

Role of Radio Pakistan for resolving agricultural issues in Bahawalpur



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FINAL APPROVAL

It is certified that we have read this thesis submitted by Mr. Ijaz Ahmed. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad for MS Degree in Media and Communication Studies.

COMMITTEE

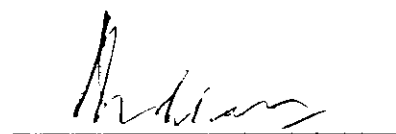
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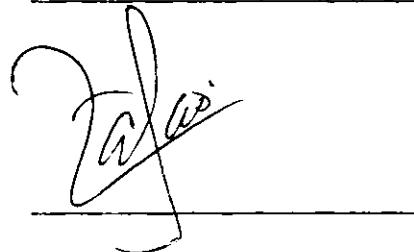
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I would like to thank the following people:

- My supervisor, Prof. Dr. Nabi Bux Jumani, for his expert and invaluable guidance throughout the course of my studies.
- My parents for their unwavering support and constant encouragement.

DEDICATION

I would like to dedicate this study to my mother Mrs.NaziraanBibi, my beloved wife GulnazAkhter and my daughter Amna Ahmed.

Abstract

The objectives of the research study were 1, to discover the role of Radio Pakistan Bahawalpur to create awareness among farmers 2, to spotlight and analyze the farmers' problems through radio Pakistan Bahawalpur especially in rural areas 3, to recommend some suggestions and improvements in the process to create awareness through the broadcasted transmission of radio Pakistan Bahawalpur. Sample of the study were 200 farmers from three districts, Bahawalnagar, Bahawalpur and Rahim Yar Khan of Bahawalpur division were selected randomly. Data were collected through questionnaire and was analyzed using SPSS software applying Chi-Square, percentage and mean scores.

The findings of the research study shows that farmers have radio sets but few of them listen agricultural transmission of radio Pakistan Bahawalpur. Maximum of the farmers were agreed with the timing of the radio broadcasting.

Finding of the study also showed that mostly farmers agreed that Zarai program providing sufficient information about farming, gardening, livestock, loaning, pesticides and fertilizers issues were discussed according to their requirements.

In the light of above study and its findings it may be concluded that farmers have radio sets but the time span of radio program was not sufficient but the information provided was interesting

Main recommendation of the said research study, keeping in view the needs of the farmers are the time span of the Zarai program, information about pesticides, fertilizers, new varieties of seeds, different types of crops, livestock and finally the most important farming should be increased.

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Chapter # 1

Introduction:

Nobody can deny the importance of radio broadcasting for the dissemination of information and adoption of new agricultural technologies and all allied subjects, to change social behavior, attitude, to build positive thinking, to reshape and modernize culture and tradition. Although urbanization is growing day by day, people are migrating from their villages in search of bright future and to make their both ends meet. Country is making lot of its revenue from industrial sector but the importance of agricultural sector still exists. By exploring the history it has been proved that in any country without concentrating on agricultural sector, development is impossible (Audu, 2003).

Agricultural productivity can increased with result oriented communication of new agricultural technologies in the field of fertilizers, seeds, agricultural pesticide, insecticide, fungicide chemicals through proper radio broadcasting. Electronic media has become an important tool for the rapid dissemination of information along with entertainment for rural society, especially radio broadcasting is an inexpensive, easily available in far flung rural areas.

Pakistan, an agricultural country, appeared on the map of the world on august 14-1947. It was 2007 when in an economic survey report it was revealed that Pakistan consists of 160 million populations and sixty-eight % of its population is living in rural areas, making their both ends meet directly or indirectly from agri. sector. Agri. sector is making significant contribution in the development of the country.(economic survey 2007)

Government has been launched various programs for the rapid growth of agri. sector by different ways but particularly through Radio and TV broadcasting. The basic factor in development is to bring a prominent change in attitude, social behavior and to provide different development incentives for the growth of agri. crops productivity. Government is using radio broadcasting particularly to create awareness, to bring social and attitudinal change to adopt new technologies, advancements in seeds, fertilizers and pesticides chemicals etc. for advanced and better agricultural production in Pakistan. The government wants to increase agricultural production not only to meet the requirement of the country but also to stabilize the economy

through export of agricultural products. It needs to raise literacy rate among rural society for appropriate selection of fertilizers, agri. chemicals, hybrid seeds, to enhance immunity of livestock, preservation of fruits and adoption of new agricultural technologies for preparation of land before its cultivation (laser land leveling etc.).

Government has launched various radio programs to eliminate these problems. Message delivery can be categorized into three different types: individually, through meetings and finally through mass media. The first two methods are not appropriate at macro level communication but mass communication like Radio, TV and newspapers etc. are used to deliver agricultural messages quickly to far-flung rural areas quickly and in an inexpensive way. Radio broadcasting is most powerful, fastest and many times is the only way of communication with villagers. Mostly villagers listened radio programs for the purposes of infotainment, entertainment and edutainment. All kind of information is in the access of villagers from the very first day of Radio broadcasting.

In Pakistan, the role of radio to create awareness in rural society for the adoption of new agricultural technology is very prominent and technological changes have been brought through special broadcastings called farm broadcast. Farm broadcasting started from radio Pakistan in December 1966 from Hyderabad, Lahore and Peshawar for thirty minutes daily in evening. These Zarei programs were started under different titles from different radio stations with very positive response from rural people. Observing the said positive response from rural people government of Pakistan decided to launch agricultural programs from remaining radio stations also. Except Islamabad and Karachi radio stations, all radio stations are broadcasting zarei programs on daily basis. These programs are presented with the collaboration with agricultural departments. In Punjab province, Radio Pakistan Bahawalpur started a zarei program from 1975 the very first day of its transmission under the title of "KhetBunneyBhag" which was later on renamed as "DhartiBakhtBahar".

The role of radio Pakistan Bahawalpur is unforgettable to create awareness for the betterment of livestock sector, fisheries, for the adoption of new agricultural technologies and for all allied subjects. The result of this program is positive. This is accomplished with the collaboration of agri. extension program and fully enthusiasm of Radio Pakistan Bahawalpur. In

its 35 years of broadcasting it is noticed that Zarai program brought lot of positive changes in rural society changes for adoption of new agricultural technologies.

Short History of Radio Pakistan:

Pakistan Broadcasting Corporation (PBC) generally known as Radio Pakistan appeared as Pakistan Broadcasting Service with the birth of Pakistan on as an independent Islamic country on the map of the world on 14th August 1947. Firstly it was the part of Indian Broadcasting Corporation but now known as All India Radio. When Pakistan appeared on the map of the world, there were only three Radio stations. firstly, Peshawar Radio Station established on 1936, Lahore Radio Station 1937 and Dhaka Radio station 1939. Government of Pakistan launched two more radio stations at Rawalpindi and Karachi in 1948. It was 1950, when a broadcasting house was established in Karachi and made a link with Hyderabad Radio Station 1951 and Quetta 1956. On the other hand in 1960 at Rawalpindi, a new broadcasting station and a receiving center Peshawar was launched.

It was 1970, a new Radio Station at Multan and training facilities from Islamabad Radio Station were started. On 21st April 1973, Radio Pakistan World Service started for overseas Pakistani was started while expanding Radio Station networks in Pakistan, Khairpur Radio Station 1974 and Bahawalpur Radio Station 1975 were launched. It was 1977, when Pakistan Broadcasting Unit was shifted to the new broadcasting house which is known as National Broadcasting House. To cover remote areas of Pakistan, new radio stations were launched at Sakardu (for northern areas) 1977, Gilgit 1977, Turbat (south east) 1981 were launched. Within two years of 1981-82 some more radio stations were established at Khuzdar, D.I.Khan and Faisalabad.

On 7th May 1986, a new broadcasting house was launched in Khairpur, relayed broadcasting services were started from Sibi and Abbottabad in 1989 linked with Khairpur Broadcasting House. In 1990, new Radio Station at Chitral, Loralai and Zhob were launched to cover most remote parts of Pakistan. In 1997, computerized news processing system and to make availability of textual internet news, a new computerized system was inaugurated by the Federal Minister of Information and Technology.

It was 1st oct.1998, when PBC launched its first FM Radio Station from Lahore, Islamabad and Karachi and the moment this FM Radio network of PBC is broadcasting its services throughout Pakistan with nine Radio Stations. Radio Pakistan launched its first FM Radio Station in 1st October 1998 and within the period of 2002-2005 more FM Radio Station was launched from Banu, Gawadar, Islamabad, Sargodha, Mianwali, Kohat and Miti. Radio Pakistan three new networks within two and half years. Radio Pakistan decided to launch "National Broadcasting Service" (NBS). It was the first current affairs channel is permanently interlinked with Lahore, Islamabad, Peshawar, Quetta and Karachi, generating programs with the time span of 17 hours programming of national and international issues i.e. target audience, cultural and literacy programs.

External Service:

Radio Pakistan starts its external services regularly in 1949. Pakistan is a neighbor country of China, India, central Asia and Middle Eastern Countries, so Radio Pakistan is using its services to promote its foreign policies and to disseminate the sense of friendship across the world and especially to the neighbor countries. Radio Pakistan is broadcasting its external services in 34 languages to promote its culture, mutual understanding and friendship etc.

Statement of the Research:

The main reason behind this study was to understand the Role of Radio Pakistan broadcasting to create awareness among farmers about the adoption of new agricultural advancement and advancement of new agricultural technology in Bahawalpur division.

Objectives of the Study:

The objectives behind this study were as under:

To explore the role of Radio Pakistan for creating awareness among farmers.

To study the character of target audience.

To discover and analyze the problems of agricultural broadcasting in rural areas.

To explore the role of Radio in rural development.

To judge the qualities of agricultural broadcasting.

Significance of the Study:

The present study would help to decide the effectiveness of radio broadcasting. This study will help the personals who are broadcasting agricultural programs to value the importance of their agricultural broadcasting for the development of rural society and to explore the hurdles behind the application of agricultural programs. This study will help to bring required changes in the program for adoption of new agricultural advancements in rural areas of Pakistan.

Hypothesis:

H: There is significant relationship between knowledge aired in agricultural program and increase of yield.

Research Questions:

RQ1: How radio has impact on rural life?

RQ1: How the farmers are satisfied with the existing agricultural programs with reference to relevancy?

RQ3: Do farmers have relative advantage in adopting a modern agricultural approach?

RQ4: In what way they have adopted agricultural techniques?

RQ5: What is the opinion of farmers about agricultural program being telecast on radio?

Delimitations of the Study:

The present study was delimited to the audience of agricultural program of Bahawalpur Radio Station.

Chapter # 2

Literature Review

Development has been conceptualized differently in developed countries by different scholars. “Increase of per capita income or could be linked with economic growth (Szirmin 2005). In United Nation’s human documents development has been define in a broader way as Development covers literacy rate, better life style, per capita income of people etc., so the people must have the freedom of choice. “Development is neither simple nor straightforward liner process but it seeks to transform the society by addressing living inputs and entire complex of interwoven stands which are part of an organic whole” described by Haqqani 2003. Broadly speaking human development includes all aspects of life, which cover health status, economic position and political freedom of an individual. It was 1996 when in UNDP’s program for human development that “human development is the end-economic growth a means.

On 1992 a famous conference was arranged on environment and development at Rio de Janeiro, Brazil by United Nations. It is also known as “earth Summit”. It was concluded that people want to sustain the development all the time to lead a healthy and productive life in human with nature. Rural development has not been defined comprehensively and universally but the changes are brought in perspective of rural development gradually. Mostly rural development is explained by academic activists and political leader’s workings with UN. Development means to improve daily life of poor, minimize exploitations and reduces the control of elite class and pressure groups.

In 2006 Agarwal conducted a research and concluded that communication is the basic tool for rural development including electronic media, information technology and human communication. These types of communication have a very prominent role in a political background country. Culture is defined differently, for some scholars it is the appreciation of music, art, food and literature, for a biologist, is a colony of bacteria’s, for anthropologists culture is completely learned human behavior patterns.

Edward B. Taylor used this term in his book Primitive Culture, in 1871. Taylor argued that culture is that complex whole which includes knowledge belief custom, moral, law etc. and other capabilities and habits acquired by individual as a family member. Culture flourishes with

the blend and active participation of men and women in society. Culture means some creativity and intellectuality, paintings; literature, drama and music are also included in it. On the other hand culture can be of another society especially as a close relation to view tradition and religion. Culture is an important part of every society. Culture influences all aspects of life.

At the world conference on cultural policies (Mexico 1982) more specifically and in a well-defined manner, and used discussion on culture and development, that culture is a whole complex of distinctive, spiritual material, intellectual and emotional features that characterize a social group or a society. Culture includes modes of life, fundamentally right of human being art letters, value systems tradition and beliefs". Culture in society keeps changing with the period of time and there are many reasons behind this, like economy, technological improvement, developmental projects pressure and armed conflicts etc. (Schalkwyk, 2000).

Role of Radio

Radio is driving force for government in political perspectives. Due to regional importance and close term with local community, radio shapes the trends and changes the behavior of people towards government and its policies. Civil society is getting knowledge and is getting aware about its rights gradually. They use media as a tool of communication. Due to availability and inexpensive medium, rural people have like to purchase radio. In this scenario, no doubt radio is playing vital role in rural areas (Liboudo, 2003). He also resulted that radio has the flexibility for playing the following roles.

Key information can be easily disseminated through radio in different languages for restricted and geographically vast areas.

It provides an opportunity to development stakeholders for discussion on development issues.

Rural and urban communities can easily express their views through radio.

Radio is a great source for social mobilization and awareness-building.

It is a tool for research, shows real picture, provide original fact and figures of local communities and helpful for decision makers to launch developmental activities and projects for rural people.

Broad sector reform its policy to focus attention on radio, it can be useful for national development strategies. Mclean in 1992 explained role of radio and development in his study that “communication can play a vital role on national level when it is supported, initiated and reinforced by the concerned authorities. With the example of small nation, due to this, contents specialists become aware and have some knowledge about trend and desire of their target audience, and technical requirements needed for program production”. Radio Pakistan Bahawalpur is providing guideline and supervising the civilization, culture and arts of region. It is also squiring the knowledge and skills of scholars, ullamas and artists. Radio Pakistan Bahawalpur is presenting a valid and serious approach towards social and regional needs and preferences. There are deep effects of Radio Pakistan Bahawalpur on culture, custom and norms of region and providing a way of thinking about the ideas. In short Radio Pakistan Bahawalpur is playing a vital role to eradicate illiteracy, unemployment, ignorance and poor life standards of locality. (Malik 1994)

Media as a Tool of Social Change

The program has raised local issues menacing rural people including dowries, feudalism, child labor, alcoholism, education and healthcare. Villagers are realizing the power of radio to solve their issues gradually. Often, a story is taken up to shame the torpid administration into action. It is not easy to define social change. Scholars’ defined communication for social change in several aspects. Capobianco (2003) suggested that “the field of communication for social change (CSC) consists of different concepts and strategies like: development communication, communication for development, social marketing, “infotainment, edutainment, participatory communication etc.”

“Communication for social change programming can constitute only part of the real solution, it can help to enable people to shape their own agenda, articulate their own priorities and aspirations of how to address the epidemic, and ensure that donors are following and responding to public policy debates within developing countries as well as shaping such debates.

(Rockefeller foundation 2001, p: 38). A series of meetings and seminars organized to discuss development and investing created theoretical framework about field of social change. A new century conference held Bellagio, Italy, in April 1997. It was sponsored by Rockefeller Foundation. In conference following steps were decided for action.

To convince others for the value of the CSC approach.

To publicize writings about its effectiveness.

