

PREFACE

The study entitled **Communication and Agricultural Development in Sivasagar District of Assam: A Sociological Study** is an attempt to analyse the agricultural communication patterns among the villagers of Sivasagar district in Assam. The study examines the communication in agriculture, including information sources and impact of mass media communication in the villages of Assam, which is closely related with socio-structural factors in rural development. By using a comparative research design, empirical data were gathered by administering a structured interview schedule and in-depth informal interviews conducted to four structurally different villages; namely, Charal, Bhuyan, Lahdoigarh and Borbahoni of Sivasagar district in Assam to understand the patterns of communication. The study is organised into seven chapters, in all, entailing a bibliography and preceded by a preface. The first chapter introduces the study and therefore describes the formulation of the research problem, theoretical perspectives, extensive review of the existing studies on agricultural communication, the methodological strategy consisted of theoretical framework, types and sources of the data, the universe and the units of the study, selection of the units, techniques and tools of data collection and methods of data analysis. The second chapter entitled Field of the Study depicts Assam as well as the four villages in terms of land, people, social structure, economy, religion, culture, festivals etc. The third chapter on Agricultural development and Information Needs discusses situation of agricultural development and information needs among the villagers especially on agricultural inputs like seeds, fertilizers, irrigation, marketing and production, new technology etc for development and better production. The fourth chapter Structural Patterns of Agricultural Communication contextualizes the study in the four villages in terms of structural factors such as age, income, caste, class, religion, size of land related with agricultural communication in Sivasagar district of Assam. The fifth chapter entitled Interpersonal Communication in Agricultural Development analyses the role of interpersonal communication in agricultural development as well as in new information. The sixth chapter on Mass Media Communication and Agricultural Development reveals mass media communication in agriculture, specially effects or information sources from radio, television, internet, mobile etc. Lastly, the Chapter Seven discusses the findings and conclusion of the study.

The findings of the study show that the agricultural communication is mostly interpersonal where socio-structural factors play an important role. Role of mass media channels is very minimal in agricultural communication, mostly for general information. Agricultural officials indirectly help the villagers who seek information through block development office. In agricultural communication friends, neighbours, relatives, local seeds dealer are seen as most effective sources of information in the villages. The villagers are found using modern inputs like seeds, HYV seeds, fertilizers, tractor, power tiller, pesticides, insecticides and irrigation systems. The size of land and income is found important in agricultural communication as more information seeking behaviour is observed among large landholders.