

ROLE OF COMMUNICATION IN AGRICULTURE

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Abstract: *The word communication comes from the latin word communis, its meaning is common. It means that when we communicate, we are trying to establish community with someone through a message. Consequently it is a channel through which we can get an idea or a thought.*

Communication plays an important role to make any organization work out possible. It is a vehicle on which the basic functions are carried out either national or international. For each type of development such as social, economic, religious, political and educational communication has important place, similarly for all round development of agriculture the communication process also keeps a significant role. It has a different role in the field of agriculture because without it farmers are unable to describe their problems to the government and others. As all of us know that now a day's farmers are facing many problems.

The main focus of this research paper is to explore the role of communication in agriculture and effect of mass media in the field of agriculture. This paper will focus on the tricks, how does communication increase the marketing of the farmers? This paper will also expand the thoughts through which communication can bring advancement in the field of agriculture.

Key Words: *Communication, Agriculture, Mass Media, Marketing, Advancement.*

1. COMMUNICATION:

The word communication comes from the Latin word communis, its meaning is to share or exchange information, news and views etc. The Oxford Advanced Learner's Dictionary defines this word communication as the 'activity or process of expressing ideas and feelings or of giving people information'. If we want to share our facts, feelings and information than we have to follow some steps and those steps are known as the process of communication. "It is a process through which two or more persons exchange their ideas to create better understanding and harmonious relations". 1

The communication is a two way process. First of all there should be a sender. Second step of communication is encoding (When we put our ideas into a message that our receiver will understand, we are encoding it). Next step of it is to transmit our message through any channel and a medium. After that receiver will get the message and he will decode the message (absorb and understand). And the last and most important step of the process of communication is feedback. After decoding our message, receiver responds through some signals that response to us. This feedback enables us to react and evaluate the effectiveness of our message.

2. AGRICULTURE:

Agriculture is a science. It was the key of the development of human civilization. The history of agriculture began thousands of years ago. Communication plays an important role to make any organization work out possible. It is a vehicle on which the basic functions are carried out either national or international. For each type of development such as social, economic, religious, political and educational communication has important place, similarly for all round development of agriculture the communication process also keeps a significant role. It has a different role in the field of agriculture because without it farmers are unable to describe their problems to the government and others. As all of us know that now a day's farmers are facing many problems. Our farmers are confronting a lot of problems and diseases like- injuries during work, lung and skin diseases, extreme sun exposure and the very harmful chemical reactions.

3. NEED OF COMMUNICATION IN AGRICULTURE:

Agriculture is an ancient profession and it was recognized only as a factory of production. The situation is same even today. There is no difference between ancient time and modern time farming. Now the question arise is that, what

is modern farming? Modern farming includes the adoption of new technologies, methods and new ways of farming. Farming development means to bring a desirable changes in the economic, social, political and cultural life styles of the people who are linked with farming.

If we want to develop the situation of a farmer and farming then we have to update our farmers. It only can possible through communication. We have to fill the gap between the government and the farmers. Because government is running many policies for farmers and they are not aware to them due to the lack of knowledge. Knowledge is the best medium to fill that gap. We should focus on this factor (knowledge) for the development of the farming and farmers. But how will the farmers increase their knowledge? Only through communication they are able to do so. But they don't have the proper channels to receive all the latest and modern information regarding farming. Some have televisions, some have radios, some have internet and very few have other sources of communication.

Our farmers have to be updated because as our economists have told four main factors for any farming- land, labour, money and management. But in this modern world of agriculture or modern farming fifth factor is also needed that is latest knowledge. "In the modern agriculture for the agricultural production along with the four factors one more factor of the latest knowledge (fifth) has been added."4

4. MASS MEDIA PLAYS A VITAL ROLE:

"The success of agricultural development programmes in developing countries largely depends on the nature and extent of use of mass media in mobilization of people for development. The planners in developing countries realize that the development of agriculture could be hastened with the effective use of mass media".2 Mass media means the media which deliver information to the mass or larger audience. We can include T.V., newspaper, radio, farm magazines and books. Radio and Television have been acclaimed to be the most effective media for diffusing the maximum information among the people. All India Radio started many programs to spread awareness among the farmers and took a very bold step for the development of farmer and farming as All India Radio observes 15th February as Radio Kisan Diwas all over its stations by mounting special programs on the occasion. One another program is also running on it named Kisan Vani and many other programs are here to promote and to give information to the farmers. All these play a vital role in the development of the farmers and these are the cheapest way to send information to literate farmers. Mass media also encourage the illiterate farmers and also increasing the rate of literacy in our country. Sound medium can be expensive but print media is the cheapest and easy to buy.

If we talk about the importance of mass media, the richest and approachable source of it is television because on it farmers can get more and important information and ideas related to farming, technologies, crops and markets. The causes of poor and piteous conditions of farmers are only and only the lack of knowledge among them. As we are Indian and Indian farming completely depends upon the weather, so if the weather is not supportive, situations will not be in the favor of the farmers. "Weather is a phase of climate representing atmospheric condition at a given place and at a given instant of time as against climate, representing atmospheric condition for longer period of time over a larger area as discussed already." 3

Now in this modern time our government is also giving help to the farmers by making some policies. But due to the lack of proper communication they are not able to avail those facilities. TV, Radio, Computer and internet are the wonderful contributions of modern technology. Mainly computer has more speed of doing works. In modern time it is very necessary and useful in every field of life. For the advancement and development of the farmers these things should be followed:-

- Booklets and leaflets should be published with the solutions of different problems.
- Government should provide television sets in rural areas at least one in each Panchayat house.
- Fairs should be organized for the development of farmers.
- Role of news papers can improve the current status of farmers.

There are many ideas for the developing the status of farming and farmers. But for the implementation of these ideas we have to make aware our farmers about all these things. Internet and mass media is the best way for this. Because internet is the wonderful chain for information revolution in this modern time. With the help of this we can connect through all over the world from our home. First of all we have to understand the meaning and function of internet. It is an international network.

5. ROLE OF COMMUNICATION IN AGRI MARKETING:

In agriculture marketing plays an important role not only to increase the production and consumption but to accelerate the economy of the country also. “Marketing, in agriculture, includes all the various activities involved in the transformation of commodities sold by farmers into food and fiber products purchased by consumers.”⁵

Traditionally, without marketing a farmer can't buy or sell anything. But in modern times the agricultural marketing system has been changed in broadest terms. It includes assembling, handling, storage, transport, processing, wholesaling, retailing and export of agricultural commodities. There are a lot of markets like Rural primary markets, The wholesale/Assembling markets, Terminal markets and Retail markets.

But due to the lack of knowledge our small and marginal farmers who are generally illiterate and ignorant and are not able to work or deal without intermediaries. For the improvement of such types of farmers, need of communication is must so that they can aware about everything and get themselves benefited.

6. CONCLUSION :

As in this paper we find that communication in any form is important for agriculture, either it is mass communication or communication in the field of marketing. For the improvement of the condition of farmers and farming, some steps should be taken by government and farmers themselves. First of all, media and channel of communication should be spread. Secondly, awareness among the farmers about the plans and policies of government. Thirdly, digitalization of rural areas, so that everyone either illiterate or educated can keep themselves update. We really need to think about the condition of farmers in our country.

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