

A Case Study :

Rural information centres and viable technology transfer

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Interruption in the lot of easygoing rural life is the dire consequence of intensive agricultural practices emerged out of the green revolution. No doubt, we have to face challenges of post WTO regime but it would be inopportune to drag farmers in the inveigling trade of unrepresentative and purported modern technology. Instead, they must be provided with effective, fresh and easy on the pocket agricultural technology practicable in the social context. A huge sum of money has been spent on various agriculture and rural development schemes of central and state governments, but expected economic and social change is yet to be achieved. Scanty participation of people and their lack of knowledge of the development schemes implemented hitherto are the foremost reasons for the failure. People's participation should be secured in formulating, accomplishment and evaluation of success of development and technology transfer programmers, prudent policy, societal stirring. Technology transfer can bring the desired fruitful results in restructuring and strengthening of rural agro-economy. The process of development can be shifted by establishing interactive network among the base components of the system through self-help groups, rural information centers, operational groups, cooperative societies, voluntary organizations etc. We have modern IT at our disposal. This would definitely take on shared experiences; indigenous technologies that are proving beneficial even in the era of craze for modernization and especially, ensure the participation of even the passed over people. Then this process would embark on the both modern and conventional technologies in tandem, foster leadership qualities, stimulate rural agri-based entrepreneurship among rural masses and in turn, result in sustainable rural development.

In near future, increasing population

will result in heavily yoked agriculture and agri-business and mishandling of natural resources. The major alarming issues would be sustainable agriculture, ground water level, deforestation and hazard to environment, ever-increasing population and irregularity of rain. The main reason for this jeopardy is the quest for food production augmentation owing to growing population. Hon. Prime Minister Dr. Manmohan Singh has also recently expressed a serious apprehension over sustainability of agriculture and augmentation of agricultural production pertaining to the food grain scarcity in future. Undoubtedly, the green revolution is vitally successful. It was, definitely, the indispensable desire after increasing food production. But the dire consequences of intensive agricultural practices on soil quality and environment are visible, which interrupt the rural life a lot. The farmers are not willingly involved in this process. It is bare fact that they became inevitable ingredient of this system largely because of lack of proper information and appropriate use of technology.

Call for second green revolution:

Scientists are conferring on a great deal for "Second Green Revolution" owing to changing global scenario in WTO regime. The major issue today is sustainability of agriculture and conservation of natural resources. We have up-to-the-minute IT at our disposal. Therefore, we can access information from all over the world through different institutes. Now, the most ardent need is to transfer effectively the improved technology to the farmer. Seed, fertilizers, pesticides, fungicides are being distributed under the illusive term 'Subsidy'. It is the felt need that farmers must be provided with modern and affordable agricultural technology in spite of such wheedling merchandise. At this backdrop, social

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