

## RESEARCH NOTE

## Pocket Cards - An Innovative Low Cost Extension Methodology in Disseminating Critical Crop Interventions to Farming Community

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### ABSTRACT

*Print media is one the powerful tool to disseminate technology to large number of farmers. It has the advantage to refer again and again and retrieve the information. As an innovative low cost extension methodology in transfer of technology and as a step towards second green revolution, Dr. K L Rao Krishi Vigyan Kendra, Garikapadu, Jaggaiahpet mandal, Krishna district, Andhra Pradesh has introduced the publication of Critical crop interventions as "Pocket Cards" during 2016. A single small card of size 3"X4", published on either side highlighting the important points of the technology with attractive pictures is a pocket card. The pocket cards are multi coloured information material made up of a thick paper with details of key contact persons for further information. They easily fit into the pockets of the farmers hence the name pocket cards. The cost of thousand cards is only Rs.980/-. Pocket cards on the management of Pink Boll Worm in cotton, Yellow Mosaic Virus management in blackgram & greengram and Integrated Crop Management in redgram was printed and distributed to the farmers. Correlation between satisfaction with the overall content in the pocket cards and satisfaction with the extension methodology was studied among the 400 farmers who received the pocket cards and was found to be  $r=0.64$ . The technology is now being adopted by the other KVKs in the state to disseminate information to the farmers.*

**Key words:** *Pocket cards; Innovative; Extension methodology; Second green revolution;*

**R**evitalising extension services is must for improving agricultural productivity. The major concern for extension is to operate in the context of agricultural innovation systems, so that new knowledge is applied and used. Extension is an essential mechanism for delivering knowledge as an input into modern farming. There is a need for redefining the way the extension is carried out. It has to reorient itself beyond the narrow focus of transfer of technology of package of practices. It should focus on facilitating interaction and key learning (*Kristin and Willem, 2012*). The key objective in reorienting extension is to make it a better instrument for development (*Nancy and Ronald, 2012*). Today's rapidly changing social and economic environments

oblige Extension to re-conceive the future through creative thinking and innovative action to reduce barriers to success. Innovations will unlock a vast number of new opportunities for Extension (*Karen et. al, 2012*). Field extension need to concentrate on how innovatively the technology can be taken to the door steps of the farmers (*William and Sulaiman, 2009*).

As an innovative low cost extension methodology in transfer of technology, and as a step towards second green revolution Dr. KL Rao KVK has introduced the publication of Critical crop interventions as "Pocket Cards" during 2016 (*Jyothi et al., 2016*). A single small card of size "3×4", published on either side highlighting the important points of the technology with

attractive pictures is a pocket card. The card also contains the details of key contact persons for further information. The pocket cards are multi coloured information cards prepared in an eye catchy manner following the ABC (Attractive, Brevity and Clarity) principle of making information materials (Ray, 2001). The information materials are made up of a thick paper with a symbol of second green revolution and it easily fits into the pockets of the farmers hence the name pocket card was given to this innovative low cost extension methodology.

*Salient features of pocket cards:*

- i. *Single card:* The information is printed on a single piece of card on either side.
- ii. *Small size:* The information material is small in size of "3×4". Fits easily into the pocket/wallet/purse.
- iii. *Multi colored with text and pictures:* The highlights of the technology are printed in color with suitable pictures to make the technology easily understandable and attractive to the audience.
- iv. *Brief:* The card is not crowded with too much of information. Only the highlights of the critical interventions are given in the card. This gives scope for creating interest in the readers to know more about the technology.
- v. *Scope for further information:* Only the important aspects of the technology are given in the card along with the phone numbers of the key contact persons. The farmer can directly call to the mentioned numbers to get further information.
- vi. *Light weight:* The card is made up of light weight material. It is a single laminated card small in size weighing about 3 to 5 grams hence light in weight to carry.
- vii. *Made of thick paper:* The information material is made up of thick paper called art -board of 300GSM. Hence is not prone to easy wear and tear.
- viii. *Laminated cards:* The cards after printing are laminated which gives a shiny appearance. The cards are water proof. Even if the farmer refers to the cards at field with soiled wet hands, the cards are not spoiled.
- ix. *Portable:* As the card is small and fits into the pockets of the farmers, it can be easily carried along with him and refer when ever and where ever required and even in fields also.

