CONCLUSIONS

6.30: Some of the conclusions drawn from the results are as under:

6.31 Conclusions based on Agricultural Packages and Practices

I. HYPOTHESIS : (H₁): FACTORS AFFECTING SELECTION OF OLs.
1. 30 opinion leaders were identified six villages. Among them, 18 were found to be the most preferred opinion leaders.

2. It was revealing to record that caste emerged as significant factor affecting the leadership behaviour in the selection of opinion leaders in five of the six villages.

3. Biological maturity as evident from the age of the OLs, significantly affected the selection of the OLs in five of the six villages. All OLs were found to be above 40 years of age.

4. Experience in agricultural processes helped the OLs in getting them selected by the farmers in all the six villages.

5. Educational qualification or the educational maturity did not affect the selection of opinion leaders. Some leaders were educated, some were partially educated, whereas even leaders with B.Sc. degree were not preferred; and not
selected as OL.

The following factors affected the selection of O.Ls in different villages.

1. Factor affecting selection of O.L.
   a. Age
   b. Caste affiliation
   c. Biological Maturity
   d. Experience in agricultural process,
   e. Complete knowledge in agricultural operation and help extended to the farmers from time to time.

2. Educational maturity did not influence the selection of O.Ls in the normative sample villages.

II Hypothesis (H_2) : SOIL TESTING.

1. Relative effectiveness of Change-Agents/OLs in disseminating information related to Soil Testing, exhibited as under in descending order of their importance.
   a. Agriculture Department.
   b. Rural Agriculture Extension officer.
   c. Agriculture University.
   d. Village Leaders i.e. OLS.
2. Among the Audio Visual Aids and their communicative sources as Change-Agents, the following sources emerged in their descending order of importance affecting soil testing process in agricultural development.

a. Television,
b. Radio,
c. Printed materials,
d. Krishi Patrika.


The relative effectiveness of factors enabling O.Ls in the selection of improved seeds and their treatment adopted by the farmers in their villages are exhibited as under in descending order of their importance.

a). Selection of Improved Seeds.
b). Knowledge about improved seeds.
c). Kranti, the variety preferred by all the villagers.

2. Factors affecting farmers of different villages in the selection of the opinion Leaders regarding selection of Improved Seed.

a. Age/Biological Maturity
b. Caste.
Educational maturity or educational qualification did not affect the selection of O.Ls. from whom the villagers gained knowledge and information about selection of improved seeds.

b) Technique of Seed Treatment.

3. Factors affecting the selection of O.Ls. regarding seed Treatment are exhibited below in descending order of their importance.

a. Age/ Biological Maturity.
b. Caste,
c. Education maturity or educational qualification did not affect the selection of O.Ls.

c) Preference for Sowing Safari 17.

4. Factors affecting as reasons of sowing safari 17 to farmers in their fields in descending order of their importance.

a. Getting good price.
b. Getting more yield.
c. Less attack of insects and pests.
d. Drought resistance variety.

5. Relative effectiveness of Change Agents in selection of improved seeds and seed Treatment are presented below in descending order of preference:
a. R.A.E.O.
b. Agriculture Department.
c. Village leader (O.L.)
d. Agriculture University.

6. The relative effectiveness of various audio-visual aids and other communicative sources as change-agents in disseminating information and knowledge about selection of improved seeds and techniques of seed treatment are presented as under in descending order of their importance.

a. Television.
b. Radio.
c. Printed Materials.
d. Krishi Patrika.

IV HYPOTHESIS-IV: SOWING PRACTICES:

1. Relative preference for various methods of sowing the seeds in are presented in descending order of their importance:
   a. Transplanting.
   b. Broadcasting.

2. Line sowing has not yet emerged as a method of sowing in the sample villages.

Reasons offered for non-acceptability of transplanting method by most of the marginal farmers:
a. Those who have the ability and capacity to invest at right moment the required input go for transplanting.

b. Among common general farmers broadcasting method has been found in common practices because of relatively low-risk involving factors, distributed low cost inputs, easy and convenient operations etc.