To continue study to prospects in the global community. (Rockefeller foundation 2001 p:8)

Follow-up meetings were held in Cape Town, South Africa in 1998 and 2000. In 1998 Cape Town meeting, the Rockefeller foundation introduced a concrete definition of communication for social change. "Through a process of public and private dialogue, people express their views about their identity, desire and future plans. This event provides a way for skills and requirements to do work in the field, preliminary work on a practitioner's toolkit, an agreement in measurement, and the establishment of several linking networks". (Rockefeller Foundation 2001, pgs.: 8-9). The Third International Entertainment Education Conference for Social Change, Arnhem and Amsterdam, Netherland, 2000 hosted by the Netherlands Entertainment Education Foundation in collaboration with Johns Hopkins University Centre for Communication Programs. There was strongly recommendation to follow the Entertainment Education declaration. It was also stressed to adopt several positions for the sustainability of EE and sets out future work in this regards. (Capobianco 2003)

Extension Education

Rural Radio based extension strike can generate effective balance between indigenous and scientific approach to agricultural development. (Chapman, Robert et al 2003). (Khan 1994) resulted that "Extension Education is essentially a process approach through which ideas are communicated and skills are demonstrated between and among people. Technical information is communicated from its source to the farmers in the field. Broadly speaking, it is an exchange of ideas back and forth between the extension worker and the farmer. Teaching methods are channels of communications through which people are served".

Rural Radio Forum

Rural Radio Forum gives the villagers a sense of participation and of being in touch with outside world, despite of physical isolation and widespread illiteracy. They provide a valuable channel of communication from villages up to the state and national bodies responsible for rural development. The food and agriculture organizations seminars at Cairo and New Delhi also stressed that “farm forums have proved to be a particular benefit to both developed and developing countries. They should be given careful consideration in each country and adapted as an important part of farm broadcasting”. (Bhatt and Krishnamorthy 1965)

Media and Mobilization

“When information networks contains on friendly, family or transportation bond then media may be more important for disseminating information across geographically dispersed population”. (W.Gamson,1995; Oberschall,1989.) “No doubt, indirect networks ties may be as important to social movement diffusions as direct links” (Soule 1997). “Flowing information for geographically, media can suppress the political thoughts of a dispersed population” (Khan 1999). “Verbalization, through speech and song, is always conversational and dynamic, often political, and potentially consciousness-altering”. (Flacks1999; W. Gamson 1992b; Goffman 1981, Litcherman 1999; Mills 1937, 1940). “Role of Radio in mobilization perspective stands forward on collective identity and political opportunity frameworks”. (Danaher and Rroscigno 2001).

Role of Radio in Diffusion of Innovation

Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. Decisions are not authoritative or collective; each member of the social system faces his/her own innovation decision that follows a 5 step process.

Knowledge – Person becomes aware of an innovation and has some idea of how it functions.

Persuasion – Person forms a favorable or unfavorable attitude towards the innovation.

Decision – Person engages in activities that lead to a choice to adopt or reject the innovation.

Implementation – Person puts an innovation in use.

Confirmation – person evaluates the results of an innovation-decision already made.

ASnapshot of Role of Radio Pakistan in Agricultural Development

The review of previous researches or scientific studies is important to know about the previous work and to add new to the relevant field. In this chapter the role of radio in adoption of agricultural technology has been reviewed. In 1961 Rahim concluded in a research at Danishwar village of Bangladesh that role of information sources in the adoption of innovation is very effective. Wilkinig et al (1962) said that farmers used Radio and TV for the new practices in the agricultural field. He found that information sources are very effective for acquiring new technologies.

It was 1965 Bajwa conducted a research study in the villages of Sialkot and concluded that majority of people rely on radio as first source of information. Chohan (1966) found in his research that 42.80% farmers listen agricultural radio programs and only 20.20% out of them are regular listeners. Nazir (1967) randomly selected 150 sugarcane growers in chak no 27/2-1 and chak no 24/2-1. He gathered information through scheduled interview and it was revealed that 42.80% sugarcane growers listened agricultural radio programs and 20.5% out of 42.8% are regular listeners. Khan 1968 in his study concluded that 77% agricultural growers gets information from radio because of its economical and easily availability.

Hussain (1969) conducted a study in D.I.Khan on agricultural extension program, the information was gathered from chairman and BDM (basic democracy members) 58% agricultural growers used to get information for them from radio because radio was cheap and easily available source of information for them which brought changes in their thinking and attitude. Muhammad (1970) concluded that 96% extension workers used radio talk shows as extension teaching methods and majority of responded that those programs helped them. Rehman (1970) concluded that 18% farmers adopted those varieties of wheat seeds which were advertised through radio.

Roger and Shoemaker (1971) conducted a study in which they concluded that rapid transmission of information to masses is radio. Ahmed (1972) in his research under the title of "Zarai Radio Program" his majority of respondents liked contents of Zarai Program in tehsil Lyallpur. He concluded that 80% of his respondents suggested speeches of agricultural specialists; interviews of agri. growers, dramas and agricultural songs must be included in Zarai programs to make them interesting. Maqsood (1972) in his research on Zarai program in Lyallpur tehsil concluded that through radio programs 83.13% farmers prefer to use appropriate fertilizers , 72.86% started to use improved seeds , 32.84% started using insecticides after listening radio programs on agriculture. Moreover he concluded that because of agricultural programs on 29.94% farmers started using advanced practices and 3.35% started business of poultry farming.

Schalman (1977) revealed in his study that radio programs were very effective to create awareness in masses regarding agricultural information, skills agri. education etc. Bembridge (1980) after conducting his research concluded that 41% of his respondents received agricultural information from radio programs. He revealed that radio is a medium of easy access and the role of radio to solve agricultural problems is prominent. Rehman (1980) conducted a study on farmers about the agricultural field extension workers in Multan and he concluded that 40.33% of the respondents said that adoption of new technology is because of agricultural radio programs.

Hashmi (1981) conducted a survey in Faisalabad on socioeconomic features of adopters, non-adopters and reported that 94% people get information from radio. Aslam (1983) in his study reported that lack of agricultural programs was the great hurdle in the adoption of new agricultural technologies. Hussain (1987) conducted a research under the title of "A Study into the Adoption of Farm Mechanism" by the farmers in tehsil Chiniot dist. Jhung and concluded that majority of people were aware about new agricultural technologies but the economic problems were great hurdle in the implementation. Amjad (1987) conducted his study in Faisalabad; he reported that 19.33% farmers took help for the use of new seeds from radio. He also concluded that 48% respondents took information for the protection of their crops from radio.

Abbas (1988) conducted a research on the topic of “A Sociological Study into the factors effecting the adoption of improved technology in Sheikhpura”. He reported that the adoption of new technology and socioeconomic status were directly proportional to each other. Iqbal (1989) conducted his study under the title of “Impact of Radio Program Ravi TeyChenna” from Faisalabad radio station on adoption of agricultural innovation. He gathered information through scheduled interview. His 60.5% respondents in the adoption of innovation in agriculture, the major source of information was radio. Saeed (1993) did his research and reported that radio is the most influential medium to create awareness of agricultural knowledge. 90% respondents told that they are regular listeners of Zarai programs. The majority of respondents like broadcasts on agriculture.

In 1983 Gorman concluded after doing a research that in development process communication and education are interrelated. While solving the problem he argued that a researcher should use terms...information and development as communication and education. The problems of third world countries like illiteracy, unemployment, poor conditions of health and sanitation, poverty etc. could be solve out while creating awareness through communication. Hussain 1983 concluded that the role of mass media in agricultural extension is very prominent. Hence contents of radio broadcasting are considered very important. The messages are broadcasted through radio and these leaves generalized impacts on its audience.

CIRDAP (1983) argues that mass media plays a powerful to bring social change in developed countries as well as in third world countries and media has boost up development on new horizons of the world. Radio broadcasting is still considered a major tool for entertainment and adoption for new agricultural technologies/advancements. The importance of radio broadcasting has not been recognized in the most parts of the world because in third world countries only 5% of total airtime of radio broadcasting is given to educational process. While on the other hand mostly major development projects run without proper media campaign. Policy makers focus on economic factors not on human elements. It is not possible to cover all aspects of but the proper coverage should be given to the targeted audience.

Read (1982) suggested that for effective communication researcher should have complete command on the background of his respondents. It is not possible for a researcher to categorize his respondents like doctors, carpenters, businessmen, housewives, farmers to get

accurate findings. A researcher should keep bull's eye on the culture, tradition, social behavior and attitude of his respondents. DwaraKinath and Hannmpea (1959) concluded in their research that radio broadcasting is used to bring desired social change. Radio broadcasting could use to solve out through talk shows and putting spotlight on deprived sectors or crippled organs of life. Radio communication is used to get better results in short time and to highlight alarming situation. The local audience must encourage responding on the current situations. Radio broadcaster should be in contact with his targeted audience.

Schramm (1955) concluded in his research that vcd's, tape recorders and radio broadcasting are important tools of communication because these tools are helpful to bring social change in behavior and attitude. Radio broadcasting can be used in different ways like coverage of spot news, to raise the issues of urgent solution, reproduction of information of information in local languages etc. Radio broadcasting can also be used for directly teaching, through radio broadcasting researcher can approach masses in short time and less cost and can convey his message effectively. Noordhoff (1973) declared his findings that villagers were able to get information of every aspect from the very beginning of radio broadcasting. Radio and TV are used for extension of education on large scale in developed countries as well as in third world. Radio broadcasting is low cost method of spreading information with the disadvantage of no feedback directly.

USDA (1965) compiled the report after a survey that there is an advantage of radio broadcasting that it can be on-air any time after recording from anywhere. Radio broadcasting can be useful in spot news reporting, information about meetings or announcements about any campaign etc. The variety of listeners differs according to the contents of radio program. The contents of radio program should be carefully designed for better results. While preparing scripts for extension education material should be according to the need of the time. Read (1982) noticed that extension workers want to become good speakers or broadcasters but they ignore the importance of listening. For effective communication an extension worker should be good listener also. Radio in itself is neither good nor bad but its use makes it good or bad.

Hull (1982) argued that the great advantage of radio is its speed, immediacy and vast range of coverage to millions of audience. Radio cannot teach like classroom but it can educate, radio cannot philosophize and explore but it can motivate and give suggestions, radio can not

specify or qualify but it can generalize. In concluding words radio broadcasting can change attitude, beliefs and motivate for the adoption of new technologies. Basic advantage of radio is its coverage to millions of audience in short time. Nothan (1984) compiled his report that TV and Radio can deliver information, informal learning and entertainment. Electronic media provides quick news availability of events, current affairs, scientific and agricultural research. Radio and TV can create awareness among rural people in development communication, motivating, sensitizing and make them able to accept new agricultural technology.

Kerrison (1984) concluded that radio broadcasting is an authentic tool for development communication. Radio was not as a medium for entertainment and communicating medium for events of the day. Angiki (1984) argued that radio was used as a tool for rural development but it depends on the eco-political scenario of the country. In autocratic country it was noticed that farmers and agricultural growers are forced to listen government sponsored programs. Hadiow (1984) pointed out after his study that with the help of low cost radio set a person keeps himself in touch with rest of the world.

George (1984) used radio broadcasting for rural development as broadcaster. The basic idea to use radio broadcasting for development was to find out the solutions of farmers. UNESCP (1984) reports after a survey that for the sake of marketing like fertilizers and market updates radio communication can play a very prominent role. Mason and Azhar (1984) observed the successful results of the radio broadcasting campaign against goiter (a throat disease), which caused by lack of iodine in diet of people at Malakand division.

Manof (1984) noticed in his research that the news disseminates rapidly among the women rural areas, carefully designed development messages of the radio broadcasting can be highly result oriented for positive change in rural areas. Varayan (1984) was a farm radio officer at all India Radio claimed that well designed advertising of ADT-27 was launched in different types such as features, documentary, drama etc. through radio broadcasting. The result of this advertisement was that farmers started cultivation of "Radio Rice", people heard about this variety through radio so they named it radio rice.

Venkataiah (2001), concluded in his research that the target of electronic broadcasting is very clear to create awareness among rural society. While Mohanty (2001) conducted a research

and revealed that desired outcome can obtain with the complete coordination of radio producers, agri. extension workers and opinion leaders. Rashid (2006) revealed after his research that nobody can deny the importance of electronic media, particularly Radio Broadcasting for creating awareness and bringing social change in rural society. Radio is a most rapid and systematic way of dissemination of information. Nakabugu (2003), reported after his research that radio broadcasting is a two way communication in which information is disseminated for radio and adopted by community, it helps people to update themselves and provides an opportunity to participate actively in decision making process. Radio is result oriented means of communication to hit its targetted audience. Mohanty (2002) reported that radio **broadcasting** plays a very important role in adoption of new agricultural technology particularly in **developing** countries. The broadcasting term broadcasting means dissemination of information through transmitters to conventional aerials (radio sets).

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Chapter # 3

Theoretical Framework

Researcher has tried to dig out the relationship between audience and the contents of media by adopting the approach of "Uses and Gratification Theory". "Diffusion of Innovation Theory" has been studied also.

Uses and Gratification Approach

Uses and Gratification theory can be explained as individuals has their basic need to interact with other human beings for the survival. So, being in the era of technological advancements and vital role of mass media in daily life for creating awareness individuals expect mass media to gratify his needs.

"Uses and Gratification Theory urges people to gratify themselves by using media like listening Radio, reading newspapers, magazines or watching TV to keep them updated etc. The basic idea behind this theory is...how the media gratify people according to need of the time.

Particularly gratification means

Escape from worries

Emotional support

The acquisition of information helping in dealing with the outside world, social contacts other benefits. Media fulfills it.

According to the strategy of uses and gratification, there are following categories of needs which the media serve to gratify:

Diversion from worries, problem, constraints.

Companionship, the need to live with other media diverts his attention.

Personal identification

Seeking of information about happening in this complex world.

It helps in provision of job

Media is the necessary of people.

Keeping these social needs in view from experience, people expect mass media use particularly programs will give them some fulfillment of their needs this approach leads listen to radio.

Chapter # 4

Methodology

Population and sampling:

The population of the present study was the audience of agricultural broadcasting of Radio Pakistan Bahawalpur. It was not easy to investigate the said population, the researcher adopted simple random sampling technique to collect 200 respondents from Bahawalpur division which comprises of three districts, Bahawalpur, Bahawalnagar and Rahim Yar Khan.

Firstly, from Bahawalnagar district which comprises 8878 square kilometer area, five tehsils, 118 union councils with population of 2061447, 50 respondents were selected from chak #176-7R, 177-7 R.

Secondly, Bahawalpur district which comprised of five tehsils, 107 union councils, area 24830 square kilometer and with the population of 2433091. From chak# 160 muraad, 161 muraad, Hasilpur, selected fifty respondents and finally from Rahim Yar Khan district which comprised of four tehsils, 122 union councils, 11880 square kilometer and with population of 4741053. 100 radio listeners from chak # 37/ A, 39/A, 42/A and 44/A tehsil Liaquatpur were selected through purposive sampling.

Tools of Research

The concerned literature was reviewed to understand the role of Radio Pakistan for resolving agricultural issues in Bahawalpur region. A questionnaire, covering all the aspects was developed to cover the objectives of the study.

Statistical Methods

Prepared questionnaire for the study was based on Lickert scale, such as strongly agree, agree, neutral, disagree and strongly disagree. The collection of data was made through said questionnaire and analyzed with the application of SPSS Chi-Square and mean score. After the calculation statistical analysis, conclusions were made.

The given research was conducted to spotlight “The Role of Radio Pakistan for Resolving Agricultural issues in Bahawalpur”. Descriptive research method was used according

to the nature of the study. Questionnaire for the farmers of Bahawalpur division was prepared to gather data to highlight agricultural issues of the time and to know the role of Radio Pakistan to create awareness, to bring social change, reproduction of live stocks and the adoption of new agricultural advancements.

