



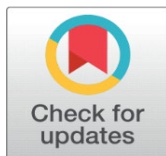
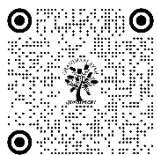


# MEDIATING ROLE OF PRINT MEDIA IN SHAPING AWARENESS AND PERCEPTION ABOUT KISAN SAMMAN NIDHI SCHEME: A STUDY ON FARMERS OF GORAKHPUR DISTRICT UTTAR PRADESH

Bal Krishna Mishra <sup>1</sup>  , Dr. Neekee Chaturvedi <sup>2</sup>  

<sup>1</sup> Research Scholar, Centre for Mass Communication, University of Rajasthan, Jaipur, India

<sup>2</sup> Associate Prof, Department of History & Indian Culture, University of Rajasthan, Jaipur, India



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## Corresponding Author

Bal Krishna Mishra,  
[mishrabk85@gmail.com](mailto:mishrabk85@gmail.com)

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## ABSTRACT

A quantitative study was carried out to identify farmers' awareness level and perception towards the Kisan Samman Nidhi Scheme of the central government. The government's PM-Kisan program, also known as the Pradhan Mantri Kisan Samman Nidhi Scheme, offers financial support to small and marginal farmers. The government will give all eligible beneficiaries Rs. 6000 a year in three instalments under this scheme. The objective of the study is to gauge the level of awareness and perception of the farmers towards the scheme furthermore to assess the role of Print Media for the same. For this purpose, 80 beneficiaries of the Kisan Samman Nidhi Scheme were taken as study respondents from Jangal Dhoosar and Jangle Rani Kuanri Suhas villages of Gorakhpur district, Uttar Pradesh. The data reveals that all the respondents (n = 80) were aware of the Kisan Samman Nidhi Scheme. 68 respondents (85%) have the basic knowledge of the Kisan Samman Nidhi Scheme. However, about 10 of the respondents (12.5 %) were moderate and 2 of the respondents (2.5 %) were advanced in their level of knowledge about the Kisan Samman Nidhi Scheme. According to the study findings, approximately (92.5 %) of respondents thought the Kisan Samman Nidhi Scheme was very good, while (5%) believed it was good and (2.5%) said it was average. This specifies that a positive perception has been built towards the Kisan Samman Nidhi Scheme.

**Keywords:** Awareness, Perception, Kisan Samman Nidhi Scheme, Print Media

## 1. INTRODUCTION

Print media tools, such as newspapers and magazines, are mostly used to disseminate information about agricultural innovations that are important to farmers. The detailed nature of print media is striking. Another point of interest is that the print media can easily afford to disseminate information to illiterate farmers by interpreting content into local dialects understandable to farmers [Apata \(2010\)](#). Agricultural information dissemination is an important step in the

development and transfer of agricultural technology. It is critical because if not done correctly and through the proper channels, it will not serve the intended purpose. The significance of information in agricultural production cannot be overstated. In their study, [Dutoit and McConnell \(1995\)](#) articulated that, in agriculture, information is widely regarded as an essential production factor. According to [Adedoyin \(1990\)](#), constant supplies of accurate, understandable, and factual information connect scientists with farmers, and for farming practices, farmers must know, understand, and behave in accordance with information. As a result, farmer productivity is heavily reliant on the availability and accessibility of accurate and reliable information. [Olowu and Oyedokun \(2000\)](#) stated that governments, non-governmental organizations, and other concerned groups have widely used print media such as newspapers, magazines, newsletters, leaflets, pamphlets, and posters to disseminate information to farmers. Print media is still the most common way to raise public awareness and will continue to be so in the future [Yakasai \(1996\)](#). In this regard, print media such as newspapers can be used to disseminate information about India's agricultural development.

More than half of farming households in India do not have access to formal credit [Mohan \(2006\)](#). In this context, the introduction of a cash transfer scheme (Pradhan Mantri Kisan Samman Nidhi Scheme) with the objective of alleviating Indian farmers' liquidity constraints for procuring inputs is quite significant. This scheme will help small and marginal farmers by providing financial assistance. The total number of farmers expected to be covered under the scheme is 14.5 crore on the basis of the Agriculture Census, 2015-16. Keeping in view the agricultural needs of small farmers, Prime Minister Shri Narendra Modi launched the Kisan Samman Nidhi Scheme on February 24, 2019, in Gorakhpur district. Every year, Rs. 6000 is given by the central government to all the farmers covered under this scheme. Before the 2019 Lok Sabha elections, the first instalment of this scheme was directly transferred to the account of one crore farmers. However, in 2019, it was updated to include all farmers, with the exception of a few exclusions. The PM Kisan Scheme has so far placed 9 instalments into bank accounts of the farmers [Mohan \(2019\)](#).

