CHAPTER - III

PLAN AND PURPOSE

The present chapter deals with "Plan and Purpose" of the study which includes the objectives, scope, statement of the problems, hypotheses formulation and delimitations of the study. As such, effective planning and goal directed statement of the problem explicitly explain the methodology to be operated, the procedures to be followed, and the statistical treatments to be applied. A brief description of the above is given as under.

3.10 Objectives:

The main objective of the study is to develop an understanding about interpersonal communication processes involved in adoption and diffusion of certain agricultural technologies in a given social system. More specifically the study will be undertaken to fulfill the following objectives:

a. To map out the educational status in the villages under study of Chhattisgarh with special reference to farming community i.e. male, female, land owners, agricultural laborers, their children and other rural folk engaged in agricultural work or helping them some way or other.
b. To identify agents of change in agricultural process and changes with reference to the use of fertilizer and improved variety of seeds over a period of time. This is pertaining to the opinion leadership which matters such in agricultural innovations, the who, what and how of agricultural adoption.

c. To locate sources of information utilized by farmers at various stages with respect to their effectiveness in media, method and content in agricultural communication.

d. To identify relevant elements of the village social system as potential forces of change in leadership behaviour and communication system.

e. To study factors influencing interpersonal communication, opinion leaders and their characteristics, as well as the relationship between leaders and followers further to identify the kind and quality of opinion leaders in communicating novel ideas to their followers.

f. To examine whether educational status of the farmers has any effect on their opinion leadership behaviour and interpersonal communication.

The above objectives will be achieved within the framework of the village and agricultural settings, information used by farmers and the leadership structure and its influence on
3.20 Scope:

Studies on O.L. and their impact on rural development and community advancement through extension services have great social relevance and national significance, particularly in economic reconstruction and national progress. In the democratic setup, it is the political power that enables the leaders, whether elected or nominated ascribed or acquired have to function in accordance with the policies and programmes singularly designed for the welfare and well being of the people of the country. The success story of any democratic Govt. and a welfare state depends upon the effective functioning of the political leaders or any change agent who has been assigned to discharge these duties of social welfare and rural development. Chhattisgarh as such has been considered as an "underdeveloped" region despite its enormous human, material, natural and mineral potentialities. However, with the introduction of the Bhilai Steel Plant (1956-57), the National Mineral Development Corporation (NMDC) (1962), National Thermal Power Corporation (NTPC) and emergence of a large number of big and small industries of various kinds, this agriculture oriented region of Chhattisgarh is now being transformed into one of the biggest industrial complexes of the country. This shift from agricultural setting to industrial centres has brought about a
significant change in the economic system and occupational pattern of the region. Further, the region witnesses a significant change in its status from an 'underdeveloped' region to a 'developing' one. All these changes account for a tremendous psychological change in the levels of aspiration and expectations of the people of the region, and the opinion leaders or the change agents have to encounter these problems of their life in order to make them satisfied and contented with their lot.

Besides the change that the region has encountered from the points of view of new economic strategies in the life of the people of the region, the country-wide impact on agricultural process of the new technology and modern adoption techniques in agricultural process, the rural life of this region too has been found affected to a large extent; however, it is illuminating to evaluate the nature, kind and amount of change that has been introduced by modern agricultural technology, and it is also desirable to estimate the effectiveness of role of the change agents in rural development and community advancement through extension education.

The finding obtained on the present study would enable the policy makers, planners, programmers and other leaders who are in some way or other associated with and interested in the village
development and farmers well being. The democratic Govt. invests a large amount of its resources towards the rural development and this investment-oriented function of the Govt. needs to be evaluated by making cost-benefit analysis and it is hoped that the present study will meet effectively this essential requirement of the Govt. agencies and public bodies. The study will also enable the farmers themselves, Govt. officials, O.Ls., other change agents as well as the Indira Gandhi Krishi Vishwavidyalaya, Raipur in evaluating their own functions in their own way and to bring desirable change in their policies and programmes keeping in view the amount of deficiency, draw backs and defects that lie in their functionaries.

In view of all these considerations the scope of the present study is enormously wide and it claims to have great social significance and national relevance so far as the conduct of the present study at the moment of the change in the region is concerned.

