1. What do you understand by communication? Explain the basic attributes of communication.

Ans: Communication is the core activity of human association in general and progress as well as development in particular. No human life can exist in isolation. A man can survive only in society and the survival in society is possible with communication. Therefore, communication is identified as the oldest continued activity of human being since birth and goes on and on till death. More precisely, communication is the basic need of human beings and web of society which makes the survival, growth, progress and development of man possible and holds the society intact and progressive. Communication is a vital part of personal life in the society. It is equally important in business, education, civilisation, administration and other situations where people encounter with each other to satisfy their needs and wishes. Communication maintains and animates the life. It leads people from instinct to inspiration, through process and system of enquiry, command and control. It creates a common pool of ideas, strengthens the feeling of togetherness through the exchange of messages and translates through into action. As the world has advanced, the task of communication has become more complex. However, unless some basic structural changes are introduced, the potential benefits of technological and communication development will hardly be put at disposal of the majority of mankind. The rural poverty and its related incidences may decline if one puts efforts for sustained growth in agricultural production. The extension communication system and network is the key input in increasing the performance in agricultural production. Therefore, the communication is the most powerful input which brings substantial development in socio-economic status of an individual. Present Indian extension system is under numerous pressures where the extension workers, have to cater not only vast population but also to perform administrative, election, input supply and other works. Under these circumstances, it is not practically possible to serve all the farmers, all the time for all the problems when ratio of extension worker and farmer, the sender and receiver is more than 1:1000. Therefore, the potential of mass media can be exploited to serve the rural population in this direction. Electronisation and mechanisation in communication systems have provided opportunity to access the information rapidly, accurately and repeatedly. To reach the unreach modern electronic gadgets and systems have been introduced to cope-up the requirements. The Government of India has realised the need and utility of these electronic equipments for rural population. Therefore, massive programmes of cyber extension, digital interactive distance learning, online networks, computers aided multimedia; internet and free online telephones etc. have been launched for the farmers. Some of the major extension technology systems and approaches are being used presently like Kisan Call Centre (1551), cyber extension, computer-internet connectivity etc.

The use of present extension and communication technology system is based on the initiative of the farmers the sender itself. This is possible only when the farmer is conversant with the knowledge of handling system, approach etc. about present communication technology system as well as the positive attitude towards the system. In view of the progressive farmers, its use is judicious as they have high level of positive communication behaviour resulting into the desired results in their agricultural profession. As far as the farmers of hilly areas of Jammu and Kashmir, U. P, Bihar and like backward areas are concerned they are traditionalist-hardliners and shy in nature with poor communication behaviour. They hesitate to adopt recent technologies. The reason of poor communication behaviour is not only because of their personal weaknesses but there are number of constraints which come in the way and restrict them to make use of extension personnel and communication channels.

Communication in agriculture is not only to inform and create awareness among the farmers but also to implement new ideas that change the mode of farming. Village Extension Workers (VEWs) inform the farmers about the new technologies, but they are not keeping pace with the advancement of technical know-how. Secondly, the message has to travel through many stages from its source to the ultimate users. Due to this hierarchical transfer sometimes it loses its meaning and originality. Communication is the vital aspect to change the behaviour of the receiver. As a matter of fact, no executive can be successful without communicating effectively with his superiors or subordinates. Messages could be in the form of words, symbols, signs, letters or actions. The importance of communication has been greatly emphasised by all the management experts. Communication is like a part of an individual’s life as well as organisational existence. Its importance is self-explanatory and is having common experience of all as well. The transfer of science to rural people in India and gradual inoculation of scientific attitude in their everyday life, need to demonstrate in the language which will be understood and appreciated by the rural people. In order to make the farming community enlightened and better skilled in the use of improved management practices, fast communication devices are required to break through the message effectively.

2. Describe the important features of social forestry extension.

Ans:

3. Explain the main steps involved in communication strategy development.

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