



Suggestions For Suitable Strategies For The Information And Communication System Of Small And Marginal Farmers Of Khordha And Bhadrak Dist Of Odisha

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Extended Summary

Information System:

An information system is a collection of message that transforms data into knowledge and methods desired by and useful for individual and group users in organizations and other entities.

Communication:

Leagens says, "it is a process by which two or more people exchange ideas, facts, feelings or impressions in ways that each gains a common understanding of the message. In essence it is the act of getting a sender and a receiver tuned together for a particular message or series of message

Marginal farmer:

The farmer whose land holdings is 1ha or less (2.5 acre)

Small farmer:

The farmer whose land holdings is 2ha or less (5acre).

Importance of communication:

Paul Leganes has very rightly said that, for development of any nation, three things are necessary, (i) investigation, (ii) interpretation and (iii) administration. Our country India is self-sufficient in investigations i.e. improved technology. Also administration is not posing any problem. But only due to lack of proper interpretation we failed to achieve significant success as compared to developed countries. Interpretation is nothing but communication.

Communication has always been the basis of human endeavor. It has been aptly stated that, communication is a process of social interaction. Communication of farm information is a sine-qua-son for bringing about change in the rural social system. There is a wide gap between knowledge germination and its utilization. It is estimated that not more than 15-20 percent of the available technology reaches our Indian farmers, as against 80-85 percent in some of the developed countries. The scientific knowledge accumulated in the field of research, needs to be continuously communicated to its users. The gap needs to be narrowed down so as to enhance the adoption of specific technology by the farmers.

The development of research in the field of agriculture is quite conspicuous and is capable of meeting the needs of increasing population, if proper infrastructure of communicating these results to the actual users are developed.

The development of useful agricultural information would meet the national goals of self-sufficiency in food, only when the farmers understand, accept and adopt the latest technology without any undue time lag. Inefficient exploitation of the yield potential is due to the lack of proper understanding of the message communication, which is evident in the partial adoption of these technologies.

Sustained high levels of agricultural production and income are not possible without an efficient agricultural communication service, supported by agricultural research that is relevant to farmers' needs. In India several extension approaches have been implemented to meet the requirements of rural people.

Agriculture occupies the central place in rural life and it is well known that rural life revolves round agriculture any attempt to improve agriculture will usually trigger the rural development. In India, several extension approaches have been adopted for agricultural development. Even in pre-independence days (prior to 1947), a number of disjointed and sporadic attempts were made to stimulate rural development in India.

Channelizing and harvesting local resources and potentialities to the extent possible in right direction.

With the primary objectives of increasing the agricultural production, a number of development programmes like, Intensive Agriculture District Programme (IADP-1960)

(Package Programme) Intensive Agriculture Area Programme (IAAP-1964), High Yielding Varieties Programme (HYVP_1966) etc. were implemented in our country.

Introduction

All these extension efforts with some variations, mostly concentrated in Agriculture development work utilizing block extension machinery with provision of more VLWS, Extension officers or Subject Matter Specialists as per the need of the programme. By and large the National Extension Service Pattern, which envisaged multipurpose VLWs and BDO as a coordinator remained in value. However, various constraints were experienced in this system as listed below.

- a) Lack of a single line command.
- b) Dilution of efforts by assigning multipurpose role to field extension workers.
- c) Excessively large areas of operation for VLWs
- d) Lack of regular training programmes for updating knowledge of extension workers.
- e) Lack of communication networking and support from research.
- f) Duplication of services by various agencies involved in the development activities.
- g) The working objectives of the system are as follows:
 - a) Coordinating research, training and extension activities effectively.
 - b) To make research more effective by catering to the local needs and situation.
 - c) To evolve an intensive training programme on a systematic basis for extension workers and farmers and to ensure effective supervision and technical support to VAWs/ADOs.

Concept of small and marginal farmers:

It is assumed that the contact farmers must be willing to try out practices, recommended by the extension workers and be prepared to have other farmers, visit their fields. The advice to small and marginal farmers will thus diffuse and spread to other farmers, through the well-knit communication system in the rural area and through the process of dissemination and diffusion.

Small and marginal farmers is one of the farmers who is willing and co-operative in respect of accepting new ideas and in turn be able to transfer the same to his neighbor farmers by dint of his respect in the society. Thus the small and marginal farmers provides the village Agricultural workers with an active means to reach all farmers in the shortest possible time.