## 2. BACKGROUND OF THE SCHEME

Telangana state was the first state to introduce a similar scheme. The Rythu Bandhu scheme was inaugurated by the chief minister of Telangana on February 25, 2018 and went into effect on May 10, 2018. It is India's first direct investment support scheme for farmers, in which cash is handed directly to the farmers. Farmers will receive financial rewards of Rs. 8000 in two instalments of Rs. 4000 each under the scheme. Farmers' families with one or more members who are former or current constitutional officeholders; regular government employees; members of the legislature; or people who paid income tax in the previous assessment year; or professionals like doctors, engineers, lawyers, and others. [Amrutha Vasireddy \(2018\)](#).

## 3. REVIEW OF LITERATURE

The PM- Kisan Samman Nidhi Scheme, though a very significant and pertinent intervention, has not been researched adequately. It is the first universal basic income-type scheme for farmers in India. The money is directly deposited into the farmers' bank accounts under the arrangement. The PM-Kisan system was examined in this study with regard to the state of Haryana.

[Kumar and Babu \(2018\)](#) evaluated farmers' awareness of the PM-Kisan Scheme in their study. It was an exploratory study. According to the findings, within three months of its operation, the scheme had touched 30% of farmers. According to findings on the usefulness of income support, farmers' spending patterns appear to be closely linked with the scheme's objectives. According to evidence, more than half of farmers who benefited during the agricultural peak season invested their profits in the agricultural sector. More than 60% of farmers who received money during the off-season spent it on things like food, education, and medicine.

[Akhilesh \(2019\)](#) used SAM multiplier analysis to compare the impact of the PM Kisan Samman Nidhi Scheme in India. In accordance with the findings, the scheme has a significant positive additional influence on farmer income as well as other macroeconomic indices such as output, gross value added, government revenue, saving, and trade.

[Vasireddy and Telugu \(n.d.\)](#) studied the plan targeting accuracy and correlated farmers' spending patterns in their study "Pradhan Mantri Kisan Samman Nidhi Scheme and the adoption of modern agricultural technologies in Uttar Pradesh." The research was based on 1406 farmers in Uttar Pradesh providing original data. The study found that in the first three months of operation, PM-Kisan benefited 1/3<sup>rd</sup> of all farmers. According to the research, there was no selection bias based on social, economic, or agricultural variables. The programme has helped individuals who are more agriculturally dependent and have limited access to financing.

[Thegaleesan \(2020\)](#) attempts the PM-Kisan scheme in his study to investigate the causes behind its expansion to include semi-medium, medium, and large farmers. The research was qualitative and focused on secondary information. In the study, simple percentages and tabulation were utilised as statistical techniques. He concluded that the PM-Kisan scheme would be one of many policies that would play a critical role in addressing the economic slowdown, falling rural consumption demand, and farmer suicide.

[Kavitha et al. \(2020\)](#) examined the state's success in implementing the PM-Kisan scheme, which is a universal basic income programme for farmers. According to the findings, Uttar Pradesh (22 percent) has the highest number of beneficiaries of the PM-Kisan plan, followed by Maharashtra (10.2 percent) and Madhya Pradesh (10.1 percent) (7.2 percent). There are significant differences in state performance as measured by the proportion of recipients to potential beneficiaries. Manipur, Punjab, Andaman and Nicobar Islands, Assam, and Haryana are among the top states, while Sikkim, Goa, Lakshadweep, Puducherry, Tripura, and Bihar, among others, are at the bottom.

#### **4. RESEARCH OBJECTIVE**

- 1) To study the awareness level of farmers regarding Kisan Samman Nidhi Scheme
- 2) To study the perception of farmers regarding Kisan Samman Nidhi Scheme
- 3) To identify the role of Print Media in disseminating awareness about Kisan Samman Nidhi Scheme

#### **5. RESEARCH QUESTIONS**

- 1) What is the awareness level of farmers regarding Kisan Samman Nidhi Scheme?

