

**CHAPTER – VII : SUMMARY AND CONCLUDING  
OBSERVATION**

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VII.I SUMMARY AND FINDINGS

VII.II CONCLUDING OBSERVATION

The concept of development since the late seventies and early eighties has placed emphasis on self-help, grass-root participation and two-way communication for meaningful and real development in the developing countries. Unless the people at the grass-root level develop aspirations for a higher level of living, all efforts to motivate them will fail. The extension education changes the outlook of the rural people. It helps the people to become self-reliant, responsible, capable and willing to participate effectively, with knowledge and understanding, in the programme of development. Extension work is bound to touch upon all aspects of rural life. Extension programmes have to consider the problems, needs and capabilities of the village people. The task of dissemination of information among the people in remote villages is extremely difficult, because of low level of literacy and different socio-economic conditions. Extension education takes help of mass media for transmission of information, dissemination of facts and the development of positive attitude among the people. The media of communication have a definite role to play by way of creating social consciousness and critical awareness about the real needs and problems among the people and ensuring a continuous and horizontal flow of information about development programmes and strategies. Besides, an effective feedback by way of giving answer to queries raised by the members of listening groups is the most essential component in making extension successful and participation real. Thus, the extension education is important in creating awareness among the people and accelerating participation in the process of development.

In India, the revolution in extension activities and the new approach to extension work in the context of development has made it the nerve centre of government sponsored development activities. Extension is not the work of a single person or agency. It includes all those who are working with the villagers with specific programme of development. The Village Level Workers, the Extension Officers, the Block Development Officer and the Extension Specialist together constitute a team for executing and carrying out successfully a programme of extension. In order to work effectively in the field of extension education for community development, it should be made clear that the central challenge is to help village people to put useful knowledge to work for them.

## VII.I SUMMARY AND FINDINGS

As noted in chapter II, mass media are used by the government of India in extension programme. A number of media units are operating to disseminate information regarding various developmental activities. Radio is by far the most important medium of mass communication in India if assessed in terms of its scope and coverage. There are powerful uses of radio in educational and extension programmes. Doordarshan is an important medium of communication because of its ability to make visual appeal. However, in view of high price that keeps television sets beyond the purchasing power of the majority of rural community. Newspaper can play a vital role in extension education through publishing articles that can present information in detail about various developmental efforts. However, the basic problem is that very few of the village people can read newspapers. Posters are playing an important role to support the extension activities in the rural areas. As in posters, informations are generally delivered in symbols, if symbols are used in a simple way villagers can comprehend the messages easily. Although, a poster can not gives detailed information. Film as a medium has a clear and distinct role to play in extension education. It can play an important role in informing and educating the people, in motivating them to participate in development programmes and bringing about changes in their attitudes. However, films have also been proved as less effective media of communication because of the unimaginative way of their production, unspecific audiences for the exhibitions, and utmost infrequency in their exhibitions. Moreover, dissemination of mere information dose not constitutes extension education. Unread leaflets, unheard broadcasts, unviewed films have no chance to influence audience. Thus, the use of these media alone is not sufficient in executing an extension programme because of specific limitations in their use. Besides, in most cases they function as a one way communication channel and instant feedback is not possible. Here, it is found that, the traditional media and interpersonal media of communication plays a vital role.

It has been found in chapter III and IV, a network of interpersonal communication is working among the villagers with the support of the activities of the extension workers who are deputed by the Department of Agriculture or the Department of Health and Family Welfare. The Krishi Prayukti Sahayaks (KPSs) and the Health Assistants are the lowest level functionaries in these Departments who along with other extension officers

working at the block and sub-divisional levels bring information relating to the programmes of development initiated by the Departments and the technical know-hows at the door steps of the villagers. KPS encourage farmers to adopt agricultural practices and innovations which are most relevant for increasing their productivity. Health workers on the other hand keep regular contact with the rural people to inform them about curative and preventive measures to be taken for solving health related problems of the rural masses and provide knowledge about family welfare programmes. Media are playing the supportive role for disseminating information and eliciting participation in the process of development.

