The present study was undertaken with the objectives to study the televiewing behavior, information received and opinion of farm women about the farm and home related programmes. The study was conducted in four villages of Badgaon panchayat samiti of Udaipur district, Rajasthan. The total sample comprises of 100 farm women. An interview schedule was prepared by the investigator and interview technique was used for data collection. Frequency distribution, percentage and mean weighted scores were used for analysis of data. The profile of the respondents indicated that 90 per cent were in the age group of 30-40 years, educated up to primary level (45%), were from nuclear family (57%), had more than 1 hectare of land holdings (61%), married (100%) and farming as their main occupation. The outcome of the study revealed that more than 60 per cent respondents had correct knowledge of day, timing and duration of farm and home related programmes telecast on DD Rajasthan and ETV Rajasthan channels whereas, some of the respondents knew about the day, time and duration of the programmes of DD Kisan and Z Khana Khazana channels. With regard to televiewing behaviour of farm women majority (83%) of the respondents watched entertainment programme daily and nearly one third of them viewed farm & home related programmes frequently. Almost all the respondents preferred to watch programmes of 15-30 minutes duration in demonstration, interview and talk show formats in the evening (7-10:00 pm) and in Hindi language. More than fifty per cent respondents received information related to improved agriculture & animal husbandry, nutrition, health & hygiene, government initiatives for rural development, improved homestead technologies and environmental sanitation. Use of technical words (82%), incomplete information on importance of organic farming (76%), lack of information about consumer awareness (71%), non suitability of morning time (64%), and lack of coverage of government programmes and policies (57%), were some of the aspects of components of TV programmes mentioned by the respondents may suffer while watching programmes and they need major changes on that. The overall opinion of farm women towards various components of TV programmes reflect that more than half of the respondents (51%) were in the category of most favourable opinion whereas, 39 per cent were in the category of favourable and only 10 per cent had unfavourable opinion towards different components of TV programmes. Thus, there is a need to make necessary changes in the programme according to their preferences and understanding level of farm women for developing most favourable opinion towards different components of programme.
The present study was planned with the objective to analyze the knowledge gain of the participants from the training programme. The study was conducted during 2011 in Udaipur, Rajasthan. The sample for the study consisted of 54 participants who attended the training programme. The results of the study shows that majority of the respondents belonged to low category (70.39%) followed by high (18-52%) and medium (11.11%) level knowledge categories before the training programme. On the other hand percentage of respondents increased in both high (51.86%) and medium (16.66%) categories after the training programme.

Current U.S. farm programs were instituted during the Great Depression of the 1930s. Despite dramatic changes in economic conditions over time in the farm sector, the Food and Security Act of 1985 is remarkably similar to farm programs of the past fifty years. Government programs have not solved the farm problem. The farm problem in the United States historically has been considered to be one of relatively low farm incomes. This problem can be traced in large measure to the destabilizing effects of economic growth.[2] Economic growth leads to a shift of labor and other resources from agriculture to other sectors of the economy as agriculture decreases in relative importance.

With unfavourable farm televiewing behaviour, without having positivism in empathy, non-fatalism, cosmopoliteness, economic motivation, risk orientation, scientific orientation, market orientation, credit orientation, innovation proneness, attitude towards modern agricultural practices and backwardness in scientific knowledge, dreamed higher level but unrealistic target of progress as compared to farmers with favorable farm televiewing behaviour or say low but real and achievable estimator to make progress in the life. Impact of rural television comparing various capacities of the farmers with fa