

CHAPTER- VI

Communication in Rural Development in West Bengal ; Role and  
Working in Agricultural Development Programmes; Results of  
Field Survey

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### Communication in Rural Development in West Bengal : Role and Working in Agricultural Development Programmes; Results of Field Survey

The majority of the developing countries in the Third world, aspiring for achieving a secured place in international community in terms of both psychological and material security, has embarked on pursuing a multi-dimensional process of development. Development has been seen as "liberation not only from political domination, colonialism and imperialism, but also from economic dependence on other nations and freedom from poverty, disease, illiteracy, ignorance, unemployment and malnutrition. In a nutshell, development is man, human ascent, freedom from all trades of exploitation and cultural awareness.<sup>1</sup>" In almost all the countries, the target of development is to improve their lot. People in the newly independent countries cherish a high expectation about the ability of the government to meet the pressing demands for improving the

<sup>1</sup> Bawa, Noorjahan (1981) "Approaches to Development", The Indian Journal of Political Science Vol. XLII, p.53.

standards of societal living. This aspiration of the people and the unwillingness of the private sector to enter into new economic ventures that would ensure rapid advancement of the economy and equitable distribution of the benefits obliged the government to intrude the economic arena and to extend its administrative apparatus to economic endeavours. This, however, requires overhauling and strengthening of the administrative machinery that has been proved frightfully inadequate in coping with the new developmental responsibilities. The development approach in administration entails the creation of complex agencies and designing of management system needed to carry out the defined and agreed upon policies programs and projects.

#### A. Administration of Agricultural Development in India

The major thrust in development administration is on the execution of defined programmes and specified projects designed to accomplish identified goals of social and economic development. Agriculture is an economic activity that needs enormous administrative support for directly contributing to the development process. Increased agricultural production which is expected to play a key role in development in several ways — ranging from supply of increased food requirements and welfare of the rural population to industrial development and economic growth — can be achieved by opening up new lands to farming, by introducing multi-cropping system,

by using high-yielding varieties of plants and by making irrigation facilities available to the farmers. It requires technological advancement and modernization as well as the application of the new technological advances by farmers who should master the new skills. Thus greater agricultural productivity depends not only upon a breakthrough in the technology of agriculture, but also upon its attractiveness to the farmers. The farmers need to be motivated for adopting new technologies of agriculture and for modernizing their agricultural operations. In a developing economy where administrative machinery is geared to the task of implementing defined developmental programmes in several functional areas including agriculture, it is the task of the administrative agencies to make agricultural operation attractive to the farmers by serving them with necessary educational, informative and advisory services, by assuring them with the supply of essential inputs such as seeds, fertilizers, water and insecticides at the right time and right place and by providing them with the required support-systems such as assured prices, access to credit at reasonable rates, protection against the risk of crop failure, market facilities and transportation system. Agricultural extension programme has an important role to play in countries which have introduced modern agricultural operations since application of new technology creates local and regional problems requiring particularized treatment and specialized knowledge and assistance.

Under the Constitution of India, agriculture, including agricultural education and research, is a State subject. There are very few entries in the Union List that are directly related to agriculture. It is primarily from the Concurrent List that the Centre derives its power to intervene in the field of agricultural development. 'Economic and Social Planning' appearing in the Concurrent List provides the legal basis for national planning under which the Government of India and the Planning Commission gain a voice in matters relating to agricultural development and practice. Under Art 282 of the Indian Constitution, Central discretionary grants constitute a substantial portion of resources for financing outlays on agriculture in the State Plans. It is by virtue of this enormous financial overbearing power over the States that the Centre has stretched its hold over the States in determining the agricultural policy for the whole of India under the five year plans and in introducing a number of programmes in order to achieve the desired results in the agricultural field. In all these centrally sponsored schemes, a substantial part of expenditures is shouldered by the Government of India. At the same time, the agricultural inputs, viz. fertilizers and manures, seeds, irrigation, the agricultural implements and machinery, plant protection and pesticides, and above all, agricultural credit, are all interdependent and interlinked with one another. Their timely availability in adequate quantity to farmers is absolutely essential for agricultural production and productivity. All

these requirements in administration for agricultural development call for a central leadership by the Ministry of Agriculture of the Government of India.

However, while the programmes are sponsored by the Central government and funds are made available to the State government, the implementation of these programmes is the sole responsibility of the State government with elaborate administrative networks and implementing machineries down to the village level. Acknowledging the importance of extension education in agricultural development and the need for communicating scientific knowledge and technical messages relating to farm practices at the right time to the right people using the right media of mass communication, the Department of Agriculture and Community Development in West Bengal has established a complex and interwoven organizational set up below the State level. At the State level, in the Directorate of Agriculture, two separate offices, the Office of Joint Director [Extension] and that of Chief Publicity and Public Relations Officer are directly involved in the process and are maintaining liaison with a hierarchical line of command well along the three tiers of administrative hierarchy, viz, the State level, the district level and the block level.

In India, programmes in rural development in general and agricultural development in particular are generally triggered off from the district level. Hence, the administrative set-up

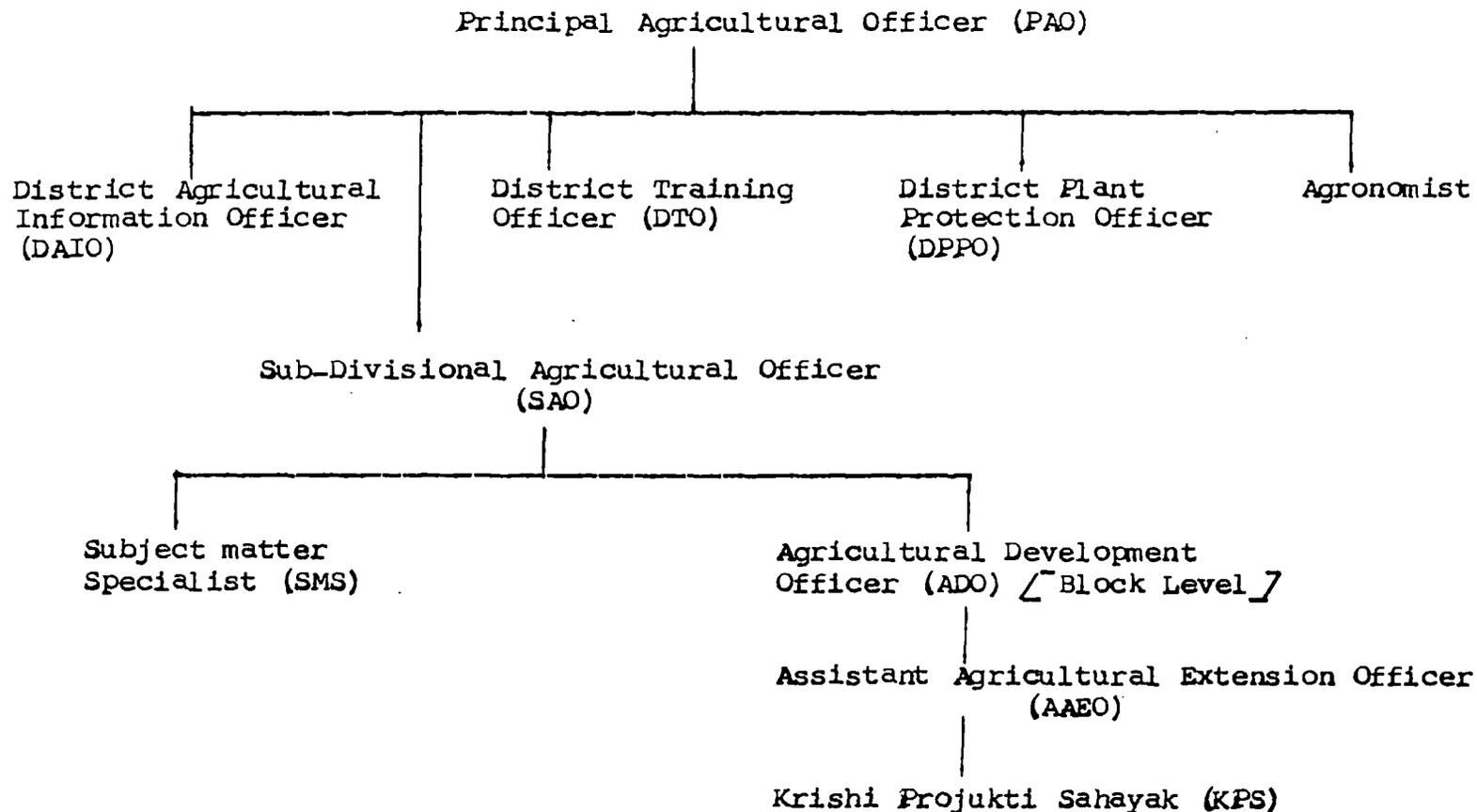
of the principal agricultural agency at the district level and its functioning are the critical ingredients in maintaining vertical and horizontal coordination among the different supportive agencies for pulling up development in the agricultural field. It is at this level that the designing and planning for communication and extension work are chalked out keeping in view the availability of resources, the nature of soil and climate, social and cultural milieu and the composition of social groups and group alignments. Nevertheless the process percolates down the administrative hierarchy and the executive part of the entire operation is the responsibility of the officers at the block level.

#### B. Selection of Locale of Study

Out of the twelve development blocks in the Darjeeling district in which the study has been conducted, the Kharibari Block has been selected for study by using the lottery method of random selection. Generally, the Principal Agricultural Officer is in charge of the entire agricultural operation in a district. He is assisted in matters of policy formation and programme implementation by the District Agricultural Information Officer and a host of technical officers. The structure and organization of agricultural administration in the Darjeeling District can be clearly understood from the chart 6.1. The Agricultural Development Officer heads the

Chart 6.1

District-level Set-Up



office of agriculture at the block level. He is expected to lead a team of field officers and extension workers who are the real carriers of development messages to farmers. It is his style of functioning and quality for leadership that seems to be the principal determinants in any successful operation and execution of development programmes in agriculture.

