New Media and Mass Communication
ISSN 2224-3267 (Paper) ISSN 2224-3275 (Online)
Vol.67, 2018

An Investigation in to the Role of Print Media as a Source of Information in Technology Transfer of Orchard Management Practices in District Peshawar

Imran Khan[1] Khalid Nawab[1] Gul Shah[4] Rahmatullah[2] Mansoor Rasheed[3]
1.Department of Agricultural Extension Education and Communication, The University of Agriculture, Peshawar, Pakistan
2.Department of Agricultural Extension Education, Balochistan Agriculture College Quetta, Pakistan
3.Department of Agricultural Economics, Balochistan Agriculture College Quetta, Pakistan
4.Division of Basic Sciences (Physics), Balochistan Agriculture College Quetta, Pakistan

Abstract
The research was conducted to study the effectiveness of print media in information and technology transfer in orchard management in Peshawar. Results of the study show that majority of simple respondents were 31 to 37 years of age with ratio of (26%) of the total sample. Different education levels were observed while 13% of the sample respondents were illiterate and among the literate, highest level was middle level education with a ratio of (32%). Most of sample respondents were orchard growers (59%) while some of the sample respondents were also involved in other activities. Pear and plum were the mostly grown orchards in the study area with a ratio of (29%) and (27%).Medium of information of print media were pamphlets (22%), leaflets (19%) and magazines (21%). The medium for provision of these printed materials was agriculture extension department which was mentioned by (51%) of the sample respondents. The Print media was mostly used for pruning (45%) and disease control (20%). Major advantages of print media were easy accessibility (38%) and relevancy of the materials (22%). Low cost and source of provision of new information in short time was also stated by the sample respondents. Majority of the sample respondents (32%) rated print media as good source of information, (26%) rated it excellent source of information provision. Respondents stated that due to low level of literacy (44%) and low level of farmer's self-interest (26%) are the major factors limiting the effectiveness of print media and they suggested that to increase the scope of print media it is necessary to provide innovative ideas (45%) and unbiased information (24%) through it.
Keywords: Print Media, Media, Source, Extension, Orchard

INTRODUCTION

Pakistan is primarily an agrarian state full of natural deposits of resources in its plains and mountains. The four seasons in a year is also a gift from the nature where each type of crops can be grown, fertile basins of Indus valley and other deep soil belts, natural topography which is favorable for cultivation and drainage of agricultural lands with abundant water resources. Hence the above mentioned factors suggest that the country is having a great potential for more and more production in excess amount of produce of all commodities in it like crops and livestock (Rehman*et al*., 2011). Agriculture constitutes the largest sector of our economy. Majority of the population is directly or indirectly, dependent on this sector. It contributes about 24% of Gross Domestic Product (GDP) and accounts for half of employed labor force and is the largest source of foreign exchange earnings. It feeds whole rural and urban population. Realizing its importance, planners and policy makers are always keen to have reliable area and production statistics of agricultural crops well in time.

The prime importance of the agriculture sector in the economy of the country and as a source for provision of jobs for the public in the country it is still developing with a very slow pace as compared to the rest of the developing nation. FAO (2008) and Rehman (2010) elaborated that the crop production per hectare in Pakistan is still very low as compared to the rest of the countries in the world and in neighboring countries. Abbas *et al.* (2008) stated that due to deficit of technical information at proper time and lack of adaptation to the location based requirements at farmers' fields are the key obstructing factors for the low yield and never improving yield at farm level. The information provision at proper time with proper source is the key factor in improving and keeping rapid pace for developing the agriculture. Dissemination of these latest information regarding various inputs like seeds, fertilizers, market, new innovative techniques of management, irrigation methods are usually playing a vital role in enhancing the production of field crops (Oladele, 2006). As also mentioned by Bala and Sharma (2008) and Singh *et al*. (2011) stated that in order to meet the needs of the food requirements of the today population and market needs of the community, it is the duty of the growers to adopt and search for best and innovative approaches for enhancing and getting profitable income for the field at a reasonable loss of natural resources in a sustainable way. The farmers needs to adopt innovative techniques of sowing crops, storages and processing of grains and seeds, application of pesticides and weedicides, irrigation management and optimization theories with staggering approaches. The government in this regard also have to play their role in

form of provision of information for each filed like agriculture, orchards management, livestock management, fish farming, bee raring, poultry and apiculture, the government should also provide daily based updates for the local weather in separate regions with focus on the needs of the community specifically at the time of sowing and harvesting. In today's modern era of latest technology and innovation the dissemination of message is not an issue as compared to the past, now the message is disseminated in few seconds round the World. But focused should be on the needs and delivery channel which should in local languages and should be easily understandable by the farmers (Cartmell*et al*., 2004).

