

Reciprocity Relationship between Agricultural Extension, Agricultural Research Centres and Farmers ' Audience

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Abstract: This paper came to extract profile correlation between agricultural extension and agricultural research centers and an audience of farmers as the ultimate beneficiary of this relationship, this paper aims mainly to know the role played in this extension says the correlation, and honest and expressive results you may set off scientific study methodology is focused on description and analysis of environmental factors to forbid carrying correlation, given the importance of the subject of the positive indicative contact adopted a policy of persuasion and guidance Bender away from coercion to achieve agricultural development, so were the main recommendations Study of activating the role of agricultural extension and closer correlation with scientific research centers h any nine farmers, on the other hand, train staff and giving them more autonomy and freedom to participate in decision making and problem solving scientific paper search results showed farm that there is a gap between the management of agricultural extension and farmers and agricultural extension research bride Meanwhile administrative instability due says his greatest impact on the efficiency and effectiveness of agricultural extension, an important point is that categories Age group of farmers that 60-year-olds to 80 years and are mostly illiterate emotional illiterate, emotional responding to tips and advice for your extension.

Keywords: Farmers, Extension Agriculture, Agricultural research Centre.

1. INTRODUCTION

Islam has encouraged the building and cultivation of earth and to make use of the resources given by the sole creator, it is mentioned in the Quran “And a sign for them is the dead earth we gave life to it and we brought forth grains from it. Then they eat therefrom (33) And We made therein gardens of dates and vines and we caused to gush forth springs therein (34) In order that they may eat the fruits thereof and it is not made of their hands. Will then they not be grateful? (35), Yessing 33-35.

The interrelation gains its importance from knowing the directors and properties of the audience of farmers regarding development and improvement of agricultural production to achieve food security. The main problem in most developing countries is not only the lack of its economic resources and poverty of its people but the failure of use of human resources, and not providing the scientific and practical conditions for creation of innovation and development to reach ascent and progress towards food security. As agricultural development is considered a completing part of economic development in a country, as the Libyan economy is mainly dependent on the oil revenues and there is no other type of income for the needs and requirements of the country to apply and make available the main requirements of the residents. Advanced countries try continuously to provide the right environment for agricultural development by connecting methods of agricultural research (as consultation) and the agricultural scientific researched of high importance to put forth appropriate solutions for the problems and difficulties and provide the needs of the farmers. Without research and development experiments and agricultural guidance program (as a non-official educational program) and the farmers in their fields (as students who need the non-official education). We conclude that the agricultural guidance provides as a science mainly regarding what interrelated interactions and relations aim to achieve agricultural development and increase the quantity and quality of agricultural production.

2. PROBLEMS AND QUESTIONS OF THE RESEARCH

The problem of the research from one side is the degree of reciprocal relation that agricultural guidance makes in transferring the results of the researches and information to the farmer audience, and how the farmers transfer the problems that face them in their field to the agricultural research center from the other side.

The Research Problem May be Formed into the Following Questions:

1. What is the level of awareness in the agricultural audience and their preparedness to be responsive with the advices of the agricultural guides?
2. What are the main factors effecting the success of guidance contact?
3. What is the level of role played by the agricultural guidance as a connecting circle between research centers and farmers to break the gap from miscommunication?

Goals of the Research:

In relation to the research problem, this research aims to find the degree of reciprocal relation that agricultural guidance makes in transferring the results of the researches and information to the farmer audience, and how the farmers transfer the problems that face them in their field to the agricultural research center from the other side. The research the sub-goals of the research are as following.

1. To show the concept and role of agricultural guidance in transferring innovations, ideas and modern technologies to the farmer audience and translating them into human behavior by bridging between agricultural research centers and farmers in their fields and decreasing the time period between .
2. To view the main reasons for the poor relation between agricultural guidance, research centers and farmers.

Importance of Research:

This research is important in many aspects, most important of these are :

1. The research tries to view the research aspect of some addition relating to this vital and important field .
2. Trying to push related government institutes to raise concern in agricultural guidance, agricultural research centers and farmers.
3. To identity the vital role played by the guidance as a connection for benefiting from the continuous scientific and technical progress that makes the civilized life distinct in all fields generally and in agriculture specially.

