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Listening behaviour of *Phule Krishi Vahini* radio listeners

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Abstract
Agriculture requires a continuous flow of timely and relevant information to improve productivity and ensure sustainable livelihoods. Community radio has emerged as an effective medium for agricultural extension due to its affordability, accessibility, and local relevance. The present study examined the listening behaviour, awareness, and programme preference of listeners of *Phule Krishi Vahini* 90.8 FM, a community radio station operated by Mahatma Phule Krishi Vidyapeeth (MPKV), Rahuri. The study was conducted in Ahilyanagar district of Maharashtra using an ex-post facto research design. A total of 160 respondents were selected through simple random sampling from eight villages across four tahsils within the broadcast coverage area. Data were collected using a structured and pre-tested interview schedule through personal interviews.
The findings revealed that the majority of respondents (66.87%) exhibited a medium level of listening behaviour, while 23.75 per cent showed high listening behaviour. Most respondents listened to programmes at home, primarily during morning and evening hours. More than half of the listeners spent four hours or more listening to radio programmes, and mobile phones emerged as the most preferred listening medium. Awareness about *Phule Krishi Vahini* programmes was found to be moderate among the majority of respondents (71.25%). Programme preference analysis indicated that agriculture-oriented and locally relevant programmes such as *Krishi Jagat Dnyandata*, *Krishi Jagat Anndata*, and *Sanshodhanachi Vari Aplya Dari* were the most preferred. The study concludes that *Phule Krishi Vahini* Radio plays a significant role in disseminating need-based agricultural information and serves as an effective extension tool for strengthening knowledge dissemination among rural communities.

Keywords: Listening behaviour, Radio *Phule Krishi Vahini*, Mahatma Phule Krishi Vidyapeeth

Introduction
Agriculture is a highly knowledge-intensive sector that requires a continuous flow of information to enhance productivity, ensure food security, and reduce poverty and malnutrition. Efficient agricultural extension, education, and communication services are therefore essential for sustaining agricultural growth. Recent advancements in Information and Communication Technology (ICT) have transformed agricultural extension by introducing diverse communication tools such as community radio, television, the internet, and mobile phones. Among the major mass media used in agricultural extension radio, television, and print media the radio occupies a prominent position due to its wide reach, affordability, and effectiveness. To considering the need of transfer of university technologies among the need of farming community, Mahatma Phule Krishi Vidhyapeeth stared *Phule Krishi Vahin*i 90.8 FM on 18 October, 2023. Approved by the Ministry of Information and Broadcasting, Govt. of India. Mahatma Phule Krishi Vidhyapeeth, Rahuri was the first Agricultural University in Maharashtra who stared the Radio Station at main campus. *Phule Krishi Vahini* 90.8 FM broadcasts creative, community-oriented programmes such as *Krishi Jagat Dnyandata*, *Gaurav Maharashtracha Itihas Jillyacha*, *Arogyam Dhansampada*, and *Manus ani Malmatta*, offering diverse content through participatory formats. Programmes are locally conceptualized and produced, with radio jockeys selected from the local community. Weekly broadcasts focus on farmers while addressing health, education, rural development, and culture, reaching farmers, students, women, labourers, and agri-entrepreneurs. Special programmes highlight innovative technologies, women's contributions, agripreneurship, seasonal practices, and agrometeorological advisories.

The station operates with modern studios, transmission facilities, and dedicated technical staff.

Objective

To study the listening behaviour of *Phule Krishi Vahini* radio listeners

Materials and Methods

The study was conducted in Ahilyanagar district of Maharashtra State, which was purposively selected due to the effective broadcast coverage of *Phule Krishi Vahini* Radio, operated from Mahatma Phule Krishi Vidyapeeth (MPKV), Rahuri. Based on the coverage area of the radio station, four tahsils, namely Rahuri, Rahata, Shrirampur, and Nevasa, were selected for the study. From each selected tahsil, two villages were purposively chosen considering adequate radio signal availability, resulting in a total of eight villages. From each village, twenty respondents were selected using the simple random sampling technique, forming a total sample size of 160 respondents. An ex-post facto research design was adopted, as the variables under study had already occurred and could not be manipulated by the investigator. Primary data were collected using a structured and pre-tested interview schedule, administered through the personal interview method. The interview schedule was developed in line with the objectives of the study and refined after pre-testing to ensure clarity, reliability, and validity of the data collected.

