
**Popular Articles Productivity of Agriculture
Faculty with Special Reference to Vasantao Naik
Marathwada Krishi Vidyapeeth, Parbhani**

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Abstract

The present paper aims to know the productivity of popular articles made by the faculty of agriculture VNMKV, Parbhani for dissemination of agriculture information among the farmers. The results of the study shows that total 2116 publication contributed by the respondents in the form of popular articles (news papers, magazine etc.) with an average productivity 18.72 per respondent. Professors contributed 180 (8.50 %) extension publications with an average productivity 20. Where as Associate Professors contributed 745 (35.21 %) extension publications with average productivity 23.28. The popular articles productivity was also studied according to colleges, gender, age group, department of the respondents.

Keywords

Popular article productivity; News Paper; farm
magazine; productivity

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INTRODUCTION

The success of agriculture development programmes in developing countries largely depends on the nature and extent of use of mass media. Among the several mass media, news papers and farm magazine are commonly used by the farmers to acquaint with the latest knowledge in the field of agriculture. The extension publications play a vital role in the communication of agriculture information among the literate farmers. Increasing rate of literacy in the country offers new promises and prospects for utilizing print media as a means of mass communication. It is cheap and people can afford to buy and read them at their convenience.

Print media has acquired a great role in dissemination of information on improved agriculture practices to the farming community and also to inform the public in general. Realizing the importance of print mass media in dissemination of information on improved agriculture practices to the farming community an attempt was made to know the productivity of popular articles in the form of News papers, farm magazines etc by agriculture faculties of Vasantao Naik Marathwada Krishi Vidyapeeth, Parbhani with following objectives.

OBJECTIVES OF STUDY

1. To find out the designation wise contribution of the respondents in the form of popular articles (news papers, magazine etc.)
2. To know the college wise publication productivity in the form of popular articles (News papers, Magazine etc.)
3. To analyse the gender wise contribution of the respondents in form of popular articles (News papers, Magazine etc.)
4. To find out age group wise productivity of respondents in the form of popular articles (News Papers, Magazine etc.)
5. To know the area wise productivity of respondents in the form of popular articles (News Papers, Magazine etc.)
6. To find out the department wise productivity in the form of popular articles (news papers, magazine etc.)

REVIEW OF LITERATURE

Hasan and Roy (1996) highlighted the importance of newspapers regarding dissemination of scientific information and modern technology. Also they

discussed about role of news paper in the motivation of masses. Nimbalkar (1998) opined that newspaper is an important and quick source of information for a large number of populations. Newspaper is the media to provide quick information to the large amount of readers. Farmers can easily get acquainted with the latest information with the help of newspaper. Brent et.al. (2000) concluded that specific magazines and general farm magazines were the most important sources of information for the farmers.

METHODOLOGY

The respondents were broadly categorized in three groups as Professors, Associate Professors and Assistant Professors. Structured questionnaire was used as a toll for data collection to the present study. Data has been collected by visiting personally to the respondents of six constituent Agriculture Colleges of Vasantryao Naik Marathwada Krishi Vidyapeeth, Parbhani. The researcher have received satisfactory response from the faculty members with 113 filled questionnaire. The collected data has been analysed by using specific statistical techniques.

LIMITATIONS OF THE STUDY

1. The present study is limited only to six constituent Agriculture Colleges of Vasantryao Naik Marathwada Krishi Vidyapeeth, Parbhani.
2. Only extension publications of the faculty members of Vasantryao Naik Marathwada Krishi Vidyapeeth, Parbhani during the period 2000 to 2015 was considered for present study.

RESULTS AND DISCUSSIONS

Contribution of respondents in extension type of publication

The data regarding the productivity in form of popular articles (news papers, magazine etc.) by the respondents were analyzed according to their designation and narrated in the tabular form as well as graphically in Table 1.

Table 1: Productivity of respondents in the form of popular articles (news papers, magazine etc.)

S. No.	Faculty Designation	No of Respondents	Popular Articles Productivity	Percentage	Average
01	Professor	09	180	8.50	20
02	Associate Professor	32	745	35.21	23.28
03	Assistant Professor	72	1191	56.29	16.54
	Total	113	2116	100	18.72

Observations

It is observed from the Table 1 that total 2116 extension publications were contributed by the respondents in the form of popular articles (news papers, magazine etc.) with an average productivity 18.72 per respondent. Professors contributed 180 (8.50 %) extension publications in the form of popular articles with an average productivity 20. Whereas Associate Professors contributed 745 (35.21 %) extension publications with an average productivity 23.28 and Assistant Professors contributed 1191 (56.29%) publication in the form of popular articles with an average of productivity 16.54. It can be concluded that Associate Professors contributed maximum 745 extension publications in the form of popular articles (news papers, magazine etc.) with an average productivity 23.28 which was followed Professors with 180 publication and an

average productivity 20. Assistant professors contributed 1191 popular article publications with an average productivity of 16.54. It was observed that average productivity of Professors and Associate Professors is higher than Assistant professors.

