



Research Note

Attaining livelihood security of farmers through farm journalism in Eastern Rajasthan

■ K.C. SHARMA AND P. SINGH

ARTICLE CHRONICLE :

Received :

31.07.2014;

Accepted :

28.10.2014

SUMMARY : Encouragement of information, communication and technologies (ICTs) experiments in rural areas of different countries reveals that ICTs can make a significant contribution for promoting livelihood security of farmers. Farm publications also promote rural livelihood security by providing improved agricultural and technological information. The study was conducted in five districts of eastern Rajasthan purposively selected on the basis of having one KVK in the district and highest number of subscribers of “Chokhi-Kheti” with 180 respondents. Findings reveal that majority of respondents reported less use of illustrations, appropriate use of technical words, appropriate size of letters, fair quality of printing, attractive cover page, less number of print pages, up-to-date information and so on. The main constraints perceived by the respondents were lack of leisure time followed by higher subscription price, technical words in literature, lack of technical illustrations and marketing advertisements.

How to cite this article : Sharma, K.C. and Singh, P. (2014). Attaining livelihood security of farmers through farm journalism in Eastern Rajasthan. *Agric. Update*, 9(4): 605-607.

KEY WORDS:

ICTs, Mass media, Readability, Farm publication print media, ChokhiKheti

Author for correspondence :

K.C. SHARMA

Agricultural Research
Station, FATEHPUR-
SHEKHAWATI
(RAJASTHAN) INDIA
Email: kcsharmakvk@
yahoo.com

See end of the article for
authors' affiliations