3. Factor affecting knowledge about improved cultivation.

Knowledgability about improved cultivation as transmitted by OLS to farmers of two villager namely Tulsi and Chhedikhadi had a significant effect on adoption of new sowing practices.

4. Relative effectiveness of various change agents in disseminating knowledge and information about sowing practices are given below in descending order of their importance:

a. Village Leaders (O.Ls.)
b. R.A.E.O.
c. Agriculture Department.
d. Agriculture University.

5. The relative effectiveness in the disseminating of information on sowing practices of the Audio Visual aids and other communicative sources are given as under:

a. Television.
b. Radio.
c. Printed Materials.
d. Krishi Patrika.

Hypothesis (H-5): Water Management

I. Finding obtained on water management for various irrigation purposes are presented below in descending order of their importance:
   a. Most of the agricultural lands are irrigated by canal.
   b. Tube wells.
   c. Wells are very limited.
   d. Tanks are not used for irrigation.

2. Relative effectiveness of various change agents in disseminating knowledge and information about water management practices are exhibited in descending order of their importance as under.

I. Factor affecting by the change agents in descending order of their importance.
   a. Agriculture Departments.
   b. Agriculture University.
   c. Agriculture Exhibition.
   d. Agriculture Training.
   e. Village Leader.
   f. R.A.E.O.
3. The relative effectiveness of the audio visual aids and other communicative sources as change agents are given in their descending order of their importance to water management are presented as under:
   a. Television.
   b. Radio.
   c. Printed Materials.
   d. Krishi Patrika.

VI. Hypothesis (H-6): Applications of Agriculture Implements

1. Percentage of farmers using various agricultural implements are:
   a. 100% farmers are using sprayer and duster.
   b. Traditional plough is used more by farmers than tractor.
   c. 88% farmers from Dharampura are using hand thrasher whereas in Pirdha village 36% farmers use hand thrasher which is the lowest.

2. Factors affecting selection of opinion leader in the application of agricultural implements, given as under in descending order of their importance:
   a. Age/Biological Maturity.
   b. Caste
3. Educational qualification or educational maturity did not affect the selection of opinion leaders in the normative sample villages so far as disseminating knowledge about application of agricultural implements are concerned.

4. Various reasons affecting non-application of modern agricultural implements by the villagers are tested in their relative order of importance.

Farmers of Jora and Chedikhedi have shown their inability to apply modern agricultural implements because of their being costly.

5. The relative effectiveness of various change agents in the dissemination of information about application of modern agricultural implements are given in descending order of their importance.
   a. Agriculture Department.
   b. Agriculture Exhibition.
   c. Agriculture university.
   d. Village leaders (O.Ls.).
   e. R.A.E.O.
   f. Agriculture Training.

6. The relative impact of various audio-visual aids and other communicative sources as change agents in disseminating information about application of implements by farmers are
given below in descending order of their significance.

a. Television.
b. Radio.
c. Printed Materials.
d. Krishi Patrika.

VII. Hypothesis : (H7) Application of Fertilizers

1. In all the six villages the consumption of Urea has been recorded significantly higher than other fertilizers. The consumption of D.A.P. is very less.

2. The relative effectiveness of various Change Agents in disseminating information about application of chemical fertilizers in different villages by farmers has been given as under in descending order of the importance.

a. R.A.E.O.
b. Village leaders (O.Ls.).
c. Agriculture Department.
d. Agriculture University.

3. The relative influence of various audio-visual aids and other communicative sources as change agents in disseminating information about use of chemical fertilizers by the farmers of different villages have been given in descending order of their merit as under

a. Television.
b. Radio.
c. Printed materials.
d. Krishi Patrika.

VIII Hypothesis : (Hg) Application of Pesticides.

