



**UNIVERSITI PUTRA MALAYSIA**

**FACTORS ASSOCIATED WITH FARMERS' PARTICIPATION IN  
COMMUNITY LISTENING TO FARM BROADCAST IN CENTRAL  
REGION, NEPAL**

**UPENDRA PRASAD PHUYAL**

**FBMK 1986 1**



FACTORS ASSOCIATED WITH FARMERS' PARTICIPATION IN COMMUNITY  
LISTENING TO FARM BROADCAST IN CENTRAL REGION , NEPAL

by

Upendra Prasad Phuyal

A thesis submitted in partial fulfilment of the  
requirements for the degree of Master of Science  
in the Centre for Extension and Continuing Education,  
Universiti Pertanian Malaysia.


April 1986



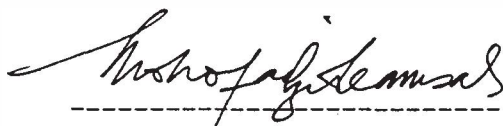
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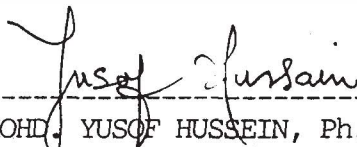
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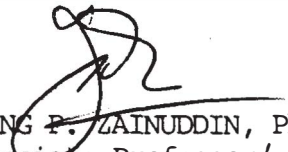


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dedicated to my parents



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An abstract of the thesis presented to the Senate of Universiti Pertanian Malaysia in partial fulfilment of the requirements for the degree of Master of science.

*FACTORS ASSOCIATED WITH FARMERS' PARTICIPATION IN COMMUNITY*

*LISTENING TO FARM BROADCAST IN CENTRAL REGION, NEPAL*

by

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*April 1986*

*Supervisors: Sulaiman Mohd. Yassin, Ph.D*

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*Faculty : Centre for Extension and Continuing Education*

*The primary purpose of this study was to determine the relation of some selected factors such as demographic characteristics, communication behaviours, attitude and organizational effectiveness with the level of members' participation in community listening. A secondary purpose was to identify the problems associated with community listening and to find out the farmers' views on the comprehensibility, relevancy and usefulness of farm broadcast programme of the Agricultural Information Section of the Department of Agriculture, Nepal.*

*The respondents for this study were 105 members of the community listening centres (CLC) from nine villages in three selected districts. Data were collected by interviewing the randomly selected respondents in the sample areas. Members'*



attitudes and perceptions toward CLC were measured using 12 items and 6 items Likert-type scale respectively.

A total of 12 hypotheses were tested. Pearson product-moment correlation and chi-square were used to test the hypotheses while frequencies and percentages were used for other descriptive analyses.

The study revealed that, in general, the level of participation in community listening programme among members of CLC was low. Participation was analyzed with each of the independent variables separately to ascertain the direction and degree of association. The variables such as extension contact, organizational membership, opinion leadership status, message relevancy, attitudes and perceived organizational effectiveness were found to be related positively with the level of participation. Other variables such as age, level of education, family size, farm size and cosmopolitaness were found not significantly related to the level of participation.

The results of this study suggest that extension contact, organizational membership, opinion leadership status, message relevancy, attitudes and perceptions are the good indicators of participation.



Abstrak tesis yang dikemukakan kepada Senat Universiti Pertanian Malaysia sebagai memenuhi sebahagian dari pada keperluan untuk ijazah Master Sains.

FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN PENGLIBATAN PARA PETANI  
DALAM PENDENGARAN SECARA BERKELOMPOK TERHADAP SIARAN PERTANIAN DI  
DAERAH TENGAH, NEPAL LUAR BANDAR)

Oleh

Upendra Prasad Phuyal

April 1986

Penyelia-penyelia: Sulaiman Mohd Yassin, Ph.D

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Fakulti : Pusat Pengembangan dan Pendidikan Lanjutan

Tujuan utama kajian ini ialah untuk menentukan hubungan faktor-faktor terpilih seperti ciri-ciri demografi, tingkahlaku komunikasi, sikap dan keberkesanan organisasi terhadap tahap penglibatan anggota-anggota dalam mendengar secara berkelompok. Tujuan kedua ialah untuk mengenalpasti masalah-masalah yang berkaitan dengan kaedah mendengar secara berkelompok, pandangan para petani terhadap kebolehfahaman, kesesuaian mesej dan keberkesanan program-program penyiaran pertanian oleh Bahagian Penerangan Pertanian, Jabatan Pertanian, Nepal.

Responden-responden bagi kajian ini terdiri daripada 105 orang anggota Pusat Pendengaran Berkolompok (CLC) daripada sembilan buah kampung di tiga buah daerah terpilih. Data

dikumpulkan melalui temubual dengan responden-responden yang dipilih secara rawak di daerah-daerah sampel tersebut. Sikap dan tanggapan para anggota komuniti itu terhadap CLC dikaji dan diukur dengan masing-masing menggunakan 12 butiran dan 6 skala Likert.

