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Subscriptions
 0500 101606
 Southern Farmer is published by International Media Distributors Limited, a limited company, from its offices at 1st Floor, Mill Lane, Boreham, Essex, SSG16 5JL.
 ISSN 2047-1915
 0 772047 199 100



Learning journey for school children at Chelsea

Secretary of State Caroline Spurgeon is pictured visiting Chelsea Flower Show, where she dropped in to see the 'Muckbusters' Learning Journey garden.
Picture: Alan Parry
 ■ For full story and more reports from Chelsea, turn to page 3

Drought hits farms hard across south

Concerns grow as dry weather continues

DEFRA officials and NFU representatives are holding talks to discuss what steps can be taken to help farmers during the drought conditions.
 The two organisations have held meetings with other key parties including the Environment Agency, Natural England, Water UK and the UK Agriculture Association because of the potentially chaotic effect of the low rainfall.
 Farmers say the conditions are rapidly deteriorating right across the south of England. There will now impact crops such as wheat and barley and

shallow rooting crops like peas and broads are facing a critical situation. With grass drying up, many livestock farmers are running out of feed and using winter feed, at considerable extra cost.
 The lack of rain is also affecting reservoirs, with about half of those that normal levels for the time of year, according to the Environment Agency. The agency has already asked some farmers to stop using river water, as flows are exceptionally low and to irrigate late in the day, or even at night, to boost crop reserves.
 Water companies say they believe the contingency plans they have put into place will keep the taps flowing for the time being.
 However, one source told the magazine: "We have plenty enough water, it's just that the grid is not designed in a way

that always enables us to get it where we need it."
 There are signs that the water companies are responding to the problem. A school in southern Wiltshire has recently been opened. The £16m project at Marlham, near Purbech, West Swindon, has included the construction of a reservoir, a pumping station at Marlham and a 1.5km pipeline. It is able to provide ten million litres of water per day in the summer, enough for the north of a town the size of Marlham. Water will be drawn from the River Avon at its tidal point, during the six-hour shift of the tide, stored in the new reservoir and, when needed, pumped to Marlham where supply works, which it will be made.
 "Swindon Water's water strategy manager Murray Coxon said: "This sort of project has been identified as a water-critical area, with demand predicted to exceed supply all times in the future. This new water system will help us deal with this."
 According to Wiltshire Water, April was also unusually dry in Dorset, with approximately three of rain compared to the

average of 58mm (6 per cent of normal rainfall).
 A spokesman said: "The spring has been the driest stretch, with only 27 per cent of typical rainfall for March and April. The drier air has an evaporation and winter which were also drier than usual."
 At the start of May, overall reservoir storage was 64 per cent, instead of the normal 65 per cent.
 The spokesman added: "The majority of our groundwater monitoring sites are below average for the time of year. Groundwater levels reached a minimum at the end of December and, in many cases, levels were at or below levels not seen since 2001."
 "Many flows are less than 10 per cent of the average for the time of year. As a result, stream supports have been started to help."
 ■ Turn to page 7



SUPPORT: Groundwater is pumped into the flow or 'thick' in Dorset to maintain healthy flow.

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Mass Contact Methods

Mass Contact Methods

- **Mass meeting**

- **Campaign**

- **Exhibition**

- **Newspaper**

- **Radio**

- **Television**

- **Farm**

publications



Mass Meeting

- To communicate interesting and useful information to large audience at a time
- Few 100s – 1000s
- Purpose & out of curiosity
- Closed & Open place
- PAS essential & slide / film show
- Objectives
 - Focus attention – important topic
 - Create general awareness & announce progress
 - Enlist people participation at community work
 - Appear personally before large audience



MM: Planning and Implementation

- Decide topic, occasion and audience
- Select ltd. No. of speakers
- Venue, Date & Time
- Procure AV Aids, Publications
- Written Programme