For this, the research concentrates on the reciprocal relation that the agricultural guidance makes for transferring results of research and information to the audience of farmers from one side and transferring the problems and difficulties faced by the farmers in their field to agricultural research centers from the other.

Research Curricula:

The curricula of this research is based on the descriptive style of historic and scientific fact reviewing taken from studies, scientific references and related subjects .

For more clarification and organization of this research we start by assigning the concept of agricultural guidance and its role in supporting current efforts to apply the concept of reciprocal relationship between guidance, research centers and farmers. The recommendations that we have seen suitable have been put in this vital and important frame.

Some Concepts and Definitions:

Agricultural guidance: it is known as operation or process the targets to transfer and spread the knowledge between the targeted audience, improve their production, provide guidance for wealth management of the Farm, help them take the suitable decisions on economy bases, motivate them organize themselves to rely on themselves and processing their problems to upgrading the level of their living and continue the process of development. (Ahmed Remaui and others, 1995).

Agricultural research centers: what as member research centers centers here are centres and research stations as well as colleges and agricultural institutes and other related and concerned boards regarding the agricultural sector for research and development as well as education.

Farmers audience: this means anyone practicing agricultural work either animals more vegetables or if this agricultural work was his full-time job or a part time job, in other words anyone who manages productive agricultural land.

The concept of agricultural guidance; the concept is a summary of a sentence of remarks and gives it a certain name to be studied and analyzed, this is also applies to the reciprocal relation covered in this research.

Agricultural guidance has many concepts, one of the main concepts is the confirmation of importance of the individual [Farmer] given he is the base to form the Community, he is the Producer, the consumer and the marketer. Therefore, any successful guidance program must be based on the education, habitation and motivation of the individuals who perform these tasks (Ahmed remarry and others 1995 As individuals and groups have intellectual energies on the subconscious level, we need to build and unleash them to make the necessary changes in human behavior among farmers and the public to overcome any obstacles encountered.

The concept of agricultural extension: does not stop on increasing the agricultural production or make a progress in methods of modern agricultural forms, the guidance message goes beyond this to include a social and economic renaissance, by providing the opportunities and using the human and natural resources and abilities that are possible. Guidance is an nonofficial educational service and at school is to change the direction of targeted Farmer audience to give them a higher perception, Skills Andy noon definitions

3. THE PRINCIPALS OF INDICATIVE AGRICULTURAL WORK

1. Work on earning the trust of the audience and forming a strong cooperative relationship with them based on respect, mutual trust and humbleness is considered one of the most essential pillars to form a Close relationship between the Guide and the audience.
2. Perform that indicative work with the thought of renouncing the pressure and opposing the principle of imposing that ideas and programs on the farmers.
3. Start with the farmers from the level that they find them in, and start working through the current circumstances that is the level on which the guided are and put indicative agricultural programs on the basis of their problems and needs with the necessity of maintaining contact with the farmers whether it's one-on-one or with the groups for the sole purpose of solving their problems and needs and work on participating in planning and executing the indicative programs.
4. Place the right indicative goals after studying the current situation in the area and familiarizing with the problems and the real needs of the farmers through which the appropriate agricultural indicative goals are put which later become goals the Guidance program tries to achieve and these goals need to be clear, accurate and executing them would result in profit for the farmers.
5. Adapt the indicative work with what is consistent with the habits and conditions of the farmers which is strong involving work about the situations of the agricultural society therefore it is important to quote what suits with our Systems and circumstances.
6. Work on the principle of making the audience participate in planning and executing the activities and the indicative programs so they can have advantages also to learn from the experiences of those people and familiarizing them with the problems and the current situation, and this makes good citizens that are able to familiarize with their problems, detect them and participate in making effective solutions for them.
7. The principle of hiring the local leaders in spite of the many advantages of the principles of participating the audience in the planning and executing of the agricultural indicator activities nonetheless it can be difficult to execute for two main reasons which are there maybe too many farmers as is the situation in a lot of rural societies or there could be to less farmers and they cannot participate positively.