Senior faculties are more in touch with farmers to solve their field problems. The senior faculty members used newspaper, agriculture magazines etc. as a media of communication to reach the more number of farmers to address crop production problems and transfer of new technology.

College wise publication productivity in the form of popular articles (news papers, magazine etc.)

The data regarding the publication productivity of popular articles by the respondents were analyzed college wise and presented in Table 2.

Table 2: College wise publication productivity in the form of popular articles (News papers, Magazine etc.)

S. No.	Faculty Designation	Professor	Associate Professor	Assistant Professor	Total	Percentage
01	COA,Parbhani.	121(5.72)	525(24.81)	648(30.62)	1294	61.15
02	COA,Latur	21(0.99)	97(4.58)	199(9.40)	317	14.98
03	COA,Badnapur	38(1.79)	90(4.25)	125(5.91)	253	11.96
04	COA,Osmanabad	00(0.00)	16(0.76)	73(3.45)	89	4.21
05	COA,Ambajogi	0	5(0.24)	15(0.71)	20	0.95
06	COA,Golegaon	0	12(0.57)	131(6.19)	143	6.76
	Total	180	745	1191	2116	100

Observations

It is observed from table that among the six constituents Agriculture Colleges of VNMKV , respondents from College of Agriculture, Parhani, have published 1294 (61.15%) publications in the form of popular articles and ranked first which was followed by College of Agriculture, Latur 317 (14.98 %) and Badnapur 253 (11.93%) respectively . Whereas least contribution to the popular articles was seen from the respondents of College of Agriculture, Golegaon with 153 (6.76 %) extension publications , Osmanabad with 89 (4.21%) extension publications, and Ambajogi with 20(0.95%) extension publications in the form of popular articles. It is clear from Table No.2 that among six constituent agriculture colleges, the faculty members from College of Agriculture ,Parbhani have published highest number of popular articles i.e.1294 (61.15 %)

and ranked first. Faculty members from College of Agriculture, Latur published 317 (14.98 %) popular articles and ranked second. This might due to experienced faculties were working in these colleges. Whereas faculty members from College of Agriculture, Ambajogai contributed least number of publication in the form of popular articles i.e. 20 (0.95%).

Gender wise productivity of respondents in form of popular articles (news papers, magazine etc.)

The researcher tries to know the gender wise productivity of the respondents in the form of popular articles. The data regarding gender wise contribution of respondents in the form of popular articles is presented in Table 3 .

Table 3: Gender wise productivity of respondents in form of popular articles (News papers, Magazine etc.)

S.No	Faculty Designation	Popular Articles Productivity	Gender			Average productivity
			Male	Average productivity	Female	
01	Professor	180	180(8.50%)	20	0	00
02	Associate Professor	745	723(34.16%)	23.42	22(0.09%)	22
03	Assistant Professor	1191	989(46.77%)	17.66	202(9.55%)	12.62
	Total	2116	1892(89.41%)	19.71	224(10.59%)	13.17

Observations

The figures in the Table No.3 indicates that out of 2116 popular articles male respondents contributed 1892 (89.14 %) popular articles which contributes major share to the total number of published popular articles. Whereas contribution of female respondent was very less i.e. 224 (10.59%) articles only. Among the male respondents Associate Professors ranked first with an average productivity of 23.42 in the form of popular articles and it was followed by Professors with an average productivity of 20 in the

form of popular articles. It can be concluded that male respondents contributed major share (85.14%) in research productivity in the form of popular articles and ranked top positions in all the three designations i.e. Professors, Associate Professors and Assistant Professors. Whereas the contribution of female respondents was very less i.e. 10.59 % articles only.

Age group wise productivity of respondents in the form of popular articles (News Papers, Magazine etc.)

The data regarding research productivity in the form of popular articles by respondents was analysed

according to their age groups and presented in Table 4.

Table 4 : Age Group wise Productivity of respondents in the form of Popular Articles

S. No.	Faculty Designation	Age Group of the Respondent in Years								Total
		24-30	Average	31-40	Average	41-50	Average	51 and above	Average	
01	Professor	0	0	0	0	24(1.13)	8	156(7.37)	26	180
02	Associate Professor	0	0	47(2.22)	9.4	523(24.72)	37.35	175(8.27)	13.46	745
03	Assistant Professor	0	0	550(25.99)	14.86	562(26.55)	20.81	79(3.73)	9.88	1191
	Total			597(28.21)	14.21	1109(52.41)	25.20	410(19.38)	15.19	2116

Observations

The figures in the table reflects that respondents from the age group 41-50 have contributed major productivity with 1109(52.41%) in the form of popular articles. Associate professors and Assistant professors from the same age group with 37.35 and 20.81 respectively contributed the highest average productivity in the form of popular articles. Whereas Professors from the age group 51 and above contributed highest average productivity i.e. 26 among the Professor's cadre. It can be concluded that Associate Professors and Assistant Professors in the age group of 41-50 found more active and

contributed more productivity in the form of popular articles with higher average productivity than any other age group. Whereas Professors in the age group 51 and above contributed more popular articles with high average productivity than other age group in Professor's cadre.