Again, since the study is intended to examine the process of communication and its effectiveness down at the village level by way of identifying the media of communication that are readily available to the farmers, their attractiveness and the degree of acceptance of the messages communicated through different channels, the method of sample survey has been adopted and one of the mouzas under the Kharibari Block has been selected for this purpose from among the mouzas in which at least fifty per cent of the total households are engaged in cultivation, by using a table of random numbers. The Bhogvita mouza which has been selected for intensive study includes two villages; Bhogvita and Sukaru. The selection of respondents has been made by adopting the method of systematic random sampling from the farmers' list collected from the block level office of the Department of Agriculture at Kharibari. The list includes the names of two hundred and ten farmers. The sample size is kept at fifty. Thus, while the block has been selected by a method of random selection, in the selection of mouza, both the

purposive and random sampling methods have been applied in sequential stages. However, at the final stage, that is, in the selection of respondents to be interviewed in the selected mouza, the method of systematic random sampling has been adopted.

### C. Demographic Characteristics

Bhogvita, the mouza under survey has, according to 1981 census report, an area of 255.73 hectares. The two villages under it, Bhogvita and Sukaru, are located at a distance of two kilometres from each other, and is separated by the river Boon edging the two villages. The nearest market place for the villagers is at Batasi three kilometres away from Bhogvita and one kilometre from Sukaru. There is a fertilizer shop at Batasi, the owner of which acts as an advisor to the farmers in the use of chemical fertilizer. Besides, the bi-weekly hat at Batasi provides the farmers with the marketing facilities for selling off their agricultural products. There are regular bus services between Batasi and Kharibari, covering a distance of eleven kilometres by road, the place where the block level office of the Department of Agriculture is located and between Batasi and Naxalbari, ten kilometres away from Batasi. The villagers, for their major purchases, have to go to Naxalbari. There is also a railway station at Batasi. The roadlink

between Batasi and Siliguri sub-divisional township covers a distance of thirtyfour kilometres.

Geographically, Sukaru is conveniently located since it is easily accessible by a metalled approach road from Batasi whereas there is no direct feeder road to Bhogvita village. In dry season, people use to cross the river by foot. But in rainy season, when the river water swells, the villagers have to walk about two kilometres before they can finally use the metalled road of the tea garden leading to Batasi.

The villagers are populated mostly with low-caste Bengali and Rajbansi families. The pattern of settlement in the villages shows that the villagers are clustered in communities. In Bhogvita, the majority of the villagers belong to scheduled caste Bengali families. However, in Sukaru there is almost an even distribution of Bengali and Rajbansi families. While people of Bhogvita are totally dependent on cultivation for their livelihood and do not have any other occupation, a large section of the villagers of Sukaru has subsidiary occupations with agriculture as their principal occupation.

As regards age, most of the respondents are in the age ranging between 28 years and 47 years. The largest number (15) falls into the age-group of 38 years to 47 years followed by the age-group of 28 years to 37 years. Of the total respondents, 49 are hindus by religion. Out of fifty,

forty-two belong to scheduled castes, four are scheduled tribes and only four persons belong to general castes.

Table 6.1

Demographic Characteristics of the Respondents

Age	N	Religion	N
28-37 years	14	Hindu	49
38-47 years	15	Muslim	1
48-57 years	7		
58-67 years	6		
68 years and above	8		
Total	50		50

Demographic Characteristics of the Respondents

Caste	N	* Ethno-linguistics communities	N	Education	N
General	4	Bengali	30	Illiterate	25
Scheduled Caste	42	Rajbansi	14	Literate	5
Scheduled Tribe	4	Santhal	4	Primary	5
		Bihari	1	High School	12
		Bengali (Muslim)	1	High School Completed	3
Total	50		50		50

\* the term was used by Myron Weiner in his book - 'Sons of the Soil' (Oxford University Press, Delhi, 1988).

However, among the total number of respondents, 14 belong to Rajbansi community, four are santhals and thirty are Bengalis. The literacy rate in the surveyed villages is very low. Forty per cent of the total respondents are illeterate, while twenty four per cent have some high school education. Of the total respondents, only six per cent have completed their high school education.

Since the study has been undertaken with the sole objective of examining the process of communication in all its ramifications in the village life as in respect of health, in agriculture, too, questions have been inserted into the interview schedule for assessing first, the exposure of the farmers to the various media of mass communication and their level of understanding, second, the knowledge of the farmers about new techniques and methods of cultivation available and the sources of knowledge, and lastly, their readiness in accepting the new technologies of agricultural operations and the adoption of new agricultural practices by the respondents.

The following tables show the general findings as to the exposure of respondents to different media and their level of understanding.

It is discernible from table 6.2 that radio is the only medium that can be labelled as really 'mass'. To the villagers radio has got both the educative and entertainment

value. It is cheap and the farmers returning home in the evening after the day-long toil in the field feel relaxed in listening to radio. Sixty four per cent of the respondents are listening to radio regularly. Hence for extension

Table 6.2

Exposure of the respondents to different media of Communication (Mass media and Interpersonal media)

Types of media of communication	Yes	No	N
Newspaper	20.00%	80.00%	50
Radio	64.00	36.00	50
Television	48.00	52.00	50
Poster	50.00	50.00	50
Film	48.00	52.00	50
KPS*	30.00	70.00	50

\*Krishi Projukti Sahayak.

services, for the transmission of scientific and technical information to the farmers, radio can very well serve as the best medium of mass communication only if the programmes it broadcasts are carefully planned keeping in view the comparatively low level of understanding of the farmers most of whom are not educated. The programmes on farm practices, if they are presented in story form, instead of the usual conversation method in which the subject matter specialists read out the instructions which in most cases become difficult

for the farmers to follow, will evoke better response from the farm community. At the same time, the programmes need repetition, especially during the harvesting season. Of the total respondents forty-eight per cent see television occasionally. In Bhogvita, there is only one T.V set in the entire village. So, inspite of high potentialities because of its power to make visual appeal to the audience, television has got limited access to the rural masses. Fifty per cent of the respondents have noticed posters while forty-eight per cent of them have seen films on different informative themes shown either by the mobile units of the DAVP or by the publicity wings of different Departments of the State government. Newspaper as a medium of communication is less effective as twenty per cent of the respondents read newspapers only frequently. In the field of agricultural extension, the role of extension workers is crucial and significant as it is not limited merely to transmitting to the farmers the basic knowledge of improved methods of agriculture but also to bring about a psychological change in the minds of the farmers so as to prepare them to adopt new ways of life. In a wider sense, all the officers at the block level are extension workers and at the lowest level of administrative hierarchy, there is the Krishi Projukti Sahayak (KPS) who has to get himself acquainted with the problems, needs, desires and capabilities of the farmers. In Bhogvita mouza, there is one KPS attached to both the

villages. However, only thirty per cent of the respondents have replied that they have met the KPS. It has been clearly noticed during the informal talks with the farmers that those who have access to KPS are better informed of the improved techniques of agriculture and the modernized agricultural practices.

However, apart from the government officials doing the extension works, there are other channels of interpersonal communication that ensure the flow of important technical and other information relating to agriculture at the village level. During the survey in the selected villages, the informal discussion with the villagers revealed that the elected members to the village panchayat and the owner of the lone fertilizer shop at Batasi are the important sources of information among a particular section of the villagers. The villagers of Bhogvita spend some of the evenings with the Panchayat member sitting in the wide courtyard in front of his house. They pass time in gossiping in course of which they exchange their views on specific problems relating to cultivation also and get relevant information from the Panchayat member. Sometimes the Krishi Projukti Sahayak (KPS) also participate in this process of deliberation. Here information flow takes place on a co-equal basis of knowledge sharing. However, the villages are marked by the conspicuous absence of any club or any other voluntary organization.

Table 6.3Exposure to and Understanding of the Message Communicated Through Poster and Film

Media of Communication	Exposure to media		N	Understanding of the message communicated		N
	Yes	No		Yes	No	
Film	48.00%	52.00%	50	22.00%	26.00%	50
Poster	50.00%	50.00%	50	14.00%	36.00%	50

Films and posters are, no doubt, important media of mass communication, but their effectiveness depends on to what extent they are easily comprehensible by the rural and illiterate masses. Table 6.3 shows that while forty-eight per cent of the respondents have seen films, only 22.00 per cent of them have some understanding of the themes of films shown. The study has revealed that the showing of films either by the Directorate of Field Publicity (DFP) or by the Departments of State government is occasional. Again, the selection of audience, the fixing up of time for showing the film, the occasion and the place for screening the film - all these need careful consideration for getting better response from the selected audience for whom the film is made. The effectiveness of film show as a medium for the dissemination of information to the farmers about new technologies and innovations in agricultural practices and the

Two pages are marked 278. This is purely a typing error.

way to adopt them will be greater than otherwise if these films are shown on such occasions as krishi mela or during an agricultural training programme for the farmers. On such occasions, the agricultural extension workers must explain to the farmers in advance about the themes of the films for increasing their inquisitiveness and enlisting their presence. At the same time, the films need to be presented in good story forms so as to capture the attention of the farmers and captivate their minds. Again, while 50.00 per cent of the respondents have noticed posters, only 14.00 per cent of them are able to understand what they have seen. This is also because the posters are mostly unattractive and require artistic quality in their production. Moreover, for the sake of an well-organized and systematic publicity campaign which requires both an understanding of the purpose of the programme and the knowledge about the nature and background of the 'public', posters must be presented in the form of elaborating an idea through pictures in sequential stages.

#### D. Communication Structures

In this chapter, again, an attempt has been made to find out the relationship between the background data of the respondents taken as independent variables and the dependent variables through a series of contingency tables. For this purpose reliance has been made on the chi-square test to find

out the correlation between the socio-economic variables and attributes on the one hand and the communication structures from the point of view of access of the respondents to different media of communication and their level of understanding, the knowledge of the respondents about specified programmes, the relative importance of different media in programme campaign and the effectiveness of programme campaign on the other in the field of agricultural activity. The .05 level of probability is considered as standard of significance. The null hypothesis is retained in each case where  $P$  is greater than this level.

#### Religion and Communication Structures

Out of a total of fifty respondents in the surveyed mouza, only one was Muslim and the rest were Hindus. So it is meaningless to draw any inference as to the impact of religion on the communication structures.

#### Age and Communication Structures

The research hypothesis adopted here suggests that variation in age is directly related to the access to different media of communication and the level of understanding of the messages communicated through these media. The younger age-groups have greater access and ability to under-

stand the messages communicated than the older age-groups. The data are presented in tables 6.4 to 6.10. It has been found that with the exceptions of radio and poster, the null hypothesis has been rejected in all other cases.

