



EVALUATING THE ROLE OF AGRICULTURAL TELEVISION PROGRAMS IN ENHANCING FARMER KNOWLEDGE AND PRACTICES

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EVALUATING THE ROLE OF AGRICULTURAL TELEVISION PROGRAMS IN ENHANCING FARMER KNOWLEDGE AND PRACTICES

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ABSTRACT

The purpose of this research is to assess how agricultural television shows in Bangladesh's Gurudaspur upazila in the Natore district have improved farmer practices and knowledge. The study evaluates the effects of these initiatives on farmers' agricultural practices and knowledge by conducting structured interviews with 100 farmers from randomly chosen communities. The research uses an extensive methodology that includes a planned interview schedule and several variables to quantify the characteristics of farmers, including age, income, farming experience, education, and attitude toward TV shows. A 4-point grading system was used to assess the efficacy of agricultural TV shows, and an Effectiveness Index (EI) was created to evaluate the various kinds of information that these shows delivered.

Results show that there are considerable differences in the efficiency of agricultural TV shows in distributing various kinds of agricultural information. Education level, agricultural expertise, attitude toward TV shows, inventiveness, and affluence are important elements affecting perceived effectiveness. The findings show that the perceived efficacy of these initiatives is positively connected with increased educational attainment, agricultural expertise, and innovativeness. According to the research, certain forms of information are more successful than others, including enhanced tree-planting technology. Examples of these sorts of information include household vegetable farming and animal raising. These observations highlight how important agricultural television content is for filling information gaps and encouraging farmers to use optimal practices. The study emphasises how crucial it is to modify TV show material to suit the various demands of farmers to have the greatest possible influence.



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