Area wise productivity of respondents in the form of popular articles (News Papers, Magazine etc.)

Area wise productivity in the form of popular articles of respondents was analyzed and presented in Table 5.

Table 5: Area wise productivity of respondents in the form of popular articles (newspapers, magazine etc.)

S. No.	Faculty Designation	Popular Articles Productivity	Area			
			Urban	Average Research productivity	Rural	Average Research productivity
01	Professor	180	142(6.71)	17.75	38(1.79)	38
02	Associate Professor	745	622(29.39)	23.92	123(5.81)	20.5
03	Assistant Professor	1191	847(40.03)	18.41	344(16.25)	13.23
	Total	2116	1611(76.13)	20.13	505(23.86)	15.30

Observations

It is observed from Table No.5 that out of 2116 popular articles, urban respondents contributed major share (76.13 %) to the total number of popular articles published . Whereas rural respondents contributed very less number of popular articles i.e.23.86 %.It is concluded that the urban respondents dominated rural respondents in terms of productivity in the form of popular articles.

Department wise research productivity in the form of popular articles (news papers, magazine etc.)

Department wise research productivity of respondents was analysed and presented in Table 6.

Table 6: Department wise research productivity in the form of popular articles

S.No	Faculty Designation	Professor	Associate Professor	Assistant Professor	Total	Average
01	AGRO & A MET.	25(1.18)	113(5.34)	154(7.28)	292(13.80)	17.17
02	AHDS	24(1.13)	42(1.98)	121(5.72)	187(8.84)	17.00
03	EXTN	6(0.28)	92(4.34)	97(4.58)	195(9.22)	17.72
04	ECON	0	18(0.85)	20(0.95)	38(1.80)	05.43
05	PATH	30(1.42)	303(14.32)	57(2.69)	390(18.43)	35.45
06	ACSS	53(2.50)	42(1.98)	143(6.75)	238(11.25)	18.30
07	HORT	0	65(3.07)	24(1.13)	89(4.21)	11.13
08	ENTO	42(1.98)	35(1.65)	407(19.23)	484(22.87)	44.00
09	BOT		31(1.47)	148(6.99)	179(8.5)	10.53
10	ENGG		04(0.19)	20(0.95)	24(1.13)	03.43
	Total	180	745	1191	2116	

** figures in parenthesis indicate percent data*

Observations

The figures in the Table 6 reflects that the respondents from the department of Agriculture Entomology contributed maximum productivity in the form of popular articles i.e. 484 (22.87%) followed by the department of Plant Pathology with 390 (18.43 %) popular articles. Whereas least contribution was found from the department of Agriculture Engineering with 24 (1.13 %) popular articles only. Associate professors from the Department of Plant Pathology was found with highest productivity than Associate Professors of other departments. Among all the departments, the Department of Agriculture Entomology contributed higher average productivity in the form of popular articles and ranked first. Department of Plant Pathology, Agronomy and Agriculture Meteorology is on second and third positions respectively in an average popular articles productivity.

CONCLUSION

Realizing the importance of print mass media in dissemination of information of improved agriculture practices to the farming community the faculty members from Vasantrya Naik Marathwada Krishi Vidyapeeth, Parbhani contributed a good number of popular articles i.e. 2116 in the form of news papers and magazines. Associate Professors contributed maximum 745 extension publications in the form of popular articles (news papers, magazine etc.) with an average productivity 23.28. The college wise distribution of popular article output brings out the fact that among six constituent agriculture colleges,

the faculty members from College of Agriculture, Parbhani have published highest number of popular articles i.e. 1294 (61.15 %) and ranked first. Whereas male respondents contributed major share to the total number of published popular articles. Study revealed that Associate Professors and Assistant Professors in the age group of 41-50 found more active and contributed more productivity in the form of popular articles with higher average productivity than any other age group. Urban respondents dominated rural respondents in terms of productivity in the form of popular articles. Among all the departments, the Department of Agriculture Entomology found higher average productivity in the form of popular articles and ranked first. Department of Plant Pathology, Agronomy and Agriculture Meteorology is on second and third positions respectively in an average popular articles productivity

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