Table 6.4

Age and Access to Media - Radio

Age	Never	Sometimes	Very often	N
28-37 years	35.71%	42.85%	21.42%	14
38-47 years	20.00	53.33	26.66	15
48-57 years	14.28	57.14	28.57	7
58-67 years	50.00	33.33	16.66	6
68 years and above	50.00	37.5	12.5	8
Total	32.00	46.00	22.00	50

$$\chi^2 = 7.723878$$

$$df = 8$$

P lies between .30 and .50

Table 6.4 shows that radio as a medium of mass communication has made a considerable headway among the rural audiences. In all 68.00 per cent of the respondents listen to radio either 'sometimes' or 'very often'. The highest percentage (85.72) of respondents listening to radio falls in the age group of 48-57. The popularity of radio, however, declined to some extent among the respondents belonging to

the older age-groups. In the oldest age-group (68 years and above) only 12.5 per cent of the respondents are regularly listening to radio. The chi-square value of the data presented in this table is 7.723878 and  $P$  lies between .30 and .50. Hence there is no significant association between age and listening to radio. The null hypothesis is to be retained.

Table 6.5

Age and Access to Media - Television

Age	Never	Sometimes	Very often	N
28-37 years	50.00%	50.00%	0.00%	14
38-47 years	46.66	46.66	6.66	15
48-57 years	57.14	42.85	0.00	7
58-67 years	33.33	66.66	0.00	6
68 years and above	75.00	25.00	0.00	8
Total	52.00	46.00	2.00	50

$$\chi^2 = 23.67535$$

$$df = 8$$

$P$  is less than .01

Table 6.5 shows that television as a source of information has limited access among the rural audiences. Only 2.00 per cent of the respondents see television regularly. The percentage of respondents who never watch television is pretty high in almost all the age-groups and the highest

percentage (75.00) is recorded in the age-group of 68 years and above. However, the chi-square value of the data in this table is 23.67635 and P is less than .01. Hence it can be inferred that television as a medium of communication is significantly related to age. The null hypothesis is rejected.

Table 6.6

Age and Access to Media - Poster

Age	No	Yes	N
28-37 years	64.28%	35.71%	14
38-47 years	40.00	60.00	15
48-57 years	28.57	71.42	7
58-67 years	33.33	66.66	6
68 years and above	75.00	25.00	8
Total	50.00	50.00	50

$$\chi^2 = .5821005$$

$$df = 4$$

P lies between .95 and .98

The data contained in table 6.6 reveals that 50.00 per cent of the respondents have noticed posters displayed at different places. The highest percentage (71.42) of respondents who have seen posters belongs to the age group of 48-57 years followed by 66.66 per cent in the age-group of 58-67

years. The lowest percentage (25.00) is recorded in the age-group of 68 years and above. The chi-square value is .5821005 and P lies between .95 and .98. It indicates that there is no significant association between age as a social variable and access to this medium of communication. The null hypothesis is to be retained. However, while half of the respondents have noticed posters, only 14.00 per cent of them can understand the themes of the posters. The age-wise break-up as presented in table 6.7 shows that the highest percentage (42.85) of respondents who can follow the meanings of the messages communicated through posters belongs

Table 6.7

Age and Understanding of the Message Communicated through Media - Poster

Age	No	Yes	Inapplicable	N
28-37 years	28.57%	7.14%	64.28%	14
38-47 years	46.66	13.33	40.00	15
48-57 years	28.57	42.85	28.57	7
58-67 years	50.00	16.66	33.33	6
68 years and above	25.00	0.00	75.00	8
Total	36.00	14.00	50.00	50

$$x^2 = 17.70697$$

$$df = 8$$

P lies between .02 and .05

to the age group of 48-57 years. In the age group of 28-37 years, only 7.14 per cent are able to understand the themes of posters. The chi-square value of the data in this table is 17.70697 and  $P$  lies between .02 and .05. The null hypothesis is rejected.

Table 6.8

Age and Access to Media - Film

Age	No	Once	Twice	More than twice	N
28-37 years	57.14%	0.00%	14.28%	28.57%	14
38-47 years	46.66	13.33	6.66	33.33	15
48-57 years	28.57	14.28	28.57	28.57	7
58-67 years	50.00	0.00	33.33	16.66	6
68 years and above	75.00	0.00	0.00	25.00	8
Total	52.00	6.00	14.00	28.00	50

$$X^2 = 30.95361$$

$$df = 12$$

$P$  is less than .01

Table 6.8 shows that 48.00 per cent of the respondents have seen informative films either once or twice or more than twice. The highest percentage (71.43) of respondents who have seen this type of films is in the age-group of 48-57 years and the lowest percentage (25.00) is in the age-group of 68 years and above. There is no uniform pattern in the rise and

fall of percentage of respondents who have seen this type of films. The percentage of respondents who have never seen such films is pretty high in almost all the age groups. With the chi-square value of 30.95361, P is less than .01 in this table. It signifies that age as a social variable has got significant association with this medium of communication and the null hypothesis is discarded. Moreover, the percentage of respondents who have understood the themes of such films registers a further low trend. Table 6.9 shows that while

Table 6.9

Age and Understanding of the Message Communicated through  
Media - Film

Age	No	Yes	Inapplicable	N
28-37 years	14.28%	28.57%	57.14%	14
38-47 years	40.00	13.33	46.66	15
48-57 years	28.57	42.85	28.57	7
58-67 years	33.33	16.66	50.00	6
68 years and above	12.5	12.5	75.00	8
Total	26.00	22.00	52.00	50

$$X^2 = 19.14825$$

$$df = 8$$

P lies between .01 and .02

48.00 per cent of the respondents have seen films only 22.00

per cent can understand what is communicated through such films. Again the highest percentage (42.85) of respondents who can understand the themes of such films is found in the age-group of 48-57 years while the lowest percentage (12.5) is in the age group of 68 years and above. The chi-square value of the data contained in this table is 19.14825 and  $P$  lies between .01 and .02. The null hypothesis is again rejected.

Table 6.10

Age and Access to Media - Newspaper

Age	Never	Sometimes	Very often	N
28-37 years	92.85%	7.14%	0.00%	14
38-47 years	80.00	13.33	6.66	15
48-57 years	57.14	28.57	14.28	7
58-67 years	83.33	16.66	0.00	6
68 years and above	87.5	12.5	0.00	8
Total	82.00	14.00	4.00	50

$$\chi^2 = 49.16255$$

$$df = 8$$

$P$  is less than .01

The data contained in table 6.10 shows that the role of newspapers as a medium of communication is very insignificant among the rural masses. The percentage of respondents who

never read newspaper is as high as 82.00 per cent. Only 4.00 per cent of respondents read newspaper 'very often'. The age-wise break up shows that 14.28 per cent of the respondent belonging to the age-group of 48-57 years read newspaper 'very often' while 28.57 per cent of them read 'sometimes'. The habit of newspaper reading is lowest (7.14) in the youngest age group of 28-37 years. In this table also  $P$  is less than .01 with the chi-square value of 49.16255. Hence there is a significant association between age and access to this medium of communication. The null hypothesis is discarded.

#### Education and Communication Structures

In Lerner's model there was a close reciprocal relationship between literacy and mass media exposure. It is assumed that the higher the level of education the greater will be the access to different media of mass communication. The data presented in table 6.11 and 6.17 reiterate the fact that there is significant association between education and exposure to different media of mass communication.

Table 6.11 shows that there is no uniform trend in the rise and fall of percentage of respondents having access to radio with the rise in the level of education. It is found that while everyone of the literate respondents listens to

radio either 'sometimes' or 'very often', 40.00 per cent of the respondents having some primary level of education and

Table 6.11

Education and Access to Media - Radio

Education	Never	Sometimes	Very often	N
Illiterate	40.00%	44.00%	16.00%	25
Literate	0.00	60.00	40.00	5
Primary	40.00	60.00	0.00	5
High School	33.33	33.33	33.33	12
High School Completed	0.00	66.66	33.33	3
Total	32.00	46.00	22.00	50

$$\chi^2 = 15.58493$$

$$df = 8$$

P is less than .05

33.33 per cent of the respondents with some high school education do not have any access to radio. Again while 40.00 per cent of the literates listen to radio 'very often', there is none with primary level of education who listens to radio 'very often' and the corresponding percentage among the respondents with some high school education is 33.33. Among the illiterates 60.00 per cent of the respondents listen to radio either 'sometimes' or 'very often'. However,

the chi-square value of the data contained in the table is 15.58493 and P is less than .05. It indicates that there is significant association between education and access to radio as a medium of communication.

Table 6.12

Education and Access to Media - Television

Education	Never	Sometimes	Very often	N
Illiterate	72.00%	24.00%	4.00%	25
Literate	0.00	100.00	0.00	5
Primary	40.00	60.00	0.00	5
High School	50.00	50.00	0.00	12
High School Completed	0.00	100.00	0.00	3
Total	52.00	46.00	2.00	50

$$x^2 = 36.58058$$

$$df = 8$$

P is less than .01

The data contained in table 6.12 show that while everyone of the literates is to a certain extent exposed to television, among the respondents with some primary level of education, 40.00 per cent do not see television and in case of those having some high school education, the corresponding percentage is 50.00. Only 4.00 per cent of the total

respondents belonging to the category of illiterates see television 'very often'. However, in all 46.00 per cent of the respondents have access to television at least to some extent. The chi-square value of the data is 36.58058 and P is less than .01. This establishes a significant association between education as a social variable and access to television. The null hypothesis is discarded.