Data Collection

Data was collected through questionnaires filled by the farmers of Bahawalpur division and was analyzed chi-square test by SPSS.

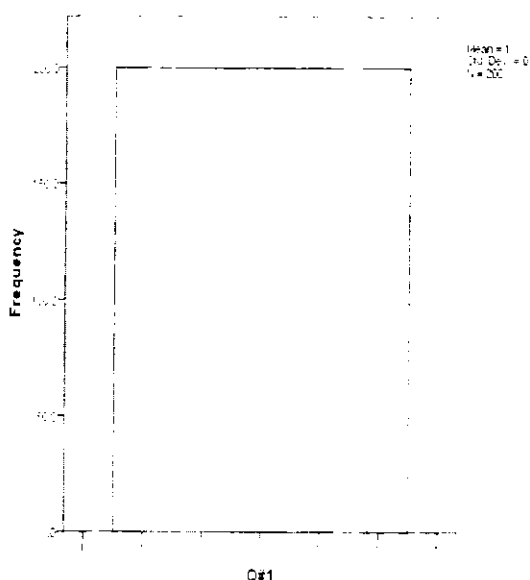
Chapter # 5

Analysis and Interpretation of Data

The questionnaires for farmers were administered and survey was conducted from different parts of Bahawalpur division. One hundred questionnaires were administered from chak # 160-muraad, 161-muraad, Tehsil Hasilpur dist. Bahawalpur, 176 / 7-R and 177 / 7-R of Tehsil Fortabbas dist. Bahawalnagar and one hundred questionnaires were administered from chak # 37/ Abbassia, 39/ Abbassia, 41/ Abbassia and 42/ Abbassia tehsil Liaqatpur dist. Rahim yar khan of Bahawalpur Division.

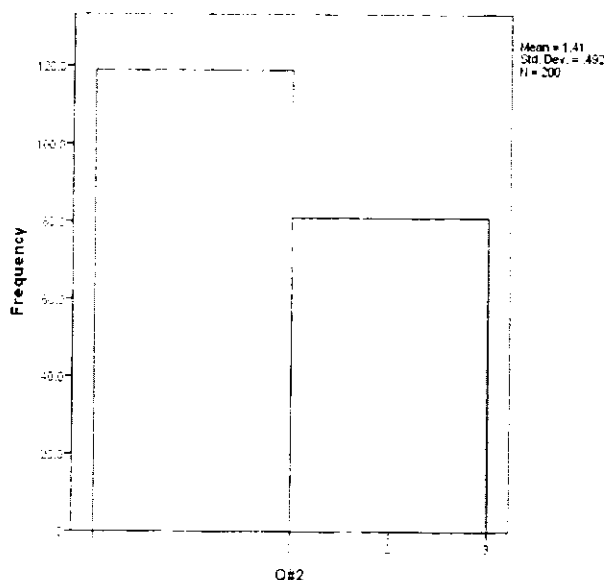
Questions

Question # 1: Do you have a Radio set?



As the answer of total 200 respondents were observed "Yes" so the Chi-Square test is not applicable on this question because of its constant value.

Question: Do you listen agricultural broadcasting of Radio Pakistan Bahawalpur?

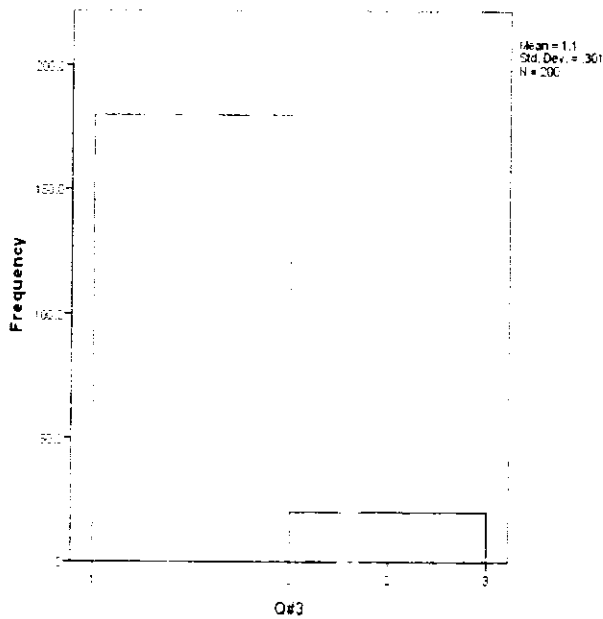


N	Mean	Chi-Square	df
200	1.41	7.22	1

Df= 1 $\alpha = 0.05$ $\chi^2 = 3.841$

Researcher calculated the responses of respondents, applied Chi-Square SPSS with the mean of 1.41 and calculated value of Chi-Square test is higher than tabulated value of chi-square so it was proved that the statement "There is no significant relationship between agricultural broadcasting and increased rate of production" has been rejected because agricultural broadcasting is directly proportional to the increased rate of agri. production.

Question: The timing agri. program "DhartiBakhtBahar" is suitable?

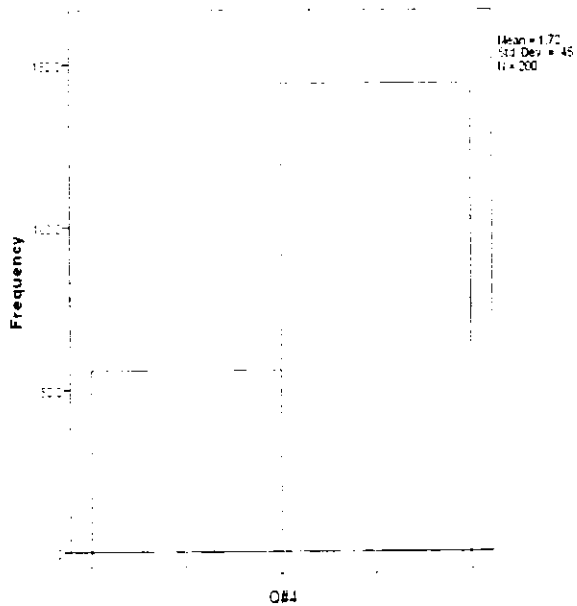


N	Mean	Chi-Square	df
200	1.10	128.00	1

Df= 1 $\alpha = 0.05$ $\chi^2 = 3.841$

Researcher gathered data through descriptive research method, analyzed data using SPSS Chi-Square and it has been proved that the timing of agricultural broadcasting is suitable because 90% percent of farmers replied that they were satisfied with timing of said broadcasting.

Question: Time span of agricultural program is sufficient?

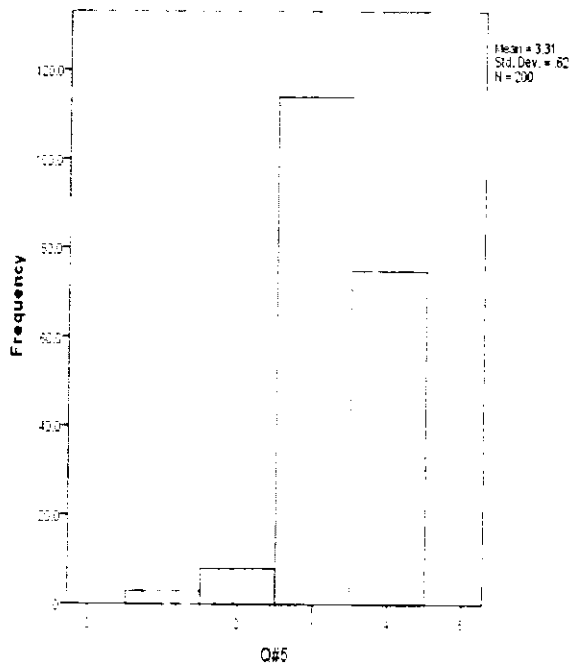


N	Mean	Chi-Square	df
200	1.72	38.72	1

Df = 1 $\alpha = 0.05$ $\chi^2 = 3.841$

Researcher analyzed data and it was proved on the statement of “Time span of agricultural program is sufficient” that calculated value is more than the tabulated value of chi-square test so Alternative Hypothesis is accepted.

Question: If not sufficient..... How much time should be?



N	Mean	Chi-Square	df
200	3.31	173.88	3

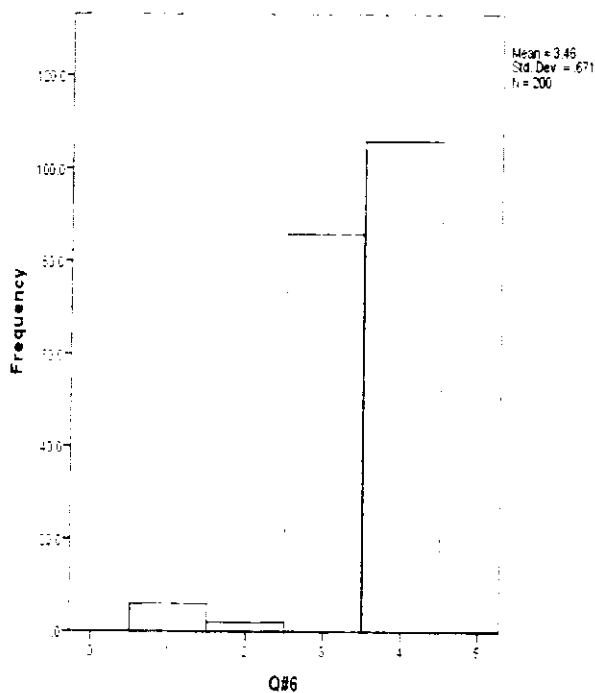
Df= 3

$\alpha = 0.05$

$\chi^2 = 7.815$

Researcher recorded responses of respondents and analyze the data after application of Chi-Square (SPSS) and it was revealed that calculated value of chi-square test is higher than the tabulated value so Alternative Hypothesis has been accepted.

Question: In which time you listens Radio Broadcasting?



N	Mean	Chi-Square	df
200	3.46	173.44	3

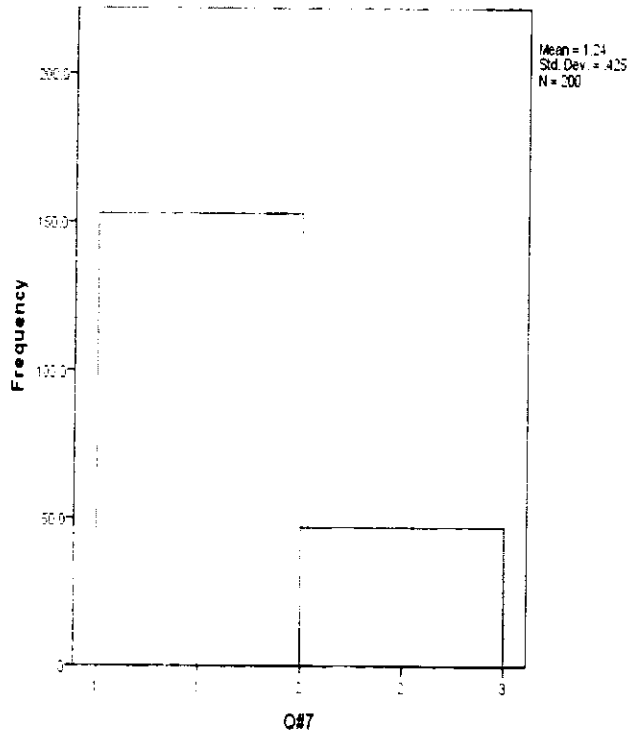
Df=3

$\alpha = 0.05$

$\chi^2 = 7.815$

In response to the statement "In which time you listens radio broadcasting" the data was analyzed and it was noted that calculated value is more than the tabulated value. So Alternative Hypothesis has been accepted.

Question: Agricultural program is according to your needs?

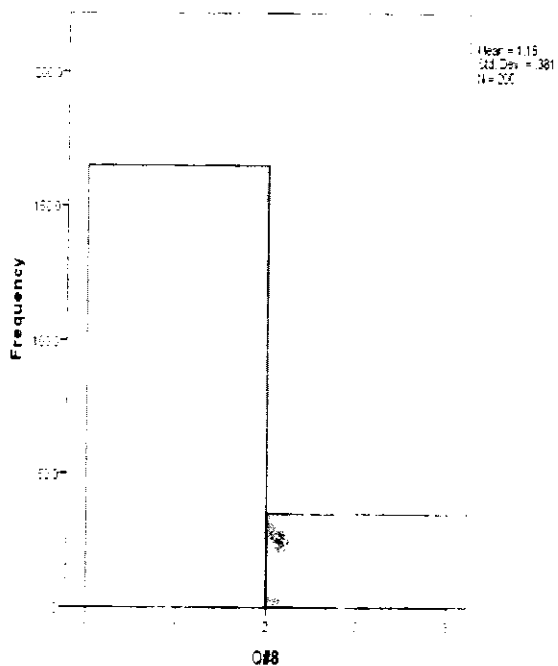


N	Mean	Chi-Square	df
200	1.24	56.18	1

Df=1 $\alpha = 0.05$ $\chi^2 = 3.841$

Researcher calculated the data statistically and it was revealed that agricultural broadcasting is according to the needs of its concerned audience because tabulated value is less than the calculated value so the null hypothesis has been rejected.

Question: Do you know the objectives of agricultural program?

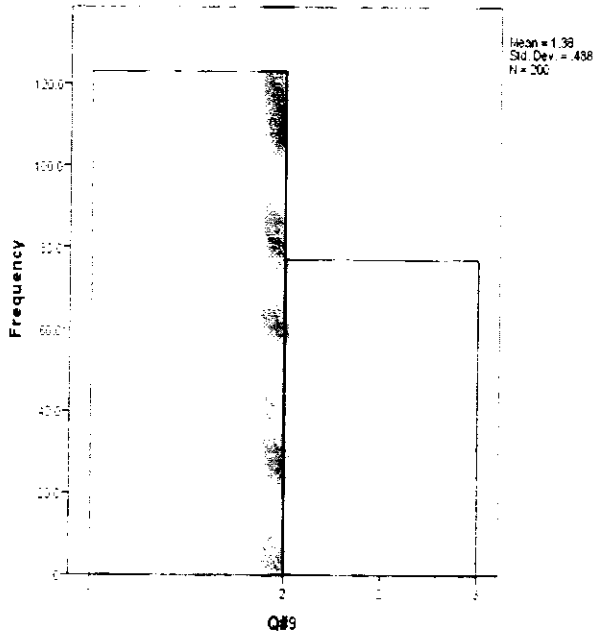


N	Mean	Chi-Square	df
200	1.18	84.50	1

Df=1 $\alpha = 0.05$ $\chi^2 = 3.841$

In response to the objectives of agricultural program it was noted that target audience were aware of the objectives of Zarai programs of Radio Pakistan because calculated value of chi-square test is more than tabulated value of chi-square so on the behalf of these calculations, researcher accepted alternative hypothesis.

Question: The presented agricultural material is sufficient?



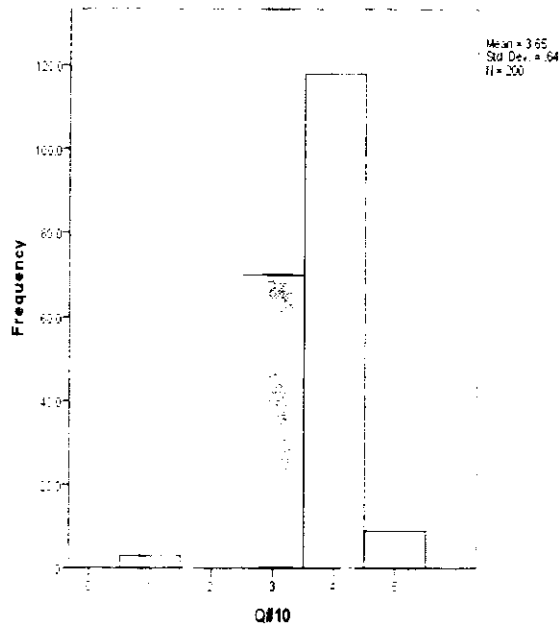
TH 9/6/36

N	Mean	Chi-Square	df
200	1.38	10.58	1

Df= 1 $\alpha = 0.05$ $\chi^2 = 3.841$

Researcher gathered data and applied the chi-square test to find out the results of the statement that presented agricultural material is sufficient and revealed his findings that present material is sufficient because calculated value of statistical chi-square test is greater than the table value of chi-square test. so the null hypothesis has been rejected.

