

Communication Patterns of Village Level Workers

B. B. Patel¹, and A. O. Kher² and V. D. Suryavanshi³

INTRODUCTION

Village Level Worker (VLW) is an important source of agricultural information for the farmers and some studies in the past have also pointed out that high adoption rates of agricultural innovations among farmers who had more contact with village level workers. Therefore, there is a need to know about how competent he is in communicating farm information. With this purpose in view a more intensive study was planned and conducted in Junagadh district of Gujarat to analyse the communication patterns used by VLWs in communication of farm information.

OBJECTIVES

- (1) To identify and analyse the information receiving pattern and procedures of VLWs in farm information.
- (2) To analyse the individual communication patterns of VLWs with regard to information processing (evaluation, storage and transformation) procedures.

- (3) To find out the information output patterns used by the VLWs to communicate to consumer farmers.

METHODOLOGY

In order to achieve the above specific objectives in Gujarat State, Junagadh division of T & V system was selected purposively. Among the three districts of Junagadh division, Junagadh district having Junagadh and Veraval sub-divisions were selected purposively for the present study. All the VLWs of the Junagadh district were selected as respondents of the study. Out of 180, 116 VLWs had responded. Thus, the sample of the study was of 116 VLWs. Structured schedule was used to collect the responses from the respondents at the time of fortnightly training meetings. Communication patterns were studied by assigning rank order on the basis of mean choice score.

RESULTS AND DISCUSSION

The results are presented in three parts. (A) Inform receiving pattern, (B) Information processing pattern and (C) Information out-put pattern.

1. Asso. Extn. Educationist, EEI, GAU, Anand.
2. Dy. Director of Extn. Education. (Zone), GAU, Junagadh.
3. Asso. Extn. Educationist, Extn. Deptt., N.M.College of Agrciulture, Navsari.

(A) Information receiving pattern

The data presented in Table 1 reveals that "Farm visit" and "Fortnightly training" both had got the first rank among all the 19 sources of information utilized by the respondents followed by "Booklets" got second rank and the source like "Group discussion", "Visit to progressive farmer's field" and "Telecasts" got the third, fourth and fifth rank respectively.

The other most commonly used

sources by the VLWs were : Visit to progressive farmers' fields, radio-broadcast, newsletter, extension publication, popular magazines and leaflets/pamphlets/hand outs etc.

The findings further reveal that Kisanmela, visit to research farm, visit to information section of deptt. of agri., visit to FTC, exhibition, visit to university farm, personal visit to researchers, personal correspondence with researchers and

Table 1. Sources of information utilized by the respondents

(N= 116)			
Sr. No.	Source of information	Mean score	Rank
1.	Professional meetings	0.59	XIX
2	Booklets	1.70	III
3.	Leaflets/Pamphlets/handouts	1.23	X
4.	News letters	1.36	VII
5.	Popular magazines	1.31	IX
6.	Kisan mela	1.20	XI
7.	Farm visit	1.87	I
8.	Radio broadcats	1.35	VIII
9.	Telecasts	1.50	VI
10.	Fortnightly training	1.87	I
11.	Group discussion with superiors	1.60	IV
12.	Personal visit to researchers	0.91	XVII
13.	Correspondance with researchers	0.61	XVIII
14.	Visit to research farm	1.14	XII
15.	Visit to progressive farmer's field	1.52	V
16.	Exhibition	1.06	XIV
17.	Visit to University Farm	1.00	XVI
18.	Visit to FTC	1.06	XIV
19.	Visit to information section of Deptt. of Agri.	1.09	XIII

professional meetings were less utilized by the VLWs.

From the Table 1 it can be concluded that, farm visit and fortnightly training were the most utilized sources of information among the respondents. The probable reason might be that visit and training are considered, a pre-requisites for successful implementation of the T&V system and therefore VLWs might have taken deep interest and they enriched with the latest technology and solution to the prevailing field problems posed by them. The probable reason for most commonly used sources might be due to the fact that these sources might be communicating more farm information relevant to the work of VLWs and they might have used to a greater extent as credible sources.

