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Abstract: Livestock is an integral part of Indian economy and play a multifaceted role in providing livelihood support to rural population, especially to resource poor, small, medium and landless labourers. It provides additional source of income to rural population. It contributes about 4.2% of the GDP and 25.6% of the agricultural GDP in the country. But even after years of independence we are facing a lot of gap between demand, supply and availability of milk, meat and eggs. Researchers have proven that the prime reason is the lack of awareness about recommended practices. The improvement in livestock implies a shift from traditional to new scientific methods of production by developing superior technologies for mass adoption of livestock owners. Hence a media is required for mass adoption of livestock owners. Mass media brings significant changes to agriculture and livestock's and helps in increasing productivity and enhancing livelihoods .Various mass media consisting of electronic media, print media, folk media and visual media are proved to be the most powerful opinion marker in this information age. Radio is the fastest, cheapest and powerful mass medium having reach up to the unreached mainly because of low cost and its ability to be present and used everywhere cutting the barrier of literacy and distance . Researchers proved that it is one of the most effective media in promoting agriculture and development in rural area particularly for delivery of quick information. Side by side television is an audio visual aid used for mass communication. It is a fact that people retain

50 percent or more through TV where both hearing and seeing is employed. The use of television as a powerful communication medium has no doubt to fascinate the agriculture educators to harness its potential for reaching far across the nation. Printed media are those communication techniques that rely principally on combination of printed words and pictures. Mass media plays a triple role in informing, entertaining and educating the masses. But education component is overshadowed by the other two. Politics, current affairs and entertainment have lion share in mass media coverage learning inadequate space and time for animal husbandry practices and agriculture does not enjoy the back up of farming industry. Therefore keeping the above facts in mind, the present investigation entitled "Impact of information media for livelihood support of livestock farmers in Ranchi District" was undertaken with the following objectives: 1. To study the socio personal and socio economic characteristics of respondents. 2. To study the existing communication pattern and extent of usage of different communication media by the respondents and extension workers. 3. To study the relationship of knowledge and adoption of information media. 4. To study the discrepancies with the use of selected communication media on livestock farmers. 5. To study the impact communication media on livelihood support of livestock farmers in Ranchi district of Jharkhand

The present study was conducted in four blocks of Ranchi district of Jharkhand with a total of 160 respondents. Majority of the respondents belonged to middle age group ranging 31 to 50 years. Education up to primary and middle school were prevalent. Most of them had a medium family education status, belonged to joint family and were mostly backward caste. The economy of livestock farmers was that of subsistence type and farming formed the primary source of livelihood. Primary occupation was found to be agriculture followed by service and labourer respectively. Majority of livestock farmers (37.50%) had a land holding of 1-2 hectares with 55 percent of them having a medium livestock possession. A major of them had a monthly income of Rs.2000-3000 and almost 55 percent of them were having a medium herd size. Among mass media majority of the respondents considered radio and TV as the most important and effective source of mass communication. The newspaper and farm magazines were confined to 80 and 50 percent of the respondents respectively while more than 90 percent were having access to fairs and folk songs respectively. Regarding the mode of procurement of various mass media, the farmers mostly purchased the electronic and print media. The source of motivation was self by the majority of farmers, while extension workers played a major role in motivating the farmers for purchase of farm magazines. While radio, newspaper and farm magazine was listened and read mostly alone, TV was seen mostly with family members (55%). Almost all the mass media, programmes and articles were preserved by simply memorizing by majority of the respondents. Regarding the use of communication media by extension workers, group discussion was ranked first followed by television, radio, farm visit, newspaper etc. Charts, poster and slide shows were rarely used by the extension workers. With respect to the preference of communication sources among field functionaries, most of them agreed to have preferred B.V.O / V.A.S followed by university scientist. Regarding the knowledge level about improved animal husbandry practices, maximum knowledge was found on breeding practices followed by knowledge on managemental practices, disease control and feeding practices respectively. Regarding adoption level, medium level of adoption was found in dairy husbandry practices (61.75%), medium level of adoption in goat rearing practices (60.65%), medium level in pig rearing practices (51.85%) and medium level in poultry rearing practices (48.75%). The correlation coefficient between the knowledge and adoption level was found to be significantly high indicating positive correlation between knowledge and adoption of animal husbandry practices. The major constraints perceived in effective utilization of radio programme was difficulty in making use of the theoretical information given Among the twelve given constraints regarding television programme, most of the respondents perceived non participation of farmers in problem solving as the major constraints followed by power problem and lack of prior information on topics discussed as the constraints in effective utilization of television programme. The major constraint perceived in print media is the lack of result oriented news. This was followed by lack of field based news and newspaper not properly arriving in time. The impact of mass media was seen in economical and socio cultural aspect. Regarding economic impact majority of the respondents agreed to have increased their income due to timely market information given. As per the savings 65 percent of them have started saving regularly in commercial bank or in any SHG. The significant impact of mass media on investment was seen on increase income in animal health care. The farm information by various information media has resulted in improved efficiency of labour. The overall economic impact has been seen in case of savings followed by income, maintenance of credit worthiness, investment and employment opportunities.

The social impact in respect to family system was seen in majority of the respondents giving importance to family planning. Regarding educational impact major of the respondents started sending their children regularly to school. The overall social impact was seen in case of health and sanitation with a followed by education, leadership, food habit and family system. Studies have proved that mass media have poor image and are perceived as less credible source of information by farmers, however, the findings on the attitude of farmers towards media (including traditional media) have revealed that majority of the farmers have favourable attitude towards media. It is a healthy sign of bringing desirable change in farmer's perception of media for their development. So, there is an urgent need to sensitize the farmers and media personnel for improving the image and credibility of media. Therefore, every possible effort should be made for bringing about desirable change in the behaviour of farmers in order to get systematic information from audience about different aspects of farm radio and TV programmes, farm magazines and newspapers. A systematically planned and carefully conducted studies are needed because audience response is very useful for bringing continuous improvement in the methodology of media interventions and message contents. So team comprising extensionists, scientists, representatives of farmers and media personnel should be constituted and given the responsibility to obtain, analyse, interpret and report information regularly to media organization, agricultural universities/institutions, farmer's organizations and extension agencies including various developmental departments operating at district level.

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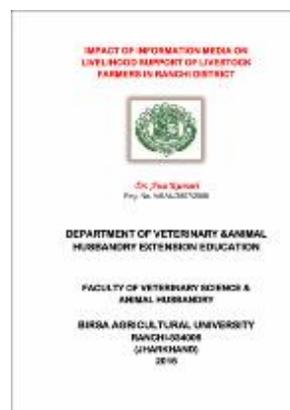
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