MM: Planning and Implementation

- **Implementation**

- Select **Chairperson**
- Start **in-time**
- **limit** formalities
- **Focus** theme- restrict digression
- Prevent **speech making** – be on schedule
- Appropriate **AV aids**
- **Watch** reaction, encourage Audience participation

- **Call for action, decision making**
- Take adv. Of **group psychology & appeal**
- **Close in-time**
- **Summary** – Chairperson
- **Recognize** – part / help
- **Distribute pub.**
- **Take interested names**

Mass meeting - Follow up

- **Keep Contact with interested persons**
- **Sustain wider interest through mass media**
- **Limitation**
 - **In-depth discussion – X**
 - **Can't be held frequently**
 - **Difficult to get feedback**

Campaigns



Parthenium Awareness Campaign (2)



Farmers Group Activity on Parthenium Composting



Right Stage of Parthenium Trampling

Campaign

Eg. Animal Health / Parthenium / Polio / AIDS

- **Intense educational activity for motivating and mobilizing people to solve a problem or satisfy a need felt by them**
 - Day / week / month / year
 - Villages / national / international
 - **Once / repeated** till goal reached
 - Small number of people / entire community / Nation



Campaign

Eg. Animal Health / Parthenium / Polio / AIDS

- **Objectives**

- Create **mass awareness** – **imp. problem / felt need**
- Induce **emotional participation of community**
- Create favourable **psychological climate** for adoption

Campaign – Planning / Prep.

- **Identify & decide important problem / need**
 - **List** of specialists, local leaders and other persons
 - **Train** the personnel
 - **Decide** date / time
 - **Arrange** inputs, services / t
 - **Written** programme
 - **Wide Publicity**, posters
 - **Involve** Mass media



Campaign: Implementation

- Follow the programme
- Group meeting – discuss problem/ need
- Arrange Method demo & training Prog.
- Supply of critical inputs
- Close watch – corrective actions
- Arrange Mass media coverage
- Conclude in time



Campaign – Follow up

- **Follow-up**

- **Contact participants & find out reactions**

- **Assess Extent of adoption**

- **Publicize successful campaigns**

- **Analyze deficiency / failures**

- **Recognize local leaders**



Campaign – Advantages

- **Advantages**
 - **Creating awareness**
 - **Communicate large people**
 - **Quick / emergency**
 - **Less expensive more coverage**

Campaign –Limitations

- **Limitations**
 - Applicable for **topics of community interest**
 - Success **d/o Cooperation** of community
 - Not suitable for **complicated techniques**
 - Adequate **preparation** , efforts, **propaganda**, **supply** of critical inputs

Exhibition



Exhibition

- **Systematic display** of models, specimens, charts, photographs, pictures, posters, information, etc. in a **sequence** around a **theme** to create **awareness & interest** in the community.
 - Village / taluk / dist / state / intl.
 - Theme + unrelated (Entertainment)
 - Can Coincide with KM / FF / Local Fairs / Festivals

Exhibition - Objectives

- **Objectives**
 - Promotes **visual literacy**
 - Suitable to **reach wide range of people**
 - Acquaints people with **better standards**
 - **Motivates to adopt better practices**

Exhibition : Planning and Prep.

- **Committees : Steering / Sub**
- **Theme & organisations to be involved**
- **Budget estimate / sources**
- **Venue / time / date / duration**
- **Written programme & communicate in time**
 - Include recreational prog.
- **Site ready**
- **Provide essential facilities**
- **Stall for farmers exhibits**



Exhibition : Planning and Prep.

- **Pendal** – meeting, training, entertainment
- **Publicity** - Posters, media/ press meet
- **Decorate, Lightings**
- **Quality exhibits**
 - local material & language
 - Display at **50-60cm to 2m**
 - Avoid Overcrowd
- **Train interpreters**
- **Allot duties, rotation/ replacement**



Exhibition - Implementation

- **Formal opening** – L. Leader /personality
- **Arrange smooth flow**
- **Interpreter explain** – **distribute** publications
- **Panel of experts** - discuss
- **Meetings / Trainings** as scheduled
- **Premises clean / Replace** exhibits
- **Judge** the stalls – Quality display, Attention & effective communication
- **Conclude** – Thanking part./help.

