

MORE FARMERS LISTEN, MORE THEY ADOPT: ROLE OF LOCAL RADIO AGRICULTURAL PROGRAMS IN SMALL SCALE FARM EXTENSION

Irfan Haider

Department of Business Administration
University of Sargodha, PAKISTAN

ABSTRACT

The study aim is to examine the role of local radio agricultural programs in small scale farm extensions. The study statement is proved through empirical evidence as more the farmers listen local radio agricultural programs more they adopt new information. The study provide a deep insight about land holding of farmers and it is proved that most of the farmers hold less than 10 hectares land so called small scale farmers. The study results found that 94 % farmers listen local radio in rural areas. Local radio agricultural programs affect their purchasing behavior. The study findings reveal that farmers adopt new farm practices through the information provided by local radio. Farmers purchase new varieties of seeds and pesticides that help them to improve their yield. The study result also states that local radio agricultural programs helps farmer to adopt new information and apply new methods and practices in their farms. Through, evidence it is proved that if more farmer listen radio agricultural programs more they adopt new innovations in their farms and extension occurs in their farms.

Keywords: Agriculture sector, Local Radio, Agriculture extension, Extension workers, Radio Programs.