In Pakistan work is being in progress in each province including Khyber Pakhtunkhwa and Punjab working in disseminating agricultural information through effective use of print media with the objectives (i) to disseminate information among farmers about latest agricultural techniques, (ii) to work as two-way channel of communication between various structures of agriculture department, (iii) to produce educative audio-visual aids for group communication, (iv) to improve capabilities of research and extension workers, and (v) to improve communication skills of professionals working in agriculture and allied departments. Print media including the agricultural magazines, agricultural journals, newspapers, press clippings/summary of agricultural news, and library since long. In addition, brochures, booklets, folders, pamphlets, leaflets, handbills, etc. are published in Urdu to educate the growers about latest farm technologies of various crops, fruits, vegetables and floriculture round the year (Govt. of Punjab, 2007).

Khyber Pakhtunkhwa is among one of the four provinces of Pakistan. Which has been blessed with varied types of agro climatic conditions. It is well known for pear, plum, peach, apricot, apple, walnut, almond, persimmon, guava and watermelon etc. There the major fruit growing areas are Hazara, Malakand, D.I.Khan, Mardan, Peshawar, Charsadda, Nowshera and Kohat. Among these Peshawar, Charsadda and Nowshera districts are very popular for Apricot, Plum, Peach, Pear, Citrus, and Persimmon etc. Apricots are grown in the country on 31256 hectares with a total production of 240192 tones. It is extensively grown throughout the northern areas of Pakistan. It is the most popular fruit grown in several parts of KP, such as Parachinar, Peshawar, Malakand, Hazara, Chitral and South Waziristan. The hilly areas of KP like Malakand, Swat, and Chitral are particularly suitable for the production of apricots. Plum was grown on 7602 hectares with a total production of 73053 tones in Pakistan and in KP 3594 hectares of land with a total production of 35394 tones. Peaches were grown in the country on 15624 hectares with a total production of 82392 tones. Peaches are grown on 6052 hectares of land with a total production of 56636 tones in KP. At present pear are cultivated in Hazara, Kashmir, Murree, Swat, Chitral, Parachinar, Peshawar, Quetta and Kalat division but the main plantation of this fruit exists in Peshawar valley. In KP pears were produced on 1926 hectares with a production of 23261 tones. The area under pear is increasing year after year in KP. Peshawar valley produces 80% of the fruit (GoP, 2007-08).

Peshawar, the capital of province is standing right at the arrival of the World famous, Khyber Pass. It holds the unique gateway of the region. The area is situated at 33°, 44 and 34°, 15 North latitudes and 71°, 22 and 71°, 42 East longitudes. The total area of the district is 1,257 square kilometers. The district is consisted of plain areas. The central part of the district consists of fine alluvial deposits. The cultivated area consists of a rich, light and penetrable soil, composed of a pretty even mixture of clay and sand, which is good for cultivation of wheat, maize, sugarcane, tobacco and important vegetables like potato and tomato. The district is divided into areas i.e. rural and urban. The mean maximum temperature then rises to over 40℃, while the mean minimum is over 25℃, July to September are the monsoon months. The mean maximum and minimum temperature for January, the coldest month, has been recorded as low as 18.35℃ and 4.00℃ respectively. The main sources of irrigation in the district are canals and tube wells (Marwat, 2005).

Objectives of the study

1. To study the farmer's response towards print media as a sources of information in orchard management in the study area.
2. To study the effectiveness of print media in information and technology transfer in orchard management in Peshawar.

