

CHAPTER – I : INTRODUCTION

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NOTES AND REFERENCES

I.I RELEVANCE AND SIGNIFICANCE OF THE STUDY

After World War -II (1939-45), the independence of former colonies was one of the most important events that attached new connotation to the concept of development. The Western Scholars prescribed for the rapid economic development through industrialization and urbanization of the Third World countries. They laid emphasis on heavy accent on science and technology, ruthless exploitation of environmental resources and letting loose of market forces. These models argued that once there is robust growth of the GNP/GDP, the whole society will be developed in all its segments. Perhaps, these alien Westernized models of development did not last long. Soon, many eminent economist and social scientists in the developing countries challenged several strategic formulations of these models. They argued that, development does not mean mere economic development or economic growth. In the 70's developmentalist stressed on equity in the distribution of information and other benefits of development, active participation of the people at the grassroots and fulfillment of basic needs of the people. However the development debate in the early 80's shifted to social aspect of development. Social development aimed at strategic investment in health, education and social services. Now a day, the concept of 'sustainable development ' has emerged. It is development which not only regenerates economic growth but distribute its benefits equitably; and which regenerates the environment rather than destroying it.

With the new emerging concept of development, rural development has developed as a distinct field of policy, practice and research in most of the Third World countries. Rural development today is a multi-dimensional process with the emphasis on economic growth, with modernization, with increased agricultural production and with services for basic needs such as health, education, transport and water supply. Planning for integrated rural development has assumed great significance as means to achieve a 'balanced' development of rural communities. The integrated rural development project envisages a direct and frontal attack on rural poverty by providing viable income generating assets to the target groups and to enable them through training, extension and other supportive services.

For many years, almost everyone looked at the development in terms of economic goals. Development meant rising of gross national product, an increase in investment and consumption, and a rising standard of living. But the development debate in the early 80s

shifted to social aspects of development. Now development implies progressive improvement in the living condition and quality of life of the individual, community and society rather than increase in per capita income. Development indicators are meant to represent both social and economic dimensions of the development process. The purpose of development is to prepare people to lead economically productive and socially satisfying lives. Every where, people strives to increase their earning which increase their purchasing power. And this will enable them to get them sufficient food and housing, better education, better opportunities of leisure, and most important, better health.

Since the inauguration of the First Development Decade by the United Nations in 1960, the governments in many developing nations have sought to increase their efforts at providing adequate food for have their people specially those living in the rural areas. The main way through which the Third World nations have sought to improve the levels of agricultural productivity among their small scale farmers has been by encouraging adoption of new agricultural ideas, skills and practices based on the scientific method of production. In this respect, there was a need for prior detailed information about the innovations along with the acquisition of the necessary technological skills associated with their successful adoption. This function, it is assumed, would fall into the operational domain of agricultural extension.

The ultimate objective of human development is to improve human well-being and the quality of people's lives. It calls for strategic investments in health, education and social services to promote people-centered development. The Primary Health Care approach which aims at achieving 'Health for All' is essentially based on the regular delivery of health services to the grass root people. For the success of the programme it is essential to encourage and ensure full community participation with regular supply of relevant information through which individuals, families and community can assume responsibility for their health and well-being.

The role of communication in general and extension activities in particular in achieving the comprehensive goals of human development inter alia, through increased agricultural productivity and accessibility to health care services has assumed significant today. Extension education is concerned with educating adults not in the letters and alphabet, grammar or language, but in the technique of raising better crops; improving existing village crafts and industries and organizing new one; providing minimum health

services for children as well as adults; and improving housing and living condition for village women and youth.

In the development of rural areas, where more than 80 percent of rural population depend upon agriculture and allied activities for their livelihood, agricultural development is the core of rural development vis-à-vis national development. The continuing importance of the agriculture in the economics of the developing countries is reflected in the association between the growth of agriculture and of the economy as a whole. Agriculture also remains the primary sources of employment for the majority of the world's population and of raw materials in industries. But, the main problem in accelerating agricultural production for meeting the ever-growing demand of the people is that the quantity of land available for cultivation in a country is fixed. Most observers then turn to technological improvement including development of irrigation facilities, pesticides, improved seeds and fertilizers. The adoption of new technology in agriculture depends on the knowledge, skills and motivation of the farmers. In this respect, the agricultural extension plays an important role to transmit knowledge of better production methods to farmers.

The Training & Visit (T&V) system of agricultural extension has been adopted in almost all state in India including West Bengal to build a professional extension service in the field of agriculture. The Krishi Proyukti Sahayak (KPS) interact with the farmers to encourage them to adopt agricultural practices and innovation that are most relevant for increasing their incomes.

