

# **ICT Applications in TOT (New and Social Media), media mix strategies**

# Innovative Information Source

- **INTERNET:**

- 1969 – US Military purpose
- Internet is a worldwide **network of computer networks**.
- **Fast Spread** Radio 30 > TV 15 > Internet 3
- Internet is **not owned** by any individual organization or the country
- **Research and training institutions** have started to host and enrich their web-sites with farmer-friendly information.

- **Uses / Advantages**

- **Easy Information access, sharing, publish**
- **Quicker Communication**
- **Services** : Reservations, banking, Ecommerce, eGovernance, etc

- **Disadvantages**

- **Plagiarism**
- **Theft**
- **Spam**

# Websites / Portals

- **WWW – World Wide Web**
  - Network of information resources
- **Websites**
  - Digital pages on WWW –organisations
- **Portals**
  - Single window
  - Larger coverage
  - Linkage

# Cyber Café

- Place where one can use **computer with internet access for a fee** charged per hour/ minute / subscriptions
- **History**
  - 1991 > Wayne Gregori > Sanfrancisco > **SF Net Coffee House**
  - 25 **Coin operated** computer terminals

# Video Conferencing

- **Set of interactive telecommunication technologies** which allow two or more locations to interact in a **two way video & audio transmissions** simultaneously
  - **Remote** meeting
  - Geographically **dispersed**
  - **Share** information virtually
  - Any type of available **network**
- **Components**
  - Video input
  - Audio input
  - Video output
  - Audio output
  - Data transfer – Digital / analogue network

# Video Conference

- **Types**
  - **Fixed**
    - Large group VC
    - Small group VC
  - **Portable**
    - Individual VC
  - **Smart phone VC**
    - Skype / Zoom / IMO / Google / Jio
- **Etiquette**
  - **Book** a conference call
  - **Organise** computer **link**
  - **Publicize** the agenda
  - **Use parallel** medium
  - **Rehearse** the session
- **Hybrid Conferencing**
  - **Physical & online Participation**

# VC - Advantages / Limits

- **Advantages**

- **Live** conversation
- Virtual contact and **solutions**
- Virtual **Training and lectures**
- Reduction in **cost of travel & time**
- **Collaboration** in research communication
- Timely follow-up, Monitoring and Evaluation (**M&E**)

- **Limitations**

- Technical failures (**Glitches**)
- **Impersonal**
- **Greater preparation / participation**
- Lack of familiarity
- **Connectivity Speed**

# Kisan Call Centre

- **21-Jan. 2004 > DAC, MoA**
- **Purpose**
  - **Respond to issues** raised by farmers in agri/allied sub.
  - Reply in **local language**
  - To **harness the knowledge** in agriculture & allied areas and **disseminate** to farming community and **solve** everyday problems
  - **Network of relationships** Scientists / Experts/ Extension Personnel / farmers
  - Professional **help at door** step
  - **Direct contact** with expert

# KCC Features / Setup

- **Features**

- **Country wide** help line
- **Toll free** service
- All enterprises
- **Market** information
- **Weather** information

- **Set up**

- 16 hrs >> 6am – 10 PM
- 7\*365
- **3 tiers** : Level 1, Level 2, Level 3
  - Level 1 : Agril. Graduates Level 2: Experts Level 3: Nodal Office
- Redressal within **72 Hours**

# KCC

- **Documentation**
  - **Proceedings** of Calls stored at nodal office
  - **Crop-wise database**
  - **FAQs**
- **Constraints**
  - **Lack of awareness**
    - 1800-180-1551
    - 1800-425-1552
  - **Lack of connectivity**
  - **Lack of Experienced Personnel**
  - **Lack of Linkage** between levels

# Consultancy Clinics

- **1990 onwards**
  - **Industrial sectors**
  - **Private professionals**
  - **Input Agencies**
  - **AC/ABC**
  - **Public / Private**
  - **Need for customised/specialised Extn. service**
- **Objectives**
  - **TOT in agri/allied**
  - **Meet specific information needs of people**

