

A Case Study :

Development of technology kit for communication empowerment of women extension trainers (WETs)

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A total of 12 Technology kits were developed within a span of two years and the respective kits were multiplied for sharing within the project centres. The printed materials were distributed to all State Agricultural Universities and Home Science Colleges for their wider use. Keeping in view the functional dimensions of the Technology Kits it is recommended that these may be commercialized for use in technology transfer activities.

The print materials included booklet, pamphlet, leaflet, calendar etc. The electronic media included slide sets, audio cassettes, video cassettes and instructional CD Rom. The video cassettes included actual or outdoor shooting of process or procedure with narration and background music. The instructional CDRs included textual content, still photographs, video clippings and audio recording. Validation of content, graphic illustrations and narration in audio-video cassettes and CD Rom was an ongoing process and the validation was carried out by the peer group and experts. The communication materials thus developed were packaged in a folding type carry bag.

Over the last three decades, the Extension Scientists have strived hard to develop a variety of communication materials for equipping the extension agents with new information and skills and helping them to mobilize action in development programmes and activities. In this direction, the communication materials suitable for women extension trainers (WETs) or women field functionaries remain to be scanty. In the present era when we are witnessing and experiencing communication revolution

in our day-to-day life, the WETs who are concerned with improving the quality of life of rural families can not lag behind in their communication ability. They must have an access to a variety of communication materials to improve the communication scenario while working with their target groups.

In this direction, it must be remembered that the visibility of television, video, computers and other communication materials are becoming a symbol of development, modernization and progress among rural families. It is therefore, essential to modernize the communication deliverables for communication empowerment of WETs for enhancing their communication skill and enabling them to build cognitive empowerment of their target groups. It is with these considerations that the extension component of All India Coordinated Research Project of ICAR made an attempt to develop Technology Kits that contained communication deliverables.

Concept of technology kit:

The concept of technology refers to technical method of achieving a practical purpose and kit refers to a collection of related materials packaged together for personal use. Therefore, the concept of Technology Kits under the project pertained to developing communication deliverables on selected topics that pertained to farm and homestead practices. The kit contained print materials like booklet and leaflet and audiovisual materials like audio cassette, video cassette, slides, photographs and instructional CDRs. All the materials contained in the kit were in English as the right of ownership was with ICAR. After

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