With the expansion of the scope and contents of rural development, the emphasis is also given on the availability of resources to fulfill the basic needs, like health, education and water supply etc. In the field of health, various programmes such as, National Malaria Eradication Programme, National AIDS Programme, National Goiter Prevention Programme, National Leprosy Control Programme, National Tuberculosis Programme, National Nutrition Programme, National Family Welfare Programme, National Kalajar Programme etc. are initiated in the post independence period to improve the physical condition of the rural people. The new orientation in health policy is towards more integration of promotive, preventive and curative measures in health services especially directed to specific target groups, the weaker section and the most vulnerable groups- children, pregnant women and lactating mothers. The Integrated Child Development Services (ICDS) programme benefited

pregnant and lactating mother with a package of services in the form of nutritional supplements and non-formal education for mother. The World Bank assisted multi-state ICDS project is also providing income-generating activities for women, and nutritional rehabilitation of severely malnourished in tribal areas.

The main thrust of the Rural Health Scheme is to create a countrywide cadre of non-professional health worker, like Multi-Purpose Workers (MPWs) and Community Health Workers (CHWs). The scheme lay emphasis on providing adequate health care facilities to the people and educating them in matter of promoting better health conditions. To this end, it has made provision for one CHW for each village and MPW in each sub-centre. The activities that the CHW is expected to carry out are treatment of minor ailments, giving first aids in emergencies; identification of cases of malaria, small pox and other communicable diseases; helping para-medical staff in work related to communicable diseases, family planning, nutrition and mental health; arousing interest among the community regarding problems of environmental sanitation and personal hygiene and finally, participating in activities related to health education. In West Bengal, there is one male and one woman Health Assistant in each mauza to provide professional health education services to the people.

In the context of this changed concept of development with emphasis on social aspects of development inclusive of the concept of human development, the present study seeks to explore the relevance and importance of extension education, service and work in areas like agriculture and health which seem to be the crux in any attempt at rural development.

I.II OBJECTIVES OF THE PROPOSED STUDY

The challenge of development is to increase the quality of life which means better education, better health and nutrition, less poverty, a clear environment and more equality of opportunity for all of the society. It requires the transformation of old values, modification of behavioral patterns, establishment of effective institutions and assuming of new functions required to effectuate new social purposes. In this process of social change, communication has a useful role to play particularly in the context of national development.

Development in rural sector primarily starts with development in agriculture, more specifically, with the increased agricultural productivity. The introduction of any new innovation in agriculture requires the regular flow of information about the innovation, the method and techniques of putting it into practice. In this process of communication, mass media as the extension agent play a crucial role. Therefore, one of the primary objectives of the proposed study is to evaluate the role of mass media as extension agent for disseminating agriculture related information among the farmers.

Extension has long been regarded as the most logical, scientific and systematic method for disseminating more productive and useful knowledge and skills to user receiver. Agricultural extension is the means by which the agricultural extension workers advice and teach farmers about the relevant production technology, and keep themselves abreast of the farming problems and needs of the farmers. It serves as a linkage between the scientists and the farmers. Therefore another objective of the study is to assess the role of the extension agents in extending knowledge regarding the successful use of the techniques, tools and inputs of the agriculture.

The Training and Visit (T&V) system establishes a broad structure for imparting time bound extension education to the farmers through monthly workshop, fortnightly training camps and regular scheduled visits to the farmers. The system is attempting to provide accurate research-based knowledge to the ultimate receivers in a timely regular and systemic way. The T&V system has been adopted in almost all the states including West Bengal in India since its introduction in 1974. Therefore, another primary objective of the proposed study is to evaluate the effectiveness of T & V system in agricultural extension in West Bengal.

With the changing concept of development, importance has been given on the concept of 'human development'. It implies inter alia improved nutrition, hygienic living and working conditions, greater awareness of health problems and wider accessibility to health care services. In rural areas, the primary health care services are given by the health workers who also act as extension agents for disseminating information about health problems and their solution. Therefore, another primary objective of the proposed study is to evaluate the role of the health workers in disseminating health related information and educating rural people on health care services and creating awareness among them regarding health care provisions.

The main thrust of the Rural Health Scheme is to create a countrywide cadre of non-professional health workers, like Multi-Purpose Workers (MPWs) and Community Health Workers (CHWs). The scheme lays emphasis on providing adequate health care facilities to the workers and are expected to carry out the treatment of minor ailments by them giving first aids in communicable diseases, family planning, nutrition and hygiene and encouraging the community to participate in health education. In west Bengal, there is one male and one woman Health Assistants in each mauza to provide professional extension services to the rural people. Therefore, another primary objective of the proposed study is to assess the activities of Health Assistants in West Bengal.

I.III RESEARCH QUESTIONS

Keeping in view the objectives of the proposed study, the present study seeks to answer the following question:

1. Whether and to what extent the flow of information requires the support of extension in the development of agriculture and health care?
2. Whether and to what extent mass media need to be used in extension education along with traditional face-to-face media of communication?
3. What are the specific structural designs in West Bengal for extension in agricultural and health sector?
4. How far and to what extent the non-governmental structures and agencies help and collaborate with the government agencies in providing extension service in the field of agriculture and health in West Bengal?
5. How far and to what extent the extension services are working successfully in delivering desired results in agriculture and health care?

