

# The analytical study of agriculture news in Indian Media

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**Abstract** - According to information gathered by Krishi Samachar News, India tops the global list for producing the most spices, pulses, and milk. Its livestock population is by far the largest in comparison to that of cotton, wheat and rice. Sugarcane, rice and sheep are cultivated in large quantities. In this country, it is popular in fish and vegetables, goat meat, fruits, and tea production. To increase the productivity of land, the development of agriculture should be considered as the main engine. Because, almost all the arable land is cultivated. As we all know that water resources are limited all over the world and must be adapted to the growing industrial and urban needs of water for sparring. All measures will need to be used to increase productivity such as increasing yields, diversifying into high-value yield, and dynamic new avenues to reduce bazaar price. All such information is published in farming newspapers. It is the media's responsibility to take agriculture-related news to the general public and the authority. In this context, the important points of agriculture have been discussed point-wise in the research paper presented.

**Keywords:** agricultural, farmer, economic, productive, Indian media, agricultural, authority.

## I. INTRODUCTION

Union Agriculture Welfare Minister Narendra Singh Tomar said on March 22, 2023, that the Indian agriculture sector has been continuously going down for the last 2-3 years. There has been a decline in the share of agriculture in gross value added. This is a matter of concern for agriculture. The share of agriculture in the Indian economy has gradually, has decreased to less than fifteen percent, due to the growth costs of the manufacturing and service segments, the importance of this share in India's profitable and social structure. Nearly three-fourths of India's households depend on pastoral income. Most of India's poor still live in rural areas and the development of agriculture needs to increase in importance to ensure India's food security and the needs of an expanding population while dealing with income decline. Dependent on the growing cultivation of cereal crops, along with the production of fruits, vegetables, and milk. To reduce rural poverty through a social alleviation strategy, including both farming and work that isn't farming. Additionally, Scheduled Castes, Tribes, the destitute, and those without access to land must gain from rural development. Most of India's poor people live in rainfed areas or the eastern Indo-Gangetic plains and are completely dependent on the Mauram and do not even have money to irrigate their fields. In the early 1990s, about forty percent of the farming community was undeclared poor, while this poverty has been steadily declining. In the year 2000 it dropped to 30%, i.e. a decline of about 1% per year. Poverty alleviation is a priority for any country. Policymakers need to put in place strict rules to remove institutional malpractices for this sector to grow and unless strict rules are put in place, Indian producers and agriculture will not see major changes and public programs will be needed for its transformation. Change in words and actions is very important. New dimensions have evolved and what is no longer practically implemented needs to be taken to the grassroots level and lay India's agricultural research and extension systems need major reforms as they have deteriorated over time due to underfunding of infrastructure and operations, the lack of replacement for aging researchers, or widespread access to cutting-edge technologies.

The increasing competition for water among domestic agriculture necessitates water management based on rivers and several streams. For water conservation, there is a need to enhance the management system for less available water. Skilled farmers are eager to leave this work and do other work. The problem of water is increasing due to the non-availability of water due to exploitation of groundwater. To encourage this, there is a need to give an exemption in electricity tax. There is a need to modernize drainage departments, improve cost recovery, rationalize public expenditure by giving priority to projects with the highest returns and allocating sufficient funds for operations and upkeep to ensure the sustainability of investments. Initiatives should be taken to expand agriculture processing and make From producers to metropolitan areas and export markets, it is competitive. Agriculture contributes more than a quarter to GDP. It is a source of income for India's rural population is 70%, most of which are underfunded and led by men and women. Although milk output has increased quickly, at a pace of 4% annually, future domestic demand is anticipated to rise by at least 5% annually.

Boney, S.Z., Alfred, K.B., Jasaw, G.S. (2012). Promoting community-based extension agents as an alternative approach to formal agricultural extension service delivery in Northern Ghana. Poor genetic quality of high-yielding cow varieties, Lack of access to veterinary care, insufficient nutrition, and other issues are impeding milk production. To overcome these, a targeted program should be started keeping production in mind. The Indian market is dynamic and the access of moneylenders to the agricultural credit market has impressed the rulers. Furthermore, grants for electricity, fertilizers, and seeding have gradually come to dominate the authority's expenditure in this sector and now exceed investment expenditure by four times, displacing important priorities like agriculture extension and research. Additional measures are needed to strengthen inclusive growth, which will serve as the foundation for boosting rural residents' incomes, who number at least 170 million and live in poverty. A pastoral livelihood program that empowers communities to become self-reliant.

**Belinda anyanwu. (2022). the efficacy of general media in farming extension and development. march issue of african journal of farming science and food research, volume 3 no. 1 (2022).**

The book "The effectiveness of mass media in farming extension and development" is currently available. new dimensions of agriculture have been given in this book. This book is an important book from the point of view of a research paper, whose objective is to promote the production of farming produce. It has been characterized to benefit those innovations to the grower. In this book, numerous farming systems or techniques have been thoroughly addressed with regard to access and effective education. Informative to grower regarding farming activities. The mass media play a crucial role in getting critical information out there to help people make decisions. The level and scope of mass media use, according to the book, are crucial to the successful execution of a program for agricultural growth. Radio and television are considered to be the most effective forms of broadcast media for informing growers.

## II. RESEARCH QUESTION

1. Is the same coverage seen in the news of farming news in the Indian media?
2. denies that the situation of the Indian grower is a national concern.

### Research objectives

Analysis of the media's reporting on farming news in India..  
Studying the news issues of the Indian farmer.

### Research Methodology

The present research is based on qualitative and quantitative method.

- Descriptive
- Analytical

### Research Relevancy

The farming sector in India has been the backbone of this society since ancient times, and still employs 58 percent of the population. 15% of the world's livestock and 17.8% of the population live in India. It has a major share in the global economy and India its GDP. Agriculture has an important role in maintaining a strong economy because in general terms, if there is a system of food grains in the house, eighty percent of it is free from stress. Agriculture also affects global trade because it is linked to other sectors of the economy, allows for job creation, and contributes to economic growth. According to USAID, countries with strong farming sectors experience employment growth in other areas, and farming productivity growth and per capita income are also higher in countries with infrastructure, as these countries use technology and farm management practices to promote. innovation through.

## III. CONCLUSION

Agriculture-related news is published on agriculture portals, which has to be brought to the attention of the grower and the authority. Such episodes have happened between agriculture and grower. The purpose of such news is that what issues have to be reconciled between the authority and the public and there is a need to discharge their responsibilities.

Without agriculture, there is no existence of any kind of life on this land because we all know that we need food to live on this earth. That's why it is very necessary to cultivate this human race to keep agriculture science alive. Nevertheless, it is the responsibility of the authority to take care of the grower, in this it is good for the people and the authority. Production has been declining steadily for the past three years, and Minister Tomar Singh in the authority is reporting this information. Agriculture has a role not only in food, but it

has an impact on the economic, social, and global levels. It also works to increase our GDP. Agriculture is also more effective for economic and social purposes. The share of agriculture in GDP is high. India is the leading producer of pulses, spices and milk, in the world and has the world's largest livestock population, along with the largest area under rice, wheat, and cotton. Wheat, cotton, rice, sugarcane, and sheep are cultivated in large quantities. In addition to goat meat, fruits, and tea, the nation is the second-largest producer of fish and vegetables.

#### IV. REFERENCES

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