1. The largest percentage of farmers in Dharampura village applying pesticides indicates their awakening and involvement in the agricultural process in general and pesticides in particular.

2. The relative effectiveness of change agents in the application of pesticides is exhibited in descending order of their importance as under.
   a. R.A.E.O.
   b. Agriculture Department.
   c. Agriculture University.
   d. Village Leaders (O.Ls)

3. The relative extent of impact of the audio-visual aids and other communicative sources as change agents has been presented as under in the descending order of their importance on the application of pesticides in agricultural development.
   a. Television.
   b. Radio.
c. Krishi Patrika.
d. Printed Materials.

IX. Hypothesis: \((H_9)\) Threshing Techniques

1. Tractor threshing has emerged as the most preferred means of threshing followed by cattle and stick respectively. These trends in threshing techniques have been consistently and uniformly observed in all the villages.

X. Hypothesis: \((H_{10})\) Storage System for Grains

a. Kothi has been opted as the most preferred system of storage for grains in all the villages.
b. Bags provide most temporary system of storage.
c. Beans are hardly used for storing grains.

6.32: Hypothesis \((H_{11}, H_{12}, H_{13}, H_{14}\text{ and } H_{15})\):

Conclusion based on the roles of change agents with special reference to O.Ls. in generating general awareness and disseminating information and knowledge among farmers towards agricultural practices, Rural Development and Community Advancement
6.33 Conclusion based on Rural Development and community Advancement

XI Hypothesis: \( H_{11} \)

1. O.Ls. were successful in generating a positive awareness among the villagers about the new agricultural technology that they have introduced in their farms and fields.

2. The O.Ls. have played significant roles in disseminating general awareness among farmers about adaption of new agricultural technology.

XII Hypothesis: \( H_{12} \)

The O.Ls. have played a significant role among the farmers of particularly Jora and Chhedikhedi in inculcating selfconfidence for their participation and involvement in rural welfare developmental tasks and community advancement activities for their own welfare and well being.

XIII Hypothesis \( (H_{13}) \):

1. The O.Ls. have not played significant roles in disseminating and mobilizing effectively the additional sources of financial resources.

2. The O.Ls. have not played effective roles in mobilizing and
elevating the material status of farmers through procurement
of loans and other financial assistance from Banks and other
financial resources.

3. O.Ls. have not played a significant role in generating and
setting-up supportive occupation to farmers in raising their
material status and additional financial resources.

4. The O.Ls. have not played a significant role in setting up
any rural industries that may function as supportive source
of their income and material prosperities.

XIV Hypothesis (H_{14}) :

1. The O.Ls. have hardly played a significant role in the
positive leadership among the farmers of the village so far
as leadership initiation and support to a rural
developmental task and solving the problems of the villagers
are concerned.

2. The O.Ls. have played fairly high significant role in the
positive leadership among the villagers so far as initiation
and completion of rural development task and solving
agricultural problems are concerned.

3. The O.Ls. have played only an encouraging role in the
positive leadership among the villagers so far as initiation
of new developmental task and solving rural upliftment
problems are concerned.
4. The O.Ls. have played moderately significant role among the villagers so far as rearing development and protection of livestock in the villages are concerned.

5. O.Ls. have played only a mildly significant role in positive leadership among the villagers so far as water management other than canal in concerned.

XV Hypothesis (H15):

1. The O.Ls. have played a significant role in the positive leadership among the villagers about the leadership initiation in organizing agriculture training and agriculture exhibition and leadership initiation have been significantly pronounced particularly in Labhandih, Jora and Chhedikhedhi.

2. The O.Ls. have played a mildly significant role in the positive leadership functions among the villagers.

3. The O.Ls. have played a highly significant positive role in the enrichment of recreational functions in all the villages accept in Labhandih and Pirdha.