Question: Radio broadcasting is helpful to understand agricultural problems?



N	Mean	Chi-Square	df
200	3.65	178.28	3

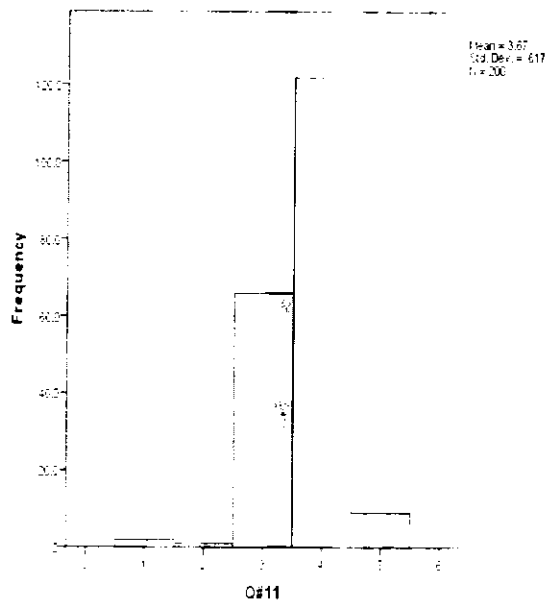
Df = 3

$\alpha = 0.05$

$\chi^2 = 7.815$

After conducted a survey, the researcher gathered the data, analyzed and concluded that agricultural based programs help people to understand their agri. based problems as calculated value of chi-square test is more than the table value so alternative hypothesis has been accepted.

Question: Agri. program covers all aspects of agricultural issues?



N	Mean	Chi-Square	df
200	3.67	283.15	4

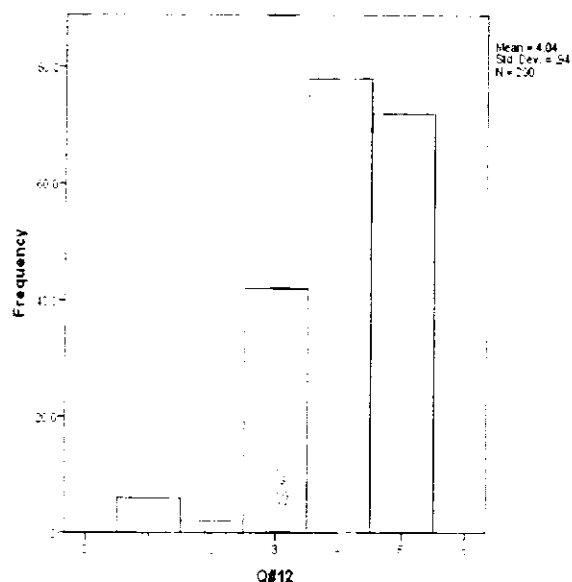
Df = 4

$\alpha = 0.05$

$\chi^2 = 9.488$

Researcher gathered data, analyzed it on SPSS Chi-Square on the basis of the statement whether agricultural broadcasting covers all agri. issues or not, Researcher conclude his finding that calculated value of chi-square is greater than the table value of chi-square so the null hypothesis has been rejected as calculations of said statement proved that agri. program covers all of issues respectively.

Question: Outdoor recordings /broadcastings in which farmers, agri. experts and agri. extension workers participate are helpful for rural society?

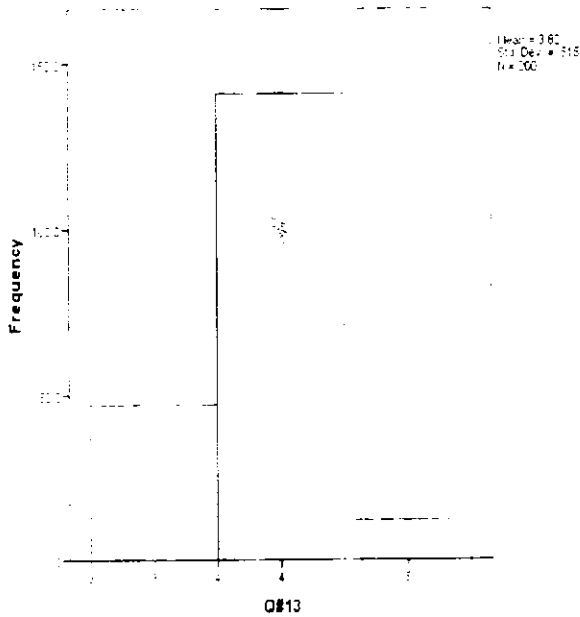


N	Mean	Chi-Square	df
200	4.04	126.8	4

Df= 4 $\alpha = 0.05$ $\chi^2 = 9.488$

Researcher visited the rural areas of Bahawalpur region for the collection of data and investigate the issue of outdoor recording/ broadcasting in which farmers agri. experts, agri. extension workers participate are helpful for the betterment of rural society, data was analyzed on SPSS and was revealed that such programs are very helpful for the betterment of rural society as calculated value is more than tabulated value.

Question: Agricultural programs are informative?



N	Mean	Chi-Square	df
200	3.82	222.85	4

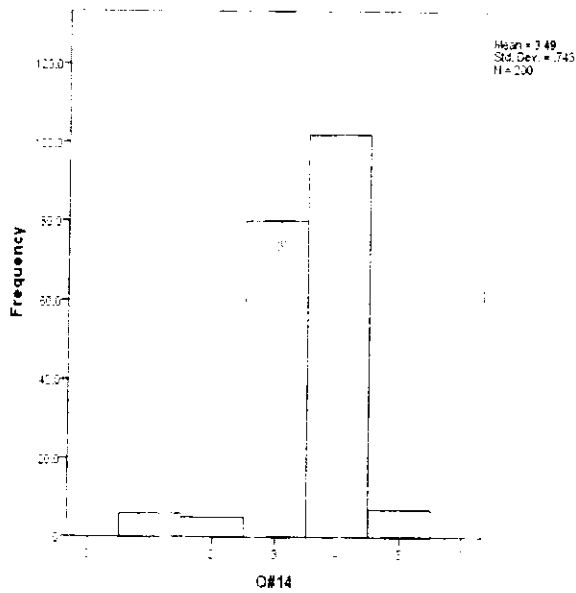
Df = 4

$\alpha = 0.05$

$\chi^2 = 9.488$

Researcher investigated whether agricultural programs were informative so after analysis it was found that tabulated value is less than the calculated statistical value, on the behalf of these findings it was concluded that agricultural programs are informative.

Question: Agricultural program is applicable?

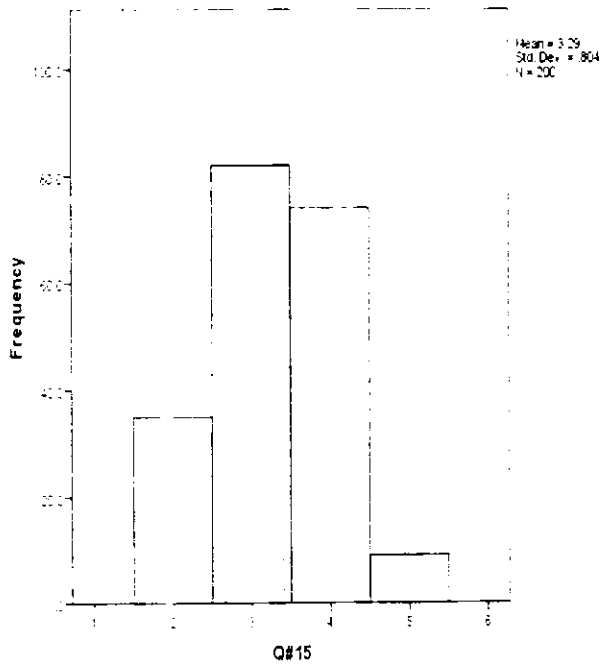


N	Mean	Chi-Square	df
200	3.49	70.12	3

Df = 3 $\alpha = 0.05$ $\chi^2 = 7.815$

Researcher investigate about the application of on-aired agricultural broadcasting, after getting data. researcher analyzed the responses on SPSS and reported his findings that agricultural broadcasting is applicable.

Question: Agricultural program is interesting?

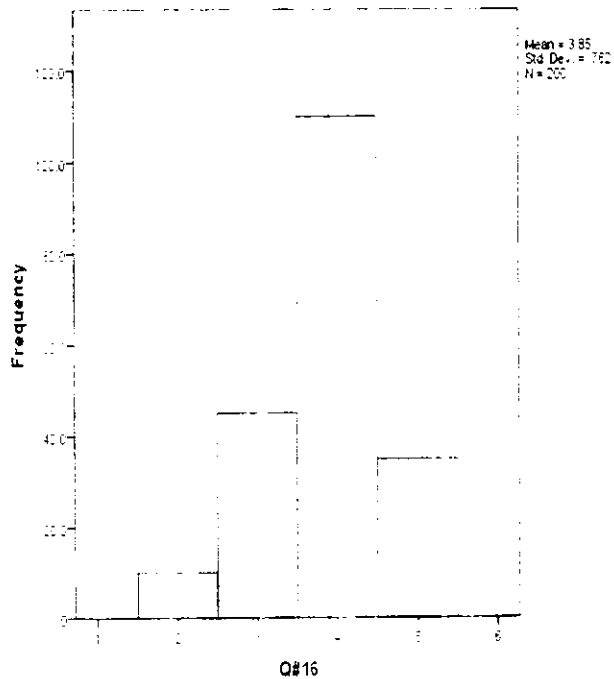


N	Mean	Chi-Square	df
200	3.29	70.12	3

$Df=3$ $\alpha = 0.05$ $\chi^2 = 7.815$

Researcher collected the responses on the question of either Zarai programs are interesting or not... after analyzing the data, it was found that calculated value is more than tabulated value so on the behalf of these findings, alternative hypothesis has been accepted.

Question: Agricultural program leads to rural development?

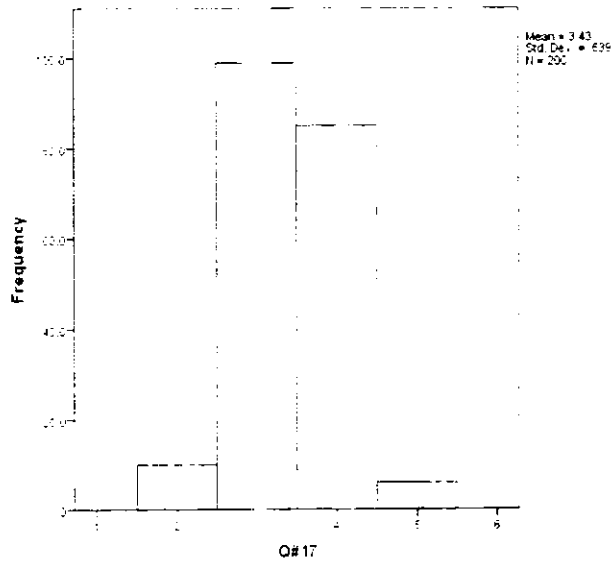


N	Mean	Chi-Square	df
200	3.85	109.00	3

Df = 3 $\alpha = 0.05$ $\chi^2 = 7.815$

Researcher investigate the directions of Zarai broadcasting towards rural development and after analysis it was declared that this program creates awareness and leads rural people towards development, because calculated value was more than tabulated value so it was concluded that alternative hypothesis was true.

Question: Radio program brings social change in rural area?

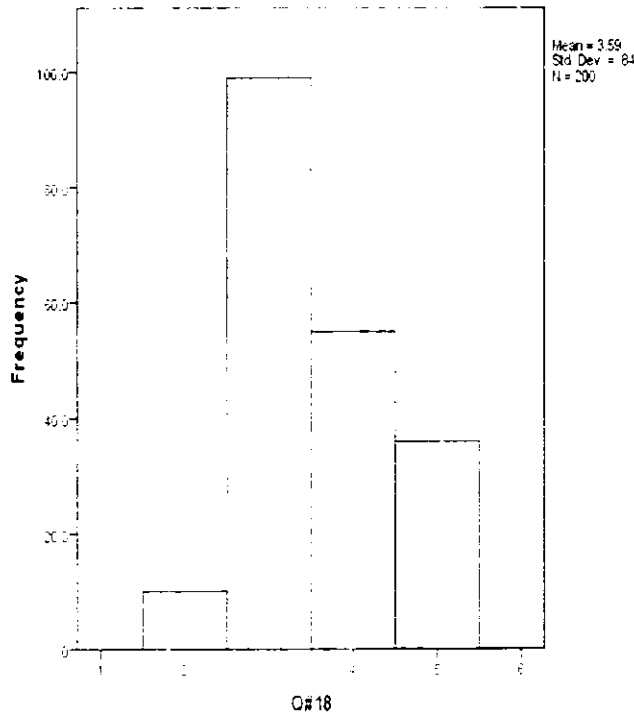


N	Mean	Chi-Square	df
200	3.43	143.24	3

Df = 3 $\alpha = 0.05$ $\chi^2 = 7.815$

Researcher visited Bahawalpur region for his study and investigate the role of radio to bring social change among rural people, responses were gathered and analyzed through SPSS chi-square it was revealed this zarai program brought social change and awareness among rural people. as tabulated value was less than calculated value so it was concluded that null hypothesis was not true.

Question: Radio highlights issues and problems of rural development?

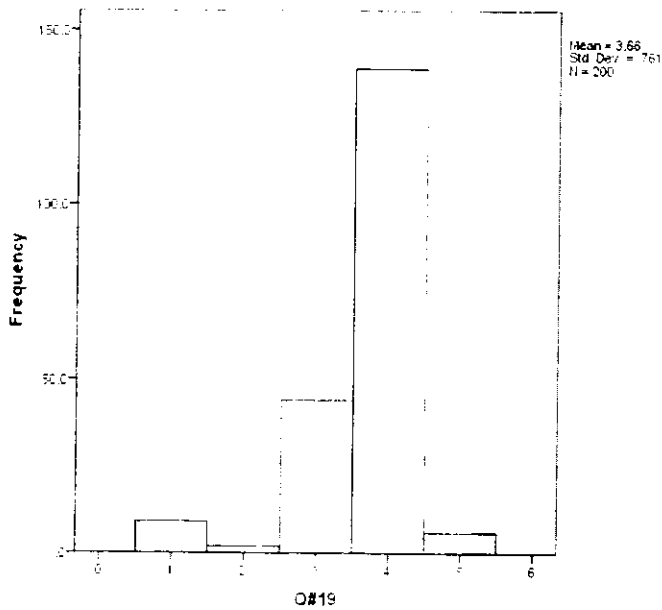


N	Mean	Chi-Square	df
200	3.59	84.44	3

Df = 3 $\alpha = 0.05$ $\chi^2 = 7.815$

In survey it was noted that radio Pakistan was spotlighting problems and issues of remote areas in Pakistan. data was collected through descriptive research method, analyzed through SPSS and was noted that calculated value of chi-square was more than table value which indicated positive role of highlight rural problems.

Question: Radio creates awareness among people?

