

# More From Less- An Understanding of Mass Media in Agriculture

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**Abstract:** Resource utilization in agriculture creates a big impact in the agriculture. Increasing productivity will be the main motto of the farmers with prioritizing the cultivation with special agricultural practices. Comparatively the media can be focussed on large group of people for delivering contents. Resource allocation in agriculture ensures the recognizing and assigning resources for a specific period with budget estimation and time management

**Keywords:** Resource, productivity, publicity and content

## I. INTRODUCTION

Producing more with less resources will be a key goal among the farmers. Resource allocation can be defined as scheduling, recognizing, and assigning resources for a specific period. Whereas, resource utilization can be defined as allocated inputs or resources are used effectively. This can be made simply using mass media. Mass media can be arising from a single platform covering a large number of audience to specify their needs.

### Why more from less?

In the recent times, agriculture is mainly focussed on the profit motive and comparing the financial status of the farmers, this will be supportive as for the minimization of the input and increased productivity. Resource utilization in agriculture is the farm management that facilitates to enhance productivity, optimize index to ensure the maximum production.

## II. MASS MEDIA

### 2.1 Print Media

Utilization of print media to cover a large number of educated audience to give a detailed manner of explanations about various schemes, farming patterns, demonstrations and awareness

### A. PAMPLETS

Pamphlet distribution is basically a paper flyer that is inserted into the newspapers. With newspaper insertion, you have the most cost-effective method of advertising.



MANACHANALLUR BLOCK

Fig. Pamphlet for sparrow day awareness

## B. LEAFLETS

A leaflet is a single sheet of printed matter. It is made to give an accurate or specific information on a specific topic. The purpose of a leaflet is to provide information about something in an easy-to-read and visually appealing format.

Leaflets are an excellent choice for businesses or individuals who want to promote a product, service, or event and are a cost-effective way to reach a large audience.

To conclude what are the features of a leaflet, we find that there are eight essential points: size, folding, printing, graphics, headline, content, images, and call to action.

## C. NEWSPAPERS



Fig. News published on a Tamil Newspaper

Newspapers are an old form of mass media after the traditional mass media as the general public depends on newspapers to know the latest happenings around the world. Other forms of print media refer to magazines, promotional brochures, books, novels, comics, etc usually issued daily, weekly, or at other regular times that provides news, views, features, other information of public interest and that often carries advertising.

#### D. MAGAZINES

An yearly magazine can be used to give knowledge to a vast group of audience providing the in depth knowledge and technologies relevant to a particular topic.



Fig. Indian Agriculture Magazine

#### E. CHARTS

Charts are used for demonstration purpose to explain a particular topic and with detailed description for the understanding the receiver.



Fig. Demonstration on Cow Mastitis

#### 2.2 Traditional media

Traditional media is one of the oldest types of mass media to transfer traditions and culture over generations its beyond beliefs, rituals and customs. It can be dramas or nadagam, festivals like Adipattam (September in Tamil) for paddy cultivation in TamilNadu.



Fig. Thandora-a traditional way of announcement prevailed in TamilNadu

### 2.3 Digital Media

- **Websites:** A website allows you to reach more consumers of your products and services online without any physical efforts or used to obtain knowledge in a particular study and also to clarify doubts regarding the subject.
- **Social Media:** Social media can also help the farmers to connect with the agri-dealers, weather advisories etc. and new agricultural methodologies can be exchanged by the farmers. Agricultural Information on social media is scattered and complex to understand for the farmers.

### 2.4 Broadcasting Media

Originally the term Broadcasting referred to the sowing of seeds on the farm likewise it also refers to spreading of news.

- **Radio:** Radio is easily affordable, widely available, and accessible at all levels of education. It is a highly suitable medium for agricultural extension activities. Likewise, All India Radio plays a major role in rural parts of India
- **Television :**Television is an audio-visual aid used for mass communication, designed to help in the presentation of materials and transfer of information to make them easily and clearly understandable, appreciable and applicable. This medium is more personal than radio.
- **Motion Picture :** In the era of internet, a short film or movie can create a big impact on audience with better content to reach out audience with proper deliver and understanding of the message.

### 2.5 Outdoor media

Outdoor advertising takes place in public spaces, such as along roads and highways, at intersections, and in shopping centres,

- Billboards
- Bulletins
- Brochure
- Posters

### 2.6 Transit Media

Transit branding takes place on modes of transportation, such as buses, trains, subways, taxis, and more.

## III. CONCLUSION

To reach out the audience ,Mass media plays a important role in conveying message to the audience in a proper way by means of “More from Less” concept. But the utilization of media in a proper way to some extent creates greater impact for the agriculture field. Nowadays, farmers get benefited from media platforms for marketing and sales. Even, the apps like Uzhavan, Kisan Suvedha and Bhoomi makes a huge impact to know more about schemes in India.If it continues in a good way, this paved way for digital development in the field of agriculture.

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