MATERIALSAND METHODS

Universe of the study

The study was conducted in district Peshawar and the purposively selected villagesi.eKandiDilawar,Hargoni and Budhai of two Patwar circles namely Wadpaga and SardarGarhi. These villages were selected with certain purposes which are as due to close vicinity to the researchers hometown it is easy to reach a large number of farmers community in limited time span, majority of the sample population is involved in growing orchards and management practices. In order to select a sample size for the proposed study visits were made to the local villages, a list of the selected villagers' households/orchard growers was obtained from local agricultural extension department office where total household's number of these villages was 500. Usually greater sample size from the sample population results in neat and accurate information for the study but due to shortage of time and limitation of financial resources it was not possible to select large sample from the study area hence 100

sample respondents from the whole population in the study area was selected at the rate of 20%, this sample was randomly selected with simple random sampling procedure.

Table2.1 Sample Size from Selected Villages

S.No	Villages	No. of Households	Selection of sample size at 20%
1	KandiDilawar	132	26
2	Hargoni	148	30
3	Budhai	220	44
	Total	500	100

Source: Local Extension Office

In order to gather the required data from the field a detailed interview schedule was prepared with the comparison of assigned objectives and tasks. The primary data were collected through interview of the sample respondents personally. Each respondent was interviewed individually in the field, home or any accessible and feasible location. To obtain correct information the objectives of the study were explained to the respondents. The data were put into SPSS software package for descriptive statistics which consists of simple percentages and mean values estimation. The second part of analysis was to apply Chi-Square test in order to compare two variables which will lead to a final numeric for results and discussion and on the basis of these numeric the conclusions and recommendations were made.

RESULTS AND DISCUSSION

Age of sample respondents

Table 1 shows the distribution of sample respondents in study area. Data show that most of the sample respondents were among the age group of 31 to 37 years, which were 26% of the whole sample size. The second dominant age group was of 17 to 23 years of age which was comprised of 23% of the total sample respondents. The third dominant group of the sample respondents was for the age group of 24 to 30 years of age comprised of 20% of the whole sample of the selected study area. Age plays critical role in the management of orchards and fruit packing, storage and transportation.

Literacy status

Table 2 shows the distribution of sample respondents on the basis of education level. The table shows that only 13% of the sample respondents were illiterate which is as the study areas are near to the city. Rest of the sample respondents were educated to various levels among which the highest ratio was recorded for those sample respondents who were educated up to middle class and they were 32% of the total sample. The second dominant education level was primary where 26% were educated up to primary level. Those educated to higher level were 12% while others who were educated to graduate and postgraduate level were 17%.

Occupation of respondents

Table 3 shows the distribution of sample respondents on the basis of their occupation.The table shows that majority of the sample respondents were orchard growers/farmers and were involved in orchards growing. This group was consisted of 59% of the selected sample population. The second dominant group was of the respondents who were farmers/orchards growers and they were also working in government sector this group was 15% of the whole sample size. Rest of the groups were involved in farming/business which were 13%, sample respondents from this group stated that they have started the business by purchasing fruits and related commodities at field level from small farmers and used to sold them to large contractors. Some of the respondents were involved in other businesses like small scale fruit import to the nearby cities and other parts of the country which were also 13% of the whole sample size.

Orchards grown

Table 4 shows the distribution of sample respondents on the basis of orchards they were growing. Majority of the sample respondents were having pear orchards which were 29% of the whole sample size. The second dominant orchards were of plum which were reported by 27% of the sample respondents. The third dominant orchards were of peach which were reported 23% by the respondents. The sample respondents stated that about 10 years ago they all were growing peaches of which major varieties were Keifer and Paharvi but due to disease attacks and high temperature with variable rains they suffered from extreme losses in production which led to replace the peach with plum and pear orchards in the study area. They stated that at flowering stage various disease attack like fire blights and pear scab were mainly responsible for yield loss. Sample respondents also stated that they have developed their own nurseries for various types of fruit trees which they use for replacing diseased and dead trees in the orchards. They were also aware of the various management strategies like never to irrigate at flowering stage and when the ovaries develop then water should be diverted to the plants. The area was mostly covered with pear orchards as stated by similar study by Khan et al., 2010 that Peshawar region produces 80% of the pear, while the area of the pear orchards is increasing in the study area (GoP, 2008).