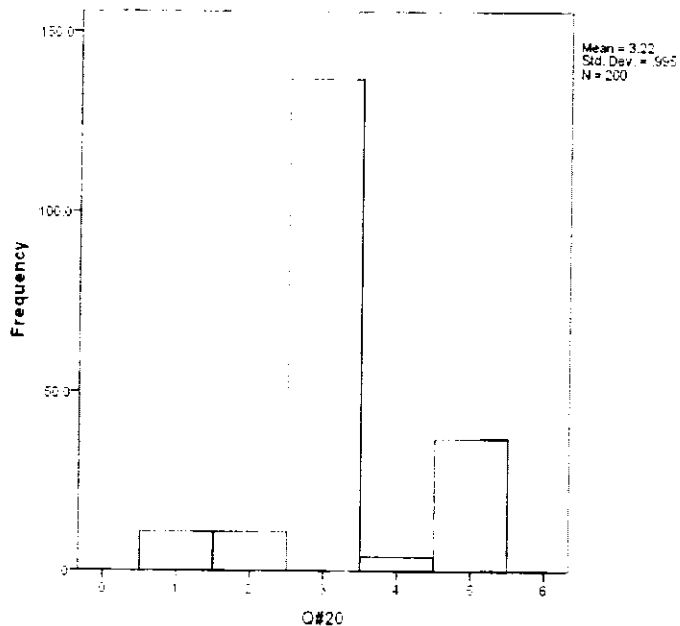


N	Mean	Chi-Square	df
200	3.66	334.45	4

Df = 4 $\alpha = 0.05$ $\chi^2 = 9.488$

Researcher visited Bahawalpur region for his study and investigated the role of radio to create awareness among rural people, responses were gathered and analyzed through SPSS chi-square it was revealed this zarai program brought awareness among rural people, as tabulated value was less than calculated value so it was concluded that null hypothesis was not true.

Question: Agri. broadcasting urges people to help others to solve agri. issues?

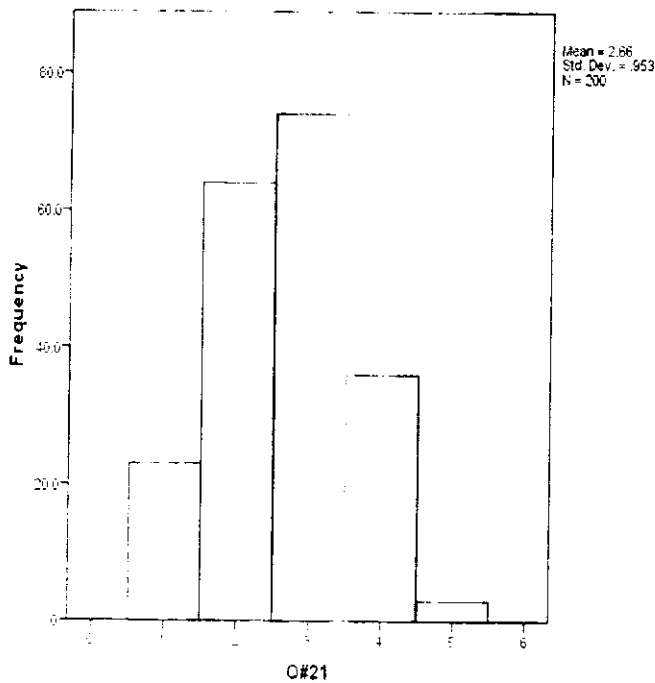


N	Mean	Chi-Square	df
200	3.22	309.9	4

Df = 4 $\alpha = 0.05$ $\chi^2 = 9.488$

Researcher gathered data from farmers of Bahawalpur region and on investigating that radio Pakistan urges people to solve the problems of each other's, the data was analyzed with the findings that calculated value of SPSS chi-square test is more than tabulated value so on the behalf of this result it was concluded radio Pakistan urges people to help each other.

Question: Agri. broadcasting motivates people in developing agri. policies?

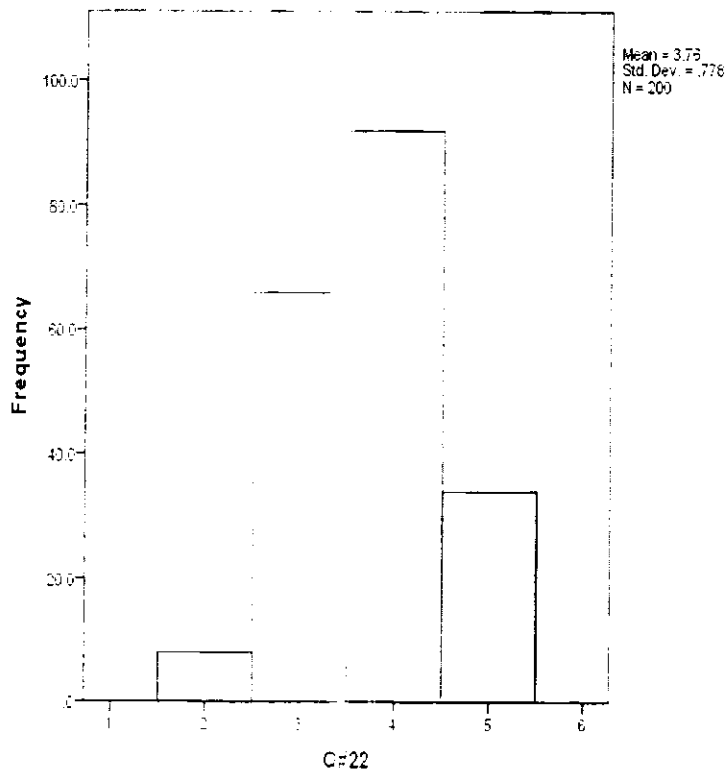


N	Mean	Chi-Square	df
200	2.66	85.15	4

Df=4 $\alpha = 0.05$ $\chi^2 = 9.488$

Researcher gathered the data to investigate whether agricultural broadcasting of radio Pakistan was motivating people in developing agricultural policies, after analysis of data it was revealed that calculated value of chi-square test is more than the table value so on the behalf of this calculation researcher accepted alternative hypothesis.

Question: Radio broadcasting enhances agri. awareness?

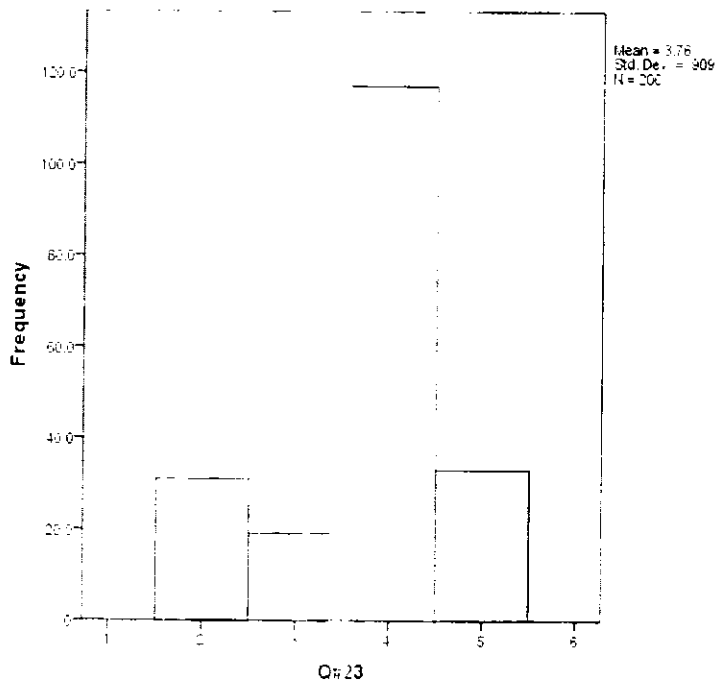


N	Mean	Chi-Square	df
200	3.76	80.80	3

Df = 3 $\alpha = 0.05$ $\chi^2 = 7.815$

Researcher visited the proposed area to investigate the role of radio to create agri. awareness among farmers. after getting data researcher analyzed the data on SPSS and revealed that there is significant role of Radio Pakistan to create agricultural awareness among rural society as the calculated value of test was higher than tabulated value.

Question: Agri. broadcasting highlights different agri. issues?

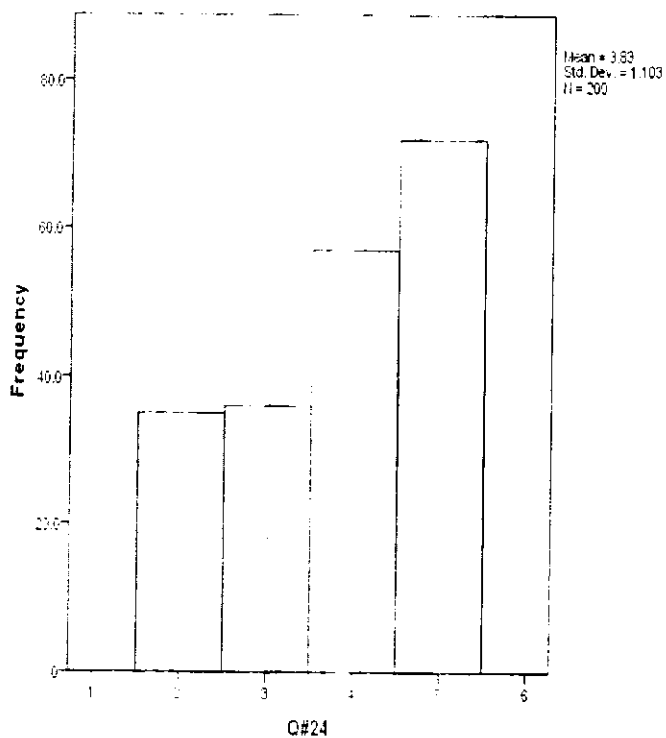


N	Mean	Chi-Square	df
200	3.76	122.000	3

Df= 3 $\alpha = 0.05$ $\chi^2 = 7.815$

Researcher visited Bahawalpur region for his study and investigated the role of radio to highlight different agricultural issues among rural people, responses were gathered and researcher analyzed the responses through SPSS chi-square it was revealed that zarai program put spotlight different agricultural issues among rural people, as tabulated value was less than calculated value so it was concluded that null hypothesis was not true.

Question: The sufficient information about animal husbandry and nutritional issues are discussed?

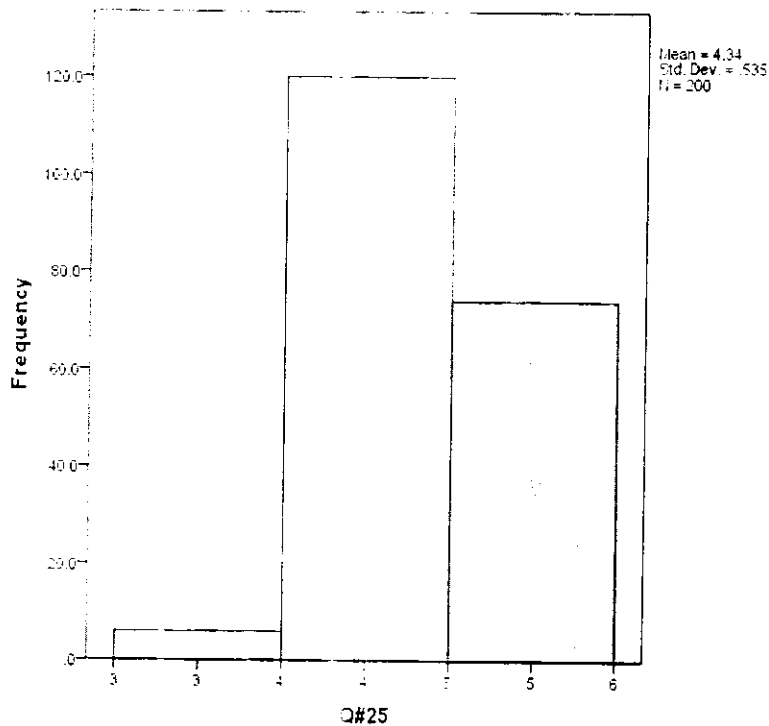


N	Mean	Chi-Square	df
200	3.83	19.08	3

Df = 3 $\alpha = 0.05$ $\chi^2 = 7.815$

Researcher gathered data, analyzed it on SPSS Chi-Square on the basis of the statement whether agricultural broadcasting provided sufficient information about animal husbandry and nutritional issues. Researcher conclude his finding that calculated value of chi-square is greater than the table value of chi-square so the null hypothesis has been rejected as calculations of said statement proved that agri. program covers all of issues respectively.

Question: Information about the time of cultivation is discussed?

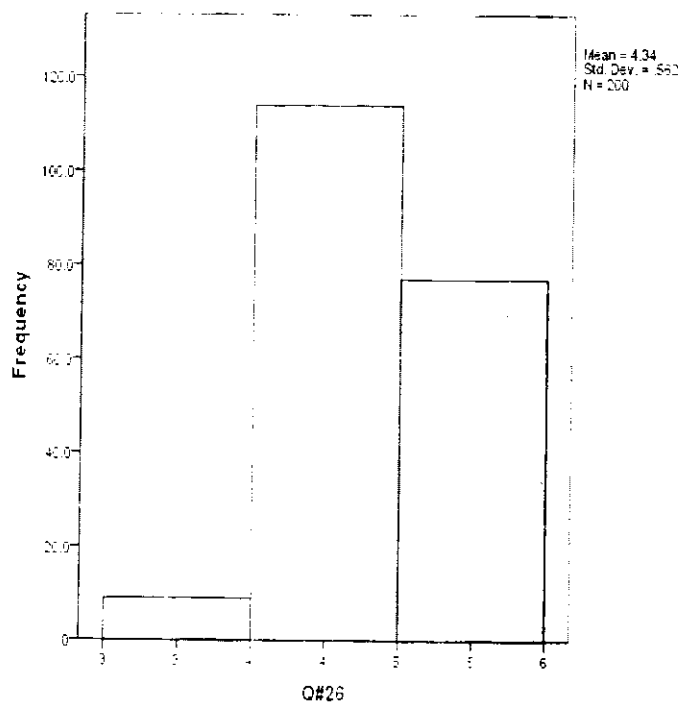


N	Mean	Chi-Square	df
200	4.34	98.68	2

Df = 2 $\alpha = 0.05$ $\chi^2 = 5.991$

Researcher visited Bahawalpur region for his study and investigate the role of radio to provide information about the time crop cultivation among rural people, responses were gathered and analyzed through SPSS chi-square it was revealed that zarai program has provided the said information to rural people, as tabulated value was less than calculated value so it was concluded that null hypothesis was not true.

Question: Information about crop diseases and their current are discussed?



N	Mean	Chi-Square	df
200	4.34	85.09	2

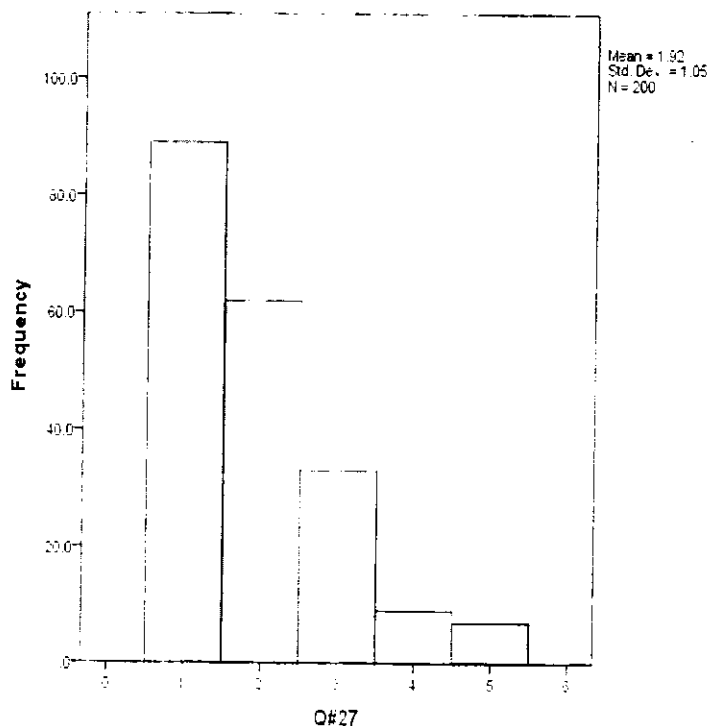
$$Df = 2$$

$$\alpha = 0.05$$

$$\chi^2 = 5.991$$

Researcher collected the responses on the question of either Zarai program provided information about crop diseases and current after analyzing the data, it was found that calculated value is more than tabulated value so on the behalf of this finding, alternative hypothesis has been accepted.