In chapter V and VI, an attempt has been made to assess the actual working of the process of communication in two related fields of rural development, viz. agriculture and health. The efficacy of the media of mass communication among the rural masses is largely restricted because of widespread illiteracy and low level of income of the villagers. Due to lack of education, villagers have little access to printed media. Television has got relatively small audience because it is too expensive for rural poor. Posters can play an important source of information. But the messages communicated through the posters are presented in such a symbolic way that in most cases they do not come up to the level of intellectual ability of the average villagers. Films too are suffering from similar weaknesses. Among the different media, radio seems to be the only medium that has scored the highest popularity among the rural people.

Regarding the relative importance of different media of communication in disseminating information about specified programmes, it has been generally observed that the role of interpersonal media of communication is more extensive and effective than the mass media. The survey results show that friends and neighbors are the primary source of information to the most of the villagers. The activities of extension workers have presented quite different result in two separate fields, i.e. the field of agriculture and the field of health. In the field of agriculture, the role of extension workers is not as promising as it should be. Visits of KPS are infrequent and they do not visit regularly those villages which are far away from the headquarters. In the field of health, health workers are well known to most of the villagers and they try to keep regular contact with the rural masses. The performance of panchayat members in propagating programmes of development among the village people is miserably poor. The role of voluntary organization is absent in both the fields.

In chapter V and VI, a further attempt has been made to examine the relationships between a set of independent variables and access to different media of communication, the knowledge about specified programmes of development, and the relative importance of different media in disseminating information about programmes. In chapter V, the analysis of data for understanding relationships between the social variables and attributes and the dependent variables reveals that age as a social variable does not have significant association with all the communication structures. With regard to education, it is found that there is a positive correlation between education and the communication structures. Regarding knowledge about seeds, fertilizers and insecticide, all the social variables have established significant association with the respondents. In chapter VI, the analysis of data collected to study these relationships reveals that age as a social variable has got significant association with the communication structure. With regard to sex, it is found that, in general, male respondents are more exposed to different communication structures except health workers. Percentage of female respondents who get knowledge from health workers is more than their male counterpart. There is positive correlation between education and the communication structure. The higher the level of education, the greater is the access to different media of communication. Income is also significantly associated with the communication structure.

## VII.II CONCLUDING OBSERVATION:

The effectiveness and efficacy of extension depends to a considerable extent on the selection of the media of communication. The success of extension education not only depends upon the transfer of technology from the laboratory to fields but it requires at the same time feedback from fields to research station involving the interplay of both top-down and bottom-up approaches. All these require some changes in designing the extension system:-

**First**, looking at the duties of extension workers, their area of operation is quite large. In remote areas there is an acute shortage of transportation. The area of work of KPS as well as health workers was demarcated long before. With the gradual increase of population, the area of work is not re-distributed. Thus, the area should be re-demarcated on the basis of population. **Secondly**, responsibilities of health workers are gradually increasing. They have to look after a wide variety of health care programmes including family welfare programmes. To ensure better performance of the health workers,

responsibilities should be minimized and re-distributed. **Thirdly**, the visits of KPS are extremely infrequent which actually fail to create any lasting interests among the cultivators and they rely on shop keepers of seeds, fertilizers and insecticides. Thus, to ensure regular visit of KPS, the weekly programme chart should be strictly maintained. **Fourthly**, mass media disseminate information and create awareness among the masses about various innovations. On the other hand inter-personal communication transfers the new technologies. A better coordination between the activities of mass media and inter-personal communication, especially extension workers, will certainly make the extension work more effective. **Fifthly**, members of the panchayat should play a supportive role in the extension work by way of assisting the extension workers, because they are well known to the village people and easily accessible to the masses. **Sixthly**, input support is a precondition for effective extension work. It is of general knowledge that no amount of technical information would help to increase yields of crops if inputs are not provided in time. But the major lacuna is the fact that input support is the responsibility of various other organizations which have no direct linkage with the extension organization. Thus, the involvement of organization timely supplying of inputs and raw materials should be ensured. **Seventhly** Extension activities in the state of West Bengal are completely state directed and a government phenomenon. But in the changed context under the impact of globalization, non-state actors like Voluntary Organisation and non government organization are equally significant and indispensable in the process of development. In the major district of North Bengal, activities of Voluntary Organization are absent. For the success of extension work, involvement of these organizations should be ensured.