4. The O.Ls. have miserably failed in mobilizing a social distance between the Govt. officials and farmers in matters of rural development and community advancement.
6.40: Follow up Studies:

In order to attain the equilibrium between the population growth and the food production in India, the following policy interventions and research investigations need immediately attention of all concerned; whether at Government level or at the level of political parties or the public themselves concerned.

A. Policy intervention
B. Agricultural research direction and dimension for further investigation.

6.41: Policy intervention:

The findings of this study provide effective signals for designing policy intervention for enhancing capability of opinion leaders. As revealed in the findings that for each component of agriculture technology, a particular opinion leader was preferred. It is suggested in this study that intensive extension training and continuous flow of technical information can increase the understanding of opinion leaders.

The appropriate information based on the research findings will ultimately increase the productivity and farm income. This study also suggest that a provision for intensive field visits may be jointly organised by the subdivision of agriculture and
for development. What type of training should be given to them? How, When and Where it is to be given should be identified? Hence there is a need for the assessment of training needs of opinion leaders. A separate study should be made on these aspects.

3. Due to introduction of Panchayati Raj in rural areas, a significant change has occurred in the distribution of power ratio among rural leaders which may affect the decision making process pertaining to rural development. The whole rural scenario has changed due to the introduction of Panchayati Raj in M.P. Hence a study can be formulated on this aspect which can study the relative effectiveness of O.Ls. and elected leaders in the dissemination of information to villagers on agricultural development.

4. Due to the change in rural environment, the needs and values of the farmers have also changed. The relative change in rural setting asks for new dam and characteristics among the O.Ls., describing rather different types of interpersonal relationship with farmers in comparison to the elected leaders under Panchayati Raj. As such, the change in socio-political environment in rural India challenges the existing roles and relevance of O.Ls. which need to be investigated objectively and scientifically.
5.50 Discussion:

The present study has been conceptualized around the selection of opinion leaders as change agents in rural reconstructions and their relative role effectiveness in agricultural process, rural development and community advancement. Thus, there emerged three primary objectives on which the results of the present study have been based. They are:

1. Criteria of selection of O.Ls. from the six sample villages.

2. Role effectiveness of change agents in agricultural package and practices.

3. Role effectiveness of change agents in rural development and community advancement.

5.51 Criteria for selection of O.Ls.

Among the various factors that affected the selection of O.Ls., the results reveal that age, caste, biological maturity and experience emerged in their relative order of importance as most potential factors affecting the selection of O.Ls. in different villages. It is revealing to record that educational qualifications did not catch the attention of the farmers in the selection process.

It is logical to think that age which equips an individual with biological maturity and helps in accumulating experiences in
life, accounts for development of mental maturity and reasoning ability. The selection process as such demands application of rational thinking, discrimination ability and relative judgment ability. The farmers have selected all O.Ls. beyond the age of 40, which is a period characterized by application of higher mental processes which include evaluation abilities, rational thinking, judgment ability. Age as the most potential factor in the selection of O.Ls., thus, accounts for application of biological as well as mental maturity. Age takes into consideration not only the chronological attribute but also the mental property and it is 'the mental age' accounting for biomental maturity which is responsible for selection of O.Ls. As such the, other two factors; namely, biological maturity and experience as ---- components of age, played vital role in the selection process. It is thus evident that age provides major contributions in the selection of O.Ls. accounting for biomental maturity.

Caste has been found to be an other factor that has affected the selection of O.Ls. It is related with the interpersonal affiliation which is found to be the maximum among persons of the same caste, who maintain the optimum social closeness and affinity within their own caste and community. Caste, as such, observes high order social affiliation which binds persons of the same caste together by promoting interpersonal brotherhood and
social affinity.

Obviously, persons of the same feathers flock together accounting for their brotherhood affiliation. Caste as factor of selection of O.Ls., thus, accounts for social affinity and brotherhood feeling. It is, thus, evident that age and caste which have emerged as primary factors in their relative order of importance have logical relevance and socio-mental foundation.