# Consultancy Services

- **Scope**
  - **Cost** reduction
  - Technology **improvement** / application
  - Better **management**
  - **Modernisation**
  - Marketing **skills/ strategies**
- **Areas**
  - **Organic Farming, composting, Water Harvesting, Solid Waste Management**
  - **Floriculture**, propagation, green house, infrastructure
  - **Plantation** projects, mechanical planting, watershed, soil management
  - **Food** processing, packaging
  - **Poultry, meat, fish, dairy products, processing export**
  - **Biotechnological** products – bio-agents, bio-fertilisers, bio-pesticides, etc.
  - **Post harvest processes : medicinal, aromatic & ornamental Crops**

# Community Radio

- **Owned and operated by community** or members of community
- **Social, economic and cultural** development of community
- Offer people a **voice and help develop** community
- Within a **geographical location**
- **Non profit** basis
- **License** to Public and Private
  - Educational institutions and Commercial houses
- **Supported** by State / indl. / corporate / intl. agen.
  - Support under **ATMA**

# Benefits of CRS

- **Participation of people**
- **Upgrade skills, creative talents**
- **Rural networks for cottage & village industries**
- **Strengthening Panchayat Raj Institutions (PRIs)**
- **Preserve / promote traditional wisdom**
- **Limitations**
  - **Funds availability**
  - **Professionals**
  - **Content Generation**
  - **Advt.**

# Selection of ETM

- **Factors Influencing Selection of ETM**
  - No single rule of thumb
  - Guiding principles
  - Direct opportunities Vs. Dilution > Compromises
- 1. **Appropriate method**
- 2. **Suitable combinations**
- 3. **Proper sequence**

# Factors influencing the selection of Extension Teaching Methods

- **1. Objective: *The behavioural changes expected in people***
  - *change in knowledge, skills or attitude*
    - most mass media methods are good for effecting changes in attitude and knowledge
    - IC/GC methods bring about changes in knowledge and skills.
- **2. *Nature of subject matter being taught***
  - particular aspect of the technology >> Simple / Familiar
  - whether understanding depends on seeing or not >> complex
- **3. *Nature of Audience***
  - age, education, interest, experience, knowledge, intelligence etc.
- **4. *Size of Audience : Number of persons to be covered:***
  - IC/GC Methods are slow and can't cover a large population in short period.
  - To cover large numbers with relatively short time, MCM are effective.

# Factors influencing the selection of Extension Teaching Methods

- **5. Availability of Communication media to the clientele**
- **Ownership / Subscriptions to radio, TV, Computers, Mobiles, farm journals, newspapers and buy extension publications**
- **6. Skill / Familiarity on the part of extension worker**
  - EW are not equally efficient in the use of all the ETMs
  - use methods with which they are familiar
- **7. Relative Cost involved**
  - Costly Methods
  - Initial investments
  - availability of related equipment and facilities
- **8. Basic facilities needed:**
  - electricity,
  - dark room,
  - projection screen, projectors etc.
- **9. Size of the extension staff**
- **10. Stage of Development of Extension Organisation >> RD >> Local illus**

## **Factors influencing the Combination (Media Mix) of Extension Teaching Methods**

- **Different + available**
- **Adoption**
- **Research Study**
  - **Influence Change in behaviour**
  - **1-9 Exposures >> 35% to 98%**
  - **Increases Adoption**
- **Repetition in Variety of Ways**

# Proper Sequence of methods

- **Methods that Enable farmers**
  - to see, hear, and do things to be learned
- **Methods that enable extension functionaries**
  - To reach large number of people
- **Methods that create confidence building situations**
- **Planning**
  - Three things Viz. Unit that does Three

# Example for Sequence

- **Office call**
- **Farm visit**
- **Leader visit**
- **Demonstration**
- **Meeting**
- **Advertised circular letter**
- **News story on RD**
- **Happenings and result broadcasted**
- **Picture / Slide shows in meeting**

# Thank You