Table 6.13

Education and Access to Media - Poster

Education	No	Yes	N
Illiterate	56.00%	44.00%	25
Literate	0.00	100.00	5
Primary	60.00	40.00	5
High School	58.33	41.66	12
High School Completed	33.33	66.66	3
Total	50.00	50.00	50

$$X^2 = 14.07704$$

$$df = 4$$

P is less than .01

Table 6.13 shows that the highest percentage (100.00) of respondents who have noticed posters is among the literates. The percentage falls sharply to 44.00 in case of respondents having some primary level of education and 41.66

among respondents with some high school education. However, among those who have completed their high school education 66.66 per cent have replied in the affirmative. The chi-square value of the data is 14.07704 and P is less than .01. Therefore, there is a significant association between education and access to poster as a medium of communication. However, although the percentage of respondents who have

Table 6.14

Education and Understanding of the Message Communicated through Media - Poster

Education	No	Yes	Inapplicable	N
Illiterate	40.00%	4.00%	56.00%	25
Literate	80.00	20.00	0.00	5
Primary	40.00	0.00	60.00	5
High School	16.66	25.00	58.33	12
High School Completed	0.00	66.66	33.33	3
Total	36.00	14.00	50.00	50

$$X^2 = 31.02282$$

$$df = 8$$

P is less than .01

noticed posters is to some extent appreciable in almost all the educational groups the percentage of those who can comprehend the themes of posters is very low. Nevertheless,

a steady increase in the percentage of respondents understanding the messages communicated through posters is discernible with the rise in the level of education. While among the literates 20.00 per cent are able to understand the themes of posters, among those with some high school education and those who have completed their high school education, the corresponding percentages are 25.00 and 66.66 respectively. Here again  $P$  is less than .01 with chi-square value of 31.02282. Hence the null hypothesis is discarded.

Table 6.15

Education and Access to Media - Film

Education	No	Once	Twice	More than twice	N
Illiterate	72.00%	4.00%	12.00%	12.00%	50
Literate	0.00	0.00	40.00	60.00	5
Primary	40.00	0.00	20.00	40.00	5
High School	50.00	0.00	8.33	41.66	12
High School Completed	0.00	66.66	0.00	33.33	3
Total	52.00	6.00	14.00	28.00	50

$$\chi^2 = 29.29273$$

$$df = 12$$

$P$  is less than .01

The data contained in table 6.15 show that among the illiterates the percentage of respondents who have never seen informative films is as high as 72.00. However, there is no uniform trend in the rise and fall of percentage with the rise in the level of education. While among the literates 100.00 per cent of the respondents have seen such films, the corresponding percentage in case of respondents with primary level of education is 60.00 and it registers a further fall (49.99) in case of respondents with some high school education. The chi-square value of the data is 29.29273 and P is less than .01. Hence a significant association is established between education as a social variable and access to this medium of communication. In case of understanding of the themes of films, the data contained in

Table 6.16

Education and Understanding of the Message Communicated through Media - Film

Education	No	Yes	Inapplicable	N
Illiterate	16.00%	12.00%	72.00%	25
Literate	40.00	60.00	0.00	5
Primary	60.00	0.00	40.00	5
High School	33.33	16.66	50.00	12
High School Completed	0.00	100.00	0.00	3
Total	26.00	22.00	52.00	50

$$\chi^2 = 31.34019$$

$$df = 8$$

P is less than .01

table 6.16 reflect a rather dismal picture. Among the literates, 60.00 per cent of the respondents replied that they were able to grasp the messages communicated through such films. The percentage came down to zero in case of those with primary level of education and 16.66 among the respondents with some high school education. However the chi-square value of the data is 31.34019 and P is less than .01. Hence the null hypothesis is rejected.

Table 5.17

Education and Access to Media - Newspaper

Education	Never	Sometimes	Very often	N
Illiterate	100.00%	0.00%	0.00%	25
Literate	60.00	40.00	0.00	5
Primary	100.00	0.00	0.00	5
High School	58.33	41.66	0.00	12
High School Completed	33.33	0.00	66.66	3
Total	82.00	14.00	4.00	50

$$\chi^2 = 43.45328$$

$$df = 8$$

P is less than .01

The data presented in table 6.17 reveals that access to printed media increases along with the rise in the level of education although the role of newspapers as a medium of communication seems to be very insignificant among the respondents. The table shows that 40.00 per cent of the 'literate' and 41.66 per cent of the respondents having some high school education read newspapers 'sometimes'. Among the respondents who have completed their high school education, 66.66 per cent read newspapers 'very often'. Interestingly the respondents having primary level of education do not have any access to newspapers. With the chi-square value of 43.45328,  $P$  is less than .01. Therefore, a significant relationship is established between education and access to newspaper as a medium of communication. The null hypothesis is discarded.

#### Ethno-linguistic Communities and Communication Structures

It is hypothesized that communities as a social variable are directly related to different communication structures. People belonging to Bengalee Community are more exposed to different media and have greater ability of comprehension than people in other communities. The data obtained are summarized in tables 6.18 to 6.24. However, it is found during survey that the low-caste Bengalees and the Rajbansis are the two major communities in the mouza

under survey. Nevertheless, apart from these two communities, there are people belonging to other communities as well like Santhal, Bihari and Bengalee (Muslim).

Table 6.18

Ethno-linguistic Communities and Access to Media - Radio

Communities	Never	Sometimes	Very often	N
Bengalee (Hindu)	20.00%	50.00%	30.00%	30
Rajbansi	42.85	42.85	14.28	14
Santhal	75.00	25.00	0.00	4
Bihari	100.00	0.00	0.00	1
Bengalee (Muslim)	0.00	100.00	0.00	1
Total	32.00	46.00	22.00	50

$$\chi^2 = 8.146258$$

$$df = 8$$

P lies between .30 and .50

Table 6.18 reveals that the respondents belonging to Bengalee (Hindu) community have greater access to radio in comparison to other communities. 80.00 per cent of the respondents in Bengalee (Hindu) community listen to radio either 'sometimes' or 'very often'. The percentage is much low (57.13) among the respondents belonging to Rajbansi community. The penetration of radio as a medium of communication is meagre among the Santhals. However, the chi-square

value of the data presented in the table is 8.146258 and  $P$  lies between .30 and .50. This shows that there is no significant association between communities as a social variable and listening to radio. The null hypothesis is to be retained.

Table 6.19

Ethno-linguistic Communities and Access to Media - Television

Communities	Never	Sometimes	Very often	N
Bengalee (Hindu)	36.66%	60.00%	3.33%	30
Rajbansi	78.57	21.42	0.00	14
Santhal	100.00	0.00	0.00	4
Bihari	0.00	100.00	0.00	1
Bengalee (Muslim)	0.00	100.00	0.00	1
Total	52.00	46.00	2.00	50

$$\chi^2 = 7.455235$$

$$df = 8$$

$P$  lies between .30 and .50

The data presented in table 6.19 reinforces the same proposition. The percentage (78.57) of Rajbansi respondents who have never seen television is more than double of the percentage (36.66) of respondents belonging to Bengalee (Hindu) community. But while 60.00 per cent of the Bengalee

(Hindu) respondents and 21.42 per cent of the Rajbansi respondents have seen television 'sometimes', among the Santhals, the respondents interviewed do not have any access to television altogether. Nevertheless, the chi-square value of the data is 7.455235 and  $P$  lies between .30 and .50. Therefore, no significant relationship can be established between communities and access to television as a medium of communication.

Table 6.20

Ethno-linguistic Communities and Access to Media - Poster

Communities	No	Yes	N
Bengalee (Hindu)	30.00%	70.00%	30
Rajbansi	78.57	21.42	14
Santhal	75.00	25.00	4
Bihari	100.00	0.00	1
Bengalee (Muslim)	100.00	0.00	1
Total	50.00	50.00	50

$$x^2 = 3.820116$$

$$df = 4$$

$P$  lies between .30 and .50

Table 6.20 indicates that 70.00 per cent of the Bengalee (Hindu) respondents have noticed posters carrying agricultural information in and around their locality followed by 25.00 per cent of the Santhal respondents. Among the Rajbansis, the percentage of respondents who have never noticed

posters is as high as 78.57 per cent. The chi-square value of the data is 3.820116 and  $P$  lies between .30 and .50. It reveals that there is no significant association between communities as a social variable and access to poster. The null hypothesis is retained. But with regard to the understanding of the themes of such posters only 14.00 per cent

Table 6.21

Ethno-linguistic Communities and Understanding of the Message Communicated through Media - Poster

Communities	No	Yes	Inapplicable	N
Bengalee (Hindu)	46.66%	23.33%	30.00%	30
Rajbansi	21.42	0.00	78.57	14
Santhal	25.00	0.00	75.00	4
Bihari	0.00	0.00	100.00	1
Bengalee (Muslim)	0.00	0.00	100.00	1
Total	36.00	14.00	50.00	50

$$\chi^2 = 35.31852$$

$$df = 8$$

$P$  is less than .01

of the total respondents replied in the affirmative and all of them belong to the Bengalee (Hindu) community. Respondents of other communities do not have the ability to comprehend the meanings underlying the pictures of the posters. With the chi-square value of 35.31852  $P$  is less

than .01. Therefore, a significant association is established between communities and understanding of the messages communicated through this particular medium of communication. The null hypothesis is rejected.

Table 6.22

Ethno-linguistic Communities Access to Meida - Film

Communities	No	Once	Twice	More than twice	N
Bengalee (Hindu)	40.00%	10.00%	16.66%	33.33%	30
Rajbansi	64.28	0.00	14.28	21.42	14
Santhal	100.00	0.00	0.00	0.00	4
Bihari	100.00	0.00	0.00	0.00	1
Bengalee (Muslim)	0.00	0.00	0.00	100.00	1
Total	52.00	6.00	14.00	28.00	50

$$\chi^2 = 17.70045$$

$$df = 12$$

P lies between .10 and .20.

The data presented in table 6.22 reveal that the percentage (60.00) of respondents belonging to Bengalee (Hindu) community who have seen informative films is much higher than the percentage (35.72) of respondents belonging to Rajbansi community. The Santhals do not have any information about the screening of such films. The chi-square value of the

data contained in the table is 17.70045 and  $P$  lies between .10 and .20. Hence the null hypothesis is to be retained. However regarding the understanding of the themes of such films Bengalee (Hindu) respondents are well ahead of the

Table 6.23

Ethno-linguistic Communities and Understanding of the  
Message Communicated through Media - Film

Communities	No	Yes	Inapplicable	N
Bengalee (Hindu)	30.00%	30.00%	40.00%	30
Rajbansi	21.42	14.28	64.28	14
Santhal	0.00	0.00	100.00	4
Bihari	0.00	0.00	100.00	1
Bengalee (Muslim)	100.00	0.00	0.00	1
Total	26.00	22.00	52.00	50

$$x^2 = 19.04003$$

$$df = 8$$

$P$  lies between .01 and .02

respondents belonging to other communities. While 30.00 per cent of the Bengalee (Hindu) respondents are able to comprehend the messages communicated through such films, among the Rajbansi respondents the percentage is only 14.28. The chi-square value of the data contained in the table is 19.04003 and  $P$  is less than .01. It shows that communities as a social variable have got significant association with

understanding of the themes of films as a medium of communication. The null hypothesis is rejected.