Print materials used as a source of information

The modern day agriculture development and agricultural extension department is also focusing to disseminate the information to a large number of farmers in short span of time. For achieving this desired goal the best way chosen is use of print media. The Table 5 shows that major proportion of the selected orchards growers preferred using pamphlets as major source of information, this group was consisted of 22% of the whole sample size. The second dominant group of the sample respondents stated that they were using magazines as the major source of information for management of orchards and related farm activities. This group was consisted of 21% of sample respondents. The third dominant group of the sample respondents considered leaflets and posters as the key source of information for themselves. Newsletter was also mentioned by 19% of the sample respondents as the key source of information for modern agriculture and technology transfer to the farmers from research institutes and extension departments.

Printed materials provision source

Table 6 shows that majority of the sample respondents stated that they gain the materials from agriculture extension department which ratio was 51% . The second dominant group of the sample respondents stated that they get the printed materials from pesticide firms, which visit the area.This group was consisted of 36% of the sample respondents. Private sector fertilizer and seeds firm's agents were ranked third in this regards and the reported value for them was 12%. While a negligible amount of respondents 1% stated that they often received the printed materials from the local private small distributor in the area.

Information retrieval from printed materials

Table 7 shows the details of the sample respondents on the basis of information retrieval from the printed media in the study area. Majority of the sample respondents stated that they have discovered the scientific and advance methods of plants pruning which lead to healthier growth of plant, balance growth and setting up of branches and also prevent from various sorts of diseases. This group was consisted of 45% of the whole sample size. The second dominant group of the sample respondents was consisted of 20% of the whole sample size who stated that they have learned latest control methods which also did not compromise the quality of fruits and also got knowledge of latest parasitoids which can be used for biological control. They also stated that they have learned various methods of integrated pest management from the print media. The third group of sample respondents stated that they have got the right information about the proper dosage of certain fertilizer for each type of orchards and further more they also stated that they have also learnt the ways how to maximize the fertilizer use efficiency. The ratio of sample respondents in this group was 18%.

Factors hindering the effectiveness of the Media (print and electronic)

Table 8 shows the distribution of the sample respondents on the basis of the limiting factors which hinders the effectiveness of the print media in the study area. The orchard growers were asked about their views about the limiting factors which can lead to better performance of the orchards production if overcome in a well-managed manners. The table shows that majority of the sample respondents stated that due to low level of literacy the print media is not vastly acceptable in the area while a small level of the people do try to read the magazines, but the major issue was low literacy rate which also lead to the use of conventional old times methods instead of latest technology adaptation, this group was consisted of 44% of the sample respondents. The second dominant group of the sample respondents stated that due to low level of self-interest of the farmers the print media sources is still not playing the assigned role which is being expected from this vital source for dissemination of new technologies and innovations. This group was consisted of 26% of the sample respondents. The rest of the two groups were consisted of 15% each which stated that due to late delivery and old information the media is not acceptable by the sample respondents in the study area.

Suggestions for improvement

Table 9 shows that majority of the sample respondents stated that in order to maximize the effectiveness of the media sources it should contain innovative information this statement was reported by 45% of the sample respondents. The second dominant group of the sample respondents stated that these sources should contain unbiased information so that they can be adopted and should be clear of mistakes, this statement was reported by 24% of the sample respondents. The third dominant group of the sample respondents said that the print media should be in local language which will help them in better understanding and adoption. This group was consisted of 21% sample respondents.

Table 10 shows the Chi-square association of age and role of print media in the study area in promotion of orchards related activities. The $P>0.05$ shows that respondents from all age groups were aware of the importance of the media sources in provision of information to them.

Table 11 indicated $P>.05$ which concludes that each sample respondents from each education group and illiterate were aware of the positive role of the print media in promotion and provision of information regarding orchards management.

Table 12 shows the Chi-square association of age and factors affecting role of print media. Hence the $P>0.05$ which indicates that sample respondents from all age groups were equally aware of the factors which

hinders the role of media sources in provision of information and helping the farmers.

Table 13 shows the association of education and hindering factors which affect the role of print media in the study area. As the P>.05 so it states that all sample respondents whether educated or non-educated were aware about the factors which affect the performance of print media in the study area.

Table 14 shows the association of age and suggestions from the respondents.. The P>0.05 indicates that sample respondents from each age group actively stated some suggestions as per their needs to improve the scope and quality of print media.

Table 15 shows the association of education level and suggestion recorded from the sample respondents regarding improving the quality of print media. The P>0.05 indicates that respondents from both educated and un educated groups were having some suggestions based on their needs and actively presented their views in order to improve the quality of media utilization for best information provision and adaptation of these information by the orchards growers.