Question: Information about agri. loan is provided in detail?

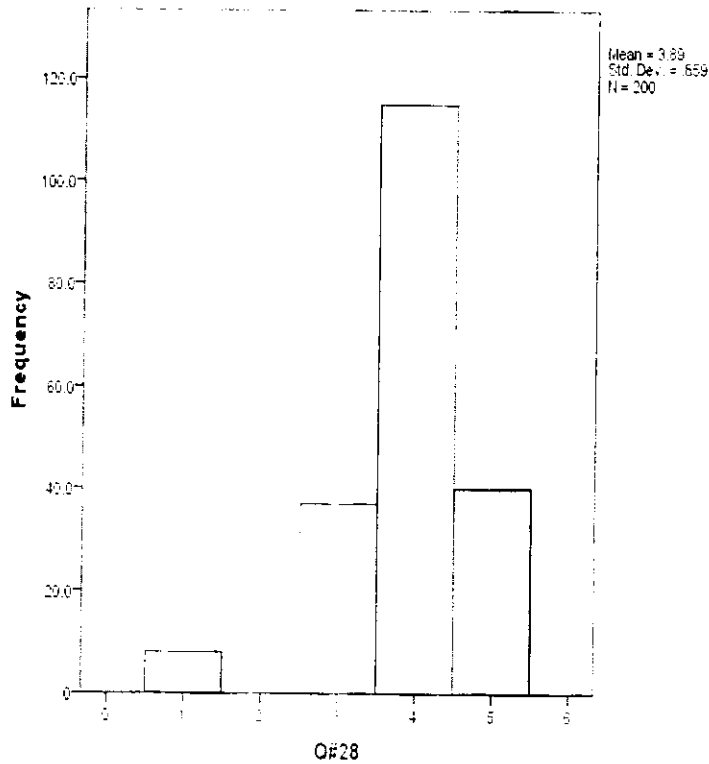


N	Mean	Chi-Square	df
200	1.92	124.60	4

Df = 4 $\alpha = 0.05$ $\chi^2 = 9.488$

Researcher gathered data on the statement of “agricultural loans information”, analyzed data and it was proved that radio Pakistan was providing sufficient information because calculated value is more than the tabulated value of chi-square test so Alternative Hypothesis has been accepted.

Question: Irrigation issues discussed in proper way?



N	Mean	Chi-Square	df
200	3.89	125.16	3

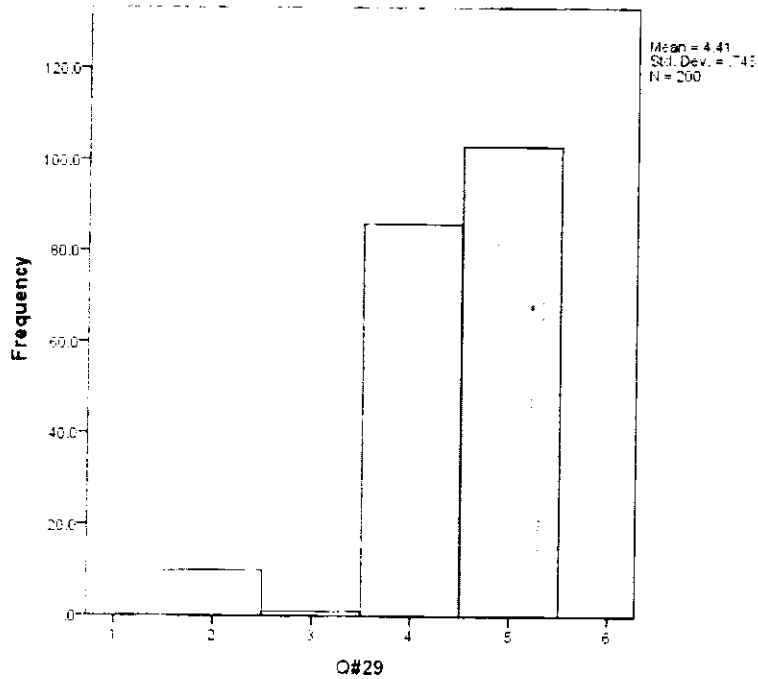
Df = 3

$\alpha = 0.05$

$\chi^2 = 7.815$

Researcher gathered data from farmers of Bahawalpur region and on investigating that radio Pakistan was providing irrigation problems properly, the data was analyzed with the findings that calculated value of SPSS chi-square test was more than tabulated value so on the behalf of this result it was concluded that radio Pakistan was presenting irrigation issues in a proper way.

Question: Information about new seeds is provided?

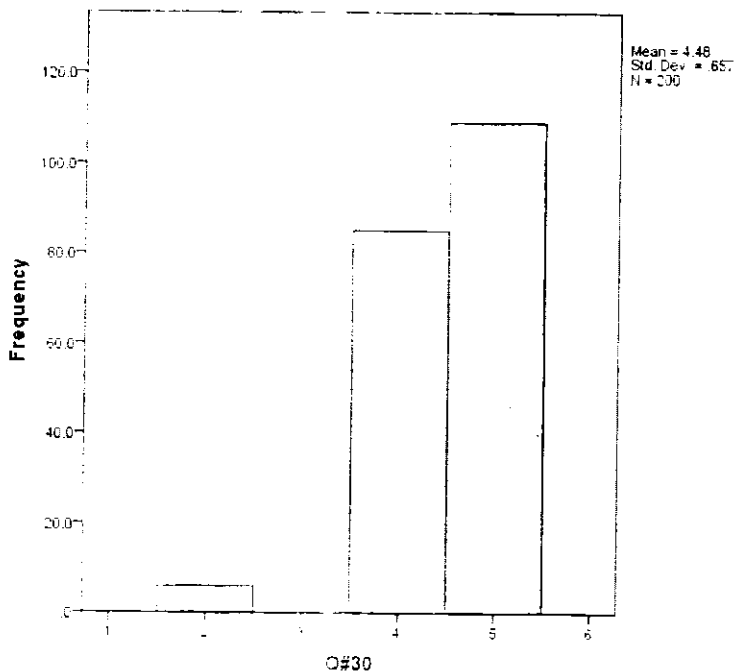


N	Mean	Chi-Square	df
200	4.41	162.12	3

$$Df = 3 \quad \alpha = 0.05 \quad \chi^2 = 7.815$$

Researcher collected the responses on the question of either Zarai program was providing information about new seeds, after analyzing the data, it was found that calculated value is more than tabulated value so on the behalf of this finding, alternative hypothesis has been accepted.

Question: Harvesting issues are discussed properly on time?

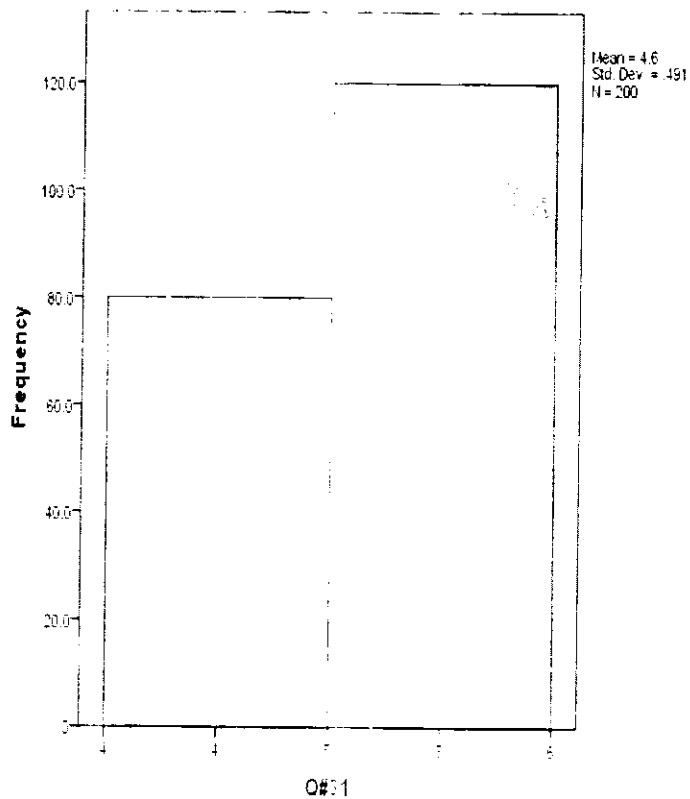


N	Mean	Chi-Square	df
200	4.48	87.13	2

Df = 2 $\alpha = 0.05$ $\chi^2 = 5.991$

Researcher investigate whether agricultural program was discussing harvesting issues on time so after analysis it was found that tabulated value was less than the calculated statistical value. on the behalf of this calculation it was concluded that agricultural program was informative.

Question: Pesticides issues are discussed properly?

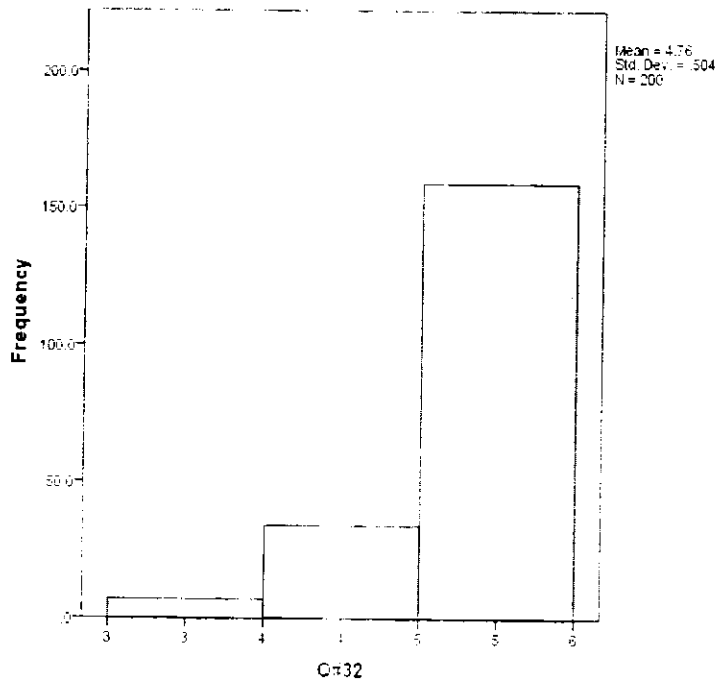


N	Mean	Chi-Square	df
200	4.60	8.00	1

Df = 2 $\alpha = 0.05$ $\chi^2 = 5.991$

Researcher investigate whether agricultural program was discussing harvesting issues on time so after analysis it was found that tabulated value was less than the calculated statistical value. on the behalf of this calculation it was concluded that agricultural program was informative.

Question: Agri. broadcasting highlights the advantages of new technology?



N	Mean	Chi-Square	df
200	4.76	197.29	2

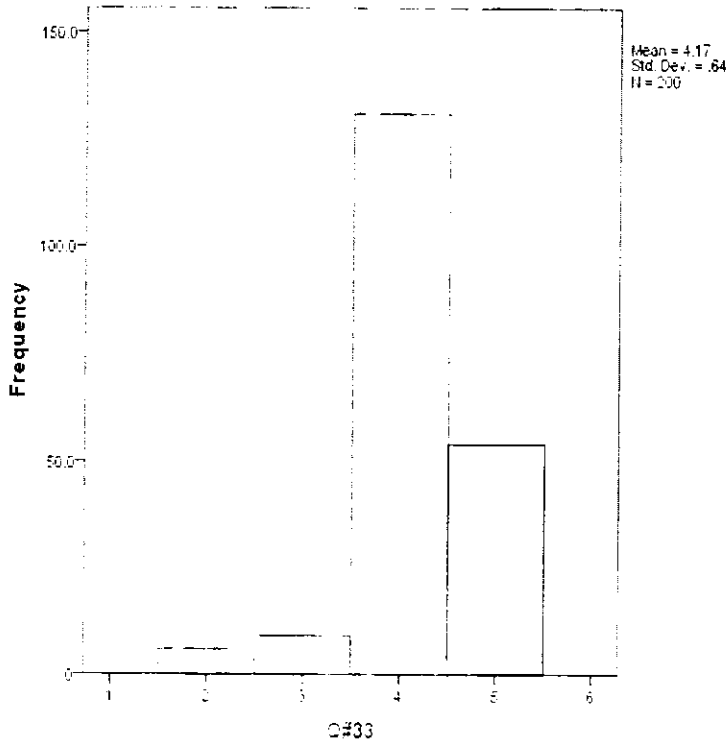
Df = 2

$\alpha = 0.05$

$\chi^2 = 5.991$

Researcher gathered data through descriptive research method, analyzed data using SPSS Chi-Square and it has been proved that radio Pakistan was highlighting benefits of modernized agricultural technology, results proved that radio Pakistan was doing its job perfectly and it was revealed that calculated value of test was more than tabulated value so alternative hypothesis has been accepted.

Question: Agricultural experts participate in program to guide farmers?



N	Mean	Chi-Square	df
200	4.17	203.88	3

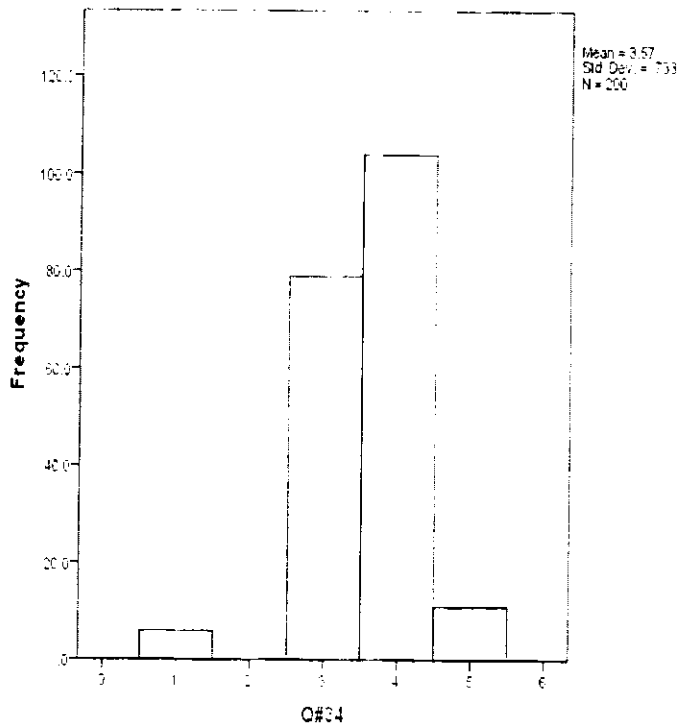
Df = 3

$\alpha = 0.05$

$\chi^2 = 7.815$

Researcher gathered data and applied chi-square test to find out the results of the statement that agricultural experts participate in program to guide farmers and revealed his finding that agri. experts were doing their job in a well-mannered way, because calculated value of statistical chi-square test was greater than the table value of chi-square test, so the null hypothesis has been rejected.

Question: Provided information of agri. program is applicable?