Sebanyak 12 hipotesis diuji. Frekuensi, peratusan dan kaedah Pearson product-moment correlation dan chi-square digunakan bagi analisis-*analisis* deskriptif.

Kajian ini menunjukkan bahawa secara umumnya, tahap penglibatan dalam program pendengaran berkolompok di kalangan anggota-anggota adalah rendah. Penglibatan tersebut dianalisis dengan angkubah-angkubah bebas untuk memastikan haluan dan darjah perhubungan. Angkubah-angkubah lain seperti umur, peringkat pendidikan, saiz ladang dan kekosmopolitan didapati tidak mempunyai kaitan penting dengan tahap penglibatan.

Sebagai rumusan, kajian ini mencadangkan kontak pengembangan, keanggotaan dalam organisasi, kedudukan status kepimpinan, pendapat, mesej-mesej yang relevan sikap dan tanggapan merupakan petunjuk-petunjuk yang baik untuk menilai isu penglibatan.

## CHAPTER I

### INTRODUCTION

#### Background Information

Nepal is a small Himalayan Kingdom in South Asia lying between China and India. It has an area of about 147,181 square kilometers. It is located between 26° 22" and 30° 27" north latitudes and 80° 4" and 88° 12" east longitudes, almost in the form of a rectangle. Based on the climate and altitude, the country is divided into three geographical regions -- the Himalayan Region (4877-48839 meters), the Mountain Region (610-4877 meters) and the Tarai Region (up to 350 meters). The major part of the country consists of high mountain and rolling hills. This accounts for 83 percent of the total land area, while the remaining 17 percent falls to flat land of tarai which is the rice bowl of the country.

The population in Nepal has increased to 15.1 million at an average growth rate of 2.6 percent (1981 census). The country has a population density of about 106 people per square kilometer. About 6 percent of the total population is estimated to be in the urban areas while the remaining 94 percent is in the rural areas (Department of Information, 1983). By religion, Nepal is a Hindu country where 90 percent of the population is Hindu and the remaining 10 percent consists of Buddhists and Muslims.



Administratively, the country is divided into five development regions: (1) the Eastern Development Region, (2) the Central Development Region, (3) the Western Development Region, (4) the Mid-Western Development Region, and (5) the Far-Western Development Region (see figure 1).

Nepal is predominantly an agrarian country where 93 percent of the population is dependent on agriculture. Agriculture contributes 62 percent of the Gross Domestic Product (GDP), generates 90 percent of the employments and produces 80 percent of the exports (Ali, 1982). The overall development of the country is largely dependent on an increase in the productivity in the agriculture sector. This is so stated in the agricultural development plan of Nepal (HMG, 1974) which clearly indicates that the main basis for economic development in the country will be through increase in agricultural productivity (Karki, 1981:1). Realising this fact, the government has been giving top priority to this sector as the key to the national development process in Nepal.

Despite this, the overall productivity per unit area has declined as more and more marginal land is brought into cultivation. On the other hand, there are more mouths to feed and virtually no additional land to bring under cultivation (Pant and Thapa, 1981). Statistics have shown that the population growth rate is faster than the growth rate of agriculture productivity. For instance, in the last fifth five-year plan (1976-1980), the population growth rate in the country was 2.3