3.30 Statement of the problem:

The present study conceptualizes around two aspects; namely, identification of opinion leaders by farmers of their villages and to evaluating the effectiveness of the roles played by these opinion leaders and other change agents in
disseminating extension education among farmers on various aspects of agricultural adoption process and community advancement which account for rural development and farmer welfare and well beings. The objectives and scope of the present study provide a full account of these contents and their significance whereas hypotheses have been formulated to evaluate and estimate the effectiveness of the extension education programme as executed by various change agents. The problem of the present study can be vividly stated as under.

"Role of Opinion Leaders In Disseminating Extension Education for Agricultural Development"

3.40 Hypotheses:

In the present study an attempt has been made to formulate hypotheses from two points of view; namely, the identification of O.Ls. and verification of relative effectiveness of the roles of the O.Ls. in disseminating knowledge about various adoption processes and community advancement schemes through extension education.

A. Role of Change Agents in Agricultural Packages and Practices:

3.41 Identification of O.L.

Hypotheses (H₁):

"The farmers of different villages would select their O.Ls.
on the basis of their educational qualifications as an index of their mental maturity rather than other considerations; namely, "their caste affiliation, political affiliation, their richness, their experience, their age, their bodily strength, their value patterns, their knowledge on agricultural practices and their leadership qualities etc.

3.42 Verification of effectiveness of various roles played by change agents and O.Ls. in extension education programme. Agricultural Adoption Processes By Change Agents.

3.42.1 Soil Testing:
Hypotheses (H2):

"There would be a significant difference in the effectiveness of the roles played by various change agents in soil testing as novel agricultural processes adopted by the farmers in their villages".

Stated otherwise, "The role played by O.Ls. in disseminating the extension education with respect to soil testing would be more effective than roles played by other change agents".

3.42.2 Selection of Improved Seeds and Seed Treatment:
Hypotheses (H3):

"There would be significant difference in the effectiveness of the role played by various change agents in
the selection of Improved seeds and seed treatment process as novel agricultural process adopted by farmers in their villages.

Stated otherwise, "The roles played by O.Ls. in disseminating the extension education with respect to selection of improved seeds and seed treatment process as novel agricultural process adopted by farmers in their villages would be relatively more effective than those by other change agents".

3.42.3 : Sowing Practices :

Hypotheses (H4) :

"There would be a significant difference in the effectiveness of the roles played by various change agents in sowing practices as modern adoptions process adopted by farmers in their villages".

Stated otherwise, "The role played by O.Ls. in disseminating the extension education with respect to sowing practices would be significantly more effective than roles played by other change agents".
3.42.4 Water Management:
Hypotheses (H5):

"The farmers of the different villages would display significantly more effective water management system for irrigating their fields by adopting the independent modern water management system".

Stated otherwise "The effectiveness of the roles played by O.Ls. in the adoption of independent water management practices for irrigation of their fields would be more significant than those by other change agents or by those farmers who do not seek any advice from any change agents".

3.42.5. Application of Agricultural Implements
Hypotheses (H6):

"There would be a significant difference in the effectiveness of the roles played by various change agents in the application of agricultural implements as improved agricultural practices adopted by the farmers."

Stated otherwise "The role played by O.Ls. in disseminating the extension education with respect to application of agricultural implements would be significantly more effective than roles played by other change agents".
3.42.6 Application of Fertilizer:

Hypotheses (H7):

"There would be a significant difference in the effectiveness of the roles played by various change agents in the application of fertilizer as modern adoption process adopted by farmers in their villages".

Stated otherwise "The role played by O.Ls., in disseminating the extension education with respect to the application of fertilizer would be significantly more effective than roles played by other change agents".

3.42.7 Application of Pesticides:

Hypotheses (H8):

"The farmers of different villages would display significant difference in their application of pesticides in their fields indicating relatively more effective role played by the O.Ls. independently in the adoption of pesticides".

Stated otherwise, "The effectiveness of the roles played by O.Ls. in the application of pesticides independently in their fields would be more significant than those by other change agents as well as by these farmers who do not seek any advice from any change agents".
3.42.8 Threshing :
Hypotheses \( (H_g) \):

"There would be significant difference in the effectiveness of the roles played by various change agents in threshing process as a novel agricultural practice adopted by farmers in their villages".

