

RESEARCH ARTICLE

A Study on Communication Skill of The Farm Women for Agricultural Knowledge Development

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ABSTRACT

Communication skill is an important component of human being. There are various studies were found on communication skill level of the farmers and farm women but limited study was found on influence of this communication skill on agricultural information network output. Keeping this in view a study was conducted on communication skill of the farm women for agricultural knowledge development in North Bengal region of West Bengal during 2017-2020. In this study communication skill of the farm women were find out and a further study was conducted on influence of the communication skill on agricultural information network output. Ex-post facto research design and both purposive and random sampling method were used for selection of the sample respondent. It is found from the study that communication skill of the farm women was high followed by medium and low. It is concluded from the study that reception skill, processing skill, expression skill and feedback orientation of the farm women were positively and significantly influence on agricultural knowledge development of the farm women.

Keywords: Communication skill; Farm women; Reception skill; Processing skill; Expression skill

Communication skills are the ability of an individual to send messages or information to the others that are appropriately and absolutely received and comprehended by the intended interest group. Communication skills are those aptitudes that are expected to talk and compose appropriately. An individual, who can talk properly, utilizes different language and well-spoken speech to suit the need of the receiver is for the most part said to be a successful speaker. Thus, a successful author ought to have the option to utilize composed words in different styles and methods to convey his/her message and thoughts to the as per users. One ought to be able to listen cautiously and compose and talk plainly in any circumstance. Consequently, reception skill, processing skill, expression skill and feedback orientation are basic for effective communication. Reception skill is the process by which the beneficiary or the individual, for whom the message was planned, gets the message. On the off chance that the message was conveyed orally, the listener must be a decent audience to avoid loss of information during transmission of the

message. Processing skill is the process aptitudes that happen during learning exercises, especially including interpersonal skills. Expression skill is the process where the respondents would be approached to communicate how they would communicate their thoughts. Feedback orientation is the process by which information about the result of an action is conveyed to the sources of the activity. It is contended for instance, that learning happens either through the education or the information on result or through a mix of wellbeing. Communication is a dynamic process with no beginning or conclusion, and it is a continuing activity (Samovar et al 2015). A communication network comprises of interconnected people who are connected by the designed series of information, and its investigation distinguishes the communication structure in the network (Rogers and Kincaid 1981). The exchanging of information and its diffusion occur inside a social system (Rogers, 1995). Communication is the sharing of thoughts and information among the individuals. (Samuel, 2001). Sharma et al. (2013) found that knowledge-gain and extent of technology

adoption were directly proportional. Extension agents play an important role of communication skill development of the farm women. *Arya et al. (2012)* found that majority of the change agent had medium to high level of communication skill. Women play a central role in the agricultural economy, which means that their hours of work are long, leaving little time for learning how to use new technologies (*Sharma and Maheshwari, 2015*). Women showed more dependency on interpersonal channels of communication than other cosmopolite channels (*Basera and Bhardwaj, 2018; 2022*). Friends, neighbours, relatives and village heads played an important role in the communication of information to the rural women (*Mooko, 2005*). *Mooko (2005)* observed that preferred channel of information among the farm women was oral communication. Social Network Analysis (SNA) can be employed to identify key communication channels and strategize the diffusion process and also to facilitate policy makers to plan the programme and resources optimally for knowledge transfer in social networks (*Ramirez, 2013*). *Kacharo (2007)* found that majority of the farm women were high degree of communication skill followed by medium and low degree of communication skill. *Pandey (1998)* found that majority of the trainees' farmers and farm women had low and medium level of communication skill followed by high level of communication skill. But limited study was found on analysis of communication skill of the farm women and its impact on agricultural information network output. Keeping this in view a study was conducted to analyse the communication skill of the farm women for agricultural knowledge development.

METHODOLOGY

The study was conducted on the farm women of Cooch Behar District, in North Bengal region of West Bengal. The study was conducted from 2017 to 2020. Ex-post facto research design was followed in the study. This study used a five-stage sampling procedure in which both probabilistic and non-probabilistic samplings were used to select the sample respondents. In the first stage Cooch Behar district was selected purposively. In the second stage three number of subdivisions i.e. Dinhata, Cooch Behar and Mathabhanga were selected randomly. In third stage random sampling method was used for selection of one block from each sub division i.e. Dinhata-II block was selected from Dinhata subdivision,

Coochbehar-II block was selected from Coochbehar subdivision and Mathabhanga-II block was selected from Mathabhanga subdivision. In the fourth and fifth stage random sampling methods were used for selection of 4 numbers of village from each block and 25 numbers of respondents from each village. A total of 300 respondents (n) in the sample from twelve number of villages were selected for the study. The Data were collected through pretested well-structured interview schedule. The important statistical measures that were used to analyse the research data included correlation coefficient, pair wise ranking, mean, standard deviation, frequency, percentage, coefficient of variation. Correlation analysis was done through SPSS 17.