Table 6.24

Ethno-linguistic Communities and Access to Media - Newspaper

Communities	Never	Sometimes	Very often	N
Bengalee (Hindu)	76.66%	16.66%	6.66%	30
Rajbansi	85.71	14.28	0.00	14
Santhal	100.00	0.00	0.00	4
Bihari	100.00	0.00	0.00	1
Bengalee (Muslim)	100.00	0.00	0.00	1
Total	82.00	14.00	4.00	50

$$\chi^2 = 33.73738$$

$$df = 8$$

P is less than .01

Table 6.24 shows that the access of the respondents to printed media is very low in all the communities. 16.66 per cent of the respondents belonging to Bengalee (Hindu) community and 14.28 per cent of those belonging to Rajbansi community read newspapers 'sometimes'. Only 6.66 per cent of respondents belonging to Bengalee (Hindu) community replied that they read newspapers 'very often'. For the respondents belonging to other communities newspaper as a medium of communication do not play any role at all. With the

chi-square value of 33.73738, P is less than .01. This indicates that there is a significant association between communities and access to newspaper as a medium of communication. The null hypothesis is discarded.

### Caste and Communication Structures

The explanatory hypothesis adopted here states that people belonging to general castes have greater access to and understanding of the messages communicated through different media than people belonging to scheduled castes and scheduled tribes. The mouza under survey is mostly inhabited by people belonging to scheduled castes. The scheduled tribes and people from other castes are representing a minute fraction of the total population, with regard to the working of different communication structures, the access and exposure of the scheduled tribe population to different communication media is minimum and marginal. The data are presented in tables 6.25 and 5.31. It is found that with the exceptions of access to posters and films, caste as a variable, has failed to establish any significant association in other cases.

Table 6.25Caste and Access to Media - Radio

Caste	Never	Something	Very often	N
General	50.00%	25.00%	25.00%	4
S.C <sup>*</sup>	26.19	50.00	23.8	42
S.T <sup>**</sup>	75.00	25.00	0.00	4
Total	32.00	46.00	22.00	50

\* Scheduled Castes      \*\* Scheduled Tribes

$$\chi^2 = 5.031144$$

$$df = 4$$

P lies between .20 and .30

The data contained in table 6.25 show that 50.00 per cent of the respondents belonging to general castes and 26.19 per cent of the respondents belonging to scheduled castes never listen to radio that broadcasts regular programmes on agriculture and related matters. However, 25.00 per cent of the general caste respondents and 23.8 per cent of the scheduled caste respondents listen to radio 'very often'. The chi-square value of the data is 5.031144 and P lies between .20 and .30. This signifies that there is no significant association between caste as a social variable and access to radio. The null hypothesis is retained.

The data presented in table 6.26 indicate that the respondents belonging to scheduled castes are less in the

Table 6.26

Caste and Access to Media - Television

Caste	Never	Sometimes	Very often	N
General	25.00%	75.00%	0.00%	4
S.C	50.00	47.61	2.38	42
S.T	100.00	0.00	0.00	4
<u>Total</u>	<u>52.00</u>	<u>46.00</u>	<u>2.00</u>	<u>50</u>

$$\chi^2 = 5.151099$$

$$df = 4$$

P lies between .20 and .30

habit of seeing television than listening to radio. 50.00 per cent of the respondents in this category replied that they have never seen television. However 2.38 per cent of the scheduled caste respondents see television 'very often'. Among the general castes 75.00 per cent of the respondents see television 'sometimes!'. With the chi-square value of 5.151099. P lies between .20 and .30. Therefore, there is no significant relationship between caste and television -viewing. The null hypothesis is to be retained.

Table 5.27 shows that respondents belonging to scheduled castes are more exposed to pictorial media like posters than the respondents of other castes. While 54.76 per cent of the scheduled caste respondents have noticed posters carrying agricultural information at different places, the percentages of such respondents from general castes and

Table 6.27Caste and Access to Media - Poster

Caste	No	Yes	N
General	75.00%	25.00%	4
S.C.	45.23	54.76	42
S.T.	75.00	25.00	4
Total	50.00	50.00	50

$$\chi^2 = 32.47244$$

$$df = 2$$

P is less than .01

scheduled tribes are 25.00 per cent in both the cases. However, the chi-square value of the data is 32.47244 and P is less than .01. Therefore, caste as a social variable has got significant association with access to this medium of communication. The null hypothesis is rejected. But with regard to the understanding of the themes of such posters displayed at different places as shown in table 6.28, the majority of the scheduled caste respondents (40.47) replied in the negative. Only 14.28 per cent of the respondents have the ability to comprehend the messages communicated through such posters. Among the general caste respondents, the corresponding percentage is 25.00, while among the scheduled tribe respondents, no one is found able to go

Table 6.28Caste and Understanding of the Message Communicated through Media - Poster

Caste	No	Yes	Inapplicable	N
General	0.00%	25.00%	75.00%	4
S.C	40.47	14.28	45.23	42
S.T	25.00	0.00	75.00	4
Total	36.00	14.00	50.00	50

$$\chi^2 = 4.6793$$

$$df = 4$$

P lies between .30 and .50

through the meanings of posters. With the chi-square value of 4.6793, P lies between .30 and .50. Hence there is no significant association between caste and understanding of the messages communicated through this medium. The null hypothesis is retained.

Table 6.29Caste and Access to Media - Film

Caste	No	Once	Twice	More than twice	N
General	50.00%	0.00%	0.00%	50.00%	4
S.C	47.61	7.14	16.56	28.57	42
S.T	100.00	0.00	0.00	0.00	4
Total	52.00	6.00	14.00	28.00	50

$$\chi^2 = 65.21878$$

$$df = 6$$

P is less than .01

The data presented in table 6.29 reveal that while 50.00 of the general caste respondents have seen informative films more than twice, 52.39 per cent of the scheduled caste respondents have seen such films once or twice or more than twice. The respondents belonging to scheduled tribe population do not have any knowledge about the screening of such films. The chi-square value of the data is 65.21878 and P is less than .01. It indicates that caste as a social variable is significantly associated with the access to this medium of communication. Therefore the null hypothesis is rejected. However while the percentage of respondents who

Table 6.30

Caste and Understanding of the Message Communicated  
through Media - Film

Caste	No	Yes	Inapplicable	N
General	25.00%	25.00%	50.00%	4
S.C	28.57	23.8	47.61	42
S.T	0.00	0.00	100.00	4
Total	26.00	22.00	52.00	50

$$\chi^2 = 4.037629$$

$$df = 4$$

P lies between .30 and .50

have seen informative films is quite promising among both general castes and scheduled castes, the percentage of respondents who have the ability of comprehend the themes of such films is remarkably low. As shown in table 6.30, only 25.00 per cent of the general caste respondents and 23.8 per cent of the scheduled caste respondents replied that they could understand the themes of such films. The chi-square value of the data contained in this table is 4.037629 and P lies between .30 and .50. Therefore the null hypothesis is retained.

Table 6.31

Caste and Access to Media - Newspaper

Caste	Never	Sometimes	Very often	N
General	75.00%	25.00%	0.00%	4
S.C	80.95	14.28	4.76	42
S.T	100.00	0.00	0.00	4
Total	82.00	14.00	4.00	50

$$\chi^2 = 1.476688$$

$$df = 4$$

P lies between .80 and .90

The data contained in table 6.31 indicate that newspapers have limited access to respondents belonging to both the general castes and the scheduled castes. Of the total respondents 75.00 per cent from the general castes and 80.95 per cent of the scheduled caste respondents do not read newspapers at all. However, 4.76 per cent of the scheduled caste respondents replied that they read newspaper 'very often'. The printed media do not play any role among the scheduled tribe respondents with the chi-square value of 1.476688  $P$  lies between .80 and .90. It shows that there is no significant correlation between caste and access to this medium of communication. The null hypothesis is to be retained.

#### E. Programme Campaigns

The Department of Agriculture just like the Department of Health and Family Welfare has initiated over the years a number of programmes for introducing improved agricultural practices for which intensive programme campaigning through different media of communication including interpersonal communication is necessary and vital. The introduction of a new programme in the field of agricultural operation involving the use of new technology and changed method of cultivation requires a change in the attitudes and behaviour of the farmers for which effective programme campaigning is

indispensable. The growing exposure of the farmers to different media of mass communication is, no doubt, crucial in disseminating information about new technologies and practices in agriculture, but what is more important is to decide on the use of the right media at the right time for accomplishing the desired objective. The Department of Agriculture has put to use different media of mass communication as well as interpersonal communication, especially by way of providing extension services to the farmers. With a view to examining the relative importance of these media in programme campaigning among the farmers, a number of questions on specific programmes have been inserted in the interview schedule and attempt has been made to test the relationship between the socio-economic variables and attributes of the respondents on the one hand and the knowledge and sources of knowledge about the programmes on the other.

#### Age and Programme Campaign

It is hypothesized that variation in age is directly related to knowledge about the programmes. People in younger age-groups are more aware of the programmes than people in older age-groups. Nevertheless, the data obtained reveal that the percentages of respondents having knowledge of the programmes are quite high in almost all the age-groups. The highest percentage (100.00) recorded in case of programme(1)

is in the age-group of 58-67 years followed by 93.33 per cent in the age-group of 38-47 years.