Conclusions

The study concludes that majority of the sample respondents were educated and were keen to learn more about the effectiveness, scope and source of the print media for relevant information. The respondents were mostly fruit orchard growers and were aware of the use of modern techniques like Integrated Pest Management to avoid use of chemicals in order to improve the fruit quality. The respondents were familiar with most of the magazines and bulletin which provide information for orchard growers and progressive farmers. The Sample respondents were actively involved with agricultural department and line departments for solution of problems related to disease and pest infestations and their sustainable control measures.

Recommendations

1. Technical information through print media needs to be provided to fruit orchard growers at the right time and the right ways so that productivity can be increased.
2. Technological advances have made print media faster than before. Important factors which affected the effectiveness of print media must be kept in mind the information must be new, farmer's interest, published timely, keeping in mind, literacy level of orchardists.
3. To disseminate the information through print media, government should strengthen the departments to disseminate agricultural information among the orchard growers. Monthly magazine, brochures etc should be provided timely.
4. There should be a close coordination between Agriculture extension, Agriculture Research System, Agriculture University and NGOs for the effective delivery of agricultural information among the farming communities.

LITERATURE CITED

Abbas, M., T. E. Lodhi, A. Bashir and M. A. Mahmood. 2008. Dissemination of wheat production technologies and interface of out-reach efforts with farmers. J. Agric. Res. 46(1): 99-108.

Bala, B. and S. D. Sharma. 2008. Information technology in agriculture. Available at: http://www.techno-preneur.net/information-desk/sciencetech-magazine/2008/feb08/Information.pdf. Date of retrieval 20th Sept 2015

Cartmell, D. D., C. L. Orr, and D. B. Kelemen. 2004. Methods of information dissemination to limited-scale land owners. Available at: http://agnews.tamu.edu/saas/2004/infodissemination.pdf. Date of retrieval 25th July, 2015.

FAO 2008. FAOSTAT.Available at: http://faostat.fao.org/site/567/default.aspx#ancor Date of retrieval 5 July 2014.

Govt. of Pakistan. 2007-08. Fruits, Vegetables and Condiments Statistics of Pakistan. Ministry of Agriculture Islamabad, Pakistan. Pp.123.

Govt. of Punjab. 2007. List of publications by Directorate Agricultural Information, Punjab, Lahore Pakistan. Available at:
http://www.jar.com.pk/right.asp?- pageid=15&link=Our+Publications Date of retrieval 10th Sept 2015.

Khan, N., M. Israr., N. Shah., M. Arif., M. Naeem., S. Naz., Z. UlHaq and A. Ali. 2010. A comparative study of model and non-model fruit growers in rural areas of Khyber Pakhtunkhwa, Pakistan. Sarhad J. Agric, 26(4): 241-247.

Marwat, S. K. 2005. Evaluating the adoption of improved farm technology in union council Palosi district Peshawar. Department of Agriculture Ext. Edu. andCommu.,NWFP Agric. Univ. Peshawar, Pakistan. Pp. 10-20.

Oladele, O. I. 2006. Multilinguality of farm broadcast and agricultural information access in Nigeria. Nordic J. Afr. Studies. 15 (2): 199-205.

Rehman, F. 2010. Development of a strategy to enhance the role of print media in the dissemination of agricultural information among farmers' in the Punjab, Pakistan. Available at: http://prr.hec.gov.pk/Thesis/845S.pdf Dateof retrieval 20th June, 2014.
Rehman, F., S. Muhammad, I. Ashraf and S. Hassan. 2011. Factors affecting the effectiveness of print media in the dissemination of agricultural information. Sarhad J. Agric. 27(1): 119-124.
Singh, R., A. Priya and P. Singh. 2011. Role of ICT in rural empowerment. Res. J. Soc. Sci. Mgt. 1(5): 52-65.

