ABSTRACT

Today is the world of information and technology. Each and every minute the consumers are informed of a new thing. World has become too small to get in touch with each other. As far as agricultural sector is concerned, it has not been informed like any other industry in India. In today’s technological era people are being informed of many things by Television and Social Networking sites. Of these two, the former is conceived by everyone whereas the latter is beneficial to the literates only. Unlike any other industry the agriculture industry is not under the lime light due to various reasons. This article is trying to bring out the reasons behind that and what could be done to make TV advertisement a medium of instructions for farmers in India.

Keywords: Information, consumer, agriculture, Television, social networking sites, literates

INTRODUCTION

In India small farmers cultivate 50% of the land. However these farmers are often held back by inefficient, unproductive methods. Rain-fed farming productivity could improve greatly if individual farmers picked up more innovative methods improving production, business and helping to fight hunger. A network of cooperatives at the local, state, and national levels assist in agricultural marketing in India. Established in 1958 as the apex of the state marketing federations, the National Agricultural Cooperative Marketing Federation of India handles much of the domestic and most of the export marketing for its member organizations.

Most agricultural produce in India is sold by farmers in the private sector to moneylenders or to village traders. Agricultural produce might be sold at a weekly village market in the farmer’s own village or in a neighboring village. If these outlets are not available, then produce might be sold at irregularly held markets in a nearby village or town, or in the mandi which is the wholesale market in India. Also farmers can sell the produce to traders who come to the work site.

Though there are number of ways to sell their proceeds, formers in general are unaware of all these due to lack of information. They are not only in need of marketing information but also about the seeds, fertilizers, pesticides for pests and diseases outbreaks, what the crop yield and the prices for each, successful farming practices and the new technologies

In general, farmers get the information from informal sources like other farmers, friends, private input dealers and public sector agricultural extensions. Of all these, information other than public sector agricultural extensions cannot be believed as it is. Though in India two third of people depend on rural employment for living agricultural sector face problems in the following:

1. Slow agricultural growth.
2. Lowe yield.
3. Poorly maintained irrigation systems.
4. Lack of good extension service.
5. Rudimentary market infrastructure.
6. Excessive regulations.

All these problems to be addressed to the farmers in such a way that they get all the information in a correct way. Not only the problems to be addressed, but also the cause and measures to overcome the problems and difficulties. One of the easiest and a wide coverage way of getting the farmers informed is Television advertisements. If an uneducated person coming across the products like mutual funds can have an idea about the same thing why not the farmers be informed about the in and out of agriculture?

ADVERTISING
Advertising is a form of communication intended to persuade audience (viewers, readers or listeners) to take some action. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Advertising has been always a very important tool of connecting people who want to sell something with the ones who have the means to use those products. Advertising has various roles, among which the most important are: informing the potential target group about the appearance of a new product or company and persuading consumers to buy some specific good or service (Ackerberg 2001).

PROBLEM OF ADVERTISEMENT IN AGRICULTURAL SECTOR
Providing information is not considered as a necessity in agricultural sector. None of the satellite channels or the local channels are taking initiative to provide information to the farmers since privatization leads to profit making. There are certain programs related to the agricultural sectors in Akashwani. Government channels like DD National and DD Podhigai is telecasting advertisements about the seed and methodology to the public. Though they cater the need of agricultural information, it cannot be considered as an effective effort due to the following problems.

1. Inadequate skills in producing highly creative and impactful farm programming, that is both entertaining and farmer centered.
2. Limited understanding of broadcaster and media houses to effectively address the information gap.
3. Lower coverage of all aspects.
4. Due to commercial orientation telecasting, probably lack of interest in agricultural programme.
5. No or less celebrity endorsement.
7. Men domination denying women vital agriculture.
8. Lack of awareness of new innovations in agricultural research and information.
9. Lack of coherence in setting of programme agenda among various players and telecasters.
10. Limited collaboration amongst players to ensure sustainability and scalability of new approaches.
11. Limited coverage of environmental change issues in telecasting houses.
OBJECTIVE OF THE STUDY
The major objective of the study is to analyse the reason behind lacking of information in agricultural industry.

