



COMMUNICATION PATTERN ADOPTED BY PUBLIC AND PRIVATE EXTENSION AGENCIES IN PROVIDING EXTENSION SERVICES TO THE POMEGRANATE GROWERS.

Shanabhoga, M.B., Suresha, S.V. & Shivani Dechamma

Department of Agricultural Extension, University of Agricultural Extension, GKVK, Bengaluru-65

ABSTRACT

The Pomegranate is cultivated as a commercial crop because of its high income generating capacity. There are number of Private people working as consultants along with public extension personnel. The study was conducted in Hiriuru, Hosdurga and Challakere taluk of Chitradurga district with a total sample size of 30 extension personnel, comprising of 17 public and 13 private extension personnel and 120 pomegranate growers, 60 each from public and private extension users. The study shows the communication pattern adopted by the public and private extension personnel to provide information to the pomegranate growers as well as the communication pattern preferred by the pomegranate growers to get the information from public and private agricultural extension systems. It is interesting to know that under individual contact method the cent per cent of the private Extension personnel used Farm and home visits and Telephone calls whereas, the public Extension personnel widely depend on Telephone calls (91.18%). under the group contact method of communication. Majority of the Public Extension Personnel resorted for Farmers Training (70.59%) whereas, Private Extension personnel relied more on Group discussion (84.62%). It is curious to know that in mass contact media, Majority of the Public Extension Personnel used Exhibition (61.76%) Whereas, Cent per cent of the Private Extension personnel dependent on Social Media. In case of demonstration method, both the public and private extension system used Method Demonstrations. Majority of the Public Extension personnel used Charts (64.71%) and majority of the Private Extension Personnel used Photographs (92.31%) as visual aid for extending information on pomegranate cultivation. In case of the communication pattern used by the pomegranate growers, Majority of the pomegranate growers who were availing services from Public extension system used visual aids (66.11%) Whereas, the pomegranate growers who were with the private extension service obtained the information through visual aids (48.89%) followed by individual contact method (40.83%).

KEYWORDS: Pomegranate, Communication pattern, Public extension service, Private, Extension service, extension personnel.

INTRODUCTION

In, recent years, 'pluralistic extension' is widely recognized in most countries, including India, and the 'monopoly' of public extension has been slowly diminishing from the 1990's with the emerging elements of privatization and diversification in the supply of extension services (Sarvanan, 1999). To accelerate agricultural development, public extension in different states of India introduced innovative extension approaches. Further, changing agriculture from mere subsistence farming to commercialized farming, the entry of people from industrial sector, non-professional agriculturists, the educated elite, corporate and others to take up agriculture has led to the demand of timely and technically sound advice with reliable market-oriented agricultural extension service. This situation paved the way for emergence of agricultural consultancies and agri-business firms in the dissemination of agricultural technology (Sarvanan, 2001)

In addition to the public system, India has a large and growing number of private, third sector (e.g. NGOs and Foundations) and informal providers of extension. Input dealers and suppliers as well as buyers of produce are increasingly offering extension, a reflection of the growing importance of agricultural markets and value chains.

Mobile phone-based applications in agriculture are promising as the 'up and coming, tool for scaling up and are indeed re-shaping the environment of service provision and linking farmers to market.

The pomegranate is cultivated as commercial crop because of its high income generating capacity. The pomegranate needs a critical care at the production level and it enhances the need of consultancy service for the production. Hence, there are number of Private people working as consultants and some of the input dealers are also providing consultancy service for the Pomegranate production. Further, the Extension Personnel from Department of Horticulture and Krishi Vigyan Kendra are also providing the consultancy service. Since the pomegranate farmers are interested to get better production and income, they seek the guidance for cultivation of pomegranate from different Public and Private extension system.