Table 6.32

Age and Knowledge of the Programme (1)

Age	No	Yes	N
28-37 years	28.57%	71.42%	14
38-47 years	6.66	93.33	15
48-57 years	28.57	71.42	7
58-67 years	0.00	100.00	6
68 years and above	50.00	50.00	8
Total	22.00	78.00	50

$$X^2 = 18.06533$$

$$df = 4$$

P is less than .01

In the case of programme (2), the highest percentage (100.00) of respondents having knowledge of the programme is in the age-group of 38-47 years. Although there is no uniform trend in the rise and fall of percentage of respondents in different age-groups, yet, on the basis of the data presented in tables 6.32 and 6.33, it may be safely stated that with regard to knowledge about both of the programmes, the respondents belonging to the age-group of 38-47 years have scored better than those belonging to other age-groups. The chi

Table 6.33Age and Knowledge of the Programme (2)

Age	No	Yes	N
28-37 years	28.57%	71.42%	14
38-47 years	0.00	100.00	15
48-57 years	28.57	71.42	7
58-67 years	33.33	66.66	6
68 years and above	25.00	75.00	8
Total	20.00	80.00	50

$$\chi^2 = 19.63669$$

$$df = 4$$

P is less than .01

-square values of the data contained in two tables are 18.06533 and 19.63669 respectively and P is less than .01 in both the cases. This states that there is a significant association between age and knowledge of the programmes. Regarding the sources of knowledge of the programmes, it has been found that the respondents have received information from both the mass media and the interpersonal channels of communication. However, among the mass media, radio and television are the principal and in most cases, the only media of mass communication among the farmers and the role of other media like posters and films is utterly negligible. However, the role of interpersonal communication in disseminating information about the programmes is more decisive

among the respondents than the electronic media. The percentage of respondents receiving information from interpersonal channels of communication, particularly from friends and neighbours and extension workers, is very high in all the age-groups. However, a significant number of respondents have received information from more than one source. In an overall assessment, friends and neighbours as a channel of interpersonal communication stands out as the principal and most effective source of getting information about the programmes. In the scale of relative effectiveness of the media, the role of Krishi Prajukti Sahayak (KPS) stands second and only after this comes the influence of radio and television. In the village democracy, the role of panchayat members is crucial and highly significant since they are supposed to act as intermediaries bridging the gulf between government and the people by way of carrying messages of development to the people and persuading them to follow a course of action conducive to their welfare and wellbeing. However, the present study depicts a rather unsuccessful story about the performance of the panchayat members as source of information to the farmers. Table 6.34 shows that in case of programme (1), the percentage of respondents who have received information from radio is highest (42.85) in the age-group of 48-57 years. Mass media do not have any influence among the respondents belonging to the oldest age-groups (68 years and above). Only 16.66 per cent of

Table 6.34

Age and Sources of Knowledge of the Programme (1)

Age	Communication through media			Interpersonal Communication			Respondents received information from more than one source	N
	Radio or TV	Poster Pamphlet	Film	Friends & neighbours	PM*	KPS**		
28-37 years	28.57%	0.00%		50.00%	14.28%	14.28%	35.71%	14
38-47 years	6.66	0.00		53.33	13.33	46.66	20.00	15
48-57 years	42.85	0.00		42.85	14.28	42.85	42.85	7
58-67 years	33.33	16.66		50.00	16.66	33.33	33.33	6
68 years and above	0.00	0.00		25.00	12.5	12.5	0.00	8
Total	20.00	2.00		46.00	14.00	30.00	26.00	50

\* Panchayat Member, \*\* Krishi Projukti Sahayak. the respondents in the age-group of 58-67 years received information from posters. However the role of interpersonal communication among the farmers is highly impressive. The percentage of respondents who have received information from friends and neighbours is more than 50.00 per cent in the age groups of 28-37 years, 38-47 years and 58-67 years. The highest percentage of (46.66) respondents who have received information from KPS is recorded in the age-group of 38-47 years. Nevertheless,

the respondents of all the age-groups except the age-group of 68 years and above have received information from more than one source and the percentages vary between 20.00 per cent in the age-group of 38-47 years and 42.85 per cent in the age-group of 48-57 years. This shows that there is no uniformity in the rise and fall of percentage of respondents receiving information from more than one source.

Table 6.35

Age and Sources of Knowledge of the Programme (2)

Age	Communication through media			Interpersonal Communication			Respondents received information from more than one source	N
	Radio or TV	Poster Pamphlet	Film	Friends & neighbours	PM	KPS		
28-37 years	14.28%	0.00%		50.00%	7.14%	28.57%	21.42%	14
38-47 years	40.00	0.00		60.00	20.00	66.66	53.33	15
48-57 years	42.85	14.28		57.14	28.57	42.85	42.85	7
58-67 years	16.66	0.00		16.66	0.00	50.00	16.66	6
68 years and above	12.5	0.00		62.5	25.00	0.00	12.5	8
Total	26.00	2.00		52.00	16.00	40.00	32.00	50

Table 6.35 indicates that in case of programme (2) also, interpersonal and face-to-face communication have been proved

more effective than the mass media. More than 50.00 per cent of the respondents in all the age-groups except the age-group of 58-67 years have received information from friends and neighbours. The role of KPS is also commendable. In all 40.00 per cent of the respondents have received information from this source. However, among the respondents in the age-group of 68 years and above, KPS has failed to make any pervasion. Only 16.00 per cent of the total respondents have received information about the programmes from panchayat members. The influence of radio and television is also uneven and unsatisfactory in most of the age-groups except the age-groups of 38-47 years and 48-57 years.

#### Education and Programme Campaign

An analysis of data on the basis of education reveals that there is a positive correlation between the level of education and the knowledge about the programmes of the respondents, although an uneven rise and fall of percentage is discernible along with the rise in the level of education of the respondents. In case of programme (1) as revealed in table 6.36, among the illiterates the percentage of respondents having knowledge of the programme is 72.00 per cent. The percentage has risen to 80.00 per cent among the literates and then there is a sudden fall in the percentage (60.00) among those with primary level of education. However, 91.66 per cent of the respondents who have some high school

Table 6.36Education and Knowledge of the Programme (1)

Education	No	Yes	N
Illiterate	28.00%	72.00%	25
Literate	20.00	80.00	5
Primary	40.00	60.00	5
High School	8.33	91.66	12
High School Completed	0.00	100.00	3
Total	22.00	78.00	50

$$\chi^2 = 27.58665$$

$$df = 4$$

P is less than .01

education replied that they had knowledge about the programme.

Table 6.37Education and the Knowledge of the Programme (2)

Education	No	Yes	N
Illiterate	28.00%	72.00%	25
Literate	0.00	100.00	5
Primary	20.00	80.00	5
High School	16.66	83.33	12
High School Completed	0.00	100.00	3
Total	20.00	80.00	50

$$\chi^2 = 28.37244$$

$$df = 4$$

P is less than .01

Table 6.37 indicates that in case of programme (2), 100.00 per cent of the literate respondents have knowledge of the programme, while the corresponding percentages among those with primary level of education and those having some high school education are 80.00 per cent and 83.33 per cent respectively. The chi-square values of the data in two tables are 27.58665 and 28.37244 respectively, and P is less than .01 in both the cases. Therefore, it may be safely inferred that education as a social variable has got significant association with the knowledge of the programmes.

With regard to the sources of knowledge of the programmes, Table 6.38 shows that in case of programme (1), the highest percentage (40.00) of respondents who have received information from the electronic media particularly from radio is among the literates. Mass media did not make any headway among those with primary level of education. However, radio and television served as one of the sources of information for 33.33 per cent of respondents from those with some high school education and those who have completed their high school education. Posters have been proved as a less effective medium of communication since only 20.00 per cent of the literate respondents have received information from this

Table 6.38

Education and Sources of Knowledge of the Programme (1)

Educa- tion	Communication through media			Interpersonal Communication			Respondents received information from more than one source	N
	Radio or TV	Post- er Pamp- hlet	Film	Frie- nds & neig- hbour	PM	KPS		
Illit- erate	12.00%	0.00%		48.00%	16.00%	16.00%	12.00%	25
Lite- rate	40.00	20.00		20.00	40.00	60.00	80.00	5
Pri- mary	0.00	0.00		60.00	0.00	20.00	20.00	5
High School	33.33	0.00		58.33	8.33	33.33	33.33	12
High School Compl- eted	33.33	0.00		0.00	0.00	100.00	33.33	3
Total	20.00	2.00		46.00	14.00	30.00	26.00	50

source. However, the influence of interpersonal communication is quite distinct among all the educational groups. The role of friends and neighbours is more decisive among the respondents with primary level of education and with some high school education and less distinct among the literate respondents. While the influence of friends and neighbours as a medium of face-to face communication is totally absent in case of respondents who have completed their high school education, the role of KPS assumes

significance among them. 100.00 per cent of the respondents belonging to this category have received information from this source followed by 60.00 per cent of the respondents in the literate group. 80.00 per cent of the literate respondents have received information from more than one source.

Table 6.39

Education and Knowledge of the Programme (2)

Educa- tion	Communication through media			Interpersonal Communication			Respondents received information from more than one source	N
	Radio or TV	Post- er Pamp- hlet	Film	Frie- nds & neig- hbours	PM	KPS		
Illit- erate	12.00%	0.00%		44.00%	8.00%	32.00%	16.00%	25
Lite- rate	40.00	0.00		60.00	40.00	60.00	60.00	5
Pri- mary	40.00	0.00		80.00	20.00	40.00	40.00	5
High School	33.33	8.33		50.00	16.66	33.33	33.33	12
High School Compl- eted	66.00	0.00		66.66	33.33	100.00	100.00	3
Total	26.00	2.00		52.00	16.00	40.00	32.00	50

In case of programme (2), as revealed in table 6.39, the influence of radio or television as sources of knowledge about the programme is more or less commendable. The highest percentage

(66.66) of respondents who have received information from this source is among those who have completed their high school education and the lowest (12.00) is among the illiterates. More than 50.00 per cent of the respondents in all the educational groups except the 'illiterates' have received information from friends and neighbours. As in case of programme(1), in case of programme(2) also the role of KPS is remarkable among the literates and those who have completed their high school education. 40.00 percent of the literate respondents and 33.33 per cent of those who have completed their high school education have received information about the programme from panchayat members. It is clear from the data presented in table 6.38 and 6.39, that the role of interpersonal communication is more distinct and decisive among all the educational groups than the mass media and that among the mass media radio and television are the only avenue that have made inroads among the villagers. Posters have played a meagre role in disseminating information among the farmers and films do not have any impact on the rural audience.

