

# A Study on Role of Adarsh Rythu in Disseminating Technical Content on Farming Methods in Krishna District

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**Abstract** – The present scenario of agriculture in rural India is facing a challenge to address the issue of sustainable production possible by adopting communication techniques. The roles of communication techniques are important in agriculture sector in order to enhance the productivity. Krishna district, one of the significant food grain production districts in the state, has been chosen for the simple-survey method study, in which farmers were interviewed. The data was input in word program and statistical tools were applied. The study shows that 96 percent of the respondents are being advised by the Adarsh Rythu to solve their problems in cultivation of crops respective. Adarsh Rythu is the most important source of communication for the farmers for exchanging information about agricultural practices. Reasons; Free accessibility, easy mingling with fellow farmers and he can educate farmers effectively by oral communication. Farmers depend on their large social network and take advices from Agriculture Officers, fellow farmers and friends.

The factors inhibiting adoption of new cultivation techniques were found out to be lack of minimum technical knowledge, lack of awareness on new cultivation methods, inadequate infrastructure (water, power supply etc) and cost of investments.

**Keywords** – Agriculture, Adarsh Rythu, New Cultivation Methods, Oral Communication.

## I. INTRODUCTION

Communication is a way of life. Both none-verbal and verbal communications have shaped the culture and life of the people in the world. Verbal or oral communications play a key role among the mass, particularly in rural India. Most of the people in rural India depend on agriculture. Majority of them are uneducated. They are unable to understand the information in written form. They just depend on literates to get the information of agriculture innovations by oral communication. However, India is yet to achieve good yield in agriculture sector. Rural folk still require input like diffusion of modern farming technologies to achieve the sustainable agriculture goals set in our country. Such input requires the two-way flow of information and knowledge among the researchers, farmers and policy makers (Rajendran, 2003). The neighbour farmers mostly influence the decision of the farmer in deciding crop pattern and preferring diversified crops. Farmers consider views and capabilities of his neighbour farmer; a meaningful communication strategy. (Josue Lopez, 2002). Minimising the gap between agriculture researchers and the farmers, govt of Andhra Pradesh has issued GO No.284 Agriculture and Crop FP II Department dated on 14-03-2007 for deployment of Adarsh Rythu. On successful implementation of

Polambadi to increase the awareness among the farmers with increased Crop production, it is decided to strengthen extension services in the state by appointing the Adarsh Rythu, model farmer, as a facilitator at village level to help the farmer to have better understanding on advanced crop planning, minimising input cost and other allied agricultural activities. Inspired with the above ideas and recommendations, the Government of Andhra Pradesh took an important decision to appoint about 50,000 “Adarsh Rythu”, referred to as Farm Science Managers in Prof. Swaminathan’s Report and the National Policy for Farmers. These Adarsh Rythus (ideal farmers) were selected from various Panchayats throughout the state at the rate of one from every 200 to 250 farmers in a phased manner during 2007-08 and 2008-09. The main objective behind the identification of Adarsh Rythus is to introduce a nodal functionary between the farmers and the Extension Staff of Agriculture Departments to help in bridging the gap between the Research and Extension. The success of the important intervention of the government lies upon the development of mindset of the Adarsh Rythus as well as the extension staff by recognizing each other as a part of the extension system through regular contracts in the process of sharing information and knowledge. Adarsh Rythu also act as interface between farmers and the extension staff of all the departments / agencies engaged in extension/input support to farmers by communicating information from the extension staff to the farmers and taking feedback from the farmers to the extension staff. Keep the farmers informed about: Day to day developments with regard to schemes, technology, etc. Input availability with subsidy if any and the procedures to avail the same. Broad regulatory mechanism is in place to mitigate failure of crop and to release input cost. Mobilize the farmers in special campaigns like, Rythu Chaitanya Yatra, Rythu Sadassu and Prajapatham etc. In today’s fast developing society people have numerous opportunities to get in contact and to communicate with each other. In light of all these possible channels one may wonder about the significance of face-to-face communication in people’s interaction.(Carolyn Arndt, 2011).