The probable reasons for less utilized sources of information might be that they felt hesitation to take visits to

researchers personally, secondly most of their field problems might be solved during the training and visits to the higher officials so they do not felt necessity to visit research scientists or to write to them.

(B) Information processing pattern

In the present study, the information processing pattern of Extension Personnel was studied in terms of information evaluation, information storage and information transformation pattern.

(I) Information evaluation pattern

Different methods adopted by the respondents to appraise the worth of farm information obtained through various sources and channels of information are presented in Table 2.

Table 2 displays different methods adopted by the respondents to appraise the worth of farm information obtained

Table 2 : Evaluation of farm information by the respondents

			(N= 116)
Sr. No.	Methods of evaluation of information	Mean score	Rank
1.	Accepted as such	1.46	VII
2.	Judging in light of past experience	1.61	III
3.	Consideration of socio-economic conditions	1.72	I
4.	Consideration of technical feasibility	1.44	VIII
5.	Validation of recommendations	1.70	II
6.	Discussion with superiors	1.57	V
7.	Discussion with concern specialists	1.47	VI
8.	Discussion with progressive farmers	1.59	IV
9.	Discussion with fellow workers	1.41	IX

through various sources and channels of information. It is apparent from the table that, among various methods of information evaluation, 'Consideration of socio-economic and agro-climatic conditions', secured the first rank. The

It is apparent from Table 3 that, "Study the information carefully" scored maximum and ranked first followed "Take a note in a diary", "Preserve the information in personal custody",

Table 3 : Methods of information storage by the respondents

(N= 116)			
Sr. No.	Source of information storage	Mean score	Rank
1.	Go through it at a glance	1.58	V
2.	Study the useful information carefully	1.89	I
3.	Take a note in a diary	1.86	II
4.	Preserve the information in personal custody	1.62	III
5.	Maintaining subjectwise file	1.60	IV
6.	Memorizeing	1.55	VI
7.	Preparing visual aids	0.98	VIII
8.	Stoage of actual specimen	1.02	VII

probable reason may be that, if the information had its economic importance and feasible to the farmers, then, it will be adopted by them very easilty. Hence, the EP gave first preference. This finding was similar to the findings of Sharma (1993). In the T&V system, farm trials/ adaptive trials/minikit trials are conducted on farmers field to examine the validity of the recommendations. This might be the reason that respondents had adopted this characteristic for evaluating the acquired information and gave second rank.

(II) *Information Storage Pattern*

Methods of information storage employed by the respondents are shown in Table 3.

"Maintaining subjectwise file go through it at a glance, memorising, storage of actual specimen and preparing visual aids.

The method of information storage "Study the useful information carefully" stood first. The reason may be that if the information studied carefully then the importance of the information could be kept in memory and if memory and if the information found to be useful then other procedure for its storage could be taken into consideration. Hence, the study of useful information carefully is very important and its first rank is justified.

'Take a note in a diary' was the another method of information storage and ranked second by the respondents we know that, every information could not

be kept in memory. Therefore, the taking of note in a diary become necessary. So that information could be memorized by referring the dairy as and when need arise. This finding was in confirmity with the findings of Byra Reddy (1976) and Sharma (1993).

Least used methods were preparing visual aids and storage of actual specimen. It might be due to the fact that majority of the VLWs did not have permanent official and residential buildings and facilities to use such methods of preservation of information. The findings of this study were thus in agreement with those of Ambastha (1974) and Sharma (1993).

(III) Information Transformation Pattern

It is observed from the data given in

Table 4 that the respondents mostly used the transformation method "Translate into local dialects" ranked first followed by "Leaflets and handouts", cyclostyle material, poster and slogan and charts and graphs. The other occasionally used methods were making lecture notes, photographs and models, circular letters and simple package of practices. While news-story, success story, transparency, slides were least used mthods of information transformation.

Majority of the Indian farmers are illiterate to make them will conversent with the latest farm technology, it become necessary that the information should be conveyed to them in their local Inaguage. Therefore, the procedure of "Translate into local dialects" stood first.