Other objectives could be
1. Why private telecasters are not taking initiative to inform the farmers by TV advertisements?
2. Why NGOs not taking the initiative to educate the farmers?
3. Which is their preferred media of educating them?
4. What is the expectation of farmers in relation to advertisements?

RESEARCH METHODOLOGY
Primary data by a well-structured questionnaire is been collected from 400 farmers of Ramanathapuram District of Tamil Nadu. Of the 400 respondents, 20 respondents were rejected for inadequate information and a 380 responds were taken for the study, in which 111 respondents were female and the remaining 269 are male. Statistical tool Garrate Ranking is used to analyse the data.

ANALYSIS
Table 1: Garrate Ranking

<table>
<thead>
<tr>
<th>NGOs</th>
<th>I</th>
<th>II</th>
<th>III</th>
<th>IV</th>
<th>V</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negligence</td>
<td>380</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>76</td>
<td>I</td>
</tr>
<tr>
<td>Limited fund</td>
<td>0</td>
<td>66</td>
<td>98</td>
<td>128</td>
<td>88</td>
<td>37.5</td>
<td>V</td>
</tr>
<tr>
<td>Higher cost of telecast</td>
<td>0</td>
<td>13</td>
<td>83</td>
<td>84</td>
<td>82</td>
<td>46.2</td>
<td>II</td>
</tr>
<tr>
<td>Lack of Interest</td>
<td>0</td>
<td>95</td>
<td>93</td>
<td>71</td>
<td>121</td>
<td>42.9</td>
<td>IV</td>
</tr>
<tr>
<td>Lack of awareness</td>
<td>0</td>
<td>88</td>
<td>106</td>
<td>97</td>
<td>89</td>
<td>44.1</td>
<td>III</td>
</tr>
</tbody>
</table>

Source: Primary data  
NGO- Non Governmental Organisations

The table ranks the NGOs attitude towards advertising for farmers. Negligence of NGO is ranked first with the mean score of 76 followed by higher cost with a mean score of 46.2 as the reason for not taking any initiatives in educating them. Lack of awareness for the NGOs comes next with the mean score of 44.1. Lack of interest and limited fund continues.

FINDINGS
1. All the farmers are having the thought that the reason behind lack of advertisements during the commercial programme is that they want to utilize the time for making profit and not to serve the society.
2. The respondents feel that negligence in the part of government as well as NGOs are the another major reason for not telecasting advertisements of agriculture.
3. 20 percentage of people are having the opinion that even the NGOs now-a-days are aiming to make profit.
4. Almost 85 percentage of respondents preferred to be educated by TV.
5. Apart from given informations the farmers also want to view in the TV about the types of loans available to them, procedure to avail it and the interest rates.

SUGGESTIONS
As we all know, the effect of media is high today, especially the effectiveness and the power of TV which changes every nuke and corner of the general public, may be used in a better way to help the farmers. The research suggests that the government should play a vital role in informing the agricultural industry with which NGOs can join hands.
1. The government may take necessary steps to make creative advertisements which may attract the farmers.
2. The government may encourage celebrities to endorse agriculture related products and market.
3. Government as well as NGOs can give awareness to the general public via TV advertisements to avoid gender based bias.
4. Today’s generation is thinking that taking up agricultural related jobs is not worthy which has to be addressed by the government as a promising job. This will happen only when the farmers are assured of better yield and profit.
5. Government should invest in agricultural research and development which should be informed to the public so that they may feel proud of taking up the agricultural jobs.
6. The time of telecasting is much important. So that the government should see that, peak hours should be used for advertisements on agriculture.
7. Every telecaster should be ordered to telecast agriculture related advertisements compulsorily on peak hours for a few minutes, so that every viewer can get in contact with agricultural related problems and solution.

CONCLUSION
As the agriculture scenario has become more complex, farmers ‘access to a reliable, timely, and relevant information source has become increasingly important. Farmers require access to more varied, multisource, and context-specific information, related not only to best practices and technologies for crop production and weather but also to information about post-harvest aspects, including processing, marketing, storage, and handling which should be initiated by the government as well as NGOs.

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