8. The principle of decentralized administration and liberation from the administrative routines where work nature of indicative agricultural work requires taking the principal of decentralized administration and to work on not disabling the speed of execution which would cause failing a lot of indicative programs and activities.

9. Close contact and full cooperation between the scientific research devices and agricultural indicative device. It is the Organization responsible for moving and connecting the research results from the research resources to the people who need to apply and it is required that there be a closer contact and full cooperation between the cadets of scientific agricultural research and agricultural indicative as it cannot achieve its goals in increasing the production agriculture and did the advancement of agricultural and rural community without one another.

10. The importance of cooperation and coordination between the agricultural guidance devices and other organizations, agricultural indicatives are considered the associations that work on the advancement of agriculture and the advancement of rural.

11. The importance of providing all requirement that are needed to perform all the agricultural indicative activities, to perform the work and duties in an effective way and among the requirements is the importance of providing enough number of guides and specialists of guidance material and qualified trainers to perform the different indicated activities.

12. Evaluation and consistent follow-up results in increasing the effectiveness of agricultural indicative work and offers at the same time a sane foundation to amend the plans and indicate goals and help in choosing the best ways and means used for guidance.

Factors Affecting the Agricultural Indicative Procedure and it's Continuance:

- The making, teaching and training for the agricultural guide, where the formation of the human capital is the foundation stone and the most important investment which does not bear fruit quickly like the elements of material production which reflects on the production in a way that changes positively in human behavior. (Saleh al Arbah - Part 3).

- Provide the technical competence in the agricultural guide to create a strong work relationship with the farmers to affect them positively which leads to enhancing the chances of successful guiding contact.

- Familiarity with the most important principles on how to teach elderly and especially the uneducated (Illiterate) by using way and means that are more appropriate and more convincing to them.

- Familiarity of the agricultural guide with the environment surrounding the audience (materialistically - Economically - Socially) the response of the farmers to apply the new techniques depends on being known about their situations in solving their problems and difficulties and motivating them to participate in finding the right solution.

- The organizational structures for the agricultural guide - the organizational structure is the foundation of success for the indicative work to fulfill its purpose with the agricultural scientific research centers through collecting and making useful information to be simplified and transferred to the audience so that they would benefit from them on practical ground.

- The stability of the organizational structure for both the agricultural guide and the agricultural scientific research centers - the changes that these devices go through leads to the loss of competencies and stop continuity of the research. Hence these researches and studies stay locked in office drawers and do not find their way to execution in a practical field.

- Lack of support and materialistic motivation which which the trained and educated cadets to leave that indicated work or transfer as soon as they find a job opportunity that motivates better.

- The ways and the agricultural means through which we convey the message to the receiver is very important for the more effective the mean of communication, the more effective the change in behavior. Hence we start at the next levels of awareness and introduction then practically working on fields and figure (1-1).

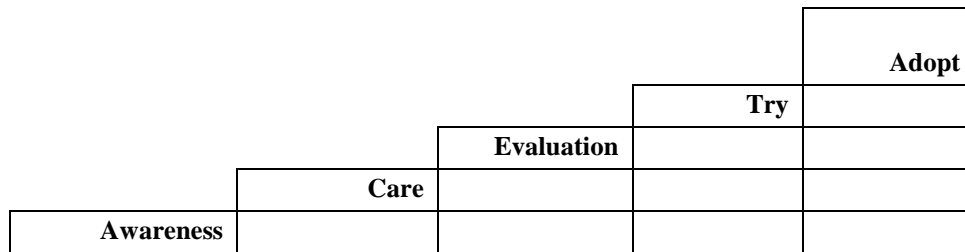
Extension ⇄ Future message ⇄ Message Channel ⇄ Sender

agricultural extension The indicative information - Guided ways and means - An audience of farmers

Figure (1.1) Explains elements of the communication process

- The obstacles in the change process which can be divided into (the cultural obstacle and the social obstacle).