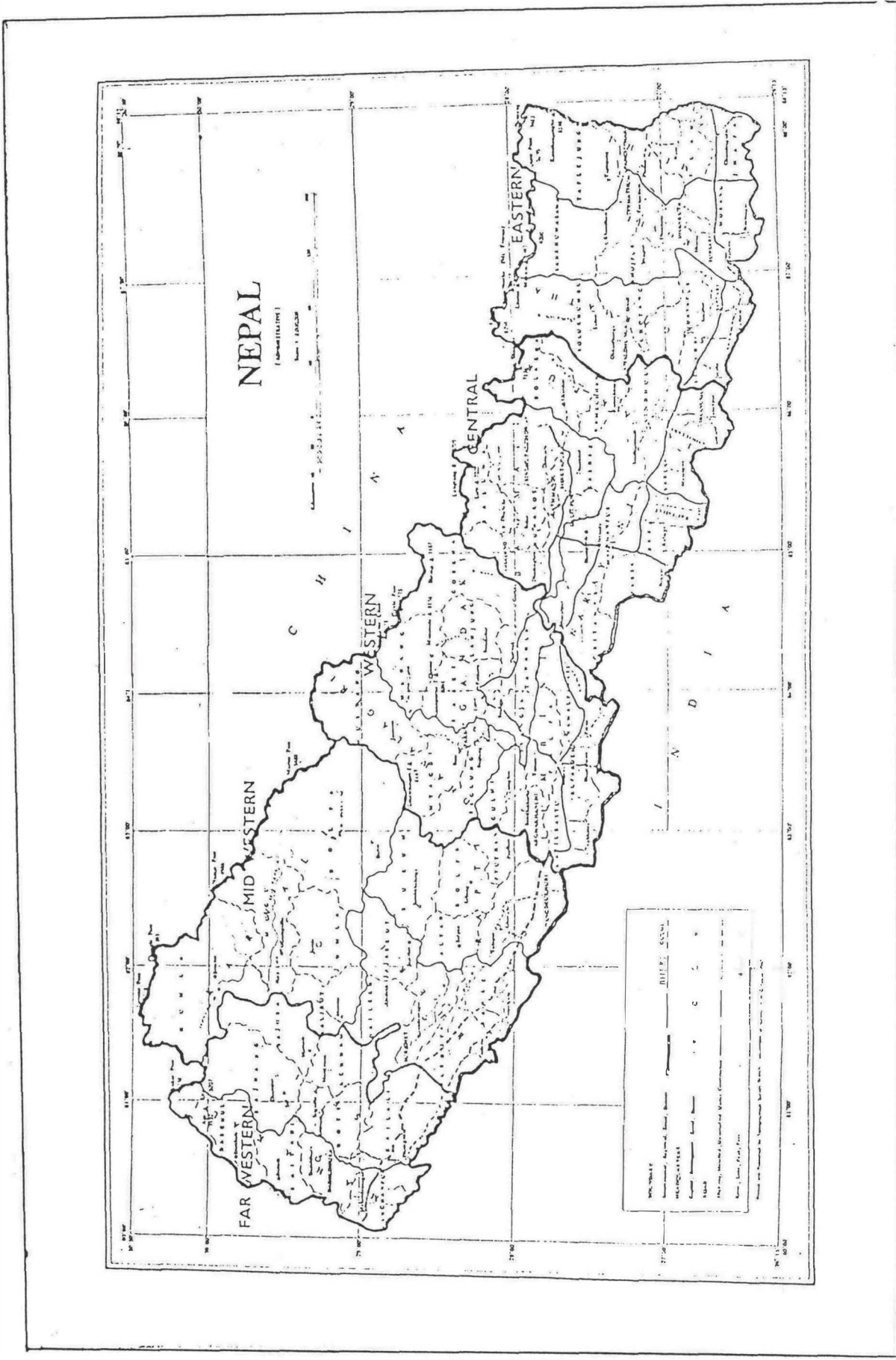


Figure 1 : Map of Nepal showing Development Regions and Districts.



percent while agriculture production has decreased by 22 percent in the fifth year of the plan (Singh, 1980). Similarly, the average per capita income (about US\$80) in the agriculture sector is much lower than the national average (about US\$120) due to the low productivity in agriculture as well as under-employment of the agriculture labour force (Khujju, 1982).

One of the factors responsible for such a slow agricultural development in the country, to a large extent, is believed to be due to out-moded and traditional methods of farming still adopted by the majority of the farmers. Agriculture researches conducted in government farms and farmers' fields have demonstrated that a considerable potential exists for higher yields with the adoption of improved recommended practices.

There is no doubt that technological innovations are effective means of increasing agriculture production provided they are transferred to the farmers and are put into practice by them. An appropriate communication method has a crucial role to play in the transfer of these innovations to the farmers. Group radio listening to farm broadcast is one of the methods of communication that is used to transfer these recommended technologies to the farmers.

#### An Overview of Agricultural Extension and Information Situation in Nepal

In Nepal, the Agricultural Extension and Training Division, and Agricultural Information Division under the Department of Agricultural are responsible for the overall agricultural





extension and information works in the country. The Extension and Training Division is responsible for coordinating and supervising extension programmes in the country. In the districts, the extension programmes are carried out through the District Agricultural Development Offices. Community Listening Centres (group listening to farm broadcast) which forms a vital part of the extension programmes in the districts are also supervised by the District Agricultural Development offices. However, the Community Listening Centres (CLC) are coordinated and implemented by the Agricultural Information Division.

At present, all seventy five districts in the country have an agricultural development office with a team of Junior Technicians (JT) and Junior Technical Assistants (JTA). The new technologies generated by the research farms are extended to the farmers' field through Junior Technicians/Junior Technical Assistants who work as grass-root extension workers. Depending on the population size and area of the district, the number of Junior Technicians/Junior Technical Assistants vary ranging from 20 to 45 per district. This size of Junior Technicians/Junior Technical Assistants is not enough to accomplish the task of innovation diffusion to all the potential clients. In such a situation group listening to farm broadcast would provide an important alternative in transferring the technologies to the maximum potential.

The Agricultural Information Section, on the other hand, takes the responsibility for gathering technological information