I.IV METHODOLOGY OF THE PROPOSED STUDY

THE RESEARCH DESIGN :-

In India, an integrated rural development movement was set in with the inauguration of the Community Development Projects and National Extension Service during the First Five Year Plan (1951-56). 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. The search, therefore, was for a research design that would allow a study of the process of extension work in the implementation of development programmes in the selected areas of government activities.

The developing countries in the so-called Third World display some common characteristics in terms of widespread illiteracy, unequal distribution of wealth, predominantly agriculture based economy, unemployment and lack of health consciousness. The governments in these countries are trying to improve the standard of living through a number of developmental programmes and projects. In India, after independence, the masses expect a lot from the government. A number of developmental programmes are taken up by the governments during last few decades. The success of these programmes depends to a great extent on the active involvement and participation of the people. This in turn requires popular awareness and dissemination of relevant informations for that purpose. Extension workers in this case play an important role in disseminating information about new innovations and projects and making them comprehensible to the rural people.

Agriculture is considered as the focal point in any attempt at rural economic development. However, with the changing concept of development health has become another important area, to be dealt with so far as the question of human development is concerned. It therefore, considered proper to concentrate on the study of the actual and potential role of extension in agriculture and health related areas.

For a clear understanding of the new role of extension in rural development, the study needs to be conducted at the micro level. Hence, the study has undertaken at the village level. In the selection of villages, two things are kept in mind. One is the distance of the village from the nearby headquarter of the extension worker. Villages close to the

block headquarters are eliminated from the list before sampling in order to verify the inclination of extension workers to visit the farmers in far off villages and the frequency of their visit. Secondly, the villages close to urban centres are relatively exposed to different media of communication and have greater access to information due to location advantage. Hence, an impact study of extension activities like T&V system in agricultural extension needs to be conducted in villages which are away from urban exposures for getting a more accurate result.

In West Bengal, the Department of Agriculture and Health have their own structural designs for delivering necessary information and service to the rural masses. Thus, their organizational networks, the ways of their functioning and the techniques at their disposal require examination for an understanding of the nature of extension activities among the people in the context of development.

The Research Design of the study thus allowed to:

- (a) Examine the specific structural designs in West Bengal for extension work in agriculture and health sector.
- (b) Assess the working of the extension network in delivering desired results in agriculture and health care.
- (c) Study the media exposure and the level of understanding of the people at the micro level in selected fields of development i.e., agriculture and health.

METHOD OF DATA COLLECTION:-

The study has been done in two parts. For the first part of the study, which is mainly exploratory in nature, reliance is made primarily on documentary sources such as the annual reports, periodic official publications, reports of the different committees and commissions, official notifications and materials and other published and unpublished source materials. For the second part of the study, the data are collected solely and completely by using the personal interview method of survey research. A structured questionnaire has been administered among the sample respondents for obtaining information relevant for the present study.

At the macro level of the study, an insight is given into the extension work in the state of West Bengal in the context of development. Thus, it becomes necessary to identify the structures within the government that are expected to initiate and sustain the process of extension in the state of West Bengal and to examine the modes of their

working. The Department of Agriculture and the Department of Health and Family Welfare are the nodal agencies with necessary infrastructures stretched down the local levels for the dissemination of government information and initiation of the process of two-way communication between the government and the people. Thus the first part of the study is exclusively concerned with examining the nature of functioning of these two agencies.

This part of the work has been done mostly on the basis of documentary sources and personal interaction with officials to get idea about the actual way of doing things in these departments. The publication cells of the Department of Agriculture and Health have come out with a number of publications of various leaflets, pamphlets and posters. These publications are found portraying the lists of works done by these Departments through out the year.

The real difficulty arose when an attempt has been made to examine the role of the state government in West Bengal in the process of development and extension work. There is neither any official document specifying the areas of operation of the Departments or detailing its activities, nor any regular publication issued by the Departments showing its success or failure. Both the departments admitted their shortcomings in this respect.

The second part of the study aims at examining the extension network as it is operating within the rural community modifying the behavioral pattern of the people in the context of rural development. Hence the focus of study was shifted from the macro level to the micro level of inquiry into the changes in the perception, attitude and behavior of those who are at the receiving end of development. Consequently, a survey research method of personal interview with a structured questionnaire has been chosen as the principal source of data collection for this part of study. Since the study has been conducted at the village level, it has been thought proper to approach the respondents with the same set of questions so that differences in responses can be fully attributed to the actual differences among the respondents. The selection of the districts for the study was determined by the convenience of the researcher to get sufficient time for field survey and the working of the respective field. There are 9 Blocks in the Uttar Dinajpur district and 13 Blocks in the Jalpaiguri district. One Block from each district has been selected using the method of random sampling. To keep the sample size adequately representative of the universe, finally, two villages are selected from each Block, one for

studying the process of extension and its impact in the implementation of agricultural programmes and practices and another for carrying out a similar study in the field of health. The selection of village within the selected Block in each case is made by using the method of random sampling.