Result and Discussion

Listening Behaviour of *Phule Krishi Vahini* Radio Listeners

Listening behaviour of the respondents was analysed in terms of place, duration, media, regularity, and level of attention towards *Phule Krishi Vahini* radio programmes. Listening behaviour was measured by considering the setting of listening, how often individuals listened, the amount of attention they devoted, and the length of time they spent listening to community radio programmes.

Table 1: Distribution of Respondents According to their Listening Behaviour

Sr. No	Category (Score)	Frequency (n= 160)	Percentage
1	Low (Up to 6)	15	09.38
2	Medium (7 to 11)	107	66.87
3	High (12 and above)	38	23.75
	Total	160	100.00
Mean = 9.35, SD = 2.76			

Among the 160 participants, the largest group (66.87 per cent) exhibited medium listening behaviour. Those indicating high listening behaviour, accounted for 23.75 per cent, while only 9.38 per cent showed low listening behaviour. The average listening behaviour was 9.35, with a standard deviation of 2.76, reflecting a moderate level of variation. These findings are in line with the observations of Pattanashetti (2010) [5], Shinde (2017) [7].

Place of Listening of the Programme

This refers to the location where respondents give time to listen the CRS programme.

Table 2: Distribution of Respondents According to their Place of Listening Radio

Sr. No.	Category (Score)	Frequency (n=160)	Percentage
1	At Home (1)	76	47.50
2	At Farm (2)	29	18.13
3	At Work (3)	24	15.00
4	In Car (4)	31	19.37
	Total	160	100.00

The distribution of the sample across different categories shows 47.50 per cent at Home, with a frequency of 76. The next largest group was those in Car, accounting for 19.37 per cent. At Farm comprised 18.13 per cent of the sample, while the smallest category was At Work, representing 15 per cent.

Duration of Radio Listening

Duration defined in terms of the amount of time respondents chose to listen to the farm broadcast.

Table 3: Distribution of Respondents According to their Duration of Radio Listening

Sr. No.	Category	Score	Frequency (n=160)	Percentage
1	Up to1 hr.	1	18	11.26
2	1 to 2 hr.	2	27	16.87
3	2 to 3 hr.	3	28	17.50
4	4 hr. and above	4	87	54.37
		Total	160	100.00

As shown in Table 3, smallest proportion of community radio listeners was 11.26 per cent who reported listening to the programmes for up to 1 hour. This was followed by 16.87 per cent who listened for 1 to 2 hours, and 17.50 per cent who listened for 2 to 3 hours. The largest group, 54.37 per cent, reported listening for 4 hours and above. These results shows that a majority of respondents engage with the radio for extended periods, while fewer listen for shorter durations.

Media of Listening Radio

Media of Listening to Radio refers to the different devices or platforms through which people access and listen to radio broadcasts.

Table 4: Distribution of Respondents According to their Listening Media

Sr. No.	Category	Score	Frequency (n=160)	Percentage
1	Mobile	1	92	57.50
2	Car Stereo	2	31	19.37
3	Radio Transistor	3	37	23.13
		Total	160	100.00

The distribution of respondents according to their preferred media for listening to the radio reveals that the majority use mobile devices. Specifically, 57.5 per cent of the 160 respondents reported listening to the radio on their mobile phones. 23.13 per cent use a radio transistor, and 19.37 per cent prefer listening on car stereos.

Regularity/Time of Listening Programmes

Regularity/Time of Listening Programmes refers to how often and at what times individuals tune in to radio broadcasts or other audio programs.

Table 5: Regularity / Time of Listening Programmes

Sr. No.	Category	Score	Frequency (n=160)	Percentage
1	Morning	1	73	45.62
2	Afternoon	2	14	08.75
3	Evening	3	51	31.88
4	Night	4	22	13.75
		Total	160	100.00

Table 5 illustrates the distribution of respondents based on the time of day they usually listen to the radio. Out of 160 respondents, 45.62 per cent reported that they listen in the morning, while 31.88 per cent prefer the evening. Listening during the afternoon accounts for 13.75 per cent, and 8.75 per cent of respondents tune in at night.

Listeners Awareness to *Phule Krishi Vahini* Radio Programmes

Listeners' Awareness of *Phule Krishi Vahini* Radio Programmes refers to how familiar or informed the audience is about the specific radio programs broadcast under the *Phule Krishi Vahini* initiative.