## II. METHODOLOGY

The present study was conducted in the Machilipatnam mandal of Krishna district in Andhra Pradesh. Before we go survey we have conducted a pilot study, apart from interaction with farmers and mandal level agriculture officer. Based on the interaction we could prepare a structure questionnaire consisting of independent and dependent variables. For the main survey, twenty five

villages have purposively been selected to draw the sample of the investigation. Those villages were considered for the purpose of interviewing the farmers. A total of 25 farmers were interviewed from each village. A structured interview schedule was designed and administered to all the respondents to obtain the data. The data processed, tabulated and subjected to summary satisfies like frequency, percentages for meaningful interpretation of results.

### III. TABULATION

Table I: Socio economical status of respondents

Variables	Frequency	Percentage
<b>I. Age</b>		
25-35 yrs	02	08%
35-45 yrs	08	32%
45-55 yrs	08	32%
Above 55 yrs	05	20%

<b>II. Gender</b>		
Men	25	100%
Women	--	--
<b>III. Education</b>		
Illiterate	03	12%
Literate	07	28%
Elementary	02	8%
Upper primary	13	52%
<b>IV. Locality</b>		
Rural	25	100%
Sub-urban	--	--
Urban	--	--
City	--	--
<b>V. Occupation</b>		
Farmer	24	96%
Koulu rythu	01	04%
Agriculture	--	--
Labour	--	--
Others	--	--

Table II: View of the respondents on prime aspects of the study

Factors	Frequency	Percentage
<b>Which crop do you cultivate?</b>		
Rice	25	100%
Cotton	--	--
Sugar	--	--
Pulses	--	--
<b>How many crops do you cultivate in a year?</b>		
Single Crop	16	64%
Two Crops	14	36%
Three Crops	--	--
More than Three	--	--
<b>What is the source of your agricultural information?</b>		
Adarsh Rythu (By oral Communication)	22	88%
Agriculture Magazines	1%	04%
Traditional Communication	--	--
Mass Media (N.P, Radio, TV, Internet)	2	08%
<b>By whom you get advices to solve problems in cultivation?</b>		
Fellow farmers	--	--
Adarsh Rythus	24	96%
Village head	--	--
Agriculture Officers	1	04%
<b>Do you think Adarsh Rythu updates you on agricultural schemes? ( )</b>		
He is helpful	15	60%
Explain very well	09	36%
Satisfactory	--	--
More help require	1	04%
<b>Do you think Adarsh Rythu updates you on new cultivation methods?</b>		
He improve my knowledge	22	88%
Explain very well	--	--
Satisfactory	2	08%
More efforts require	1	04%
<b>Do you think Adarsh Rythu updates you on Agriculture subsidies/Loans?</b>		
He is helpful	17	68%
He give full information daily	02	08%
More help require	04	16%
Satisfactory	02	08%
<b>Do you think Adarsh Rythu is unable to explain on any agriculture issues?</b>		
Not thinking	16	64%
Explain all the issues	06	24%

Satisfy	02	08%
Unable to Explain some times	01	04%
<b>How you get the information on agricultural awareness programmes (i.e. Raithu sadassulu, raithu chaitanyatra)?</b>		
Fellow Farmer	03	12%
Adarsh Rythu	19	76%
Farmers Unions	--	--
Agriculture Officers	03	12%
<b>Do you think Adarsh Rythu minimises the communication gap between you and an agriculture officer?</b>		
He is helpful	19	76%
Gap is decreased	03	12%
Satisfactory	01	04%
More efforts required	02	08%
<b>Do you think Adarsh Rythu communicates better than an agriculture officer?</b>		
He communicates local Slang	05	20%
He explains properly	18	72%
He is available on any time	02	08%
More efforts require	--	--
<b>Do you think that Adarsh Rythu helps you to know the price list and market details?</b>		
He gives market details	17	68%
He explains storage methods	--	--
He inform about price lists	06	24%
Helping on crop sales	02	08%
<b>Do you think oral communication is better than any other medium to know the agriculture Information?</b>		
Interact directly in oral communication	24	96%
On the spot we can get the solution to the problem	01	04%
We can get the clarification any	--	--
Cheapest medium	--	--

#### IV. RESULTS AND DISCUSSION

The study shows majority (38%) of the farmers are between the age group of 35 to 45 years. Equally 38 per cent of the others belong to 45 to 45 years age group. Totally 20 per cent of the respondents are above the age group of 55 years and remaining 8 per cent of the respondents belong to 25 to 35 years age group.