CONTENT OF INTERVIEW SCHEDULE:-

For the purpose of interviewing the villagers, two separate sets of questionnaire, one relating to agriculture and the other for health and family welfare activities, are framed. The questionnaire included, apart from questions on general profile of the respondents, those for getting information in specific areas of query. Questions are put for an understanding the access of the respondents to different media and their level of understanding of the content of communication in relation to age, sex, education, occupation, caste and religion, the knowledge of the respondents about specified agricultural and health development programmes and the sources of their knowledge and the results of the different programme campaigns.

THE INTERVIEW:-

Interviewing the villagers is quite a different experience. It is obvious that villagers have no idea about the social science research. They come forward with some curiosity even when the purpose of the study was honestly explained to them. Nevertheless, they co – operate with the researcher and this has been made possible only by way of mixing with them freely and establishing a rapport before approaching them with a questionnaire as such. To get access to the villagers, first, a few days have been spent only roaming in the villages, sometimes accompanying the Health Assistant or the KPS, and taking with the Panchayat members, the village leaders, the elderly people in the villages, and even the housewives. It is only when such a rapport has been established that the villagers are individually approached with the questionnaire, and they ultimately found it a pleasure to answer the questions they are asked. As most of the villagers are not able to read the questionnaires, the researcher has to translate them and sometimes to elaborate them for their clear understanding. The villagers are very frank and free in giving reply to the questions.

DATA PROCESSING AND ANALYSIS:-

The data that are obtained from the interview have been first classified into categories and then arranged in the form of tables. Finally, the data are analyzed and measured to find out the relationship between the dependent variables and a set of independent variables and attributes.

LOCATION OF THE STUDY:-

The District of Uttar Dinajpur came into existence on 1st April, 1992 after the bifurcation of erstwhile West Dinajpur District. The District lies between latitude 25^o 11' N to 26^o 49' N and longitude 87^o 49' E to 90^o 00' E occupying an area of 3142 sq.km. enclosed by Bangladesh on the East, Bihar on the West, Darjeeling and Jalpaiguri District on the North and Malda District on the South. The regional topography is generally flat with a gentle southerly slope towards which the main rivers like Kulik, Nagar, Mahananda etc. flow. Bengali is the main language but a sizeable portion of Urdu and Hindi speaking people live in Islampur Sub-division.

Uttar Dinajpur is bestowed with a very fertile soil. The soil is very rich in nature due to the alluvial deposition which helps to grow paddy, jute, mesta and sugarcane etc. Raiganj on the bank of the river Kulik is the District Headquarter where 'Raiganj Wild life Sanctuary', the second largest bird sanctuary in Asia is situated.

TABLE - 1.1 DEMOGRAPHIC PROFILE OF THE DISTRICT

Total Population	2441824	No. of Blocks	9
Density of Population	778	Municipalities	4
Literacy Rate	48.63%	No. of Gram Panchayats	99
SC to Total Population	28.9%	High School	113
ST to Total Population	8.29%	Primary School	1438

TABLE - 1.2 AREA UNDER MAJOR CROPS AND PRODUCTIVITY

CROP	AREA	PRODUCTIVITY (Kg/Ha)	PRODUCTION (in MT)
Aman Paddy	190469	2425	5836
Aus Paddy	3887	1500	461933(approx)

CROP	AREA	PRODUCTIVITY (Kg/Ha)	PRODUCTION (in MT)
Boro Paddy	69985	-	244948
Jute	28898	1784	51554
Wheat	52532	-	105064(approx)
Mustard	54020	974	52615
Potato	15230	1834	279318
Pulses	6458	980	6329
Total Vegetables	17214	-	153665(approx)

(Source: Principal Agriculture Office, Uttar Dinajpur, 2004-05)

Due to favorable climatic condition and the fertility of soil, Uttar Dinajpur produces a number of fruits. The total area under fruit cultivation is 5772 Hectare.

TABLE - 1.3 AGRARIAN STRUCTURE AND INSTITUTIONAL FACILITIES

No. of Families dependent on Agriculture	2,39,500
No of Small Farmers	88,536
No of Marginal Farmers	1,35,827
No of Agricultural Laborers	3,71,081
No of T/V units	172
Agriculture Seed Farm	1
Thana Seed Farm	5
Sub-divisional Research Farm	2
No. of Regulated Market Committee	2 (Islampur & Kaliaganj)
Soil Testing Centre	1 (at Karnajora)
Krishi Vishwavidyalaya	1

Out of two sub-division of the district, Islampur covers the area of 1,735.7 sq.km. Total population is 2,41,910 with the density of 730 per sq.km. The percentage of rural population in this sub-division is very high, the rate of literacy is low (39.42%) compared to the percentage of literates in the district (48.63%). According to the 2001 census, the percentage of total workers in the district was 38.35%, while that of Islampur sub-division was 38.94%. Of the total workers in Islampur, 23.46% were cultivators and 38.26% were agricultural labors.