Stated otherwise "The roles played by O.Ls. in disseminating the extension education with respect to threshing process would be significantly more effective than roles played by other change agents".

3.42.9 Storage :
Hypotheses \( (H_{10}) \):

"There exists no significant difference in storage process as applied by different change agents farmers in different villages so far as the adoption of latest system of storage for their grains is concerned".

b. Role of Change Agents in Community Advancement :

Effectiveness of the roles played by change agents in community advancement and farmer welfare schemes through various extension education:
1. Generating general awareness among farmers on various aspects of rural life and occupational development.

3.42.10 Generating General Awareness among farmers:

Hypotheses (H\(_{11}\)):

"Among the change agents, the O.Ls. of the village would generate relatively more effective general awareness on various aspects of the rural development and community advancement among farmers of the respective villages through extension education programmes organised by them."

2. Helping the farmers in various ways in various welfare schemes of the Govt.

3.42.11 Role of Change Agents in Various Welfare Schemes:

Hypotheses (H\(_{12}\)):

"Among the change agents, the O.Ls. of the village would promote more effective help to the farmers of their village in the matters of various welfare schemes launched by the Govt. in comparison to other change agents."

3. Generating sources of additional financial resources by helping the villagers to start and run agro-industrial organizations or small scale industries.
3.42.12 Role of Change Agents in Pooling up Additional Financial Resources:

Hypotheses (H₁₃):

"The O.Ls. of the village would provide significantly more effective sources of additional financial resources to the farmers in their villages by helping them to start and run various kinds of agro-industrial organizations".

4. Solving various problems of the villages; namely educational, health of human beings and animals, transportation, communication recreational, drinking water, sanitation, housing, marketing and such other problems.

3.42.13 Role of Change Agents in Solving various Rural Problems:

Hypotheses (H₁₄):

"The O.L. of the villages would display significantly more effectiveness than other change agents in solving various problems of the farmers of the village; namely, educational, health of human beings and animals, transportation, communication recreation, drinking water, sanitation, housing, marketing, etc.".

5. Evaluating effectiveness of media of communication in disseminating agricultural adoption process and other extension services.
3.42.15 Role of Change Agents in Rural Development and Community Advancement:

Hypotheses (H15):

"Among the various media of communication employed for the extension services with reference to rural development and community advancement, the agriculture extension programmes disseminated through T.V. would be most effective followed by newspaper."

3.50 Delimitation of the study:

One of the aspirations of the researcher appears to be incorporate all his wishes and desires in his research work, which hardly gets fully accommodated in it. As such, he cannot include every thing that he wishes. He has to be selective but unbiased in the inclusion and retention of the subject matter that he intends to study. He has to delimit the areas and topics of his study. The present study observe the following delimitations.

1. The study has been delimited by selecting only six villages employing purposive sampling technique.

2. The sample consists of 25 farmers holding different agricultural status in each of the six villages. Thus, the total size of the sample farmers accounted to be 150 only,
O.Ls. selected by the farmers go beyond the sample of farmers so selected.

3. The present study is centred around the following adoption practices through extension education imparted by different change agents including the O.Ls. of the respective villages.

a. Soil testing
b. Selection of improved seeds, seed treatment and sowing practices.
c. Water Management
d. Application of agricultural implements
e. Application of fertilizers
f. Application of pesticides
g. Threshing
h. Storage

4. The role of O.Ls. and other change agents in community development have been estimated from the following point of view only.

i. Generating general awareness among farmers on various aspects of rural life and occupational development.

ii. Helping the farmers in various ways in various welfare schemes of the Govt.
iii. Generating sources of additional financial resources by opening agro-industrial organizations and other sources of supplementary income, i.e. poultry farm, pig farming, fish farming, preparation of agricultural implements, tailoring and other small scale industries, cycle repairing, flouring, etc.

iv. Solving various problems of the villagers; namely educational, health of human beings and animals, transportation, communication, recreation, drinking water, sanitation, marketing, housing and such other problems.

5. In the present study, some selected change agents will be included and their relative effectiveness in disseminating knowledge about adoption practices and application of latest technology in agriculture through extension education will be studied.

6. No attempt will be made to cross the limits in terms of sources of change agents, content of the study, size of the sample with respect to village selection and farmers selection as specified above.

The next chapter deals with "Methodology" of the present study.