It is striking to record that educational qualification of the opinion leaders did not invite the attention of the farmers in the selection of O.Ls. The findings reveal that O.Ls. with B.Sc. and other higher degrees were not selected as O.Ls. whereas O.Ls. with primary education were selected. The selection process accounts for factors which support and accelerate agricultural packages and practices which can be more materially acquired from more experienced and relatively more matured individuals. The knowledge and skill that the present liberal educational system give in the schools and colleges hardly meet, the needs and requirements of the farmers. Consequently, the higher degrees of education are rather hardly relevant and useful to them in the processing of their agricultural practices. Educational qualification, thus, hardly provides substantial grounds and relevance for its being accepted as one of the criterion of selection of O.Ls.
The findings on criteria of selection of O.Ls. are quite justified and logical. Age together with biological maturity and experience as well as caste in their relative order provide logical relevance and substantial bases for the selection of the O.Ls., whereas educational qualifications do not. In the selection process, it is the social affinity and mental maturity that are rather more accountable for the selection of O.Ls. rather than the educational maturity.

5.52 Relative role effectiveness of change agents in disseminating extension education for agricultural packages and practices.

The results obtained on the role effectiveness of change agents in the dissemination of Extension Education on agricultural packages and practices cover three aspects related to agricultural development, namely, (1) adoption of modern agricultural packages and practices, (2) relative role effectiveness of various public and private agencies as change agents, and (3) relative role effectiveness of audio-visual change agents. The discussions of each one of these has been given as under.
5.521 Discussion on application and adoption of modern agricultural technology:

The findings on application and adoption of various agricultural practices and modern technology in agricultural system in the sample villages reveal two-fold practices; namely,

1. adoption of modern agricultural technology by enlightened and awakened farmers of the sample villages, and

2. continuance of traditional system of agricultural processing like i.e. seed selection, seed sowing, sowing practices, application of traditional agricultural implements etc. by common farmers.

Results indicating reasons of adoption and application of traditional system of agricultural practices by common farmers reveal that they have not been enlightened and awakened of the adoption of modern agricultural technology to the extent they ought to be. The strong hold of the traditional belief system in the application and adoption of traditional agricultural system together with a high order confidence and trust are so deeply rooted, rigidly practised and regimentedly operated that the efforts made by Govt. and other change agents have hardly penetrated in to the strong belief system and actualized them to change and adopt the modern agricultural technology. On the contrary, the relative role effectiveness among the enlightened
farmers was so strong and stimulating that they were able to change their traditional belief system about agricultural practices, developed confidence and credibility in the adoption and application of modern agricultural technology through gradual feedback system based on agricultural returns.

In the light of this interpretation, it is evident that constant and continuous efforts and pursuasion on the part of various change agents be made so as to make the common farmers awakened in the application and adoption of the modern agricultural technology through gradual change in their traditional belief system and elevation of their level of confidence in the application and adoption of modern agricultural packages and practices.