Table 1 Distribution of sample respondents according to their age

Villages	Age Group										Total
	17 to 23		24 to 30		31 to 37		38 to 43		44 & above		
	No	%	No.	%	No.	%	No.	%	No.	%	
Kandi Dilawar	7	26.92	6	23.08	8	30.77	3	11.54	2	7.69	26
Hargoni	3	10.00	7	23.33	8	26.67	7	23.33	5	16.67	30
Budhai	13	29.55	7	15.91	10	22.73	9	20.45	5	11.36	44
Total	**23**	**23.00**	**20**	**20.00**	**26**	**26.00**	**19**	**19.00**	**12**	**12.00**	**100**

Source: Field Survey, 2015

Table 2 Distribution of the sample respondents according to literacy status

Villeges	Literacy Status										Total
	Illiterate		Primary		Middle		Higher		Others		
	No	%	No	%	No	%	No	%	No	%	
Kandi Dilawar	4	15.38	7	26.92	8	30.77	3	11.54	4	15.38	26
Hargoni	3	10.00	7	23.33	11	36.67	4	13.33	5	16.67	30
Budhai	6	13.64	12	27.27	13	29.55	5	11.36	8	18.18	44
Total	**13**	**13.00**	**26**	**26.00**	**32**	**32.00**	**12**	**12.00**	**17**	**17.00**	**100**

Source: Field Survey, 2015

Table 3 Distribution of the sample respondents according to their occupation

Villages	Occupation of the farmers								Total
	Orchards growers/Farmers		Farming/ Business		Farming/ Govt. Employ		Farming/ Others		
	No	%	No.	%	No.	%	No.	%	
Kandi dilawar	17	65.38	4	15.38	3	11.54	2	7.69	26
Hargoni	16	53.33	3	10.00	5	16.67	6	20.00	30
Budhai	26	59.09	6	13.64	7	15.91	5	11.36	44
Total	**59**	**59.00**	**13**	**13.00**	**15**	**15.00**	**13**	**13.00**	**100**

Source: Field Survey, 2015

Table 4 Distribution of sample respondents on the basis of orchards grown

Villages	Type of Orchards								Total
	Plum		Pear		Apricot		Peach		
	No.	%	No.	%	No.	%	No.	%	
Kandi Dilawar	9	34.62	7	26.92	6	23.08	4	15.38	26
Hargoni	7	23.33	6	20.00	8	26.67	9	30.00	30
Budhai	11	25.00	16	36.36	7	15.91	10	22.73	44
Total	**27**	**27.00**	**29**	**29.00**	**21**	**21.00**	**23**	**23.00**	**100**

Source: Field Survey, 2015

Table 5 Distribution of sample respondents on the basis of secondary print materials use as a source of information

Villages	Secondary printed materials										Total
	Leaflets		Pamphlets		Posters		Magazines		Newsletter		
	No.	%	No.	%	No.	%	No.	%	No.	%	
Kandi Dilawar	4	15.38	6	23.08	3	11.54	8	30.77	5	19.23	26
Hargoni	7	23.33	3	10.00	7	23.33	6	20.00	7	23.33	30
Budhai	8	18.18	13	29.55	9	20.45	7	15.91	7	15.91	44
Total	**19**	**19.00**	**22**	**22.00**	**19**	**19.00**	**21**	**21.00**	**19**	**19**	**100**

Source: Field Survey, 2015

Table 6 Distribution of sample respondents on the basis of printed materials provision source

Villages	Who provides these printed materials								Total
	Agri. Extension Department		Private small distributor		Pesticides firms		Private exension agents		
	No.	%	No.	%	No.	%	No.	%	
Kandi Dilawar	12	46.15	0	0.00	11	42.31	3	11.54	26
Hargoni	16	53.33	0	0.00	12	40.00	2	6.67	30
Budhai	23	52.27	1	2.27	13	29.55	7	15.91	44
Total	**51**	**51.00**	**1**	**1.00**	**36**	**36.00**	**12**	**12.00**	**100**

Source: Field Survey, 2015

Table 7 Distribution of sample respondents on the basis of information retrieval from printed materials

Villages	What type of information you get from these materials								Total
	Pruning of plants		Irrigation calendar for fruit season		Fertilizer dosage		Disease control		
	No.	%	No.	%	No.	%	No.	%	
Kandi Dilawar	12	46.15	5	19.23	5	19.23	4	15.38	26
Hargoni	15	50.00	4	13.33	5	16.67	6	20.00	30
Budhai	18	40.91	8	18.18	8	18.18	10	22.73	44
Total	**45**	**45.00**	**17**	**17.00**	**18**	**18.00**	**20**	**20.00**	**100**

Source: Field Survey, 2015

Table 8 Distribution of the sample respondents based on the factors hindering the effectiveness of the Print Media.