It is observed from the study that majority (52%) of the respondents have studied upper primary level education. Totally 28% per cent of the respondents are just literates and 12 per cent of the respondents are illiterates. At least 8 per cent of the respondents have completed primary education.

All the respondents live in villages where 96 per cent of them are farmers actively involved in agriculture operations and remaining are tenant farmers with small holdings.

The study explains that majority (84%) of the respondents earn around Rs. 50,000 a year while 16 per cent of the other respondents manage to earn nearly one lakh. It is observed, according to the statements by the respondents, they cultivate paddy and 64 per cent of them grow only one crop a year. Others cultivate two crops a year.

The survey shows that majority of the respondents (88%) stated that "Adarsh Rythu is the great source for agriculture information" and 8 per cent of the respondents say mass media as their source.

However, agricultural magazines are the prime source for the 4 per cent of the respondents.

It can be observed from the study that 96 percent of the respondents' stated that "they get advices from Adarsh Rythu to solve their agriculture problems". Whereas 4 per cent of the others said that they get advices from agriculture officers.

It is interesting to note from the study that 60 per cent of the respondents stated that "they can know about the agriculture schemes with the help of Adarsh Rythu". Whereas 16 per cent of the respondents stated that progressive famer explain the agriculture schemes very well. Of all, 4 per cent of the respondents felt that they require more help from Adarsh Rythu to know about new agriculture schemes.

It is interestingly to note from the study that 88 per cent of the respondents stated that, they are "they can know about the new cultivation methods with the help of Adarsh Rythu". Whereas 8 per cent of the express satisfaction on Adarsh Rythu role to know about the new cultivation methods. Of all 4 per cent of others stated, they require more help from Adarsh Rythu to know the new cultivation methods.

The table shows that majority of the respondents (68%) have stated that they get information on agriculture subsidies/ loans with the help of Adarsh Rythu". Among others 16 percent of the respondents expressed that they require more help from Adarsh Rythu to get the information on agriculture subsidies/loans while 8 per cent of the respondents expressed satisfaction to get the information on agriculture subsidies/loans with the help of Adarsh Rythu. Equally (i.e. 8 per cent) stated that Adarsh Rythu give full information on agriculture subsidies/ loans daily.

It can be observed from the study that 64 percent of the respondents stated that, “they are not thinking Adarsh Rythu unable to explain on any agriculture issues”. However, 24 per cent of other respondents opine that the Adarsh Rythu can explain all the issues and 8 per cent of the farmers have expressed satisfaction on Adarsh Rythu. Adarsh Rythu sometimes could not be able to explain agriculture issues, say four per cent of the farmers.

The data reveals that the majority (76%) of the respondents said that “We get information on agriculture awareness programmes from the Adarsh Rythu”, said 76% per cent of the respondents.

According to 12 % of the respondents, they rely on Agriculture Officer for information instead of Adarsh Rythu while same percent of the farmers reveals that they prefer to rely on fellow farmers.

The study reveals that the experiment of appointing Adarsh Rythu has been resulted in minimising the communication gap between between farmers and the Agriculture Officers”.

Nearly 8 per cent of the respondents suggest changes in the functioning of Aadharsha Rythu and meagre section of the respondents were satisfied with the role of Adarsh Rythu on decrease of the communication gap between the farmers and the agriculture officers.

“Adarsh Rythu communicates properly than agriculture officers and they can be contacted round the clock”, say majority of the respondents.

The data reveals that the majority (96%) of the respondents said that “oral communication is better than any other medium to know the agriculture information through directly interact” whereas 4 per cent of the respondents said that by oral communication we can get on the spot solutions to the problems.

## V. CONCLUSION

The study found that Adarsh Rythu is the best communicator and can be able educate the farmers, apart from minimising the communication gap between agriculture research institutes and the farmers. Majority of the respondents say; problems in cultivation can be solved through the help of Adarsh Rythu, who keep update about policies and other incentives and subsidies by the government. Being an innovative farmer in the village, Adarsh Rythu always tries to conduct experiments in farming and can be contacted round the clock. Sometimes he mediates issues between the government and the farming community. He also gives feedback over implementation of the schemes to the government.