METHODOLOGY

The present study was conducted in Chitradurga district of Karnataka state during the year 2015-2016. Three taluks were purposively selected for the study where pomegranate is extensively cultivated. Three taluks namely Hiriuru, Hosdurga and Challakere of Chitradurga district with a total sample size of 30 extension personnel,

Extension services to the pomegranate growers

comprising of 17 public and 13 private extension personnel and 120 pomegranate growers, 60 each from public and private extension users. The study shows the communication pattern adopted by the public and private extension personnel to provide information to the pomegranate growers as well as the communication pattern preferred by the pomegranate growers to get the information from public and private agricultural extension systems. The communication pattern of the public and private extension personnel/ clientele were measured on three point continuum viz, frequently, sometimes and

never with the score 2,1 and 0 and the sources were grouped as individual, group, mass communication, demonstrations and visual aids. Based on the source wise score of respondents, index and rank were computed.

$$\text{Index} = \frac{\text{Obtained score}}{\text{Total possible score}} \times 100$$

RESULTS & DISCUSSION

TABLE 1: Communication pattern –individual communication used by the Public and Private Extension Personnel to provide Extension Services to Farmer (n=30)

Sl. No.	Communication Pattern	Public Extension Personnel (n=17)		Private Extension Personnel (n=13)	
		Index	Rank	Index	Rank
		1.	Individual communication		
A	Farm and home visits	79.41	II	100.00	I
B	Telephone calls	91.18	I	100.00	I
C	Personal letters	23.53	III	7.69	IV
D	Agri clinics	11.76	V	15.38	II
E	Flag method	14.71	IV	11.54	III

The data in Table 1 revealed that the communication pattern adopted by the public and private extension personnel to provide information to the pomegranate growers. It is interesting to know that the cent per cent of the private Extension personnel used Farm and home visits and Telephone calls whereas, the public Extension personnel widely depend on Telephone calls (91.18%) and Farm & Home Visits (79.41%). However very few per cent of the Extension personnel in both the systems used Flag method and Agri clinics approach for providing information to the pomegranate growers.

It is quite obvious to note that the private extension personnel used Farm and Home visit since the private extension is a paid service provided by the private consultants and they are using the most effective extension method like farm and home visit, though the cost involved in farm and home visit is more in order to provide

individual attention to the needs of the farmers. Further, the cash crop like pomegranate requires continuous and constant supervision of the farms, which help the consultants to provide onsite solutions. However, in public extension, the extension personnel depend more on telephone calls, which is an effective method when the number of extension personnel availability is less. It can also be attributed to the fact that the investment on public extension is gradually coming down and non-recruitment of the extension personnel at grass root level by the development departments is not happening. Telephone calls can be attended by the public extension personnel to provide solutions to the pomegranate growers whenever they are in office too. Hence, the present trend could have observed. The results of the present study are in line with the findings of the study conducted by Nagaraj and Krishnamurthy (2009).

TABLE 2: Communication pattern –Group contact method used by the Public and Private Extension Personnel to provide Extension Services to Farmer (n=30)

Sl. No.	Communication Pattern	Public Extension Personnel (n=17)		Private Extension Personnel (n=13)	
		Index	Rank	Index	Rank
		1.	Group contact method		
A	Exposure Visits	64.71	III	15.38	III
B	Media Forums	38.24	V	3.85	IV
C	Group discussion	67.65	II	84.62	I
D	Farmers Training/ Meeting	70.59	I	69.23	II
E	Farmers field school	47.06	IV	15.38	III

Table 2 depicts the communication pattern adopted by the Private and Public Extension personnel under the group contact method of communication. Majority of the Public Extension Personnel resorted for Farmers Training (70.59%) followed by Group Discussion (67.65%) and Exposure visits (64.71%) whereas, Private Extension

personnel relied more on Group discussion (84.62%) followed by Farmers Training (69.23%). However, very few per cent of the private Extension personnel used Media forums (3.85%) and Farmers field school (15.38%) for providing information.