#### Ethno-linguistic Communities and Programme Campaign

It is inferred that communities as a social variable are directly related to the knowledge about the programmes. The analysis of data presented in tables 6.40 and 6.41

reveal that the respondents belonging to the Bengali (Hindu) community are in advance in having knowledge of the programmes in comparison to the respondents belonging to the Rajbansi Community. In case of programme(1), as revealed in

Table 6.40

Community and Knowledge of the Programme(1)

Communities	No	Yes	N
Bengalee (hindu)	13.33%	86.66%	30
Rajbansi	21.42	78.57	14
Santhal	100.00	0.00	4
Bihari	0.00	100.00	1
Bengalee (Muslim)	0.00	100.00	1
Total	22.00	78.00	50

$$\chi^2 = 9.635417$$

$$df = 4$$

P is less than .05

Table 6.40, 86.66 per cent of the Bengali (Hindu) respondents and 78.57 per cent of the Rajbansi respondents have knowledge of the programme. Respondents belonging to the Santhal community are totally ignorant of the programme. The chi-square value of the data contained in this table is 9.635417 and P is less than .05. This establishes a significant association between communities as a social variable and

knowledge of the programme. The null hypothesis is rejected.

Table 6.41

Community and Knowledge of the Programme (2)

Communities	No	Yes	N
Bengalee (Hindu)	6.66%	93.33%	30
Rajbansi	42.85	57.14	
Santhal	50.00	50.00	
Bihari	0.00	100.00	1
Bengalee (Muslim)	0.00	100.00	1
Total	20.00	80.00	50

$$\chi^2 = 15.70911$$

$$df = 4$$

P is less than .01

Table 6.41 indicates that in case of programme (2), 93.33 per cent of the Bengalee (Hindu) respondents are aware of the programme as against 57.14 per cent of the Rajbansi respondents. However, 50.00 per cent of the Santhal respondents replied that they had information about the programme. With the chi-square value of 15.70911, P is less than .01. Hence the null hypothesis is again discarded.

With regard to sources of knowledge of the programmes, interpersonal communication has been proved to be more

Table 5.42

Ethno-linguistic Communities and Sources of Knowledge of the Programme (1)

Communities	Communication through media			Interpersonal Communication			Respondents received information from more than one source	N
	Radio or TV	Poster Pamphlet	Film	Friends & neighbours	PM	KPS		
Bengalee (Hindu)	20.00%	3.33%		40.00%	20.00%	46.66%	30.00%	30
Rajbansi	21.42	0.00		64.28	7.14	7.14	21.42	14
Santhal	0.00	0.00		0.00	0.00	0.00	0.00	4
Bihari	100.00	0.00		100.00	0.00	0.00	100.00	1
Bengalee (Muslim)	0.00	0.00		100.00	0.00	0.00	0.00	1
Total	20.00	2.00		46.00	14.00	30.00	26.00	50

effective in the dissemination of information than the mass media. In case of programme (1) as shown in table 6.42, the role of extension worker (KPS) or panchayat member is mostly restricted to respondents belonging to the Bengalee (Hindu) community. 20.00 per cent of the respondents belonging to this community have received information from panchayat member and 46.56 per cent

from extension worker. On the contrary panchayat member and extension worker have been the sources of information to only 7.14 per cent of the respondents belonging to Rajbansi community, 64.28 per cent of the respondents from this community have received information about the programme from friends and neighbours. The electronic media like radio and television did

Table 6.43

Ethno-linguistic Communities and Sources of Knowledge of the Programme (2)

Communities	Communication through media			Interpersonal Communication			Respondents received information from more than one source	N
	Radio or TV	Poster Pamphlet	Film	Friends & neighbours	PM	KPS		
Bengalee (Hindu)	36.66%	3.33%		50.00%	26.66%	63.33%	46.56%	30
Rajbansi	14.28	0.00		57.14	0.00	0.00	14.28	14
Santhal	0.00	0.00		50.00	0.00	0.00	0.00	4
Bihari	0.00	0.00		0.00	0.00	100.00	0.00	1
Bengalee (Muslim)	0.00	0.00		100.00	0.00	0.00	0.00	1
Total	26.00	2.00		52.00	16.00	40.00	32.00	50

not play any commendable role among these two major communities and the influence of posters is negligible. Only 3.33 per cent of the Bengalee (Hindu) respondents replied that they received information from posters. The number of Bihari and Bengalee (Muslim) respondents is too small to make any inference.

In case of programme (2) table 6.43 reveals that 57.14 per cent of the Rajbansi respondents and 50.00 per cent of the Santhal respondents have received information about the programme from friends and neighbours. The role of extension worker is most effective among the Bengalee (Hindu) respondents. 63.33 per cent of respondents from this community received information from this source. Among the mass media, radio and television have served as a source of information to 36.66 per cent of the Bengalee (Hindu) respondents and 14.28 per cent of the Rajbansi respondents. However, 46.66 per cent of the respondents belonging to Bengalee (Hindu) community have received information from more than one source.

#### Caste and Programme Campaign

It is hypothesized that caste as a social variable is directly related to the knowledge about the programmes. People belonging to general castes are more aware of the

agricultural programmes for improvement than people belonging to scheduled castes and scheduled tribes. The data presented in table 6.44 and 6.45 indicate that there is significant association between caste and knowledge of the respondents about the programmes. Nevertheless, high percentages of respondents from both the general castes and the scheduled castes have knowledge about the programmes. Table 6.44 shows

Table 6.44

Caste and Knowledge of the Programme (1)

Caste	No	Yes	N
General	25.00%	75.00%	4
S.C	14.28	85.71	42
S.T	100.00	0.00	4
Total	22.00	78.00	50

$$\chi^2 = 33.20463$$

$$df = 2$$

P is less than .01

that in case of programme (1) the percentage (85.71) of scheduled caste respondents who have necessary information about the programme is higher by 10.71 per cent than the percentage (75.00) of general caste respondents. While in case of programme (2) as shown in the table 6.45, the percentage (100.00) of general caste respondents is higher by about 19.00

per cent than the percentage (80.95) of scheduled caste respondents. Only in case of programme(2) 50.00 per cent of the scheduled tribe respondents replied that they had knowledge about the programme. The chi-square value of the data contained in this two tables are 33.20463 and 33.91813

Table 6.45

Caste and Knowledge of the Programme (2)

Caste	No	Yes	N
General	0.00%	100.00%	4
S.C	19.04	80.95	42
S.T	50.00	50.00	4
Total	20.00	80.00	50

$$\chi^2 = 33.91813$$

$$df = 2$$

P is less than .01

respectively and P is less than .01 in both the cases. Therefore, there is significant association between caste and knowledge about the programmes of the respondents. The null hypotheses are rejected in both cases.

The data presented in table 6.46 show that with regard to sources of knowledge in case of programme(1), radio and television have been found as one of the major sources of getting information along with friends and neighbours. 50.00

per cent of the respondents belonging to general castes have received information from radio or television. Among the

Table 6.46

Caste and Sources of Knowledge of the Programme (1)

Caste	Communication through media			Interpersonal Communication			Respondents received information from more than one source	N
	Radio or TV	Poster Pamphlet	Film	Friends & neighbours	PM	KPS		
General	50.00%	0.00%		50.00%	25.00%	25.00%	50.00%	4
S.C	19.04	2.38		50.00	14.28	33.33	26.19	42
S.T	0.00	0.00		0.00	0.00	0.00	0.00	4
Total	20.00	2.00		46.00	14.00	30.00	26.00	50

interpersonal channels of communication KPS is the second important source of getting information about the programme. 25.00 per cent of the respondents from general castes have received information from the extension worker. A sizeable percentage (50.00) of general caste respondents have received information from more than one source. Among the scheduled caste respondents, however, the role of interpersonal channels of communication is more decisive than the mass media. 50.00 per cent and 33.33 per cent of respondents from this category have received information from friends and neighbours and the extension worker respectively.

Panchayat member has also played a role in disseminating information about the programme among 14.28 per cent of respondents. However, the influence of mass media is relatively low among the scheduled caste respondents. 19.04 per cent and 2.38 per cent of the scheduled caste respondents have received information from radio and television and posters respectively.

Table 6.47

Caste and Sources of Knowledge of the Programme (2)

Caste	Communication through media			Interpersonal Communication			Respondents received information from more than one source	N
	Radio or TV	Poster Pamphlet	Film	Friends & neighbours	PM	KPS		
General	25.00%	25.00%		50.00%	25.00%	50.00%	25.00%	4
S.C	28.57	0.00		52.38	16.66	42.85	35.71	42
S.T	0.00	0.00		50.00	0.00	0.00	0.00	4
Total	26.00	2.00		52.00	16.00	40.00	32.00	50

In case of programme (2) as shown in Table 6.47, interpersonal communication is proved more effective than the massmedia. 50.00 per cent of the respondents belonging to general castes and 52.38 per cent of the scheduled caste respondents have received information from friends and neighbours. Among the scheduled tribe respondents also friends and neighbours have been the only

source of information about the programme. The role of KPS is also encouraging among both the general castes and scheduled caste respondents. 16.66 per cent of the scheduled caste respondents have received information from panchayat member. Among the mass media, the influence of radio and television has been slowed down among the general caste respondents in case of programme (2). However, posters have served as a source of information for 25.00 per cent of respondents in this group.

#### F. Campaign Results

Finally, the result of the programme campaign shows the effectiveness of programme campaigning by way of demonstrating the extent to which the programmes have been accepted and adopted by the people. The present study shows that the effect of communication produced through the use of different media is less striking in case of programme (1) than in case of programme (2). The following tables reveal the gap between the degree of awareness of the programmes and the acceptance of programmes or the campaign results.

#### Age and Campaign Results

The data presented in table 6.48 indicate the poor impact of programme campaign in case of programme (1).

Table 6.48

Age and Campaign Results (Programme 1)

Age	No	Yes	N
28-37 years	85.71%	14.28%	14
38-47 years	60.00	40.00	15
48-57 years	71.42	28.57	7
58-67 years	50.00	50.00	6
68 years and above	87.5	12.5	8
Total	72.00	28.00	50

$$\chi^2 = 7.590128$$

$$df = 4$$

P lies between .10 and .20

The respondents who have adopted the practice under the programme are less than 50.00 per cent in all the age-groups except the age group of 58-67 years. There is surprisingly a wide gap between the percentage of respondents who have sufficient information and knowledge about the programme and the percentage of respondents who have adopted it. This shows that the programme campaign has failed to arouse sufficient interest among the respondents. Nevertheless the chi-square value of the data presented in this table is 7.590128 and P lies between .10 and .20. Hence there is no significant association between age and campaign results. The null hypothesis is retained.