5.522 Relative role effectiveness on various public and private agencies as change agents:

The results on relative role effectiveness of various public and private agencies as change agents reveal emergence of agriculture department of Govt. of M.P. at rank I (wt 35) as the most potential source of change agents in the application and adoption of modern agricultural technology followed by R.A.E.O. at Rank II (wt 30). The role of Indira Gandhi Agricultural University in the adoption of modern agricultural technology has been found to be at Rank III (wt 28) whereas the role effectiveness of O.Ls. has been placed at Rank IV (wt 18). Such
relative role effectiveness in their sequential order of efforts made and effectiveness acknowledged indicates that agricultural personnel engaged in the Agriculture Department, Govt. of M.P. have extended their effective and efficient services in the dissemination of extension education among the farmers of the sample villages. The R.A.E.Os. who were placed at rank II for their role effectiveness among the farmers were also Govt. servants. The cumulative effect and efforts made by Govt. personnel, thus, significantly out-weigh the roles played by other change agents, particularly the agriculture university and opinion leaders. The role effectiveness of the agriculture university, Raipur around which all the six sample villages are located and for which the university has the responsibility to launch and practice the modern agricultural technology through its "Lab to Land" programme has been rather found relatively less efficient and ineffective. The relative role ineffectiveness played by the agriculture University, Raipur in the dissemination of extension education even among the sample villages which are located around it is a matter of great concern to all the funding and administrative agencies of the university. Perhaps, the spirit of "the nearer the church, the farther the God" appears to be applicable in this regard in the application and adoption of its own programmes and policies of agricultural advancement through "Land to Land" mission. Relatively the role effectiveness of Govt. agencies that covers the roles of agriculture department
and R.A.E.O., is rather more effective, efficient and acknowledgeable. On relative assessment, the role effectiveness of even O.Ls. which figured at Rank IV is not effective. As such, the O.Ls. are the real transmitters of agricultural informations to farmers which they acquire from various primary change agents like Govt. agencies and agriculture university. The secondary sources of acquisition of extension education in agricultural practices and their dissemination among the farmers are bound to be inferior and lesser effective unless and until they are supported and backed by initiation, confidence and involvement of opinion leaders themselves. One of the primary reasons of the O.Ls. being relatively less effective and lesser efficient is that they may not be in possession of requisite amount of leadership potentiality by virtue of which they could be able of generating general awareness in the dissemination of agricultural education among the farmers. Similarly the inefficiency on part of the agricultural personnel of the university may be attributed not only to the ineffective university administration but also to lack of service oriented attitude, functional involvement and duty-bound temperament unlike the agricultural personnel of the Govt. of M.P.

In the light of these findings and their probable interpretations as presented above, it is essential that general awareness among the agriculture service personnels regardless of
their being gainfully placed in any private or public organizations, service orientedness and faithfully observance of their duties have to be inculcated in all probability of being effective and efficient to their clients and customers. Similarly effective training programmes need to be organized for inculcation, transmission and acquisition of effective leadership qualities among the opinion leader. The motivation and morale that the Govt. personnel have shown in the application and adoption of modern agriculture technology in the sample villages provide enough example and lead for the role adoption among the opinion leaders and agriculture university personnel.

5523 : Role effectiveness of audio-visual change agents:

The findings obtained on the role effectiveness of various audio-visual change agents take into consideration the effectiveness of T.V., Radio, Printed Material, Krishi Patrika, News Paper, etc.

Among all the audio-visual change agents, T.V. has emerged as the most potential source of change among the farmers followed by Radio as the second source. Relatively printed materials occupied the third source of change whereas krishi patrika was placed at Rank IV. These relative role effectiveness of various audio-visual change agents account primarily the coverage of the media and channel through which the message is transmitted among the farmers. As such T.V. is most potential and powerful media of
communication or the grounds that it covers two media; i.e., the visual and the auditory; and the joint effect of these two media obviously outweighs the effectiveness of any one of these two as an independent source of communication. Relatively it is further observed that the auditory media is more effective than the visual one. Consequently, we observe T.V. as the most potential transmitter of communication followed by Radio which transmits the message only through auditory media. Relatively, the less effectiveness of printed materials or krishi patrika may be attributed to its visual function alone. As such, level of illiteracy among the farmers also functions as an inhibitory function in the dissemination of extension education through printed materials or krishi patrika. The printed materials when distributed and handed over to the farmers in persons obviously exercise more effectiveness than the krishi patrika because of their relatively more frequent of operations, personal involvement of the change agents and verbal presentations of the strength and weaknesses of various agricultural practices and packages Krishi patrika, on the contrary, is not so frequent and easily available to all the farmers. It is a source of transmission or knowledge and information about agricultural advancement only among the enlightened and literate farmers. The strength and weaknesses inherent in each of these audio-visual change agents provide sufficient strength for their acceptance as audio-visual change agents. The role effectiveness of T.V.
followed by Radio, thus function as widely acceptable sources of change among the farmers.