Villages	Hindering Factors								Total
	Low literacy		Self interest		Late delivery		Old information		
	No.	%	No.	%	No.	%	No.	%	
Kandi Dilawar	11	44.00	4	16.00	3	12.00	7	28.00	25.00
Hargoni	15	48.39	7	22.58	4	12.90	5	16.13	31.00
Budhai	18	40.91	15	34.09	8	18.18	3	6.82	44.00
Total	**44**	**44.00**	**26**	**26.00**	**15**	**15.00**	**15**	**15.00**	**100.00**

Source: Field Survey, 2015

Table 9 Distribution of sample respondents on the basis of their suggestions for improvement

Villages	Suggestions for improvemnet								Total
	To provide innovative ideas		Timely availability		Unbiased information		in Local language		
	No.	%	No.	%	No.	%	No.	%	
Kandi Dilawar	10	38.46	2	7.69	9	34.62	5	19.23	26.00
Hargoni	11	36.67	7	23.33	3	10.00	9	30.00	30.00
Budhai	24	54.55	1	2.27	12	27.27	7	15.91	44.00
Total	**45**	**45.00**	**10**	**10.00**	**24**	**24.00**	**21**	**21.00**	**100.00**

Source: Field Survey, 2015

Table 10 Association of age and role of print media in study area

Age	Role of print and electronic media				Total
	Easily accessible	Relevancy of materials	low cost	Provide new information	
17 to 23	8	3	4	8	23
24 to 30	10	5	0	5	20
31 to 37	6	7	8	5	26
38 to 43	7	4	4	4	19
44 and above	7	3	0	2	12
Total	**38**	**22**	**16**	**24**	**100**

Source: Field Survey, 2015 DF: 12 P: .209

Table 11 Association of education and role of print media in study area

Education	Role of print and electronic media				Total
	Easily accessible	Relevancy of materials	Low cost	Provide new information	
Illiterate	7	4	1	1	**13**
Primary	9	6	5	6	**26**
Middle	10	5	5	12	**32**
Higher	3	4	3	2	**12**
Others	9	3	2	3	**17**
Total	**38**	**22**	**16**	**24**	**100**

Source: Field Survey, 2015 DF: 12 P: .553

Table 12 Association of age and factors hindering the role of role of print media.

Age	Hindering factors				Total
	Low Literacy	Self interest	Late delivery	Old information	
17 to 23	8	7	4	4	**23**
24 to 30	6	6	3	5	**20**
31 to 37	14	6	5	1	**26**
38 to 43	8	5	3	3	**19**
44 and above	8	2	0	2	**12**
Total	**44**	**26**	**15**	**15**	**100**

Source: Field Survey, 2015 DF: 12 P: .623

Table 13 Association of age and factors hindering the role of print media.

Education	Hindering factors				Total
	Low literacy	Self interest	Late delivery	Old information	
Illiterate	7	2	1	3	13
Primary	13	6	4	3	26
Middle	14	10	3	5	32
Higher	7	2	2	1	12
Others	3	6	5	3	17
Total	**44**	**26**	**15**	**15**	**100**

Source: Field Survey, 2015 DF: 12 P:.578

Table 14 Association of age and suggestions for improving role of print media.

Age	Suggestions for improvement				Total
	To provide new information	Timely availability	Unbiased information	In local language	
17 to 23	11	3	6	3	23
24 to 30	8	3	6	3	20
31 to 37	10	3	6	7	26
38 to 43	7	1	5	6	19
44 and above	9	0	1	2	12
Total	**45**	**10**	**24**	**21**	**100**

Source: Field Survey, 2015 DF:12 P: 0.643

Table 15 Association of age and suggestions for improving role of print media.

Education	Suggestions for improvement				Total
	To provide new information	Timely availability	Unbiased Information	In local language	
Illiterate	7	0	3	3	13
Primary	11	2	8	5	26
Middle	13	6	8	5	32
Higher	6	1	3	2	12
Others	8	1	2	6	17
Total	**45**	**10**	**24**	**21**	**100**

Source: Field Survey, 2015 DF: 12 P: 0.741