- The awareness and readiness of the audience to interact positively with the agricultural guide and the range of them accepting advise depends on their culture and their educational qualification and age as elderly people are less responsive according to studies. The trust of the farmer with the researches, the guide’s ability to deliver his message, and the means used for delivering the message. Figure number (1-2) below explains the levels according to the audience. (Awareness - care - evaluation - try - adopt and then the practical application.



Source: Abbas Khafaji (1990) Agricultural Guidance between Philosophy and Application Page 56

Figure (1.2) Explains the stages of the adopting process in the audience

The role of agricultural guidance is a connecting circle to transfer the results of the studies and research and solutions of what problems the farmer is facing, also the transfer of problems and difficulties that face the Farmer in his field should be to the research Center to find solutions, hence in order to be effective, the agricultural guide Needs to do a double Role (Zaki Allela and others 1987), it is of extreme importance so that the researches and studies do not stay locked in office drawers. They need to find a way to practical execution, depending on undertaking the policy of convincing to adopt the new inventions of agriculture, by this, achieving the expected interest in this relationship, this reciprocal relationship has more than one type depending on the degree of matching from the communication regarding the three conditions mentioned below:

An Exact Match Positive Relationship:

In this condition of matching, the direct contact is because of the close relationship between the agricultural guide and the research centers and the farmers in their field, it is the highest degree of qualification that we hope to reach in our country, the case is the same agriculturally advanced countries figure (1-3).

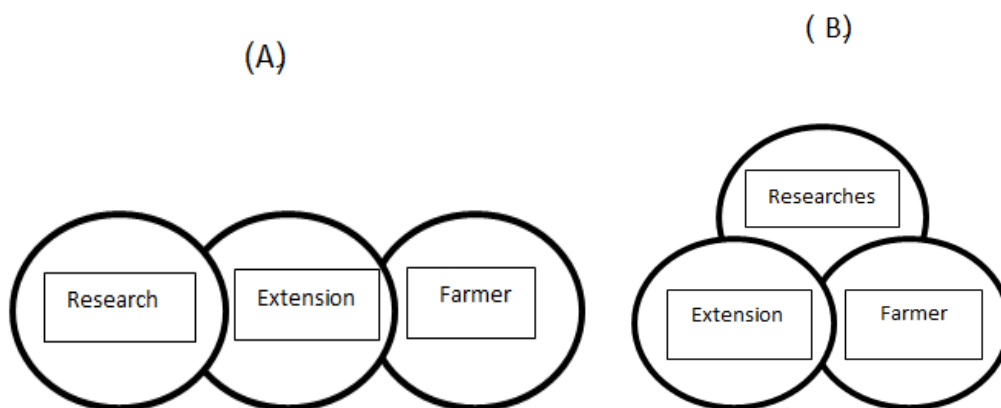


Figure (1.3) Status describing complete matching

Source: Bashir Alwefati and others 1989, Agricultural Guidance, between theory and application page 15

Status of Neutrality:

in this status as shown in figure (1-4) there is no clear scheme for communication channels and there is no reciprocal relationship, as the agricultural guidance works without research centers and poor communication or no communication with the farmers, the result will obviously be not making use of the researches and lack in transferring the problems and difficulties of the farmers to find a way to solve them due to the lack of coordination and cooperation figure (1-4) describing the reciprocal relationship between the guidance, the researches and the farmers audience insert figure.