It was curious to note that the public extension personnel used Farmers training as group contact method to disseminate the information and it is needless to say that the training is an integral part of all communication patterns to enhance the knowledge level and skill component involved in practicing pomegranate cultivation. Further, there will be mandates for the extension personnel from the departments for conducting training programmes. Where as in case of Private extension personnel opt for group discussion meeting just for a simple reason the clients will be registered with the private consultant and it will be easy for them to pool the homogenous and common interested growers and to have a focused group meeting with them. This would help them to provide the required common information to the group as a whole and to visit their farms under farm and home

visit to attend to the individual needs. Further, the innovative method like Farmers field school is used more in public extension compared with the private extension may be due to the fact that the public extension always relay on helping the farmers to catch the fish rather than to provide them fish as such. Whereas, in Private extension the consultants provide the prescription where in the farmers just follow the instructions blindly without understanding the rationale behind its adoption. Hence, it could be concluded that the public extension always aims for empowerment of the farmer's by creating conducive atmosphere for learning where as in private extension, it is the end result in terms of yield and income seems to be important. The present result is in conformity with the findings of the studies conducted by Nagaraj and Krishnamurthy (2009).

TABLE 3: Communication pattern –Mass Communication method used by the Public and Private Extension Personnel to provide Extension Services to Farmer (n=30)

Sl. No.	Communication Pattern	Public Extension Personnel (n=17)				Private Extension Personnel (n=13)	
		Public Extension Personnel (n=17)		Private Extension Personnel (n=13)			
		Index	Rank	Index	Rank		
1.	Mass communication						
A	Extension Campaigns	38.24	V	3.85	V		
B	Exhibitions	61.76	I	11.54	III		
C	Farmers Fair	26.47	VII	15.38	II		
D	Extension Publications	55.88	II	7.69	IV		
E	Farm Radio programs	50.00	IV	11.54	III		
F	Agriculture related television programs	29.41	VI	3.85	V		
G	Social media	52.94	III	100.00	I		

The data in Table 3 indicated the Public and Private Extension personnel dependency on using different Mass contact Method of communication. It is curious to know that Majority of the Public Extension Personnel used Exhibition (61.76%) as a tool for disseminating the information. Whereas, Cent per cent of the Private Extension personnel dependent on Social Media to communicate the information. However, negligible percentage of Private Extension Personnel relied on providing information through Television (3.85%) and Extension publications (7.69%).

It is very interesting to note the difference in communication pattern that the exhibition was widely adopted by the public extension personnel as the

exhibitions are most commonly used to show the different technologies and their applicability to the local situation. In addition, the exhibitions can reach large number of people at a time where as in private extension, the social media are used since, the clients registered with the private consultants can afford to electronic gadgets because of their improved social and economic status when compared with the people who are with public extension. This may be the probable reason for the difference in the mass contact method used by the public and private extension personnel to communicate the information to the pomegranate growers. The findings of the study are in line with the result of the study conducted by Anitha (2004).

TABLE 4: Communication pattern –Demonstration and Visual aids method used by the Public and Private Extension Personnel to provide Extension Services to Farmer (n=30)

Sl. No.	Communication Pattern	Public Extension Personnel (n=17)		Private Extension Personnel (n=13)	
		Public Extension Personnel (n=17)		Private Extension Personnel (n=13)	
		Index	Rank	Index	Rank
1.	Demonstration				
A	Method demonstration	50.00	I	53.85	I
B	Result demonstration	47.06	II	42.31	II
	Visual aids				
A	Charts	64.71	III	38.46	II
B	Posters	61.76	II	38.46	II
C	Photographs	58.82	I	92.31	I

The data in Table 4 indicated that Communication pattern adopted by the Public and Private Extension personnel to show the usage of demonstrations used by them. It is

observed from the data that nearly equal per cent of the public extension system used both Method Demonstrations (50.00%) and Result demonstrations

(47.06%) to provide the information. Further, 53.85 % of the Private Extension system used Method Demonstrations whereas, 42.31% used Result Demonstration. It is needless to say that the demonstrations play a pivotal role in teaching - learning process of the individual. The demonstrations further use more number of sensory organs, which help the learners to learn effectively and retain the information for a longer period. In addition, the demonstrations are based on the concept learning by doing and seeing believes and hence irrespective of the type of extension system the extension personnel might have relayed more on demonstrations. The findings of the present study are in line with the studies conducted by Sunil Kumar (2004).