RESULTS AND DISCUSSION

Reception skill of the farm women: It is evident from the Table 1 that majority of the farm women sometimes listen (53.33%) farm information from others farmers followed by always (44.67%) and never listen (2.00%) of the farm information. It is observed from the study (Table 1) that majority of the farm women sometimes patient (65%) when the other farmer speaks too much followed by always patient (32.33%) and never patient (2.67%). It is further observed from the study that majority of the farm women sometime response (59.33%) after finishing others matters followed by always response (29.33%) and never response (11.33%).

Table 1. Extent of reception skill of the farm women (N=300)

Reception skill	When other farmers describe the matters regarding Agricultural Practices					
	Listen carefully		Patient when the other speaks		Response after finishing	
	No.	%	No.	%	No.	%
Always	134	44.67	97	32.33	88	29.33
Sometime	160	53.33	195	65.00	178	59.33
Never	6	2.00	8	2.67	34	11.33

Table 2. Level of reception skill of the farm women (N=300)

Category	Score	No.	%
Low	0-2.00	32	10.67
Medium	2.01-4.00	187	62.33
High	4.01-6.00	81	27.00

Range= 0 to 6; Mean= 3.90; SD= 1.04; CV= 26.59%

It is evident from the Table 2 that majority of the farm women had medium level (62.33%) of reception skill followed by high (27%) and low (10.67%) level

Table 3. Extent of processing skill of the farm women

Processing Skill	Translation, Interpretation, Extrapolation of innovative agriculture technology					
	Try innovative agricultural methods after listen from KVK		Perception of feasibility of new method of farming		Predictability of new method of farming	
	No.	%	No.	%	No.	%
Always/high	83	27.67	71	23.67	65	21.67
Sometime /medium	203	67.67	209	69.67	163	54.33
Never/low	14	4.67	20	6.67	72	24.00

of reception skill. The coefficient of variation value within the distribution 26.59% implies that there exist high consistency levels of the distribution for the variable reception skill. It is evident from the study that the reception skills of the farm women were medium followed by high and low.

Processing skill of the farm women : It is found from the Table 3 that majority of the farm women sometimes try to apply innovative agricultural methodology after listening from KVK (67.67%) followed by always (27.67%) and never try (4.67%) to apply innovative agricultural methodology. It is observed from the study (Table 3) that majority of the farm women perception level on feasibility of new method of farming was medium (69.67%) followed by high (23.67%) and low (6.67%). It is further observed from the study that farm women predictability level on new method of farming was medium (54.33%) followed by low (24.00%) and high (21.67%).

It is observed from the Table 4 that most of the farm women had medium level (59%) of processing skill followed by low (21.67%) and high level (19.33%) of processing skill. The coefficient of variation value within the distribution 37.85% implies that there exist medium consistency levels of the distribution for the variable processing skill. It is revealed from the study processing skill of the farm women were medium followed by low and high.

Table 4. Level of processing skill of the farm women (N=300)

Category	Score	No.	%
Low	0 to 2.00	65	21.67
Medium	2.01 to 4.00	177	59.00
High	4.01 to 6.00	58	19.33

Range = 0 to 6; Mean = 3.38; SD = 1.28; CV = 37.85%

Expression skill of the farm women : It is evident from the Table 5 that majority of the farm women provide the accurate information to the possible extent in sometimes (66.33%) followed by always (25.33%) and never (8.33%) provide the accurate information to the possible extent. It is observed from the study that majority of the respondents sometimes speak (19.33%) in easily understandable way without any block or obstruction followed by always (37.33%) and never speak (13.33%) in easily understandable way. It is further observed from the study that majority of the farm women never try to convince (47.33%) the other farmers followed by sometimes try to convince (28.33%) and always try to convince (24.33%) the other farmers. It is noted from the study that in communication process majority of the farm women always explain the ideas with creation of a feeling of honesty followed by sometime (35%) and never (21.33%) explain the idea with creation of feeling of honesty.

It is found from the Table 6 that majority of the

Table 5. Extent of expression skill of the farm women

Expression Skill	When farm women disseminate some agricultural information to another farm women or farmer, to what extent they insist on the following points									
	To say only the accurate information to the possible extent		Speak in an easily understandable way without any block or obstruction		Without creating a feeling of enforcement, try to convince the other farmer		Explain the ideas with creation of a feeling of honesty in communication		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Always	76	25.33	112	37.33	73	24.33	131	43.67	392	32.67
Sometimes	199	66.33	148	49.33	85	28.33	105	35.00	537	44.75
Never	25	8.33	40	13.33	142	47.33	64	21.33	271	22.58

