



FACULTY OF AGRICULTURAL SCIENCES & ALLIED INDUSTRIES

Agricultural Journalism

Problems of Agricultural Journalism

1. Low literacypercentage

Any literature or written communication is not useful for about 35 per cent of illiterate people in India.

2. Inaccessibility of printed and othermedia

In India there are about 250 regularly published farm periodicals. However, these are not reaching to remote places, upto the desired extent. Some television and radio programmes also not reach beyond certain boundaries around the TV centre or radio station.

3. Lack of farmwriters

The farm writers are less in number as compared to other writers. Most of the scientists do not take interest in writing for farmfamilies.

4. Lack ofresearch

The various aspects such as peoples' liking, taste, readability, needs and interests. change etc. and other kinds of research is the basic requirement for better role performance of journalists. However, there are lack of research institutes, staff and funds for suchresearches.

5. Low circulation

Circulation of farm periodicals in India is comparatively low due to price and other factors.

6. Lack of trainedmanpower:

A few farm periodicals and other mass media are equipped with and managed by trained personnel in farm journalism

7. Financialconstraints

Day by day, there is an increase in cost of printing papers, labour, machinery etc. for preparing various farm messages through the journalistic media.

8. Low readership

Only 35 per cent of the farm periodicals in India have rural readership of about 80

per
cent.

9. Poor coverage of agricultural news

The non-agricultural newspapers and periodicals take very little care in covering agricultural activities, news etc.

10. Irregular and inadequate supply of research based information

The factual information about agriculture coming to the various journalistic media is irregular and comparatively inadequate in supply.

11. Low purchasing power

As most of the people from rural area are below poverty line they do not afford to purchase the newspapers.

12. Poor means of transportation for timely delivery

Transportation facilities are not upto the mark so as to deliver the newspapers in time in the remote places of India.

13. Unable to tap advertisements support

Rural papers are not getting the advertisements because of its low circulation.

- 1) The Indian rural press is largely developing as there is further scope for development.
- 2) The rate of literacy in India is increasing day by day.
- 3) The attitude of journalists and editors about the agricultural messages is also changing in favourable direction.
- 4) The technological development in various media helps in supplying agricultural information to remote places.
- 5) Farm journalists are coming together.

Prospectus in Agricultural Journalism

1. It offer more radio and newspaper space to scientists/ extension workers/agriculturalists/farmers for them to “talk” or write” directly about their work in order to promote more synergy and collaboration between the two groups.
2. Be more attuned to ‘gender’ in broadcasting and journalism as rural

women are often invisible or marginalized in the media in spite of their paramount role in rural development.

3. Create 'agricultural information centers' at village level, which revolve around creating platforms where "*communities can document their knowledge, listen and learn together.*" More efforts should be made to involve the media in networks, partnerships and multi-stakeholder platforms.
4. Development organizations should make more efforts to transport journalists to visit projects in return for giving greater coverage to agriculture
5. To promote more participatory media e.g. participatory radio and video.
6. Use of innovative approaches for communicating agricultural information. The role of community-based FM radio stations and agricultural information centres was repeatedly highlighted, particularly in Africa, as an effective means of providing agricultural information in local languages to rural communities. In the Pacific, the role of radio is also seen as a vital tool for extension. However, the following innovative examples were also provided
7. Going Public – approach piloted by Global Plant Clinic, CABI to encourage information exchange at market places. Helps build relationships between researchers, extension, farmers and others.
8. Research into Use programme, Tanzania – developing a public-private partnership model in stimulating private companies to disseminate agricultural information through advertising.
9. Community radio supported by tapes, flyers and additional information to remote communities.
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13. The technological development in various media helps in supplying agricultural information to remote places.

14. Farm journalists are comingtogether.