Exhibition : Follow up

- **Meet** visitors personally
- Maintain visitors **register**
- Contact Local leader & **assess** success
- Ensure **critical** inputs
- **Look** for changes in years



Exhibition : Advantages & Limits

• Advantages

- Reaches **less-literates**
- **Time & Energy**
- **Gaining attention**
- **Participate, learn and recall**
- **Public relation/ good will**

Limitations

- **Lots of funds**
- **Frequency**
- **Good deal of planning**
- **Expensive maintenance**

Group discussion Techniques



Group Discussion Techniques

- **Lecture**
- **Symposium**
- **Panel**
- **Debate**
- **Forum**
- **Buzz group**
- **Workshop**
- **Brainstorming**
- **Seminar**
- **Conference**

Lecture

Lecture on FPOs / AII / GMCs



Lecture

Lecture on WTO / GMCs

- **Verbal presentation by Speaker to Audience group**
 - Organized > prepared > attention > convey message
 - Visuals aids
 - Question & Answer Session
- **Series of lectures**
 - Comprehensive idea
 - **Richly experienced speakers**
- **Helps in Systematic presentation of information**
- **Limits: Passive role of audience**

Symposium

MINDING THE GAP
The Role of Contemporary Architecture in the Historic Environment

A SYMPOSIUM, MAY 21, 2013

The Getty Conservation Institute



Symposium

Symposium on Parthenium Management

Symposium on Alternate Extension

- **Meeting of small number of Resource Persons**
 - Present short prepared papers
- **Present different phase or sub-division of a general topic**
- **Equal ability**
- **Interaction with audience not expected**
- **Information gathering at professional level**
- **Examples**
 - Symposium on Private Extension
 - Symposium on social media in marketing
 - Symposium on Genetically Modified Crops

Panel Discussion



Panel Discussion

- Group of **three / four experts** in specific area
- Address group of trainees
- **Mutual and audience interaction**
- **Guided by strong moderator**
 - Time
 - Q&A Session
 - Sum up
- **Example**
 - **Panel discussion on farmers Suicide**
 - Farmer Representative, Expert in Psychology, Police Investigator, Political Leader



Debate





Debate



- **Two small groups** discuss over two **contradicting sides** of an issue/ topic in presence of an **expert/facilitator / moderator**
- Topics of **two sides** essential
- **Alternative** presentations of **5-10 minutes** each on for and against speeches
- **Duration of Moderation by the expert**
 - Present briefly practical situations & dimensions
 - Enlists the **issues and summarises**
 - **Complements** the critical points
 - **Judges / Recommends** the best side while acknowledging the critical points of opponents

Forum

Milk: A1 Vs A2 Vs No

Low Cost inputs / Minimal External Inputs / No Cost Inputs / Zero Cultivation



Forum

Milk: A1 Vs A2 Vs No

Low Cost inputs / Minimal External Inputs / No Cost Inputs / Zero Cultivation

- Two or three speakers talk on the **same subject**
- Each one present their points to the audience on the **controversial dimension** for consideration
- Followed by Q&A session
 - audience & speaker



Buzz Group Session

Land acquisition and Industrial equity for farmers
Setting up of Food Parks



Buzz Group Session

Land acquisition and Industrial equity for farmers
Setting up of Food Parks



- **Dividing** large group into much **smaller ones**
 - To break up large group
 - To add **variety & interest**
- Topic is discussed for **limited period of time** (5min)
- Group **react with ideas, opinion & questions**
- Make **oral report** to all the groups
- Used to **solicit solutions** to problems & **gather opinions**