- 2) What is the perception of farmers regarding Kisan Samman Nidhi Scheme?
- 3) What is the role of Print Media in disseminating awareness about Kisan Samman Nidhi Scheme?

## 6. RESEARCH GAP

There haven't been many researches done on the Central Government's Kisan Samman Nidhi Scheme in the past. The majority of the research that has been conducted has focused on government campaigns. This is a crucial research need since there is a lot of room for this study to be done from the perspective of checking people's awareness of the Kisan Samman Nidhi Scheme run by the Central Government and learning how farmers feel about it.

## 7. RESEARCH DESIGN

This is quantitative study which explores the state of awareness of farmers about Kisan Samman Nidhi Scheme, and it also assesses farmer's perception towards the Kisan Samman Nidhi Scheme of central government.

- 1) **Research Area:** The study on "Mediating Role of Print Media in Shaping Awareness and Perception about Kisan Samman Nidhi Scheme: A Study on Farmers of Gorakhpur District, Uttar Pradesh" was carried out during September 2021 in Jangal Dhoosar and Jangle Rani Kuanri Suhas villages of Gorakhpur district, Uttar Pradesh. The majority of the people in the study area are farmers who are engaged in various farming activities. The total number of farmers in the study area who are taking the benefit of the PM Kisan Samman Nidhi Scheme is 1696. Since the study is an attempt to understand the awareness level and perception of farmers, the universe is the beneficiaries of the Kisan Samman Nidhi Scheme. The scheme is being first implemented in Gorakhpur district with the help of the government.
- 2) **Sample size:** The total sample size for the research is 80 farmers who are taking the benefits of Kisan Samman Nidhi Scheme living in Jangal Dhoosar and Jangle Rani Kuanri Suhas villages of Gorakhpur district, Uttar Pradesh.

## 8. SAMPLING TECHNIQUE

The purposive sampling technique is being used by the researchers in this study.

- 1) **Data collection:** The survey method was used as a tool of data collection through questionnaire.
- 2) **Data analysis** – Data analysis is done using simple statistical tools—the percentage method and data is represented in table form for ease of understanding.

## 9. THEORETICAL FRAMEWORK

Many theories could work perfectly to support this research. However, "Agenda Setting Theory," which is compatible with researcher study, is the closest theory that is appropriate and in line with the nature of the study. Maxwell McCombs and

Donald L. Shaw presented the Agenda Setting Theory in 1972, believing that the media has the potential to provide the right dimension to issues of public concern. The theory conveys that the Media has the ability to capture attention of people towards any important matter, considering that this study talks about the role of print media in disseminating and shaping farmers' perception towards the Kisan Samman Nidhi Scheme which can be considered as an important matter to be paid attention on.

## 10. LIMITATION

The research was carried out in two villages in Uttar Pradesh's Gorakhpur district (Jangal Dhoosar and Jangle Rani Kuanri Suhas). It is possible that it might not reflect the views of all Gorakhpur farmers. A larger study region could provide a more comprehensive picture of Gorakhpur district farmers.

## 11. RESULTS

### Awareness of Kisan Samman Nidhi Scheme

**Table 1**

Table 1 Respondents' Awareness of the Kisan Samman Nidhi Scheme		
Variables	Frequency	Percentage (%)
<b>Awareness about the procedure and beneficiary criteria of Kisan Samman Nidhi Scheme</b>		
Heard about the procedure and beneficiary criteria of Kisan Samman Nidhi Scheme	80	100
Not heard about the procedure and beneficiary criteria of Kisan Samman Nidhi Scheme	0	0
<b>Knowledge of the Kisan Samman Nidhi Scheme</b>		
Basic	68	85
Moderate	10	12.5
Advanced	2	2.5
<b>Source of information</b>		
Newspaper	65	81.25
Magazine	2	2.5
Pamphlet	3	3.75
Poster	10	12.5

According to [Table 1](#), all of the respondents (n = 80) heard about the procedure and beneficiary criteria of Kisan Samman Nidhi Scheme. 68 respondents (85 percent) are aware of the Kisan Samman Nidhi Scheme. However, approximately ten (12.5 percent) of respondents had a moderate level of knowledge about the Kisan Samman Nidhi Scheme, while two (2.5 percent) had an advanced level of knowledge. Newspapers, magazines, posters, and pamphlets were all mentioned as major sources of information. In accordance with the data presented in the table, newspapers are the main source of agriculture-related information for the majority of farmers within the study area (81.25%), posters are the primary source of agriculture-related information for 12.5% of the people who responded, and

pamphlets are the primary source of agricultural information for 3.75 percent of the respondents. However, only 2.5% of all those questioned said they read magazines.

