
*FarhatUllah Khan**
*Nowshad Khan***
*Bakht Rawan****

Role of Communication Channels in Awareness of Farmers for Improving per Acre Yield of Kinnow (Mandarin) in District Sargodha

ABSTRACT

Kinnow (Mandarin) is one of the major fruit crops of Pakistan, but unfortunately the production of Kinnow orchards is lower than the standard. On the other hand, agriculture department of Pakistan is using various communication channels and techniques to inform the growers of Kinnow about the various measures and techniques required for better yield, and to persuade them to adopt the same to achieve the standard yield of Kinnow. It was therefore, decided to conduct a research study with the objective to observe the impact of agricultural communication channels on kinnow production. For this purpose 20 union councils of tehsil Sargodha were randomly selected and from each union council 10 kinnow growers were selected making a sample of 200 respondents. Findings of the study show that a vast majority (94.5%) of the farmers were aware about the sources and channels which provided information regarding the recommended horticultural practices for better yield of Kinnow. There was a significant difference between the role of the various channels used for awareness of the farmers regarding orchard management, water and fertilizer application, pruning, diseases management and marketing.

Key Words: Role, Communication channels, Awareness, farmers, Kinnow Yield

* Assistant Prof. Department of Agricultural Sciences, AIOU

** Chairman Department of Agricultural Sciences, AIOU

*** Associate Professor, Department of Mass Communication