Workshop

Workshop on Community Radio / RAWE / Bimonthly



Workshop

Workshop on Community Radio / RAWE / Bimonthly

- **Cooperative gathering**
 - Discuss, learn & apply practical skills under expert supervision
- **Duration: one day / number of days**
- **Planning Session** – all participants involved
- **Exchange** ideas, experience and skills
- **Action oriented programme**
 - Eg. Bimonthly Workshops



Brainstorming

Mitigating Flood effect / Fertilizer Shortage



Brainstorming

Mitigating Flood effect /
Fertilizer Shortage /
Election Manifesto



- Group of **knowledgeable persons** given **Problem** and asked to produce **as many solutions** as possible within a **given period**
- **Spontaneity & creativity** are important
- Purpose to promote group creativity
- Restrict 20 / group
- Ideas presented are **recorded and all can see that**
- **Evaluate** their merits/demerits
- **Examples**
 - Brainstorming on investing agriculture
 - Brainstorming on mobilizing farmers / participants for MM

Seminar

Eg. Seminar on Climate Change and Red Gram Cultivation

- More formal in nature
- Study in depth to be made in specific areas
 - Guidance of experts
- Discussion papers presented
 - Based on study / research
- One or more plenary sessions
- Pooling together opinion of large number of person
- Conclusion & recommendations are arrived for action



Conference

Eg. Conference on Export Opportunities in Horticultural crops

- Pooling of experiences and opinions among a group of people who have **special qualification** in an area



Colloquium



Colloquium



- **Three or four resource persons** discuss a specific topic
- **Audience free to express opinion**
 - Raise issues
 - Ask questions
- **More of audience participation**

colloquium

Syndicate



Syndicate



- **Study group**
- Members represent the **principal sub groups**
- **Chairperson and Secretary**
- Positions held on **Rotation**
- **Problem** assigned for **study & solution**
- **Minimal guidance from trainer**
- Prepares **report & present it to the assembly**
- **Study Period for a month or more, 10-12 sittings**

Case study



Case study

- **Written case or problem** situation presented
- Participants carefully **study and examine** from all facets
- **Different solutions** are evolved
- Participants **appreciate others view point** and analyse lacunae in their thinking / analysis
- **Interrelatedness** of factors operating in the situation is highlighted
- **Example**
 - Case study on Farmers Innovation
 - Case study on FPO
 - Case study on Farm Entrepreneurship

Role Playing



Role Playing



- Participants are made to **act and re-live** a particular situation
 - To get a **real feel**
- **Success of RP Requires empathy**
- **Gives insight into the complex behavioral patterns of ind.**
- **Role playing units to be small**
- **Conduct discussion following the role play**

Interactive video



Interactive video



- Sequencing and selection of video material
- Control programme on own pace of learning
- Step by step progress
- Incorrect response > provide further information for clarity
- Testing to be done to ensure

Tele conferencing (Audio / video)



Tele conferencing (Audio / video)

- Telephone / radio / Satellite / Wireless network used
 - Satellite transmission / microwave / two way cable
- One or more locations
- Experts in studio listen and answer live
- Reduces need for travel and scattered audience

Attendance for Myrada-Karuna VRC



| | First Name | Last Name | Site name |
|--|----------------|----------------|-----------|
| | UAS_AgriScienc | Hadonahally | |
| | Myrada VRC | Hanur | |
| | UAS_Agriscienc | Hardanahalli | |
| | UAS_AgriScienc | Hassan | |
| | Karuna Trust | Iduguru | |
| | Myrada VRC | Kamasamudram | |
| | Myrada VRC | KR Nagar | |
| | UAS_AgriScienc | KrishV_Shimoga | |
| | Myrada VRC | Malladihalli | |



VideoServer



ಸ + ತಾಮ್ರದ ಆಕ್ಸಿಜನೈಕೃತ
 ಲೂಂ

AVPlayer - Receiving data from "UAS_A..."



Thank you