Technical advice spreads from the extension agent through small and marginal farmers to a large numbers of farmers mainly by two mechanism. First, outer farmers see what contact farmers try in their fields and results they achieve. This generates interest. Second, each small and marginal Farmers farmer talks about the practices he has been taught, to several friends,

relatives or neighbours, and thereby helps them understand and adopt the recommendations. In this way, a larger proportion of farmers can be quickly reached.

Review of Literature

Patro and Patro (1998) suggested that for better communication with small and marginal farmers following measures should be taken. Attempts should be made establish community centres with television, radios and newspapers.

Programmes for television and radio should be produced using small and marginal farmers dialects. Other publicity materials should also use language and formats that can be easily assessed by the small and marginal farmers.

Sonlanki and Kadam (1998) concluded that farmers consult different information sources before deciding whether to adopt or not any innovation. Farmers attach varying degree of credibility to different information. Because of close intimate and face to face contacts with the agriculture assistant farmers, V.E.W and Agricultural Extension Officers, the farmers under study might have believed in them to the maximum extent. Demonstration had received less credibility from the farmers under study in getting the information about agricultural developmental activities.

The results of the study also suggested that the information seeking behavior of the farmers may be focused to the organizational information. The study suggested to strengthen the existing service agencies of the locale namely the village, gram panchayat and the co-operative society and to establish new organizational sub systems in the fields like transport, communication and marketing.

Patil and Kolve (1999) reported that the family size is not related to the use of information sources.

Patil and Pauer (1999) revealed that education was significantly associated with the adoption and knowledge level of small and marginal farmers.

Research Methodology

The systematic planning and conduct of a piece of research programme demands an appropriate research methodology. This is a vital pre requisite of any research study since, it has a direct bearing on the relevance and validity of the research findings. In the realm of social science, again, it is essential to use a standard method of research design, appropriate techniques of measurement of variables and rules or procedures for the testing of observations.

This chapter deals with various research procedures followed by the investigator to analyze the problem during the course of investigation .They have been presented in detail under the following headings:

1. Selection of problem

2. Plan of work
3. Location of the study
4. Pilot Study
5. Preparation of the interview schedule
6. Sampling
7. Pre-testing
8. Interviewing
9. Measurement procedures
10. Concept and operationalization with scoring key
11. Processing and analysis of data

Result and Discussion

TO SUGGEST SUITABLE STRATEGIES FOR THE INFORMATION AND COMMUNICATION SYSTEM OF SMALL AND MARGINAL FARMERS OF ODISHA

1. This is a blatant indication of the fact that those who are getting higher education are reluctant to adopt farming as their prime occupation. Most of the small and marginal farmers belonged to middle age category (35-50year), selected by the V.A.Ws. The reasons might be, small and marginal farmers of this category are more experienced, active, dynamic and can influence and give advice to the fellow farmers of the community. More educated person are now diverting themselves from agriculture to other enterprises.
2. It was observed that 61.40 percent of the small and marginal farmers had small family whereas 38.59 percent of small and marginal farmers had big family. Increase in family size might be due to non-adoption of family planning measures.
3. It was observed that 73.68 percent of the small and marginal farmers of the respondents had social participation and 26.31 percent do not had social participation.
4. It was observed that 65.78 percent of the small and marginal farmers of the respondents were cosmopolite in nature and 34.21 percent were localite in nature.
5. It is very obvious that not to select any labour as small and marginal farmers, as they will not be effective in performing the role of a leader in transfer of technology.
6. This study reveals that the occupational status of the small and marginal farmers indicated by the most of the small and marginal farmers were selected from middle classes, particularly those who had cultivation as primary or secondary occupation.
7. Due to population explosion and social conflicts majority of the joint families have been disintegrated into nuclear families, as a result of which the size of land holding is fragmented into small size holding. Therefore 62.28 percent of the small and 37.71 percent of the marginal farmers had land holdings.

