

## **DEVELOPMENT OF COMMUNICATION MATERIALS TO PROMOTE NEW TECHNOLOGIES AMONG FARMERS**

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Cost of production, productivity and net return to farmer can be increased through mechanization of field operations. Although there are significant technological advances in soil cultivation, the level of adoption of some innovations are low due to lack of proper communication.

Main objective of the study is to develop scientifically ready-made extension material needed to conduct training programs on Ridger (RG) and Inter-cultivating Ridger (ICR) developed in the Galewela area.

The methodology mainly focused on the scientific development of extension communication material on the innovations relevant to tobacco farming. An assessment of available communication material was carried out with extension workers. Technical information on the innovations was collected from developers and the current users. Based on the preference and the potential effectiveness, six different communication materials *i.e.* video, role-play, poster, leaflets, multi-media presentation and booklet, were selected to develop for each innovation. The videos, multi-media presentations, posters and leaflets were pre-tested for its technical consistency, language and visual suitability and necessary improvements made in each step. Video programs were produced in two formats as "Docudrama" and "Documentary" for each innovation to select the best format according to the preference of the extension workers.

Videotapes were the most preferred as the best extension communication material followed by posters, leaflets, handouts and multi-media presentation. The extension staff and a panel of experts after having shown decided that the communication material developed were understandable and readable and their formats were effective. It is recommended that these materials be evaluated further during actual extension training sessions and also train the extension staff to handle different communication materials effectively. The cost of the two innovations was found to be excessive for small farmers and hence a system of providing financial support should be arranged together with the extension programs.