**Table 2**

<b>Table 2 Perception of Respondents Towards the Kisan Samman Nidhi Scheme</b>		
<b>Farmers' Perceptions of the Kisan Samman Nidhi Scheme</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Very good	74	92.5
Good	4	5
Average	2	2.5
Poor	0	0
<b>Improving economic condition</b>		
Yes	69	86.25
No	11	13.75
<b>Support for agricultural activities</b>		
Yes	77	96.25
No	3	3.75
<b>The amount rendered in the Kisan Samman Nidhi Scheme</b>		
Sufficient amount	71	88.75
Not sufficient	9	11.25
<b>Paperwork process for getting benefits of Kisan Samman Nidhi Scheme</b>		
Easy	7	8.75
Manageable	62	77.5
Complicated	11	13.75

### **11.1. FARMERS' PERCEPTIONS OF THE KISAN SAMMAN NIDHI SCHEME**

Respondent farmers' perceptions in the study area were graded on a scale of very good, good, and average. According to the study results, 92.5 percent of respondents thought the Kisan Samman Nidhi Scheme was very good, 5% thought it was good, and 2.5 percent believed it was ordinary. This suggests that the Kisan Samman Nidhi Scheme has developed a favourable image.

### **11.2. IMPROVING ECONOMIC CONDITION**

Table 2 shows that the majority of respondents (96.25%) agree that the Kisan Samman Nidhi Scheme has helped their economic situation. However, the scheme was opposed by only 3.75 percent of farmers.

### **11.3. SUPPORT FOR AGRICULTURAL ACTIVITIES**

Farmers in the research area were also asked whether the Kisan Samman Nidhi Scheme supported agricultural activities. The majority of respondents (96.25 percent) said that the scheme supported their agricultural activities, while about 3.75 percent said it didn't.



#### **11.4. THE AMOUNT RENDERED IN THE KISAN SAMMAN NIDHI SCHEME**

A majority of respondents (88.75%) believe that the amount rendered in KisanSammanNidhi Scheme is insufficient, while 11.25 percent believe it is sufficient.

#### **11.5. PAPERWORK PROCESS FOR GETTING BENEFITS OF KISAN SAMMAN NIDHI SCHEME**

The paper work required to receive benefits under the Kisan Samman Nidhi Scheme was assessed as straightforward, manageable, and complicated by respondents in the study area. According to the survey findings, 77.5 percent of respondents thought the paperwork required to receive benefits under the Kisan Samman Nidhi Scheme was manageable, while 8.75 percent thought it was simple and 13.75 percent thought it was complex. This implies that the paperwork required to get Kisan Samman Nidhi Scheme benefits should be straightforward.

### **12. CONCLUSION**

The study found a high level of awareness about the procedure and beneficiary criteria of the Kisan Samman Nidhi Scheme among the farmers of two villages (Jangal Dhoosar and Jangle Rani Kuanri Suhas) in Gorakhpur district, and the print media played a significant role. The study indicates that the PM- Kisan Samman Nidhi Scheme is a revolutionary step of the Central Government towards stabilising and increasing the farmers' income. Many economists recommend that this kind of investment support is better than farm loan waivers. The researchers also agreed with them because providing the direct cash benefits to the farmers enables them to invest that amount in agricultural activities or help them purchase good quality seeds, fertilizers, modern equipment, etc., that enhance the productivity of the crops and increase the income of the farmers. So, the scheme is playing a crucial role in improving the economic conditions of study area farmers. The researcher found that the amount paid under the PM-Kisan scheme was inadequate or not sufficient. Only Rs.6000 is paid to farmers' families under the PM-Kisan scheme, which is insufficient to cover even the most vulnerable farmers. The authors suggested that the amount should be sufficient in terms of living standards. The findings of the study can contribute to motivating the farmers to avail such a beneficial scheme, furthermore it also helps in assessing the perception of farmers and required changes in the scheme, i.e., the rendered amount needs to be increased, additionally the study also throws light towards the role of print media in disseminating awareness and in shaping perception about any valuable matter.

### **CONFLICT OF INTERESTS**

None.

### **ACKNOWLEDGMENTS**

None.

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