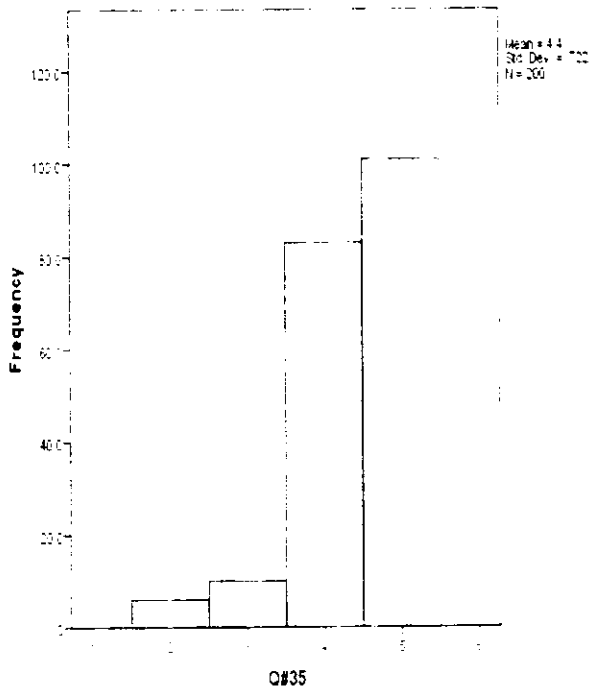


N	Mean	Chi-Square	df
200	3.57	144.28	3

$$Df = 3 \quad \alpha = 0.05 \quad \chi^2 = 7.815$$

Researcher gathered data on the statement of that provided agricultural information was applicable, analyzed data and it was proved that on aired agri. broadcasting of radio Pakistan was applicable because calculated value was more than the tabulated value of chi-square test so Alternative Hypothesis has been accepted.

Question: Benefits of vegetables are highlighted?

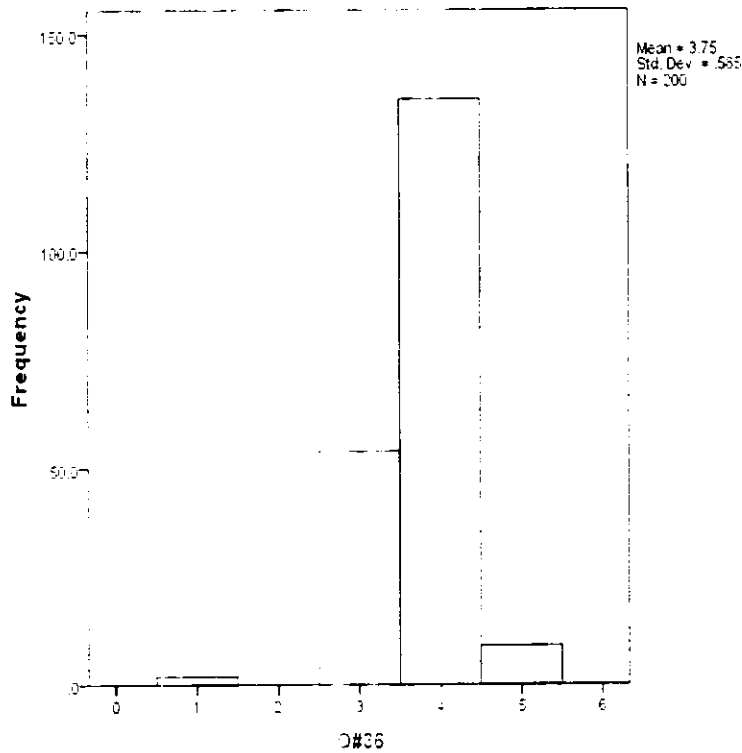


N	Mean	Chi-Square	df
200	4.40	144.52	3

$Df = 3$ $\alpha = 0.05$ $\chi^2 = 7.815$

Researcher collected the responses on the question of either Zarai program was creating awareness about benefits of vegetables. after analyzing the data, it was found that calculated value was more than tabulated value so on the behalf of this finding, alternative hypothesis has been accepted.

Question: Issues of orchards curement are discussed?

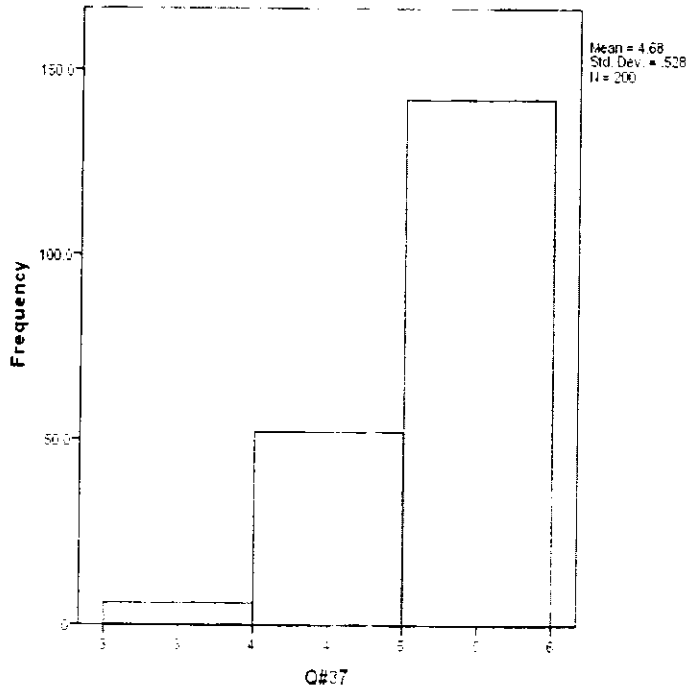


N	Mean	Chi-Square	df
200	3.75	224.52	3

$Df = 3$ $\alpha = 0.05$ $\chi^2 = 7.815$

Researcher visited Bahawalpur region for his study and investigate the role of radio to create information about the current from diseases of orchards among rural people, responses were gathered and analyzed through SPSS chi-square it was revealed that zarai program has provided the said information to rural people. as tabulated value was less than calculated value so it was concluded that null hypothesis was not true.

Question: Appropriate fertilizers are highlighted?

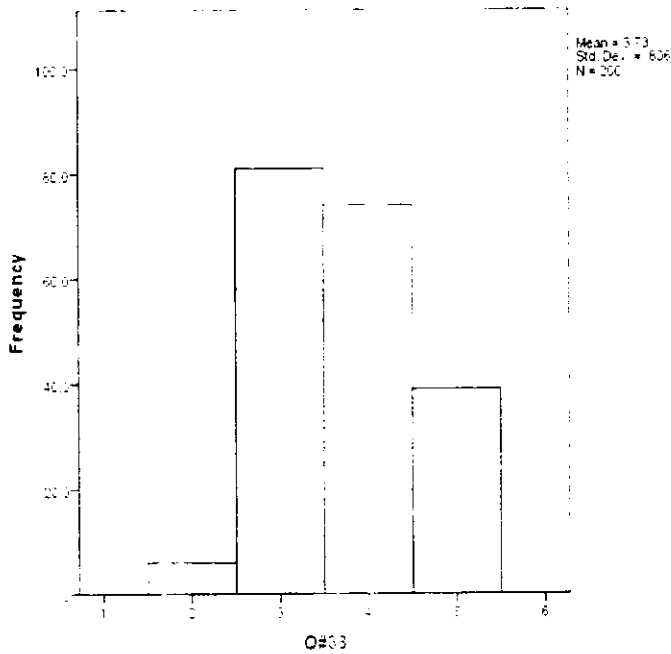


N	Mean	Chi-Square	df
200	4.68	143.56	2

$$Df = 2 \quad \alpha = 0.05 \quad \chi^2 = 5.991$$

Researcher gathered data from farmers of Bahawalpur region and on investigating that radio Pakistan highlighted the importance of appropriate fertilizers for crops, the data was analyzed with the findings that calculated value of SPSS chi-square test was more than tabulated value so on the behalf of this result it was concluded radio Pakistan highlighted the importance appropriate fertilizers to farmers.

Question: Benefits of "goddi" and "chidrai" are discussed?

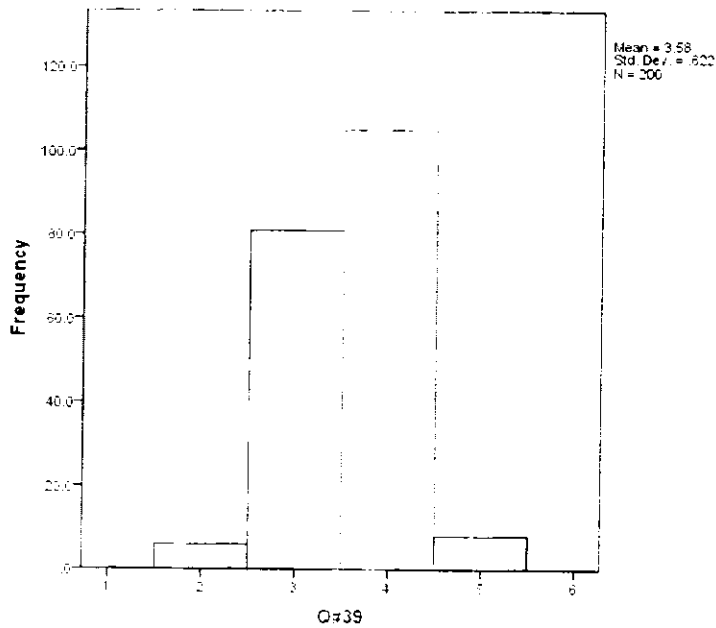


N	Mean	Chi-Square	df
200	3.73	71.88	3

$$Df = 3 \quad \alpha = 0.05 \quad \chi^2 = 7.815$$

Researcher gathered the data to investigate whether benefits of goddi and chidrai were discussed by radio Pakistan. after analysis of data it was revealed that calculated value of chi-square test was more than the table value so on the behalf of this calculation researcher accepted alternative hypothesis.

Question: Drawbacks of weeds are highlighted?

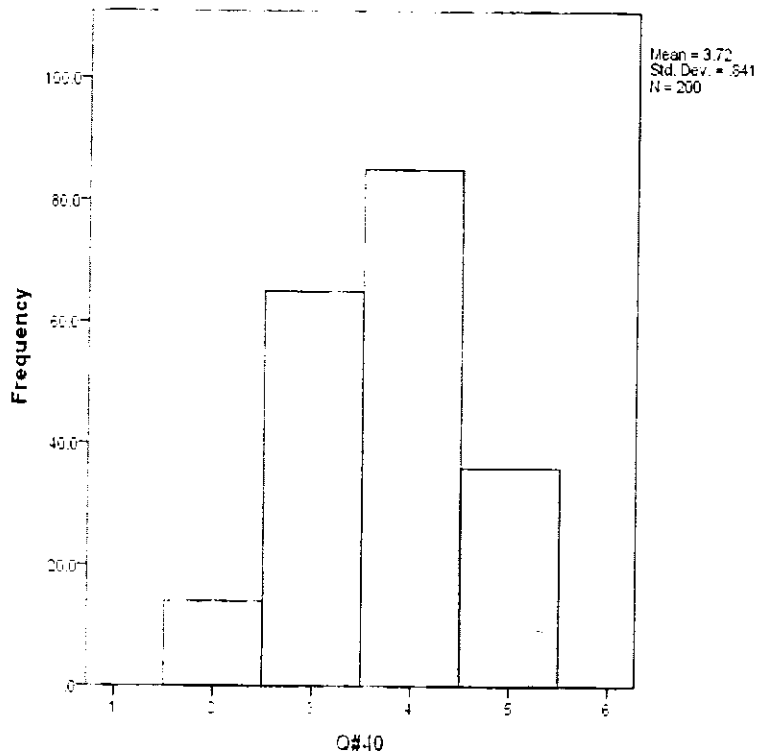


N	Mean	Chi-Square	df
200	3.58	153.72	3

$$Df = 3 \quad \alpha = 0.05 \quad \chi^2 = 7.815$$

In survey it was noted that radio Pakistan was spotlighting problems and drawbacks of weeds in agricultural issues Pakistan, data was collected through descriptive research method, analyzed through SPSS and was noted that calculated value of chi-square was more than table value which indicated positive role of highlight rural problems.

Question: Cultivation and harvesting of paddy crops are discussed?

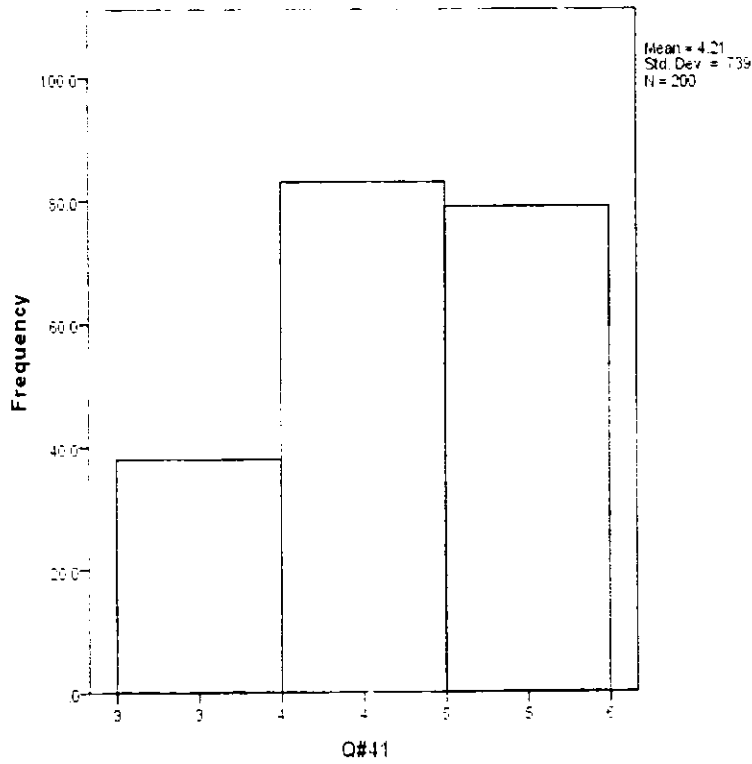


N	Mean	Chi-Square	df
200	3.72	58.84	3

$Df = 3$ $\alpha = 0.05$ $\chi^2 = 7.815$

Researcher gathered data and applied the chi-square test to find out the results of the statement that cultivation and harvesting issues of paddy crops were discussed and revealed his finding that said issue was discussed to awareness among farmers because calculated value of statistical chi-square test is greater than the table value, so the null hypothesis has been rejected.

Question: Artificial technology of animal breeding is discussed?

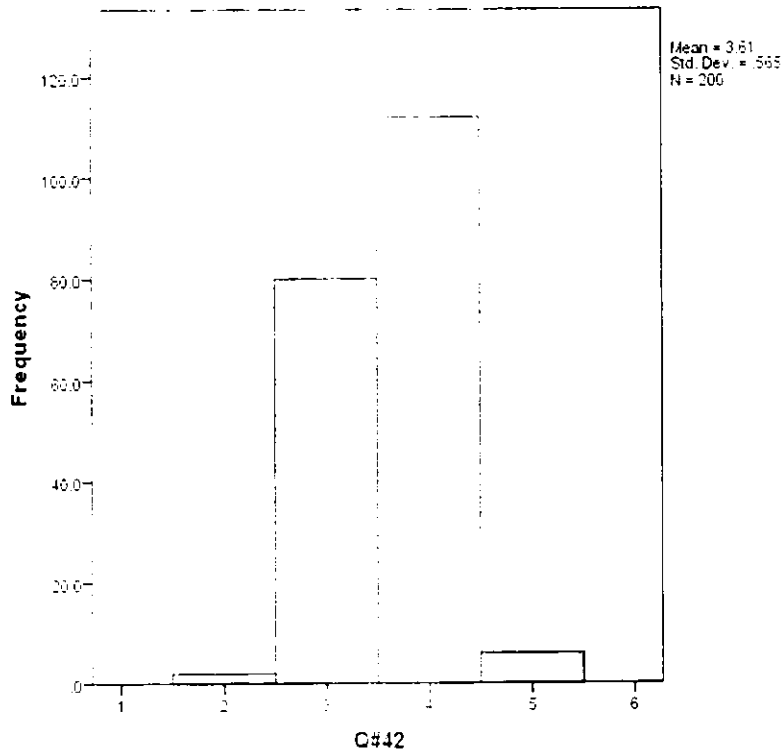


N	Mean	Chi-Square	df
200	4.21	18.61	2

Df = 2 $\alpha = 0.05$ $\chi^2 = 5.991$

Researcher collected the responses on the question of artificial technology of animal breeding .after analyzing the data, it was found that calculated value was more than tabulated value so on the behalf of this finding, alternative hypothesis has been accepted.