There are five developmental blocks in Islampur sub-division, viz. Chopra, Islampur, Goalpokhar-I, Goalpokhar-II and Karandighi. Among these blocks, Karandighi has been selected for the study. The block covers an area of 386.90 sq.km. bounded in the east by Bangladesh, in the north by Kishanganj, in the west by Bihar and in the south by Raiganj Block. According to the Block record of the 2001 census, the Block has a total population of 3,18,793, of which 1,63,876 are males and 1,54,917 females. Of the total population in the block, 32.07% belong to Scheduled Castes and 8.41% to Scheduled Tribes. The percentage of the literates is 49.68. There is 14 Gram Panchayats in the block with a total number of 214 villages. Of the total population, 38.94% are total workers. Among them 23.46% are cultivators and 42.45% agricultural labours. The block has got one high school and 17 KPS circles.

Jalpaiguri is the largest district of North Bengal, covering an area of 6,245 sq.km. It is situated between 26° 16' and 27° 00' North altitudes and 88° 04' and 89° 53' East longitudes. The district was established in 1869. The name Jalpaiguri came from the word "Jalpai" means "olive" which grew in abundance at one time in the town. The suffix "guri" means a place. The name as well associated with Jalpesh, the presiding deity (shiva) of the entire region. Jalpaiguri is one of the parts of the ancient "Koch Rajbongshi" kingdom i.e. "Kamtapur" presently the district situated in the northern part of West Bengal. It is flanked by Darjeeling and Bhutan in the North, Assam in the East, Bangladesh and Coochbehar in the South and Bangladesh and Darjeeling in the West. A major stretch of area is bordered in the north by Bhutan and hence the named Dooars/Duars which mean Door of Bhutan.

The entire topography is crisscrossed with rivulets, rivers and hills, veined by mighty rivers like the Teesta, Torsa, Jaldhaka, Dyna, Neora, Sankosh etc. This piece of land has been aptly named as the land of 'Tea, Timber and Tourism'. According to 2001 census, total population of the district is 34,03,204 with the density of 547/sq.km. The district is primarily rural with more than 80% of rural population. The percentages of SC and ST population are 36.99% and 21.04% of the total population respectively. Having high percentage of migrated population different cultural groups (Ranjbanshi, Ravas, Totos, Metch, Santhals, Madasia and Oraons) have created a unique cultural harmony which is rarely seen in other districts of West Bengal.

The average annual rainfall is 3160mm and the average temperature ranges between 30.9 and 10.8 degree throughout the year. The average relative humidity is about

82%. The storm rainfall is of hydro-metrological significance causing inundation and flood of the area. Spring and autumn are the most liked and comfortable seasons in the district.

All environmental hazards directly or indirectly affect the health condition of the people especially in the rural areas of the Jalpaiguri district. The Diarrhea, Malaria, and other water-born diseases are 'Acute Problem' of the area in the monsoon period in every year. Till December, 2007, 35 people had died of malaria in Alipurduar sub-division and 15,924 sample out of the 4,50,867 had tested positive for malaria.

Of the three sub-division of the district, Alipurduar was made a sub-division in 1876. It covers an area of 2532.8 sq.kilometers. According to the 2001 census, the total population in this sub-division is 12,63,811. Alipurduar covering 40.56% of the total area of the district accounted for 37.14% of the total population. The percentage of rural population in this sub-division is higher than the district average and the rate of literacy is lower compared to the percentage of literates in the district. The total number of villages having primary health centre are 6 and 105 villages in the sub-division have primary health sub-centre.

There are six development blocks in the Alipurduar sub-division, viz. Madarihat, Kumargram, Kalchini, Alipurduar-I, Alipurduar-II and Falakata. The block Alipurduar-II has been selected for the study. The block headquarter is located at Jasodanga. The total area is 196.22 sq.km. According to the Block Record of the 2001 census, the block has a total population of 1,97,160 of which 1,01,505 are males and 95,655 females. Of the total population, 42.92% belong to SCs and 20.59% to STs. There are one Rural Hospital, 4 Primary Health Centre and 36 Primary Health Sub-centre in the block.

I.V BRIEF OVERVIEW OF LITERATURE

In this sector an attempt is made to present a brief overview of the works undertaken by the Western and Indian Scholars in the study of development and communication as well as in the field of extension education in rural development.

George F. Gant¹ in his book discusses the concept of development administration and its changing dimensions. He clearly outlined the role of agriculture in rural development and high lightened the importance of information in increasing agricultural production.

Robert Hunter² examines the concept of development. He explains the Western model