Table: 6 Distribution of Respondents According to their Awareness about Radio Programmes

Sr. No	Category (Score)	Frequency (n= 160)	Percentage
1	Low (Up to 16)	18	11.25
2	Medium (17 to 19)	114	71.25
3	High (20 and above)	28	17.50
	Total	160	100.00
Mean =18. SD = 2			

Out of 160 respondents, 11.25 per cent indicates low awareness (score up to 16), 71.25 per cent had medium awareness (score between 17 and 19), and 17.50 per cent showed high awareness (score 20 and above). The mean awareness was 18, with a standard deviation of 2, indicating that most radio listeners had a moderate level of awareness about the programmes.

Listeners Preference to the *Phule Krishi Vahini* Radio Programmes

Listeners' Preference to the *Phule Krishi Vahini* Radio Programmes refers to how much the audience favors or chooses these specific radio programmes over others.

Table 7: Distribution of Respondents According to their Preference to the *Phule Krishi Vahini* Radio Programme

Sr. No.	Programmes	Preference (n=160)				
		Yes	%	No	%	Rank
1	*Krishi jagat dnyandata*	142	88.75	18	11.25	I
2	*Krishi jagat anndata*	137	85.62	23	14.38	II
3	*Sanshodhanachi vari aplya dari*	135	84.37	25	15.63	III
4	*Krishi varta*	129	80.62	31	19.38	IV
5	*Gaurav Maharashtracha itihas jillyacha*	118	73.75	42	26.25	V
6	*Mahila jagat*	118	73.75	42	26.25	V
7	*Manus ani malmatta*	109	68.12	51	31.88	VI
8	*Gita Chintan and Bjhagwat Geeta*	101	63.12	59	36.88	VII
9	*Bhakti gite*	97	60.62	63	39.38	VIII
10	*Regional News*	97	60.62	63	39.38	VIII
11	*Saibaba Arti and Vaishnavdevi Arti*	83	51.88	77	48.12	IX
12	*Arogyam dhansampada*	83	51.88	77	48.12	IX
13	*Hello farmaish*	80	50.00	80	50.00	X
14	*Vidhyarthi jagat*	79	49.38	81	50.62	XI
15	Crop Advisory and Weather broadcasting	67	41.87	93	58.12	XII
16	Carrier Guidance	67	41.87	93	58.12	XII

The distribution of respondents' preferences for various *Phule Krishi Vahini* radio programmes is presented in the table 7. The programme "*Krishi jagat dnyandata*" was the most preferred, with 88.75 per cent of respondents expressing a positive preference, ranking it first. Following closely, "*Krishi jagat anndata*" was favoured by 85.62 per cent of listeners, securing the second rank. The third rank was held by "*Sanshodhanachi vari aplya dari*", preferred by 84.37 per cent of respondents.

Other popular programmes included "*Krishi varta*" (80.62 per cent), "*Gaurav Maharashtracha itihas jillyacha"* and *"Mahila jagat*" both 73.75 per cent. Programmes such as "*Manus ani malmatta"* and *"Gita Chintan"* also received considerable preference, with 68.12 per cent and 63.12 per cent respectively. Around 50 per cent of respondents preferring "Hello farmaish*"* and *"Vidhyarthi jagat".* Crop Advisory and Weather broadcasting and Carrier Guidance both 41.87 per cent.

This data indicates a clear hierarchy of programme preference, with agricultural and local knowledge-based that receiving the highest listener support.

Conclusion

The study concludes that Phule Krishi Vahini Radio plays a significant role in disseminating agricultural and allied information among rural listeners. A majority of the respondents exhibited a medium level of listening behaviour, indicating regular but selective engagement with community radio programmes. Listening was predominantly carried out at home and during morning and evening hours, suggesting that programme scheduling during these periods is most effective. The extended duration of listening and preference for mobile phones as the primary listening medium reflects changing media consumption patterns and highlights the importance of mobile-compatible radio dissemination strategies.

The findings further revealed that respondents possessed a moderate level of awareness about *Phule Krishi Vahini* programmes, which positively influenced their listening behaviour and programme preference. Agricultural and locally relevant programmes such as *Krishi Jagat Dnyandata*, *Krishi Jagat Anndata*, and *Sanshodhanachi Vari Aplya Dari* received the highest preference, emphasizing the audience's inclination towards practical, need-based, and location-specific content. The study underscores the potential of community radio as an effective extension tool for strengthening agricultural knowledge dissemination. Enhancing programme awareness, aligning content with listener preferences, and leveraging mobile-based access can further improve listener engagement and the overall effectiveness of *Phule Krishi Vahini* Radio.

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