Question: Benefits of oil producing crops are highlighted?

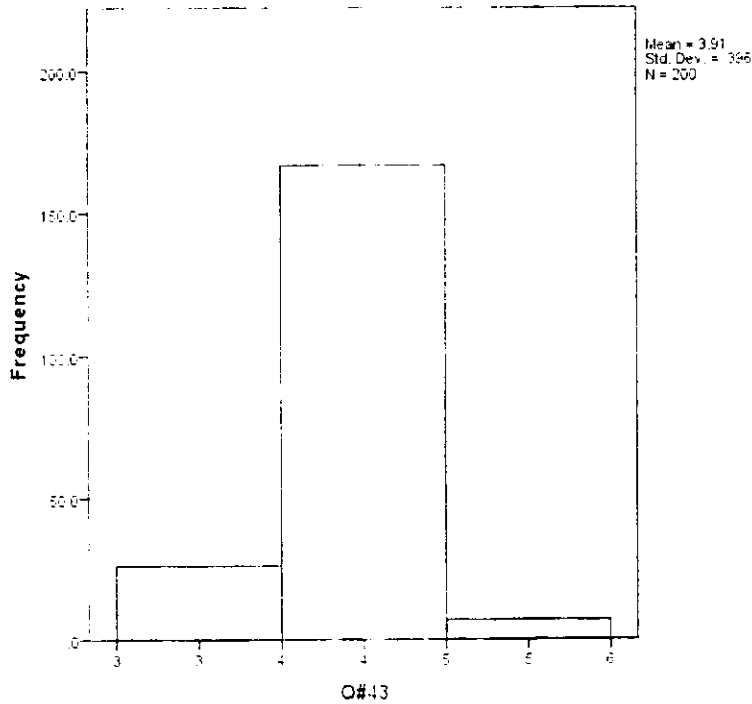


N	Mean	Chi-Square	df
200	3.61	179.68	3

$Df = 3$ $\alpha = 0.05$ $\chi^2 = 7.815$

Researcher investigated whether agricultural programs were highlighting the benefits of oil producing crops so after calculation of data it was found that tabulated value was less than the calculated statistical value. on the behalf of these findings it was concluded that agricultural program were highlighting the benefits of oily crops.

Question: Plantation issues are presented in organized manners?

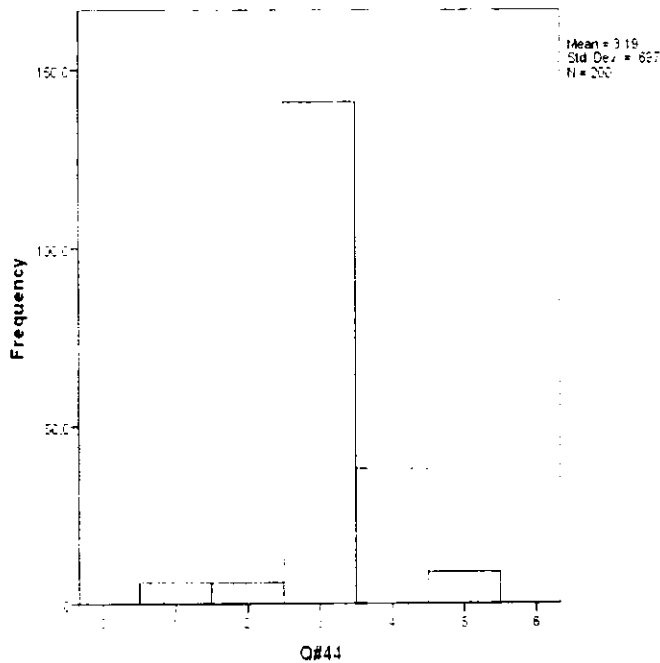


N	Mean	Chi-Square	df
200	3.91	229.21	2

Df = 2 $\alpha = 0.05$ $\chi^2 = 5.991$

Researcher calculated the responses of respondents, applied Chi-Square SPSS and calculated value of Chi-Square test was higher than tabulated value of chi-square so it was proved that the statement "There was no significant relationship between agricultural broadcasting and increased rate of production" has been rejected because agricultural broadcasting was directly proportional to the increased rate of agri. production.

Question: Issues of salinity and water eradication are discussed?



N	Mean	Chi-Square	df
200	3.18	333.602	4

Df = 4 $\alpha = 0.05$ $\chi^2 = 9.488$

Responses of respondents were recorded and after applying chi-square test it was revealed that issues of salinity and water eradication were discussed because calculated value of chi-square test was higher than the table value. so Alternative Hypothesis has been accepted.

Summary

The study was conducted to take an overview of agricultural broadcasting from radio Pakistan Bahawalpur . different aspects of agricultural program were analyzed and basic elements checked out to explore the application of rural agricultural broadcasting through radio Pakistan Bahawalpur .

The present study was conducted three districts of Bahawalpur division for example from Bahawalpur, Bahawalnagar and Rahim Yar Khan. The data was collected through developed questionnaire from the farmers above mentioned districts. Data of each statement was collected from respondents. Data was analyzed through SPSS Chi-Square and mean score was also calculated.

Mostly farmers possess radio sets because they can easily carry radio sets to their cultivated land and wherever they want to. It was noted that time span of agricultural broadcasting from Bahawalpur Radio Station must be increased, modern methods of cultivation, packing, storing and harvesting should be discussed. To give proper guideline agricultural experts and extension workers should participate in the agricultural program regularly. The issues of weeds, pests and the information from sowing to cultivation should be provided. The farmers should be in contact with producers of radio Pakistan Bahawalpur to discuss their problems. The agricultural program must be in local languages and the on-aired time span must be increased to gratify the needs of farmers and the program must be rebroadcast at some different time of the day. Agricultural experts should participate in radio program to guide farmers on different aspects of farming. The pesticides and fertilizer companies should on-air their programs through radio for perfect and on time use of the concerned products.

Findings

The total population of 200 respondents replied as they possessed radio sets.

A dominant majority of nearly 60% of respondents were regular listeners of agricultural broadcasting of Radio Pakistan Bahawalpur while rests of the respondents were occasional listeners.

The majority of 90% respondents responded as the timing of agricultural program “DhartiBakhtBahar” was suitable.

It was found that 72 % of farmers were not satisfied with allocation of agricultural broadcasting.

57% farmers responded that were satisfied with the existing time span of agricultural program while nearly 37.5 % suggested that the timing of agricultural program should be more than 60 minutes.

53% of farmers were used to listen radio program at evening time, 43% were of the opinion that they prefer to enjoy radio broadcasting at afternoon.

The study revealed that 76.5 % of respondents informed that agricultural broadcasting was according to their needs while rest of the farmers were of the opinion that agri. broadcasting was not according to their needs.

The majority of 82.5% audiences were aware of the objectives of agricultural broadcasting.

61.5 % respondents were of the opinion that the presented agricultural material was sufficient but the rest of the respondents were not satisfied with the presented agricultural material.

59% radio listeners were responded that they were agree to understand the role of radio broadcasting for agricultural problems while 35% were respond neutrally about the role radio to highlight agri. problems.

61% of radio listeners were agreed that agricultural program was covering all aspects of agri. issues on the other hand 33% of audience responded neutrally.

Diverse responses were rewarded from the study on the statement of outdoor recording/ broadcasting in which farmers, agri. experts and agri. extension workers participate were helpful for rural community as 39% radio listeners were agreed, 36% were strongly agree with the role while 21% were uncertain about the issue.

It was concluded that 70% of audience were agreed with on aired information of agri. broadcasting while 24 % were uncertain on the said issue.

51% were agreed with the application of agricultural program while 40% did not voice their opinion.

It was find out that 41 % radio listeners were neutral while 37% agreed while 17.5 % audience were disagree with the agri. program was interesting.

55 % audience were agreed, 17.5 % were strongly agree while 22.5 % responded neutrally on statement that agri. Program lead people to the rural development.

It was noted that 50% of audience were neutral while 42% radio listeners were agreed with social change by agricultural radio programming.

50% of listeners were agreed with the role of radio to highlight the problems of rural development and the rest of respondents were with diverse responses on the issue.

70% farmers recorded their responses in favor as radio Pakistan was creating awareness among people while remaining radio listeners were with diverse opinions.

It was revealed after the study that majority of listeners were of the opinion that radio Pakistan was urging people to help each other to solve agri. issues.

At the end researcher sum up most of radio listeners were not agrees with the statement that agri. broadcasting motivated people to develop agricultural policies.

63% radio listeners were recorded their responses in the favor of radio broadcasting that it was enhancing agri. awareness.

75% radio listeners were of the opinion that radio Pakistan was highlighting different agricultural issues but the remaining listeners were with diverse responses.

The majority of radio listeners recorded their responses that animal husbandry and nutritional issues were discussed in a well-mannered way.

97% respondents were of the opinion that radio Pakistan was disseminating information about the time of cultivation in the said agricultural program.

95% radio listeners recorded their responses as the information about crop diseases and the issues of its cure were discussed.

The majority of audience were of the opinion that agri. loan information was not provided in detail on the other side of picture audiences of radio were in the favor that the given information was in detail.

77% radio listeners responded that irrigation issues were discussed in detail in agricultural broadcasting.

94% audiences recorded their responses as the information about new seeds was provided through broadcasting of radio Pakistan Bahawalpur.

97% radio listeners were recorded their responses that harvesting issues were discussed exactly on time in agricultural program.

The study was revealed that pesticides issues were discussed.

96% radio listeners recorded their responses as agri. program was highlighting the advantages of new agricultural technology on radio Pakistan Bahawalpur.

92% audience responded as agricultural experts were participating in agri. program to guide farmers of the said area.

62 % radio listeners recorded their responses as the provided information of agricultural program was applicable.

91% of radio listeners were of the opinion that benefits of vegetables highlighted in on-air agricultural program.

71% audience responded that the issues to cure orchards were discussed in the said agricultural program.

97% radio listeners were of the opinion that appropriate fertilizers highlighted for the crop of the time in agricultural program.

57% of radio listeners recorded their response as benefits of "goddi" and "chidrai" were discussed while 40% uncertainly replied.

57% audience claims that drawbacks of weeds were highlighted while 40% responded neutrally.

60% radio listeners claimed that cultivation and harvesting issues of harvesting of paddy crops were discussed while 30% audiences were neutral.

80% radio listeners recorded their response as artificial technology of animal breeding was discussed while remaining 20% respond neutrally.

59% audiences respond that benefits of oil producing crops were highlighted while 40% respond neutrally.

87% listeners of farm broadcasting claim that plantation issues were presented in organized manner in the said agricultural program.

70% radio listeners responded as issues of salinity and water eradication were discussed while 25% responded in the favor of the program.

Conclusion

The above results were dig out from the present study. Majority of farmers have their own radio sets. The farmers without transistors try to make their accessibility to update themselves. The timing of agricultural program for farmers are fine but the issues of livestock and farming must be discussed in agricultural program with increased time span. The issues of vegetables, modernized poultry and fishery are discussed in the said program. The issues of salinity, water eradication and analysis of soil issues were discussed. New hybrid seeds according to the environment to the concerned area were provided. New technologies of harvesting, storage and packing of the crops were provided. Agricultural extension workers and agri. experts were there in the on-aired programs to properly guide farmers.

To cure pesticides issues from cultivation to harvesting, proper guideline was provided in agri. program. exact timing for usage of fertilizers for concerned crops is provided. Oil producing crops were highlighted by experts. Plantation issues, new agri. machinery and modernized agri. technologies were discussed in the agri. programs.

Recommendations

After conclusion and findings, some recommendations are made to create awareness and to keep update farmers. Farm Radio Stations should be established at village level to keep farmers updated. The agri. program must be on-aired in local languages with doubled time span and the rebroadcasting facility should be offered. Radio should provide consultation of agricultural experts to cover different agricultural issues through agricultural programs of radio Pakistan Bahawalpur. Pesticides and Fertilizers companies should produce informative programs to create more awareness and to attain more benefits to farmers with accurate use of their products. The farmers should share/ discuss their problems with extension workers and agricultural experts in agri. programs through telephonic calls.

Program could be more interesting and result oriented with documentaries, interviews, features and motivating farmers to use new agricultural techniques with the help of new agricultural technologies.

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Questionnaire

Role of Radio Pakistan for Resolving Agricultural Issues in Bahawalpur

Researcher: Ijaz Ahmed

Supervisor: Dr. Nabi Bux Jamani

Name: Age:

Sex: U/C:

Please tick the appropriate option.

1. Do you have a radio?

Yes: No:

2. Do you listen agri. broadcasting of radio Pakistan Bahawalpur?

Yes: No:

3. The timing of program DhartiBakhtBahar is suitable?

Yes: No:

4. Time span of agricultural program is sufficient?

Yes: No:

5. If not sufficient How much time should be?

30 in (b) 45min (c) 60min (d) More than 60min

6. In which time you listens radio broadcasting?

(a) Morning (b) noon (c) after noon (d) evening

7. Agri. program is according to your needs?

Yes: No:

8. Do you know the objectives of agri. program?

Yes: No:

9. The presented agricultural material is sufficient?

Yes:

No:

10. Radio broadcasting is helpful to understand agricultural problems?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

11. Agri. program covers all aspects of agricultural issues?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

12. Outdoor recordings/broadcastings in which farmers, agri experts and agri.extension workers participates are helpful for rural society?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

13. Agri. programs are informative?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

14. Agri. programs are applicable?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

15. Agri. programs are interesting?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

16. Agri. program leads to rural development?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

17. Radio program brings social change in rural area?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

18. Radio highlights issues and problems of rural development?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

19. Radio creates awareness among people?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

20. Agri. broadcasting urges people to help others to solve agri. issues?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

21. Agri. Broadcasting motivates people in developing agri. policies?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

22. Radio broadcasting enhances agri. awareness?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

23. Agri. broadcasting highlights different agri. issues?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
24. The sufficient information about animal husbandry and nutritional issues are discussed?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
25. Information about the time of cultivation is discussed?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
26. Information about crop diseases and their curment are discussed?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
27. Information about agri. loans are provided in detail?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
28. Irrigation issues discussed in proper way?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
29. Information about new seeds are provided?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
30. Harvesting issues are discussed properly on time?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
31. Pesticides issues are discussed properly?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
32. Agri. broadcasting highlights the advantages of new technology?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
33. Agricultural experts participate in program to guide farmers?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
34. Provided information of agri. program is applicable?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
35. Benefits of vegetables are highlighted?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
36. Issues of orchards curement are discussed?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
37. Appropriate fertilizers are highlighted?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

38. Benefits of goddi and chidrai are discussed?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

39. Drawbacks of weeds are highlighted?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

40. Cultivation and harvesting of paddy crops are discussed?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

41. Artificial technology of animal breeding is discussed?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

42. Benefits of oil producing crops are highlighted?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

43. Plantation issues are presented in organized manners?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

44. Issues of salinity and water eradication are discussed?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

