

The efficacy of journalism in sustainable growth of agricultural among peasants' of Khanna, district Ludhiana

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Abstract - The Indian financial system is based on commercial agriculture. Data from the Government of India's Agriculture Annual Report 2020-21 revealed that less than sixty percent of the recruits were working in farming and related sectors. Keeping in mind the importance of Agriculture Division, Government of India has taken several steps for its promotion in a practical manner as outlined in the Annual Report 2020-21.

Cattle manure is required to improve the quality of soil. But for excessive production, farmers are using indiscriminate fertilizers in their fields on a large scale, which has a serious impact on the crop and soil, leading to many challenges such as: decline in soil fertility, irregular monsoon, increasing population and lack of essential resources. The media is playing an appropriate and impartial role in promoting agriculture. Due to dissemination of correct knowledge through agriculture related channels (TV, radio, print); it has had positive impact on the farmers.

Popularity of media among farmers has continuously increased due to excellent reach and awareness of media sources. Radio broadcasting and agricultural news networks are also often used for weather forecasting, environmental news, understanding of plants and market dynamics such as costs and inventory availability. A favorable attitude towards print-based outlets and radio networks has been maintained among the farmers of Khanna; district Ludhiana to encourage farming expansion.

Keywords: Journalism, farming, growth, Sustainability, Broadcasting.

I. INTRODUCTION

There are various mediums of information and communication such as television, broadcasting, publishing and the web. The great French scholar Pierre Duty says that 'In this modern time of an open Internet, news is essential to strengthen society.

India is an agricultural country. The economy of this country depends on a large section of the rural population i.e. farmers. There is control over farming as the main revenue or business. If there is a famine in agriculture, it has a direct impact on the economy of the country.

Scientific improvement and growth in Journalism

The Internet is playing very significant role in each individual's life and who has a Smartphone is encircled by information and news. This has made it very easy to communicate with people. Web journalism is one of those technologies that have changed the world.

II. LITERATURE REVIEW

Swaminathan, M. S.; Kochhar, S. L. (2019). Major Flowering Trees of Tropical Gardens Cambridge University Press. ISBN 978-1-108-48195-3

In the 20th century, Professor M.S. Swaminathan name is an exemplary name in the area of farming and considered as the founder of the green revolution of India. One of the most influential people in Asia and with respect his name is taken after Mahatma Gandhi and Rabindranath Tagore. He is known as the "Father of Economic Ecology" by UN Environment. He has been addressed as "a living legend" by the former Secretary-General of the United Nations, Javier Pérez de Cuéllar. Swaminathan is widely known as the scientific leader of the Green Revolution movement due to his contributions to India's farming rebirth.

Dil, Anwar S; Swaminathan, MonkombuSambasivan. (2005). Life and work of M. S. Swaminathan toward a hunger-free world. East West Books (Madras). ISBN 978-81-88661-33-6.

Prof. Deshmukh and others from the examination tracked down web-based entertainment as a valuable mechanism in rural showcasing. It saves time and cost for the ranchers to get records. Face book is presumably the social media podium for profiles and pages. For applications seeking information, YouTube videos are mainly fashionable. WhatsApp is a constructive social media application that is characteristically favored by associated groups. Challenges were the reception of virtual entertainment as a device of showcasing. According to Deshmukh (2017), the community has a lesser amount of conviction in social media-based agricultural commodity e-buying and e-selling. Social media, which is used as a standard form of communication, continues to expand in tandem with an upsurge in Smartphone utilization. A Lathiya, K Choudhary, A Rathod, and others According to (2015), expansion and promotional activities, customer participation, handling emergencies, expertise in the field, and socializing are the four primary foundations of social media's effectiveness for the agricultural industry. Social media, used as a standard figure of message, persists to grow along with the high usage of Smartphone. (A Lathiya, A Rathod, and K Choudhary, "The Role of Social Media in Agriculture 2015").

Web : Retrieve by <https://thp.org/board/m-s-swaminathan/> date : 10/08/2023, Time : 7:00 pm Report : World Bank Group, 2021

Department of Agriculture, Cooperation and Farmers Welfare, Agriculture and Farmers the scheme was being operated by the Ministry of Welfare, Government of India. Protecting the increasing population with food security is the priority of the government. This is a welfare scheme not only for India but for the entire world. The World Bank says that poverty can be reduced, and farmers' income can be increased through agriculture. According to the World Bank, this scheme is effective for 80% of the world's poor. Even today, most of the population in the country lives in rural areas and is mainly dependent on agriculture, i.e. agriculture is the main means of livelihood.