8. The poor economic standard of some small and marginal farmers forced them to reside in kuchha house.
9. The small and marginal farmers exchange their ideas, views and experiences with their family member and friend and neighbour and many a time they take decisions about farm innovations by discussing different angles with their friend and neighbours.
10. Friend and neighbours play vital role for dissemination of improved agricultural innovations. The marginal farmer get more information from input dealer also. However it was interesting to observe that the contact of respondents with progressive farmers for information sharing was not so encouraging which was hampering the farmer to farmer model of extension. The findings revealed that, six categories personal non-institutional sources of information sources were normally utilized for obtaining various agricultural information by the small and marginal farmers.
11. Most of the small and marginal farmers are very less exposed to the input dealer. The significant critical ratio value was observed between the small and marginal farmers, it can be concluded that, marginal farmers had less contact towards the personal-non institutional sources of information than the small farmers.
12. VAW were the main source of information among all other personal institutional source of information was coming frequent contact with small and marginal farmers. VAWs has direct contact because VAW being a professional expert at village level among the small and marginal farmer.
13. The contact farmers were perceived as important sources of information next to VAW. AAO was not in regular contact with the small and marginal farmers because AAO supervise the work of VAWs and they visit small and marginal farmers field and give advice and suggestions in the field of agriculture.
14. The gap percentage of kisan call centre of small farmer were 65.72 percent. The gap percentage of kisan call centre of marginal farmer were 66.67 percent. The gap percentage of district level officers of small and marginal farmers were 66.67 percent.
15. Everyday, there are agricultural information with pictures in newspaper which provides necessary and up-to-date information to the farmers. TV is a popular audio-visual aid in which people can both see and hear. So the agricultural programmes in TV become more interesting and meaningful. Due to high cost, requirement of electricity for its operation, it has lesser importance than newspaper.
16. Nowadays radio sets was used by very less respondents as it is traditional sources of information. Farm journals though provide agricultural information but it was not available in time and they were not aware of such kind of information. Exhibition, farmers fair and video show/film show were not occasional in use. So the every respondents were not aware of this type of sources of information.

17. The findings revealed that family member and friends and neighbour were more credible than other sources of information because they were available in time and help in agricultural work and also they are nearer to the respondents.
18. The significant critical ratio value was observed between the small and marginal farmers, it can be concluded that, marginal farmers had less credibility towards the personal –non institutional sources of information than the small farmers.
19. AAO officers being technical expert at block level, they occasionally come in direct contact with the small and marginal farmers and provides technical advice and suggestions to solve different agricultural problems encountered by the respondents. The findings revealed that contact farmer and VAW are more credible than other sources of information.
20. Small and marginal farmers have easy accessibility to VAWs and contact farmers. VAW solves different farming problems of the contact farmers and also make necessary arrangement for availability of input, subsidies and arranges training and meeting in the village.
21. The maximum credibility gap was observed with kisan call centre as personal institutional source of information.
22. The significant critical ratio value was observed between the small and marginal farmers, it can be concluded that, marginal farmers had less credibility towards the personal sources of information than the small farmers.
23. Newspaper were easily available in local language and it is easy to read and understand.
24. The respondents learns new things from newspaper and discuss among their friends and neighbour farmers.
25. Television were credible source next to newspaper. Though it is an impressive powerful audio-visual medium and farmers can hear as well as see different agriculture and allied sector programmes.
26. Newspaper and T.V. play vital role in dissemination of agriculture technology to the farmers field. The findings revealed that, newspaper and TV were more credible than other sources of information.
27. The critical ratio value was observed between the small and marginal farmers, it can be concluded that, marginal farmers had less credibility towards the impersonal sources of information than the small farmers.
28. The significant critical ratio value was observed between the small and marginal farmers, it can be concluded that, marginal farmers had less credibility towards the impersonal sources of information than the small farmers.
29. The frequency and percentage of motivated farm and home visit of small and marginal farmers were 15(21.12) and 5(11.62) percent respectively. This was less because VAWs used to come at one place and there every farmers of that area gather and discuss their farm related problem with VAW. VAW do not visit each and every farmer's home. The frequency and percentage of telephone discussion of small and marginal farmers were 2(2.81) percent and none of the marginal farmers because respondents are not acquainted with this type of facility.

30. The findings revealed that newspaper play vital role in motivation than other sources of information.
31. The significant critical ratio value was observed between the small and marginal farmers, it can be concluded that, marginal farmers had less credibility towards the nature of contact with following methods of information than the small farmers.
32. Most preferred extension personnel was VAW helps in adopting line sowing, SRI and dissemination of agricultural scheme and new method of cultivation to the small and marginal farmers.
33. Most preferred extension organization was agriculture office which provide training programme to the small and marginal farmers.

Conclusion:

The researcher highlights the above suitable suggestions which will help the farmers a lot for their betterment in day to day livelihoods activities.

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