It is observed from the data in the Table 4 revealed that a majority of the Public Extension personnel used Charts (64.71%) followed by Posters (61.76%) as visual aids for providing the information. However, a great majority of

the Private Extension Personnel used Photographs (92.31%) as visual aid for extending information on pomegranate cultivation. The result could be explained with the fact that the public extension personnel use charts may be because of its ready availability, easy to prepare and once the chart is prepared can be used for a longer duration. The public extension personnel along with the extension services need to devote his time for many of the official works including sales of inputs, attending meetings, telephone calls and visitors and hence, may not find time to use other visual aids. However, the private extension personnel need to interact with the growers and convince them about the importance and utility of their services since the service is offered on cost basis. Further, the photographs which are taken from the local setting will have greater impact on the growers while understanding the issues related to production and income generated out of the pomegranate cultivation.

TABLE 5: Communication pattern preferred by the pomegranate growers using public and private extension service (n=120)

Sl. No.	Communication Pattern	Public Extension Service Users (n=60)		Private Extension Service Users (n=60)	
		Index	Rank	Index	Rank
1	Individual communication	45.50	V	40.83	II
2	Group contact method	60.17	II	30.50	IV
3	Mass communication	49.17	IV	18.45	V
4	Demonstrations	54.58	III	39.58	III
5	Visual Aids	66.11	I	48.89	I

The data in Table 5 depicts the communication pattern preferred by the pomegranate growers to get the information from public and private agricultural extension systems. Majority of the pomegranate growers who were availing services from Public extension system used visual aids (66.11%) followed by group contact method (60.17%), demonstrations (54.58%), mass communication (49.17%) and individual communication (45.50%). Whereas, the pomegranate growers who were with the private extension service obtained the information through visual aids (48.89%) followed by individual contact method (40.83%), demonstration (39.58%), group contact method (30.50%) and mass communication (18.45%).

The results can be explained with the background that the public extension suffers from inadequate manpower to visit the individual land holdings to offer extension services and hence, majority of the farmers preferred visual aids which they can use it as a reference material for future use. Further, the role of visual aids plays a dominant role in case of private extension also because of its impact on the learners. Further, the use of mass communication is less in case of private extension just because of the fact that the private extension is a paid service and farmers expect the services at their door step through personal visit. Hence, the relay on mass communication might have been less when compared to other methods of communication.

REFERENCES

Anitha gill (2004) Interlinked Agrarian Credit Markets: Case Study of Punjab. Economic and Political Weekly, **39**(33):3741-3751.

Nagaraj, K.V. Krishnamurthy, M.K. (2009) Communication for transfer of technology in agriculture. Science Communicator, **1**(01):21-38.

Saravanan, R. (2001) Private Extension through Agricultural Consultancy- Case Studies on Private Extension, In: Chandrashekara, P., (2001). (Ed.) Private Extension: Indian Experiences. National Institute of Agricultural Extension Management (MANAGE) Hyderabad-30, India.p. 17.

Saravanan, R. (1999) A Study on Privatization of Agricultural Extension Services. M.Sc. (Agri.) Thesis (Unpub.), Univ. Agri. Sci. (UAS), GKVK, Bangalore. India.

Sunil kumar, G.M. (2004) A study on farmers' knowledge and adoption of production and post-harvest technology in tomato crop of Belgaum district in Karnataka. M.Sc. (Agri.) Thesis (Unpub.), Univ. Agri. Sci., Dharwad.