Table 6.49

Age and Campaign Results (Programme 2)

Age	No	Yes	N
28-37 years	35.71%	64.28%	14
38-47 years	0.00	100.00	15
48-57 years	42.85	57.14	7
58-67 years	33.33	66.66	6
68 years and above	25.00	75.00	8
Total	24.00	76.00	50

$$x^2 = 10.55694$$

$$df = 4$$

P lies between .02 and .05

However table 6.49 indicates that in case of programme (2) the media have worked successfully in matters of influencing the respondents to accept the programme and adopt the course of action under the programme. The data presented in table 6.49 show that the programme has been successfully adopted by 100.00 per cent of the respondents in the age-group of 38-47 years. In the age-group of 58-67 years and 68 years and above, the percentage of respondents who have adopted the practice under the programme is equal to the percentage of respondents who have knowledge about the programme. Nevertheless, in all the age-groups, a substantially high percentage of respondents have accepted the programme.

With the chi-square value of 10.55694 P lies between .02 and .05. Hence the null hypothesis is rejected.

### Education and Campaign Results

The presentation of data on the basis of education shows that there is a positive correlation between the level of education and the impact of programme campaign. In case of programme (1) as shown in table 6.50, 28.00 per cent of the respondents among the illiterates have responded positively to the programme. The percentage declined to 20.00 per cent

Table 6.50

#### Education and Campaign Results (Programme 1)

Education	No	Yes	N
Illiterate	72.00%	28.00%	25
Literate	80.00	20.00	5
Primary	100.00	0.00	5
High School	66.66	33.33	12
High School Completed	33.33	66.66	3
Total	72.00	28.00	50

$$x^2 = 13.51474$$

$$df = 4$$

P is less than .01

among the 'literate' respondents in spite of the fact that a strikingly good percentage (80.00) of the 'literate' respondents have adequate information about the programme. The programme campaign has failed to leave any impact among the respondents with primary level of education. Nevertheless, the response of those who have completed high school education is more promising than that of any other educational group. The chi-square value of the data in this table is 13.51474 and P is less than .01. This indicates that education has got significant association with the impact of programme campaign. The null hypothesis is rejected.

Table 6.51

Education and Campaign Results (Programme 2)

Education	No	Yes	N
Illiterate	32.00%	68.00%	25
Literate	20.00	80.00	5
Primary	20.00	80.00	5
High School	16.66	83.33	12
High School Completed	0.00	100.00	3
Total	24.00	76.00	50

$$x^2 = 24.04401$$

$$df = 4$$

P is less than .01

Table 6.51 shows that in case of programme (2), the impact of programme campaign as reflected in campaign result is highly satisfactory and laudable. The percentage of respondents who have accepted the programme has increased with the rise in the level of education and among the respondents with primary level of education and with some high school education as well as among those who have completed their high school education, the programme has been a total success. Among the respondents, 80.00 per cent of those with primary level of education, 83.33 per cent with some high school education and 100.00 per cent of those who have completed their high school education have knowledge of the programme and have accepted it. With the chi-square value of 24.04401. P is less than .01 in this table. Therefore, the null hypothesis is rejected.

#### Ethno-linguistic Communities and Campaign Results

An analysis of data on the basis of communities reveals that the respondents belonging to the Bengalee (Hindu) community are more responsive to the programmes than those

belonging to the Rajbansi community. Table 6.52 shows that in case of programme (1), among the Bengalee (Hindu) respondents who have knowledge of the programme, 34.66 per cent of

Table 6.52  
Ethno-linguistic Communities and Campaign Results  
(Programme 1)

Communities	No	Yes	N
Bengalee (Hindu)	60.00%	40.00%	30
Rajbansi	85.71	14.28	14
Santhal	100.00	0.00	4
Bihari	100.00	0.00	1
Bengalee (Muslim)	100.00	0.00	1
Total	72.00	28.00	50

$$\chi^2 = 8.600428$$

$$df = 4$$

P lies between .05 and .10

respondents have adopted the practice under the programme, while among the Rajbansi respondents, the corresponding percentage is 11.21. However, the chi-square value of the data in this table is 8.600428 and P lies between .05 and .10. Therefore, there is no significant relationship between communities as a social variable and the impact of programme campaign. The null hypothesis is retained. In case of programme (2) also, the percentage (50.00) of

Table 5.53

Ethno-linguistic Communities and Campaign Results  
(Programme 2)

Communities	No	Yes	N
Bengalee (Hindu)	10.00%	90.00%	30
Rajbansi	50.00	50.00	14
Santhal	50.00	50.00	4
Bihari	0.00	100.00	1
Bengalee (Muslim)	0.00	100.00	1
Total	24.00	76.00	50

$$\chi^2 = 12.7491$$

$$df = 4$$

P lies between .02 and .03

Rajbansi respondents who have followed the programme is much lower compared to the total percentage (76.00) of such respondents. However, the percentage (90.00) of Bengalee (Hindu) respondents in adopting the practice under the programme is admirably high. 50.00 per cent of the Santhal respondents who have knowledge of the programme have also adopted it. The number of Bihari and Bengalee (Muslim) respondents is too small to make any inference. The chi-square value of the data in this table is 12.7491 and P lies between 0.2 and .05. Hence the null hypothesis is rejected.

Caste and Campaign Results

An analysis of data on the basis of caste establishes a positive correlation between caste and campaign results. Table 6.54 shows that in case of programme (1), the impact

Table 6.54Caste and Campaign Results (Programme 1)

Caste	No	Yes	N
General	75.00%	25.00%	4
S.C	69.04	30.95	42
S.T	100.00	0.00	4
Total	72.00	28.00	50

$$\chi^2 = 35.57264$$

$$df = 2$$

P is less than .01

of programme campaign is more decisive and clearly perceptible among the scheduled caste respondents, while in case of programme (2), as shown in Table 6.55, the influence of programme campaign is more positive among the general caste respondents. In case of programme (1) 30.95 per cent of the scheduled caste respondents have followed the programme in comparison to 25.00 per cent of the general caste respondents. Table 6.55 shows that in case of programme (2) the percentages of respondents favourably influenced by the

programme are 100.00 per cent in case of general castes and 76.19 in case of scheduled castes. The chi-square values of the data in these two tables are 35.57264 and 35.11905 and P

Table 6.55

Caste and Campaign Results (Programme 2)

Caste	No	Yes	N
General	0.00%	100.00%	4
S.C	23.8	76.19	42
S.T	50.00	50.00	4
Total	24.00	76.00	50

$$x^2 = 35.11905$$

$$df = 2$$

P is less than .01

is less than .01 in both the cases. This establishes a significant association between caste and campaign results. The null hypotheses are discarded in both the cases.

G. Concluding Observations

An incisive survey of the analysis of data presented in a number of contingency tables leads to some important observations relating to the relationships of social attributes and variables of the respondents on the one hand and

the communication structures, the programme campaigns and campaign results on the other. The general observation relating to the working of different communication structures among the village people reveals first of all that among the electronic media radio has ensured greater accessibility than television. The result of the survey indicates that 68.00 per cent of the respondents have access to radio. The relatively low access to television is simply due to the high cost involved in purchasing the television set. Posters and films, although they usually attract attention of the village people are less effective since their visual and symbolic appeals are in most cases beyond the ability of the villagers to comprehend. The data collected during survey show that while 50.00 per cent of the respondents have noticed posters disseminating agricultural information at different places only 14.00 per cent of them have understood the meanings of the messages communicated through these posters. In case of film also out of 48.00 per cent of the respondents who saw informative films only 22.00 per cent replied that they could understand the themes of such films. The role of printed media among the respondents, 50.00 per cent of whom are illiterate is awfully marginal. The result of the survey shows that 82.00 per cent of the respondents do not read newspapers at all.

So far as the relationship between independent variables and access to different media of communication is concerned,

it is found that age as a social variable does not have significant association with all the communication structures. Especially in case of radio and posters, it is observed that there are no significant relationships between age and communication structures. With regard to education, it can safely be stated that there is a positive correlation between education as a social variable and the communication structures. The association of communities with different communication structures is not very significant. However, regarding the level of understanding of the messages communicated through media like posters or films, the Bengalee (Hindu) respondents have greater ability to comprehend the themes of posters or films than the respondents belonging to other communities. Caste as a social variable has been proved insignificant from the point of view of its association with different communication structures.

With regard to the knowledge of the respondents about specified agricultural programmes and the sources of knowledge as well as their relationships with the social variables, the survey findings reveal that the percentage of respondents having knowledge of the programmes is quite high in case of both the programmes. Regarding the sources of knowledge about the programmes, the findings show that among the villagers, the interpersonal channels of communication work more successfully than the mass media. For

a substantial number of respondents, friends and neighbours are considered to be the prime source of information. The influence of the extension worker (KPS) is also discernible among a section of the villagers. However the role of mass media has largely been confined to the functioning of the electronic media like radio and television and the role of posters and films as sources of information is utterly negligible. So far as the relationships between different social variables and the knowledge of the programmes of the respondents are concerned it is found that all the social variables have got significant association with the knowledge of the programmes. Regarding the sources of knowledge of the programmes, it was observed that mass media particularly radio and television served as important sources of information especially among the respondents between 38 years and 67 years of age. The role of KPS as extension worker is also appreciable among the respondents within these age-groups. The influence of mass media is also distinct among the educated section of the rural population. Nevertheless, the survey results show that both the electronic media and the interpersonal media of communication work more intensively among the literate respondents. Radio and television serve as an important source of information among the members of Bengalee (Hindu) community. Interestingly, it was noticed that the extension work done by the KPS was largely remained confined among the members of the Bengalee (Hindu) community.

Conversely, friends and neighbours acted as the principal source of information within the Rajbansi community. So far as caste as a social variable is concerned, it is difficult to find out its correlation with the sources of knowledge.

Regarding the success of programme campaigns through different media of communication, it can be stated that the communication effects of programme campaigns are uneven in case of different programmes. The campaign results show that while in case of programme (1) only 28.00 per cent of the respondents have adopted the practices under the programme in case of programme (2), the corresponding percentage is 76.00. So far as the social correlates are concerned, it is found that in case of programme (1), age and communities as social variables do not have any significant relationship with the campaign results. However, in case of programme (2), all the social variables have established significant associations with the communication effect.