Table 4 : Transformation of farm information by the respondents

			(N= 116)
Sr. No.	Source of information framsformation	Mean score	Rank
1.	Making lecture noted	1.20	VI
2.	Cyclostyred material	1.45	III
3.	Charts and graphs	1.31	V
4.	Photographs and Models	1.14	VII
5.	Leaflets/handouts	1.69	II
6.	Posters and slogans	1.36	IV
7.	Translate into local dialects	1.71	I
8.	Slides	0.51	XII
9.	Transparency	0.66	XI
10.	Use of success story	0.88	X
11.	Use of circular letters	1.13	VIII
12.	News-story	0.89	IX
13.	Simple package of practices	1.13	VIII

The probable reason for least used methods that, use of slides and transparencies may not be available with every VLW Circle. Hence, they had used this procedure in very less to transfer the agricultural information to farmers.

(C) Information out-put pattern

The data collected from the respondents about the methods and techniques they had utilized for disseminating the processed farm information are presented in Table 5.

It is observed from the data given in Table 5 that majority of the respondents had utilized the techniques viz. farmers visit (Mean score 33.86) followed by Distribution of Literature (14.18), Writting on wall (12.26), attended Gram Sabha (5.16), planned to field days (4.26) as most important techniques utilized by the

VLWs for dissemination of farm information while training camps, demonstrations, film shows, writing advisory letters were least used by the respondents. Such methods/techniques of disseminating farm information were also mentioned by Akhauri (1974), Patel (1978) and Sharma (1993).

The probable reason might be that this T&V system basically relies on person to person contact method rather than media approach.

CONCLUSION

From the study, it can be concluded that "Farm visit" and "Fortnightly training" were the most utilized sources for information input pattern. While among various methods of information evaluation "Consideration of socio-economic and agro-climatic conditions" has secured the first rank, whereas among information storage

Table 5 : Methods utilized by the VLWs to disseminate processed farm information

(N= 116)

Sr. No.	Somethoels	Mean score	Rank
1.	Farm visit	33.86	I
2.	Wall writting on public place	12.26	III
3.	Organising field days	4.26	V
4.	Conducting farmers training	1.51	VI
5.	Organising demonstrations	1.41	VII
6.	Distribution of farm literature	14.18	II
7.	Attending Gram-Sabhas	5.16	IV
8.	Organising film-shows	0.14	IX
9.	Writing advisory letters	1.25	VIII

methods "Study the information carefully" has got maximum score and ranked first. A method "Translate into local dialects" was ranked first as a method of transformation. Among information out pattern, majority of the respondents had utilized the techniques "Farmers Visit" (mean score 33.86) followed by "Distribution of Literature" (14.18).

IMPLICATION

(1) The sources of information input namely visit to research farm, visit to FTC, personal visit to researchers and correspondence with researchers were least used by the VLWs should be encouraged to use these

sources to a greater extent and for that required facilities could be provided to them.

(2) Likewise, to strengthen the information processing patterns, VLWs should be encouraged to use least used methods to a higher extent and for that required facilities should be provided to them.

(3) The administrators can extend their hands in speeding up the rate of flow of information by providing the facilities for utilizing least used methods.

REFERENCES

- Akhour, M.M.P. (1973). Communication Behaviour of Extension Personnel: An Analysis of Haryana Agril. Ext. System. Unpublished Ph.D. Thesis, IARI, New Delhi.
- Ambastna, C. K. (1974). Communication Patterns in Farm Information Development, Extension and Client Systems in Bihar : A System Approach, Unpublished Ph.D. Thesis, Div. of Agril. Ext., IARI, New Delhi.
- Byra Reddy, H. N. (1976). An Analysis of Pattern and Procedures in Communication of Farm Information by VLWs and Factor Associated with their Communication Behaviour Unpublished Ph.D. Thesis in Agril. Ext. IARI, New Delhi.
- Patel, N.C. (1978). Communication Patterns Between Source, Linkage and Consumers of Technology in Gujarat. Unpublished Ph.D. Thesis, GAU.
- Sharma, P. L. (1993). Communication Pattern of Agril. Extension Personnel M.Sc. (Agri.) Thesis (Unpublished), GAU, S.K.Nagar