of development. **Kathleen Staudt**³ advocates the process of managing development in terms of state, society and international context. **Robert Chambers**⁴ makes an inclusive definition of rural development. He emphasized on gaining power and dominance by poor people in the rural areas for getting control over the benefits of development. **Edward W. Widner**⁵ in his article discusses elaborately the origin of the concept of Development Administration. It also analyses the role of Development Administration in Third World countries. **Marle Fainsod**⁶ examines various essential elements of Development Administration. **Fred W. Riggs**⁷ in his article makes a detail study about the separate administrative structure for the wide variety of functions, which have to be performed in developing countries. **Donald C. Stone**⁸ discusses the goals of development administration and various plans, policies and programmers of administration in developing countries. **Terence J. Byres**⁹ in his edited book advocates the achievements and failure of planning in India. It also dealt with the contribution of planning to the development of agriculture in India and the long term and short term economic measures for introducing reforms in the economy. **R.B Jain and Feinj Bongatz**¹⁰ has made a comprehensive study of the concept of Structural Adjustment Programme in the context of New Economic Policy. **O.P Dwivedi and R.B.Jain**¹¹ points out the relevance of American ideas of administration to the situations in the Third World countries. It deals with the crisis of identity and purpose of development administration during the last four decades. **P.W. Purushothan and M. Karamatullah**¹² discuss the concept of development administration in rural perspectives. **Vasant Desai**¹³ makes a comprehensive study of various programmes for amelioration of the socio-economic conditions of the rural population. **P. Gopinath Rao**¹⁴ has dealt with the central problems of rural development and the role of sustainable livelihood approaches in addressing them. It explores the inter-relationship between agricultural growth and rural poverty. **S.K.Sharma and S.L.Malhotra**¹⁵ interpret the most popular conception of integrated Rural Development Programme (IRDP) and its various goals. **B.S.Khanna**¹⁶ makes a detailed study about the changing concept of rural development. He spoke of various strategies of rural development, which were adopted by the South-Asian countries. **Ch. Balaramulu**¹⁷ in his book stressed on the need for initiating changes in the organizational patterns of rural administration and making them viable to adopt new conditions and modern technology for development. He tried to focus on the linkages between technology, rural development and organizational building. A number of articles

contained in **S.P. Srivastava's**¹⁸ edited book has dealt with and evaluated the development debate through decades by way of presenting different models, dimensions and of development and interpreted the challenges it confront. The article by **S.P. Verma and S.K. Sharma**¹⁹ provides a number of articles to give clear outline about the concept of development administration and its changing concept. **D.R.Shah's**²⁰ edited book contains a number of articles regarding various programmes and policies to enunciate the development process in rural areas. **M.L.Dantawala and J.N.Barmeda**²¹ in their article take into consideration various rural development programmes initiated and implemented during five year plans in India. It has also highlighted the objectives of rural development.

Wilbur Scramm²² views that the task of mass media was to speed and easy the process of long and slow social transformation required for an all comprehensive societal development. **Daniel Lerner**²³ shows communication as 'the great multiplier in the development of new ideas, attitudes and knowledge'. **Juan Diaz Bordenave**²⁴ makes a perceptive analysis of the Western theoretical models of communication and their relevance in the process of modernization and development in the Third world countries. **E.M.Rogers**²⁵ comes out with a new communication strategy in the task of more equitable distribution of socio-economic benefits of development. **Harold A.Fisher**²⁶ in his article examines the role of communication in development and the changing concept of communication. **Carl Hovland and Colleagues**²⁷ does a pioneering work in the area of communication and persuasion. They emphasized the importance of mass media in acquiring power of the poorest in the rural areas for getting control over the benefits of development. **Paul Hartmann, B.R. Patil and Anita Dighe**²⁸ examines the role of mass media in rural areas. They show that radio is most effective medium of mass communication. Apart from radio, rural people are very much close to traditional media. **Joseph E. Kivlin, Pradipto Ray, Frederick Fliegel and Lalit K.Sen**²⁹ project a two-nation comparative analysis on the level of knowledge about trial and adoption of certain agricultural, health, and family planning practices. **Srinivas R.Melkote**³⁰ in his book has elaborately discussed the role of communication in the process of development in the post Second World War period. This book presents a comprehensive study of the relative importance of different media especially in the context of rural development in third world countries. **Y.V.L.Rao**³¹ examines the background to the problems of development from the communication angle in a comparative study of two Indian villages in Andhra

Pradesh. **D.S.Mehta**³² Presents the role of various tools and techniques of mass media in Rural Development. **Nita Sangvi**³³ has dealt with different media of communication at the disposal of the Ministry of Information and Broadcasting in India. **Mehra Masani**³⁴ in his book has dealt with the inadequacies and shortcomings in the construction of media messages for rural audiences due to the largely urban control of media. He also pointed out the communication barriers in the absence of programmes in local languages and major dialectics in most of the developing nations. **O.P.Dahama and O.P.Bhatnagar**³⁵ describe the meaning, objective and characteristics of extension education. The book has attempted to identify the areas where the extension education can play a significant role; it also discusses the functions of extension workers and the importance of this education in rural communication. **B. Kuppuswamy**³⁶ examined the impact of communication on social development. He shows that face-to-face communication is more effective than any other media in rural India. **Majid Tehranin**³⁷ gives an historical overview of the theories and approaches of communication for development. It presents the importance of people's participation in the communication process. **Devesh Kishore**³⁸ reviews the effectiveness of various mass media used by the change agent for dissemination of information in rural areas in India. **S.R.Mehta's**³⁹ edited book contains a collection of papers presented in a UNESCO supported seminar. The main thrust was on the need for integrated communication methods for a more desirable social transformation of the society in a more acceptable decentralized development communication policy.