- x. *Low cost:* The cost of thousand cards is Rs.980/-. The unit cost comes to Rs.0.98 only. The unit cost of a card is inversely proportional to the number of cards we get printed each time. The unit cost is reduced in bulk orders. Even a mobile SMS costs one rupee without any special offer.
- xi. *Durable:* As the cards are made of thick paper and laminated they can be preserved for a longer period of time protected from dust, wetting, wear and tear.

## METHODOLOGY

An innovative low cost extension methodology namely, Pocket Cards were developed to disseminate the critical crop interventions to farming community. As an initiation 1000 cards each on the management of Pink Boll Worm in cotton, Yellow Mosaic Virus (YMV) management in blackgram & greengram and Integrated Crop Management in redgram was printed and distributed to the farmers.

The cards were distributed to the needful farmers in the adopted villages of the KVK. 400 farmers who received the pocket cards were selected at random to study the satisfaction with the extension methodology and satisfaction with the overall content in the pocket cards. Satisfaction with the extension methodology was studied using a five point continuum namely., very much dis-satisfied, dis-satisfied, neutral, satisfied, very much satisfied and were assigned a score of 1, 2, 3, 4 and 5 respectively.

Satisfaction with the overall content in the pocket cards was studied in terms of clarity, concise, adequate, understandable, attractive, useful, timely and scope for getting further information. Clarity of the content was measured using a five point continuum namely., very much unclear, unclear, neutral, clear, very much clear and were assigned a score of 1, 2, 3, 4 and 5 respectively. Conciseness of the content was measured using a five point continuum namely., very much less concise, less concise, neutral, concise and very much concise and were assigned a score of 1, 2, 3, 4 and 5 respectively. Content adequacy was measured using a five point continuum namely., very much inadequate, inadequate, neutral, adequate, very much adequate and were assigned a score of 1, 2, 3, 4 and 5 respectively. The content understandability was measured using a five point continuum namely, not very much understood, not understood, neutral, understood, very much understood

and were assigned a score of 1, 2, 3, 4 and 5 respectively. Attractiveness of the content was measured using a five point continuum namely, very much unattractive, unattractive, neutral, attractive, very much attractive and were assigned a score of 1, 2, 3, 4 and 5 respectively. Usefulness of the content was measured using a five point continuum namely., very much useless, useless, neutral, useful, very much useful and were assigned a score of 1, 2, 3, 4 and 5 respectively. Timeliness of the content was measured using a five point continuum namely very much untimely, untimely, neutral, timely, very much timely and were assigned a score of 1, 2, 3, 4 and 5 respectively. Scope of getting further information was measured using a five point continuum namely., very less scope, less scope, neutral, scope full, very much scope full and were assigned a score of 1, 2, 3, 4 and 5 respectively. The total score of satisfaction with the overall content was calculated by summing up the scores obtained for clarity, concise, adequate, understandable, attractive, useful, timely and scope for getting further information. Frequency, percentage and correlation between satisfaction with the overall content in the pocket cards and satisfaction with the extension methodology were calculated.

## RESULTS AND DISCUSSION

The study revealed that majority of the farmers expressed that the content in the pocket cards was clear (96.50%) and the remaining expressed that the content was very much clear (3.50%) as represented in Table 1. A little more than three fourth of the respondents expressed that the content was concise (77.50%) and the remaining expressed very much concise (22.50%). A little more than three fourth of the respondents expressed that the content was adequate (79.00%), followed by very much adequate (19.00%) and a meagre proportion of the respondents expressed neutral (2.00%) response. A little more than three fourth of the respondents expressed that they understood (79.25%) the content, followed by very much understood the content (20.00%) and a meagre proportion of the respondents expressed neutral (0.75%) response.