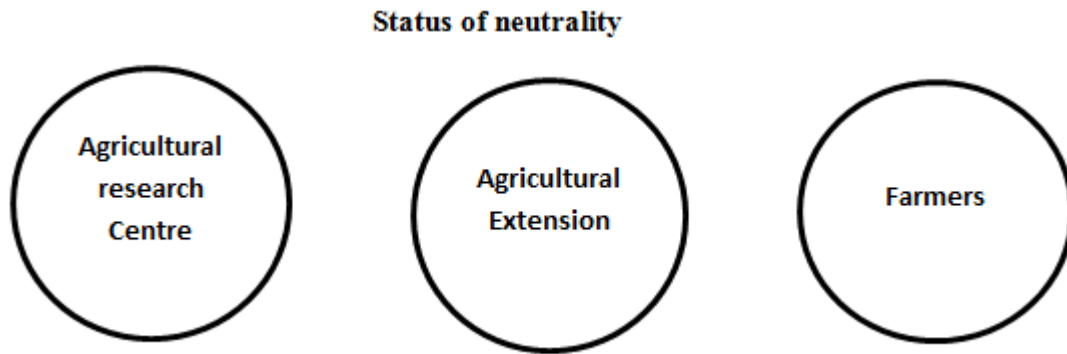


Figure (1.4) Status of neutrality

Source: aloivati Bashi r et al, 1989, an earlier

Clarify the Status of Spontaneous Touching...

Finally in this case be temporally communication, coordination and cooperation, not planning but as a result of individual interpretations of some organs concerned and the situation of course is not healthy or desirable.

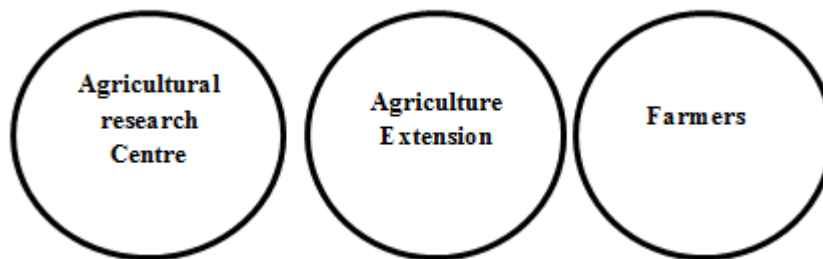


Figure (1.5) Clarify the status of spontaneous touching

Source: Aloivati Bashi r et al, 1989, an earlier p60-

Learn from situations of interdependence already clarified that the extension work a positive correlation of complementarity and not an individual act unilaterally, if there is a special relationship between research and extension work then comprise the mainstay on solid ground and ensure the success and continuity of the indicative programmes, where failure is occurring in most developing countries lack an adequate climate leading cause and therefore weak and declining service, figure (1-6) illustrates the process of reciprocity.

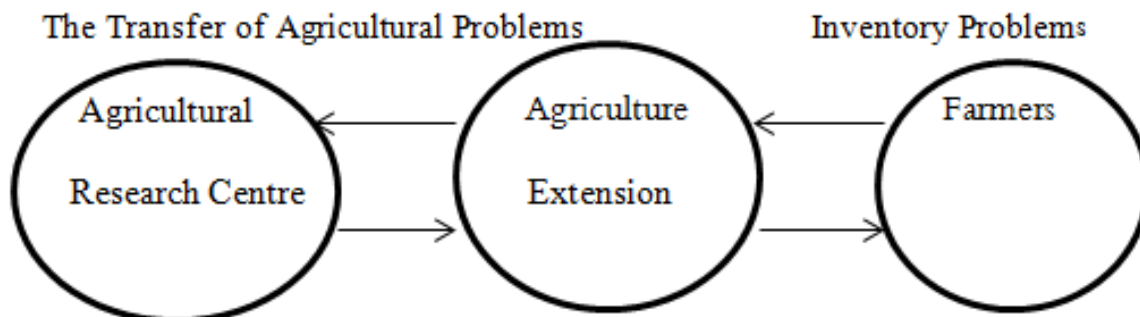


Figure (1.6) Shows the correlation between research and extension and farmer audience simplify results of solutions to problems and research findings Confine problems to persuade and educate

Source: -Zaki Hassan Allela and Samir Abduladim Ottoman, 1987, principles of agricultural guidance, page 20

4. IDENTIFY PROBLEMS AND NEEDS:

Prioritization of problems and needs must follow the principle of priority or precedence (most important first), identify their root causes at the moment and therefore infer that the gap between him and the situation required or desirable future, and that work becomes more effective the agricultural leader in solving problems and intangible issues and access to all the information around realistically helping priority report and needs of farmers, and figure (1-7) demonstrates that.