Peter Golding⁴⁰ high lightened the need for a qualitative approach for the measurement of media message preferences in relation to media exposure. **David C.Kortein**⁴¹ in an article has dealt with useful new concepts and methods to make rural development a meaningful enterprise. **C.T.Kurein**⁴² takes into considerations the features of India's Economic Reform with the existing administrative setup in the context of the changing global economy. **K.R. Hope**⁴³ in his article discusses the concept of development and development administration in the context of their changing dimensions. **A.K. Dubey**⁴⁴ in an article discusses the concept of Integrated Rural Development Programme. It has also made a detailed study about the impact of the programme in South Asian countries. **S.N. Singh and K.Vijayaragavan**⁴⁵ have dealt with the importance and limitation of mass media specially radio as a media for the rapid dissemination of various types of information regarding modern farm technology in the rural areas. **P.M. Mane**⁴⁶ presents the television as an effective media of communication.

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He analyses its role in disseminating information regarding various farm technology to the rural people. **B.N. Borthakur**⁴⁷ in his article examines the impact of communication process in transferring the health services to the rural people.

Guy Hunter⁴⁸ in his book pointed out the administrative structure for agricultural development in India. He discusses the structure at village level to provide necessary information and helps to the farmers. **Paul Bairoch**⁴⁹ in his book has elaborately discussed the role of agriculture in the process of economic development in the Third World countries. **Robert A. Berry and W.R. Cline**⁵⁰ discusses the various strategies, which are undertaken by the developing countries in improving agricultural productivity. **Roger Slade and Gershon Feder**⁵¹ examines the impact of the Training and Visit System (T&V) in the process of agricultural extension in India. **Dominique Gentil**⁵² in his article discusses the T&V system in agriculture and its deficiencies in extension management. He recommends for two-way communication between the research station and extension workers on the one hand and between the extension workers and the farmers on the other. **D. Benor and J.Q. Harrison**⁵³ elaborates organizational design and staffing pattern under the T&V system. **Michal Macklin and D.C. Misra**⁵⁴ in their edited book presents an outline of T&V system in India. **K.C. John, C.S. Ranjan, D.K. Sharma, Charanjit Singh and S.K. Arora**⁵⁵ have made an extensive analysis of the participatory approach of farmers in extension and research system, which have had an impeccable track record in the past. **J.S. Uppal**⁵⁶ deals with the role of agriculture as the backbone of the Indian economy. It also points out the problems that are facing the agricultural sector. **Srinivas R. Melkote and Chandrashekhar Vallath**⁵⁷ has made an extensive analysis of the impact of application of T&V system in agriculture. **Smita Mehrotra**⁵⁸ focuses on the role of agricultural extension in India and the impact of Training and Visit system in states. **N.K. Jaiswal and H.P.S. Arya**⁵⁹ describes the problems which are faced by extension workers in face-to-face communication with the farmers. The book also highlights the role of T&V system in overcoming the major problems in transferring farm technology. **Dr. A. Mukhopadhyay**⁶⁰ discusses about the agricultural extension service in some developed and underdeveloped countries with special emphasize on extension services in India. He mentioned various extension services in India. **Satadal Dasgupta**⁶¹ emphasizes the distinctive elements of the diffusion process of agricultural innovations in village India including mass media and extension agents. He also points out both the findings of Indian studies with those of

other countries especially the United State. **P.N. Mathur**⁶² examined the relationship between research and extension in agriculture to meet the requirements of the new economic order. He pointed out that the focus of agricultural extension has shifted from production-orientation to farmers' income-orientation and in future, it will be the group-action oriented. The **World Development Report, 2008: Agriculture**,⁶³ seeks to assess how agriculture can be an effective instrument for economic development, particularly in third world countries and the new challenges and opportunities for agricultural development.

Bhupendra Hooja⁶⁴ examined the various steps which were taken by the Government of India in agriculture extension and pointed out their limitation in operation. **R.C Sood**⁶⁵ gives an overview of the reorganized agricultural extension set-up in India. **G.R. Desai and M.R.Reddy**⁶⁶ examines the various limitations in managing the agricultural extension in India. They underlined a number of constraints in employing the T & V system. **O.P.Bhatnagar and G.R.Desai**⁶⁷ in their article review the historical development of agricultural extension in India. **Tushar Shah**⁶⁸ examines the various agricultural and rural development policies in India and how they actually operate. **Karam Sing**⁶⁹ discusses the role of education in increasing agricultural productivity. It also points out the importance of mass communication in adoption of new technologies in agricultural sector.