Three fourth of the respondents expressed that the content was attractive (75.00%), followed by very much attractive (24.00%) and a meagre proportion of the respondents expressed neutral (1.00%) response. A little more than three fourth of the respondents expressed that the content was very much useful (78.75%),

**Table 1. Satisfaction of the farmers with the overall content and extension methodology (N=400)**

Item	Category				
	1	2	3	4	5
<i>Satisfaction with the overall content</i>					
Clarity	Very much unclear —	Unclear —	Neutral —	Clear 386(96.50)	Very much clear 14(3.50)
Concise	Very much less concise —	Less concise —	Neutral —	Concise 310(77.50)	Very much concise 90(22.50)
Adequate	Very much inadequate —	Inadequate —	Neutral 8(2.00)	Adequate 316(79.00)	Very much adequate 76(19.00)
Understandable	Not very much understood —	Not understood —	Neutral 3(0.75)	Understood 317(79.25)	Very much understood 80(20.00)
Attractive	Very much unattractive —	Unattractive —	Neutral 4(1.00)	Attractive 300(75.00)	Very much attractive 96(24.00)
Useful	Very much useless —	Useless —	Neutral 3(0.75)	Useful 82(20.50)	Very much useful 315(78.75)
Timely	Very much untimely —	Untimely —	Neutral 6(1.50)	Timely 76(19.00)	Very much timely 318(79.50)
Scope for getting further information	Very less scope —	Less scope —	Neutral 6(1.50)	Scope full 64(16.00)	Very much scope full 330(82.50)
<i>Overall satisfaction with the extension methodology</i>					
Satisfaction with the extn. methodology	Very much dis-satisfied —	Dis-satisfied —	Neutral —	Satisfied 45(11.25)	Very much satisfied 355(88.75)

\*Figures in the parenthesis indicate percentage

**Table 2. Descriptive statistics of the variables**

Item	Mean	SD
<i>Content parameters</i>		
Clarity	4.97	0.18
Concise	4.23	0.42
Adequate	4.17	0.45
Understanding	4.19	0.41
Attractive	4.23	0.44
Useful	4.78	0.43
Timely	4.78	0.45
Scope for further information	4.80	0.45
Overall satisfaction with content	36.14	0.83
<i>Extension methodology</i>		
Overall satisfaction with methodology	4.89	0.32
<i>Correlation of content with with extension methodology</i>		
	r = 0.64	

followed by useful (20.50%) and a meagre proportion of the respondents expressed neutral (0.75%) response. A little more than three fourth of the respondents expressed that the content was very much timely (79.50%), followed by timely (19.00%) and a meagre proportion of the respondents expressed neutral (1.50%) response. Majority of the respondents expressed that there was very much scope for further information (82.50%), followed by scope full (16.00%) and a meagre proportion of the respondents expressed neutral (1.50%) response.

Majority of the respondents expressed very much satisfaction with the extension methodology (88.75%), while a little proportion of the respondents expressed satisfaction (11.25%). The descriptive statistics of content and extension methodology parameters are presented in Table 2. The higher scores of satisfaction with the overall content in the pocket cards was correlated with higher scores of satisfaction with the extension methodology,  $r=0.64$ , which can be considered a large effect.

## CONCLUSION

Positive response from the farming communities on the extension methodology used in dissemination the critical crop interventions is an indication to the extension specialists to further intensify the use of pocket cards in disseminating the timely and needful information to the farming community. Further the technology can be used to disseminate information in fields of agriculture, horticulture, veterinary, home science also. Such innovative, low cost extension methodologies need to be developed and promoted to disseminate information for nutrition sensitive agriculture. The technology initially developed by Dr. K L Rao Krishi Vigyan Kendra, Garikapadu, Kishna district, Andhra Pradesh is now being adopted by the other KVKs in the state to disseminate information to the farmers.

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