Table 7. Extent of feedback orientation of the farm women

Feedback orientation	Feedback orientation on farming technology					
	Farm women elicit questions to other farmers at the time information dissemination		Farm women feel happy when other farmers ask question		Farm women clear the doubts of other farmers in maximum extent	
	No.	%	No.	%	No.	%
Always	93	31.00	110	36.67	101	33.67
Sometimes	179	59.67	164	54.67	169	56.33
Never	28	9.33	26	8.67	30	10.00

Table 6. Level of expression skill of the farm women (N=300)

Category	Score	No.	%
Low	0 to 2.33	63	21
Medium	2.34 to 4.67	68	22.67
High	4.68 to 7.00	169	56.33

Range= 0 to 7; Mean= 4.40; SD= 2.01; CV= 45.61%;

farm women had high level of expression skill (56.33%) followed by medium (22.67%) and low level (2%) of expression skill. The coefficient of variation value within the distribution 45.61% implies that there exist medium consistency levels of the distribution for the variable expression skill. It is revealed from the study expression skill of the farm women were high followed by medium and low.

Feedback orientation of the farm women : It is evident from the Table 7 that majority of the farm women sometimes (59.67%) elicit questions to other farmers at the time information dissemination followed by always (31.00%) and never (9.33%) elicit questions to another farmers. It is observed from the study that majority of the farm women sometimes happy (54.67%) when other farmers asks question followed by always happy (36.67%) and never happy (8.67%) when other farmers asks question. It is also observed from the study that majority of the farm women sometimes (56.33%) clear the doubts of other farmers in maximum extent followed by always (33.67%) and never (10%) clear the doubts of other farmers.

It is evident from the Table 8 that majority of the

Table 8. Level of feedback orientation of the farm women (N=300)

Category	Score	No.	%
Low	0-2.00	34	11.33
Medium	2.01-4.00	182	60.67
High	4.01 TO 6.00	84	28

Range= 0 to 6; Mean= 3.73; SD= 1.46; CV= 39.09%

Table 9. Level of communication skill of the farm women (N=300)

Category	Score	No.	%
Low	2 to 8.66	30	10.00
Medium	8.67 to 15.33	98	32.67
High	15.34 to 22.00	172	57.33

Range= 2 to 22; Mean= 15.42; SD= 4.68; CV= 30.35%

farm women had medium level (60.67%) of feedback orientation followed by high (28.00%) and low level (11.33%) of feedback orientation. The coefficient of variation value within the distribution 39.09% implies that there exist medium consistency levels of the distribution for the variable feedback orientation. It is revealed from the study that feedback orientation of the respondents was medium followed by high and low.

Communication skill of the farm women : It is evident from the Table 9 that majority of the farm women acquire high level (57.33%) of communication skill followed by medium (32.67%) and low level (10%) of communication skill. The coefficient of variation value within the distribution 30.35% implies that there exist high consistency levels of the distribution for the variable communication skill. It is exposed from the study that communication skill level of the farm women was high followed by medium and low. This finding is line with the result reported by *Kacharo (2007)*.

Table 10 revealed that there exist a positive and

Table 10. Association between some selected traits of the farm women with the agricultural knowledge development (N=300)

Variables	Agril.knowledge development
Communication skill	.550**
Reception Skill	.440**
Processing skill	.542**
Expression skill	.397**
Feedback skill	.430**

** Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level

significant association between the agricultural knowledge developments of the farm women and the variables communication skill. Table 10 also shown that the all the selected communication skill variables like reception skill, processing skill, expression skill and feedback orientation were positively and significantly associated with the agricultural knowledge development of the farm women. This is revealed that communication skill and it is component are the important factor which influenced the agricultural knowledge of the farm women. So there is a need of increasing reception skill, processing skill and feedback orientation level of the respondents through different training, extension and demonstration programme.

CONCLUSION

It is revealed from the study that majority of the respondents listening, patient and response level were medium which is influenced the reception skill of the farm women in a medium level. It is revealed from the study that innovative, perception and prediction skill level of the respondents were medium which is influenced the processing skill of the farm women in a medium level. It is observed from the study that high explanation capacity and medium level of accurate information dissemination capacity of the respondents influenced the expression skill level of the farm women in a high level. It is found from the study that majority of the respondents sometimes elicit questions to another farmers, medium level of happiness level and capacity to clear the doubts of others farmers influenced the feedback orientation level of the farm women in a medium level. It is found from the study that overall communication skill level the farm women was high followed by medium and low. It is concluded from the study that all the selected communication skill variable like reception skill, processing skill, expression skill and feedback orientation were positively and significantly associated with the agricultural knowledge development of the farm women. The research work would play an important guideline on agricultural information network output of the farm women through communication skill development. This study would be useful for the practice in the field of agriculture in the coming days and would be act as

a reference for the communication skill development of the farm women.

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