Ashish Bose and P.B Desai⁷⁰ discusses elaborately the critical issues of primary health care at the global and national level. It has also focused increasing attention to the Community Health Workers Scheme in India. **S.I.A. Bukhari**⁷¹ has made a comprehensive study of Community Health Workers (CHWs) including the evaluation of the role of CHWs and their training system. **H.R.Vohra, T.J.Ramaiah, K.G.Rao, D.S.Singal and Sharad Kumar**⁷² make a detail study about the total process of Community Health Workers Scheme. **Meera Chatterjee**⁷³ has dealt with various governmental agencies and NGOs, which are helping to deliver health care services. **K.V.Narayana**⁷⁴ analyzes the inter-state variations in the status in India. The study lays emphasis on the identification of interrelationships between various socio-economic components in the process of development. **A.B.Hirmani**⁷⁵ deals with the importance of health education to achieve primary health care. It includes some important health issues like AIDS, water and sanitation, health communication, and social research in malaria and leprosy. **L.Ramchandran & T.Dharmalingam**⁷⁶ deal with the system of proper

training of health educators to attain the goal of “Health for All “. **K.K.Verma**⁷⁷ points out the various programmes of health care and family welfare and their shortcomings. **Ajit K Dalal and Subha Roy**⁷⁸ in their book contain volume of articles, contributed by eminent social scientists, which present rich source material for theoretical, empirical and interdisciplinary studies done in India, suggestive of the new ways of health care planning. **P. Durgaprasad**⁷⁹ provides a detailed study about the health care delivery system in rural areas with special emphasis on Multipurpose Health Worker Scheme. **Jayati Hazra**⁸⁰ presents a number of articles regarding the operational structure of health department in West Bengal and their performance in the districts. **R.K.Wishwakarma**⁸¹ points out the various health care policies in the Pre-Independence and Post-Independence period in India. It has also discussed about the essential features of National Health Policy and the institutional support and health infrastructure to implement and evaluate the policy. **R.K.Sapru**⁸² discusses the conditions prevailed before formulation of National Health Policy in 1983 and the target of NHP. He also points out the limitation of the NHP. **Rajib Misra, Rachel Chatterjee and Sujata Rao**⁸³ highlights the failures of health care programmes and the financial constraints in implementing the health policies. **National Family Health Survey (1992-93)**⁸⁴ provides a detailed outline of various Health and Family Welfare Policies and Programmes in India from Pre-Independence period to post-Independence period. **Human Development in South Asia 2004: The Health Challenge**⁸⁵ gives an overall picture of health situation in South Asian countries and underlines the imperatives in health sectors in these countries

S. Srinivasan⁸⁶ in his article discusses the organizational set –up of Primary Health Centre in West Bengal and their problems and constraints. **Debabar Banerjee**⁸⁷ in his article takes into consideration the achievements and the weakness of national health policy in the courses of development of the different phases of the health service system. **A.K. Shiva Kumar and Vanita Nayak Mukherjee**⁸⁸ in their article assesses the country’s health performance. It has also sought to explore the multi-dimensional complex linkages between poverty, deprivation and ill-health. **Smt. Shanta Shastri, A.K. Kundra, A.K. Srivastava**⁸⁹ provides a detailed picture of various health policies in India since independence. **S. Lal**⁹⁰ discusses the new health policy launched by the government of India in 2002 and policy for the implementation.

From the above discussion it has become clear that most of the studies have either dealt with the general issues in extension education in the agricultural development or health care services in India. In West Bengal, since the 70s, the administrative departments that are especially charged with the rural development programmes, have been giving a new dimension to their work by way of putting more emphasize on the dissemination of information at the grass root level through extension agents and workers. This has led to a reorientation in the study of the role of extension media and workers in rural development. Unfortunately, this aspect of communication as a step to reach to the rural people with the information regarding new innovations in the field of agriculture and health is left almost unnoticed by the scholars in West Bengal. The present work is a serious attempt to look into this unexplored field of extension education in West Bengal.

I.VI PLAN OF STUDY

The study consists of seven chapters. The **opening chapter** outlines the significance and objectives of the study and the research design for the study. Starting with the significance of the study, it goes on to expound the research questions and discusses the objectives and the methods of enquiry for the study including the method of data collection, content of interview schedules and data processing and analysis. It also incorporates a review of the literature in this area of study. **Chapter two** deal with the theoretical framework for the study of the communication in the context of development, especially rural development. It analyses the concept of development – the origin of the concept in administration. It examines the role of communication in rural development. Finally, it discusses the concept of extension and its role in development processes. It attempts to examine the working of the different media units in facilitating the two-way communication between the government and the people. **Chapter three** discusses the role of agriculture in rural development. It is an attempt to examine the importance of extension in the dissemination of developmental information in the field of agriculture. It analyses the various efforts made in India to provide extension facilities in the field of agriculture. It also discusses the institutional structure and the operation of the Department of agricultural extension in West Bengal. **Chapter four** analyses the concept of Primary Health Care and the role of health in the process of development. It

incorporate the various health programmes which are initiated by the rural government to provide primary health care in the rural areas. It also deals with the structural facilities and their working in the primary health care in West Bengal. **Chapter five and six** present the findings of the empirical investigation into the working of the extension worker among the villagers, their access to different media of mass communication, their ability to comprehend the developmental information in two related fields of development i.e., health and agriculture. The **final chapter** presents the summary and conclusion of the study by highlighting the nature and effectiveness of extension work, and offering some suggestions for future researchers as well as public policy makers in the government.

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