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**AUTHOR'S PROFILE**

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Assistant Professor & Head, Department of Journalism and Mass Communication, Krishna University, Machilipatnam, did his Master in Journalism and Mass Communication from Andhra University, Visakhapatnam and was awarded Doctorate from Andhra University. Imbued with a penchant for creative writing, he started his career as journalist in Newstime, Hyderabad and worked in Purasai News at Chennai. Though off-beat journalism as been his forte, for the full flowering of his personal traits he chose teaching and worked as Teaching Associate in the Department of Journalism and Mass Communication Andhra University, Visakhapatnam. Besides being a faculty member of the Krishna University, he is also having the several responsible positions in Administration side. He published articles in national and international journals and presented papers in seminars and workshops.

**APPENDIX**
**A Study on Adarsh Rythu in Dessiminating Technical Content Knowledge on Farming Methods in Krishna District**
**1. Name of the respondent:**

- 2. Age:** ( )  
a) 25 to 35 yrs                      b) 35 to 45yrs                      c) 45 to 55yrs                      d) Above 55 years

- 3. Gender:** ( )  
a) Male                                      b) Female

- 4. Education:** ( )  
a) Literate                                  b) Elementary                      c) Upper primary                      d) Inter

- 5. Locality:** ( )  
a) Rural                                      b) Sub-urban                      c) Urban

- 6. Occupation:** ( )  
a) Farmer                                  b) Koul Raithu                      c) Agriculture labor                      d) Others

- 7. Annual Income:** ( )  
a) Rs 50,000/-                      b) Rs 1, 00,000/-                      c) Rs 1, 50,000/-                      d) More than Rs 2 lakh

- 8. Which crop do you cultivate?** ( )  
a) Rice                                      b) Cotton                                  c) Sugar                                  d) pulses

- 9. How many crops do you cultivate in a year?** ( )  
a) Single Crop                      b) Two Crops                      c) Three Crops                      d) More than Three

- 10. What is the source of your agricultural information?** ( )  
a) Adarsh Rythu (By oral Communication)                      b) Agriculture Magazines  
c) Traditional Communication                      d) Mass Media

- 11. By whom you get advices to solve agriculture problems?** ( )  
a) Fellow farmers                      b) Adarsh Rythu                      c) Village head                      d) Agriculture Officers

- 12. Do you think adarsh rythu updates you on agricultural schemes?** ( )  
a) He is helpful                      b) Explain very well                      c) Satisfactory                      d) More helps require

- 13. Do you think Adarsh Rythu updates you on new cultivation methods?** ( )  
a) He improves my knowledge                      b) Explain very well  
c) Satisfactory                      d) more efforts require

- 14. Do you think Adarsh Rythu updates you on Agriculture subsidies/Loans?** ( )  
a) He is helpful                      b) He gives full information daily  
c) More help require                      d) Satisfactory

- 15. Do you think Adarsh Rythu is unable to explain on any agriculture issues?** ( )  
a) Not thinking                      b) Explain all the issues                      c) Satisfy                      d) Unable to Explain some times

- 16. How you get the information on agricultural awareness programmes (i.e. raithusadassulu, raithu chaitanyatra)?** ( )

- a) Fellow Farmer                      b) Adarsh rythu                      c) He improve my knowledge

d) Farmers Unions

e) Agriculture Officers

**17. Do you think Adarsh rythu decrease the communication gap between farmers and agriculture officers?**

( )

a) He is helpful

b) Gap is decreased

c) Satisfactory

d) More efforts required

**18. Do you think Adarsh Rythu communicates better than an agriculture officer?**

( )

a) He communicates local Slang

b) He explains properly

c) He is available on any time

d) More efforts require

**19. Do you think that Adarsh Rythu helps you to know the price list and market details?**

( )

a) He gives market details

b) He explains storage methods

c) He informs about price list

d) Helping on crop sales

**20. Do you think oral communication is better than any other medium to know the agriculture Information?**

( )

a) Interact directly in oral communication

b) On the spot we can get the solution to the problem

c) We can get the clarification any

d) Cheapest medium