



Extension Activity: A Visit for Mass Media Awareness and Effectiveness' of Government Agriculture Policies with NSS

Date: Wednesday, 27th September 2023.

Venue: Shiv Mandir, Hazipur Village, Sohna, Gurugram (HR)

Mode of Activity: Offline

Target Group: Students of SJMC and NSS

Coordinators: Mr. Karan Singh & Ms. Aditi Agarwal

Organized by: School of Journalism and Mass Communication and NSS

Number of Participants: 75 (including SJMC students, NSS students and villagers)

Summary :

The School of Journalism & Mass Communication in association with National Service Scheme (NSS). KR Mangalam University conducted extension activity on "Mass Media Awareness and Effectiveness of Government Agriculture Policies" on 27th September 2023 in Hazipur village. Students of BA (JMC) 2nd Year Ms. Sneha Srivastava and Ms. Sakshi Shukla shared valuable information. This activity aims to increase knowledge and adoption of beneficial government schemes and best practices, while outcomes quantify the impact through measurable indicators like insurance registrations, soil health card issuance, selling at MSP rates, reduced input costs and increased incomes.

In this activity students shared information that, agriculture department reported 48% more farmers availing government benefits compared to previous year, Crop insurance registrations and soil health card applications increased by 52% and 40% respectively.

The targeted media campaigns significantly improved farmers' knowledge and adoption of beneficial government agriculture policies, subsidies and facilities. Similar campaigns should be scaled up to increase the effectiveness of agriculture development schemes across the country.

In the end, students' coordinator of the activity Mr. Himanshu Sharma and Ms. Navyosha, BA (JMC) 2nd year appreciated everyone for the wonderful success of the event.

1. Role of Mass Media to educate farmers on latest government agriculture schemes and policies.
2. Increase awareness of minimum support prices (MSP) for crops among farmers.
3. Promote adoption of crop insurance schemes among farmers.
4. Encourage soil testing and issuance of soil health cards.

5. Improve farmers' access to agriculture department facilities and procurement centers.

Event Outcomes:

1. Farmers aware about government agriculture policies and schemes among farmers after media campaigns.
2. Farmers knowledge Increase of MSPs.
3. Farmers gain knowledge of adopting crop insurance schemes.
4. To aware about process of applications for soil health cards after campaigns.
5. Farmers aware about how to access agriculture department facilities and procurement centers.