III. OBJECTIVE OF RESEARCH

- To understand how farmers use different sources and media tools.
- To recognize difficulties of livestock peasants' by using media in Khanna, District, Ludhiana

IV. RESEARCH METHODOLOGY

The presented research paper is based on qualitative and quantitative. And in this research paper both primary and secondary methods have been used to collect data.

**Content analysis
Descriptive**

Research Tool: Questionnaire

The table has been prepared keeping in mind the socio-economic characteristics.

V. CONCLUSION AND INTERPRETATION

TABLE : 1
Population vital statistics of peasants. (n=150)

SR. No.	Items	Value	% PERCENTAGE
1.	Age	20-30	15
		31-40	30
		41-50	16
		51-60	31
		Above 60	8
2.	Sex	Male	90
		Female	10
3.	Education	Primary	5
		Middle	10
		High school	20
		Sen. Secondary	20
		Graduate	40
		Post Graduate	5
4.	Annual Family Income	20k to 1 lac	25
		Above 1 lac	75
5.	Crop Cultivated by Farmers of Khanna, District Ludhiana	Rice	40
		Wheat	40
		Vegetables	10
		Pulses	10

TABLE : 2
Usage Pattern of Telecasting/Broadcasting among peasants

ITEMS	PATTERNS	% PERCENTAGE
Awareness about Media platforms	Yes	98
	No	2
Different Platforms	Social media/Print	30
	Blogs/ websites	20
	TV	50
	Radio	
Preferred Technology	Agri-Social media platforms	30
	Websites	30
	Agri-TV Programs	20
	Agri-Radio Channels	20
Owning a smart phone	Yes	80
	No	20

The majority of respondents – 60 individuals – had graduated with the highest educational attainment (40 percent). Schooling was completed by only 8 respondents (5%) and this addresses a bigger percentage of respondents with the most basic education level as opposed to those with more advanced levels of training. Eight respondents (5%) had the most basic training, while 30 respondents (20%) had completed their secondary schooling that is the top level of learning achievement. The statistics showed in Table 1 also demonstrates that contrast to a significantly lesser percentage of participants with a whole family regular per month salary between Rs 20,000 and Rs 1 lakh, 113 respondents (75%) reported that the total family salary was less than Rs 1 lakh. is more. The two cereal crops of wheat and rice are mainly grown annually by farmers in Khanna.

The two main crops cultivated are rice and wheat, with rice being the major crop grown and wheat being the important crop. Along with wheat and rice, vegetables and pulses (10% each) are also cultivated in equal quantities. 98 % Farmers were aware about the media platforms and out of TV, social media; Blogs & Radio TV is more popular among them. 80% of them own smart phones and they are very well versed with the technology.

Table:1 Population vital statistics of peasants (n=150) Table:2 Usage Pattern of Telecasting/Broadcasting among peasants

Challenges faced by Farmers

Farmers are constantly facing these situations due to reduction in income of farmers from traditional farming, irregular rainfall, environmental changes and speedy decrement in soil yield potential, dependence on electricity. Due to drought, farmers affected in Vidarbha region of Maharashtra committed suicide, states like Punjab are affected by it. Factors such as inexperienced farming practices, inadequate irrigation facilities, decline in agricultural production and rural financial system and culture have adverse effects. Use of chemical fertilizers, pesticides and insecticides, low remunerative prices for farming supplies, and lack of access to basic amenities such as roads, water, irrigation, electricity, credit. The condition of farmers is bad due to not getting government benefits, whereas farmers are considered as food providers.

VI. CONCLUSION

To make Indian peasants aware, farmer-based programs are being organized, publicized, and broadcast through TV, radio, and the web and if there is any important news then it is also published in daily newspapers. Satisfactory news for the common people, especially the farmers, related to agriculture is being published through other mediums as well. The content of television programs on agriculture should be adapted for farmers, who form the majority of the audience so that they can consume and understand. It is noteworthy that most of the farmers surveyed said that they prefer watching television programs on agriculture to other types of programs. As a result, the government should pay great attention to this sector to guarantee the free broadcasting of these satellite television programs about agriculture in general public and farmers in particular.

VII. REFERENCES

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