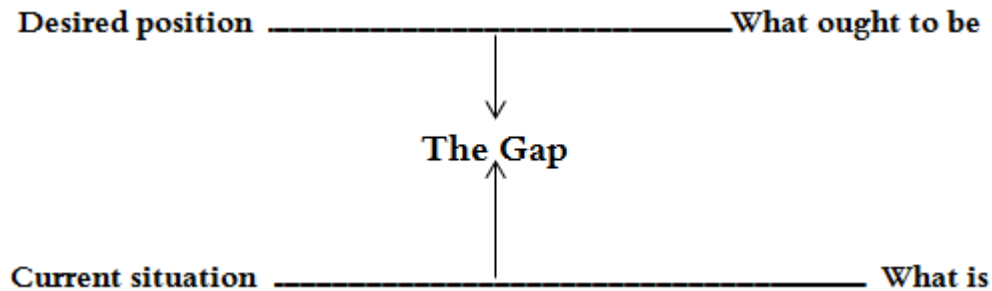


Figure (1-7) Describing the current status and the gap between the status wanted

Source: Muayyed Safaaddin, 1991, *planning guidance programs* pages 54-55-

5. SUBSTITUTE POLICY INCLUDING THE FOLLOWING ESPECIALLY

- Creating an organizational structure on the right bases according to the most advanced guidance systems internationally and concentrate on its persistence and make use of its administrative stabilization. In addition to providing it with qualified and trained cadres for guidance work and give them the financial and emotional motivation and raise their qualification by training.
- Agricultural preparation, education and training by good qualification in institutes and university and focus on the educational content (theoretic and practical) during studies according to the standards of the agricultural guidance sciences.
- Use the most successful methods to raise awareness of the audience for positive changes in their stands, and behaviors in all new directions.
- The use of the most effective ways and means to raise awareness among the public of farmers to create positive changes in their attitudes and behavior towards all that is new.
- To benefit as much as possible of the outstanding farmers to be local leaders, to carry out some agricultural extension programs as their counterparts farmers be more receptive to the ideas and methods developed in this case.
- The formation of a specialized committee to find a scientific formula deliberate process to link the Agricultural Extension to Agricultural Research and other relevant bodies, and thus define a policy goals accurately and realistic enough to the advancement of the agricultural sector and the increase in production quantity and quality.
- The need for the necessary agricultural research center, such as the study (the proportion of losses in agricultural crops, its causes and ways to treat, a study for the exploitation of water available for agricultural activity as our country suffer water scarcity and costs of extraction, studies on agricultural marketing, as well as studies on the vegetation either forests or grasslands and other other) studies, in order to conduct reliable research and studies.
- Providing information and statistics through the departments of statistics, planning and follow-up and make it available and at the disposal of beneficiaries (guides and research workers and decision-makers).

6. RECOMMENDATIONS

Based on the findings of the study, the following recommendations are put:

- Given the importance of the correlation as a necessary means of communication to activate the role of agricultural extension and increase community awareness to keep up with the latest developments in modern agriculture programs in order to bring agricultural development and food security and well-being of society as a whole.

- Provide all the special agricultural extension and agricultural research and training of cadres working supplies, and give them more independence and freedom to participate in decision-making and problem solving.
- Simplification of the results of research and studies for submission to the farmers in a clear and easy manner to motivate them, leading to mainstream Applied practical interest in order to increase their output quality and quantity
- Give more attention to the management and evaluation tool for extension agents within the clear criteria circulated to all employees of the importance of the role of extension in agricultural development
- Linking the results of performance evaluation and agricultural extension systems regionally and internationally, to stimulate learning and creativity and innovation to reach the ranks of excellence and gain new skills that benefit the mentor and farms.
- Increased attention to the educational aspect of the awareness of all members of the community by all means (read and written and audio-visual) the importance of developing agriculture from primitive traditional to modern sophisticated and therefore we are changing the behavior of individuals and directing them to the right direction.
- Activating the role of agricultural guidance offices to ensure the completion of the assigned tasks, also provide it with effective cadres that are convinced of the role played with providing emotional and financial motivation.
- Identify outstanding farmers to take advantage of them as local leaders contributing to the dissemination and adoption of modern agricultural technologies among their peers.

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