occupation, housing pattern, land holding, annual income, source of information, innovativeness, risk orientation and extension contact, are positively and significantly correlated with accessibility on mass media.

#### Conclusion

It was concluded that the socio-economic profile of the respondents, majority of the respondents are middle age group, most of the respondents has attained high school and intermediate, majority of the respondents are engaged in agriculture + labour, majority of the respondents have 1-2 acres of land and majority of the respondents have semi-cemented as their housing pattern. Majority of the respondents had low accessibility in production practices. The factors influencing the utilization of farmers towards improved production practices were age, education, occupation, annual income, land holding, source of information, innovativeness, risk orientation and extension contact. Farmers should be trained for better productivity, timely availability of organic fertilizers and proper education on plant protection measures should be ensured by the Department of Agriculture.

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