The consistent role effectiveness of T.V. and Radio in their relative order of effectiveness in the dissemination of extension education among the farmers need further reinforcement by all those who are in some way or other associated in agricultural advancement and rural reconstruction in India. The literacy mission launched by the Govt. of India and publication of a large number of printed materials and krishi patrika may further accelerate and improve the general awareness among the farmers for the application and adoption of modern agriculture technology in their own fields and farms.

5.53 : Role Effectiveness of O.Ls. in rural development and community advancement.

The results on the role effectiveness of O.Ls. in disseminating extension education particularly in various rural development schemes and community advancement programmes have not been found effectively mobilized, so as to materially affect the rural reconstruction and their material prosperity. As such, they were successful in generating general awareness to a certain extent particularly in recreational programmes and general health improvement packages of the livestock that they have, but they have miserably failed in generating the additional financial
resources by helping them to set up supportive agro-industrial organizations. The O.Ls. were also ineffective in mobilizing and bridging a social distance, that exists between the Govt. officials, the farmers and the O.Ls. themselves.

The social distance that exist between the farmers and the Govt. Officials and the inability to bridge the social distance between them by the O.Ls. have a deeper impact on the implementations of various rural development programmes and community advancement projects. They function as inhibitory factors in generating and promoting interpersonal relationship which is rather a key to accelerate all development programmes. The social distance that exists between the farmers and the Govt. officials provides reflections upon the inherent traits of personality in them. The feeling of dominance and superiority complex on the part of Govt. officials promoted feeling of fear and inferiority complex among the farmers thereby widening a social distance between them obstructing successful operation and execution of the development task on one hand, whereas it has generated inhibitory effects on the part of the farmers in cultivating and promoting self confidence, initiation, interpersonal cooperation and human relation. These inherent traits of personality intrack together yielding a bond of social distance which gradually appear to be widened rather than being bridged. In this perspective, the role of opinion leaders in bridging the social distance between Govt. officials and the
farmers becomes a vital problem of rural reconstruction and so long as the social distance between them continues and inhibitory factors interact, there can hardly be any real advancement in rural India. The whole hearted participation and deep involvement in various development programmes invite the attention of all concerned in rural reconstruction programme to bridge the social distance between the Govt. officials, the farmers and the village leaders.

The Govt. officials have to change their mode and method of interacting with farmers and O.Ls. by a way of transforming their attitudes and behaviour. The dominant, tough minded behavioral approach to rural people of the Govt. officials need to be transformed into tender touch, approach accompanied with a feeling of love, affection, sympathy and belongingness to rural setting and rural folk. As such, it is not only the material support and concession given to the farmers and villagers by the Govt. that may bring rural prosperity but it is the psychological integration and socio-cultural affinity among the Govt. officials, the O.Ls. and the villagers that may help the villages in attaining real rural development for welfare and well-being of the rural folk in India.

The success story of rural reconstruction in India, therefore, depends upon the extent to which a bond of harmonious human relation is promoted and developed among the Govt.
officials, the farmers and village leaders. The real task is to generate a feeding of trust and confidence among the farmers for their participation and involvement in various developmental tasks launched by various Govt. and non Govt. agencies. It is rather more important for the Govt. officials and opinion leaders to bring about a significant departure from their traditional belief system and help them to catch up and hold new beliefs in modern agricultural technology and new way of perceiving about the world around them. Perhaps humanizations of the village folk by all external agencies who have imbibed to transform their material status and quality of life through rural reconstruction in India have to see, translate and transform their attitude, belief system, perceptual process and action tendencies from the points of various as rural people with certain specific socio-cultural peculiarities and not otherwise. As such, the Govt. officials involved in rural reconstruction need to widen their understanding of rural India and rural folk with a view to promoting a mutual bond of interpersonal trust confidence and adjustment for the well being and welfare of rural community.