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EFFECTIVENESS OF UNION INFORMATION AND SERVICE CENTER IN UTILIZATION OF FARM INFORMATION

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ABSTRACT

The research was designed to determine the effectiveness of Union Information and Service Center (UISC) in utilization of farm information by the farmers, to determine the selected characteristics of the farmers, to explore the relationships between effectiveness of UISC with their selected characteristics and to ascertain the problems faced by the farmers in receiving farm information and their suggestions to overcome these problems. Data were collected using interview schedule from a sample of 104 farmers out of 400 using multistage random sampling procedure during 15 March to 15 April 2014. Usual descriptive statistical parameters and Pearson's Product Moment Correlation Coefficient (r) was used in this study as data analyzing tool. The effectiveness of UISC was determined on 10 selected farm information based on three dimensions namely information receipt, understanding and application. The highest effective information was found on 'seed production and preservation technology of rice'. The lowest effective information was 'alternate wetting and drying irrigation'. The highest proportion (52.9%) of the farmers had medium effectiveness of UISC in receiving farm information compared to 22.1% high effectiveness and 25% low effectiveness. Among the 10 characteristics of the farmers, eight of them showed positive relationships with the effectiveness of UISC while two have no significant relationships. The most important problem faced by the farmers was 'lack of long term training program from UISC regarding crop production' (72.11%) and lowest perceived problem was 'lack of regular publication on farm information from UISC' (28.84%). The most important suggestion mentioned by the farmers was 'organizing more training programs for the farmers' (69.23%) and suggestion mentioned by the least number of farmers was 'enhancing publication related to farm information and solution of common farm problems' (25.96%).

Keywords: Dissemination, Effectiveness, Farm Information, Extension agents, Target group.

INTRODUCTION

Bangladesh is one of the leading developing countries of the World. Agriculture is one of the largest sectors of the economy in Bangladesh. The contribution of agriculture to Gross Domestic Product (GDP) in the economy of the country is 16.33% (MOF, 2014). About 71.11% of her population is living in rural area accounting about 107 million people (World Bank, 2012). Most of them make their living exclusively or substantially from agriculture. Food security has become a major concern for the country's policymakers in the wake of unusual price of food items in domestic and international markets (Islam, 2008). Due to

increased population pressure in Bangladesh, till now the main thrust of the government is being consistently given on food production (Rahman, 2008). Government extension service is not efficient at appropriate level due to lack of manpower and sufficient fund (Hasan, 2012). To ensure food security, government should take immediate measures to strengthen extension system.

Union Information and Services Centers (UISCs) are newly established one stop service outlets operating at 4,501 union parishads of the country (BBS, 2010). The basic aims of establishment of these centers are to provide facilitation and services in a cheap cost and to develop information data base for assurance of easy access to information at union level. Operating under the 'Public-Private-Peoples' Partnership' umbrella, these centers are run by local entrepreneurs, hosted by union

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parishads and supported by central administration. The 'Access to Information' program being implemented by Prime Minister's Office in Bangladesh with technical assistance from UNDP and USAID.

UISC provides the required information to the farmers to increase their crop production efficiency. So far no research findings are available whether the aims and objectives have been fulfilled or what extent the objectives of UISC have been achieved. Therefore, the present study was conducted to fulfil the following specific objectives:

- To describe the selected characteristics of the farmers.
- To determine the effectiveness of union information and service centre in receiving farm information by the farmers.
- To explore the relationships between selected characteristics of the farmers with the effectiveness of UISC.
- To identify the problems faced by the farmer in receiving farm information from the UISC and probable solutions to overcome these problems suggested by them.

MATERIALS AND METHODS

The study was conducted in 14 villages under two unions namely Chehelgazi and Fazilpur of Sadar upazila under Dinajpur district of Bangladesh. Multi-stage random sampling procedure was followed to select the sample farmers. In first stage sadar upazila of Dinajpur district was selected purposively due to investigator's familiarity of the area, language and culture of the people. There are ten unions in Dinajpur Sadar upazila among which two unions of sadar upazila namely Chehelgazi and Fazilpur were selected by random sampling procedure. These two unions consist of 42 villages in which 22 villages are under Chehelgazi union and 20 villages are under Fazilpur union. From 42 villages 14 villages were selected by random sampling procedure. In these 14 villages contain 20 Common Interest Groups (CIG) of farmers under NATP project who are the population of the study. Each common interest group contains 20 farmers and the total population size of the study was 400. Data were collected from a sample of 104 farmers selected randomly from the total population of 400 during 15 March to 15 April 2014 using interview schedule prepared containing both open and closed formed questions. The selected 10 characteristics of the farmers

namely age, educational qualification, family size, farm size, family income, innovativeness, extension media contact, organizational participation, marketing orientation and aspiration were considered as independent variables.

Measurement of effectiveness of UISC: The effectiveness of UISC was selected as dependent variable of the study. To determine the effectiveness of UISC, the farmers were asked to give their opinion on ten selected farm information regarding the effectiveness of UISC for these information. Again, effectiveness was measured under three dimensions namely, information received, understanding and application. The selected farm information were seed production and preservation technology of rice, modern cultivation technology of potato, seed production technology of wheat, vegetable production technology, compost preparation, alternate wetting and drying irrigation, biological pest control methods, fruit production and garden management, seasonal fruits processing techniques and tree plantation for environmental protection.

Dimension wise sub-scores were also computed for determination of effectiveness of UISC. In this regard, information received from the UISC (dimension 1) was calculated by computing information receive sub-scores (IRS) for each of the farmers. The weights assigned to the scale were 0 for 'none', 1 for 'low' (1-3 information per season), 2 for 'moderate' (4-6 information per season), 3 for 'high' (7-9 information per season) and 4 for 'very high' (10 or >10 information per season). The understanding of the received information (dimension 2) by the farmers was calculated by computing information understanding sub-scores (IUS) for each of the farmers. The weights assigned to the scale were 0 for 'none', 1 for 'low' (1-25%), 2 for 'moderate' (26-50%), 3 for 'high' (51-75%) and 4 for 'very high' (>75%). The application of information (dimension 3) by the farmers was calculated by computing information application sub-scores (IAS) for each of a farmer. The weights assigned to the scale were 0 for 'none', 1 for 'low' (1-25%), 2 for 'moderate' (26-50%), 3 for 'high' (51-75%) and 4 for 'very high' (>75%).

For making comparative analysis of the 10 selected farm information, with respect to this information received, understanding and application, an overall Effectiveness of Union Information and Service Center Index (EUISCI) was calculated. The EUISCI was calculated by adopting the following formula (Mondol, 2009):

$$EUISCI = \frac{P_{vh} \times 4 + P_h \times 3 + P_m \times 2 + P_l \times 1 + P_n \times 0}{4}$$

Where;

P_{vh} = Percentage of farmers for very high effectiveness

P_h = Percentage of farmers for high effectiveness

P_m = Percentage of farmers for moderate effectiveness

P_l = Percentage of farmers for low effectiveness

P_n = Percentage of farmers for no effectiveness

Measurement of selected characteristics, relationships and problems:

For describing the characteristics of the farmers of the study, they were classified into appropriate categories. In developing categories, the investigator was guided by the nature of data and general considerations prevailing the social system. For exploring the relationship between selected characteristics of the respondents and

effectiveness of UISC, Pearson's Product Moment Correlation Co-efficient (r) was computed. For measuring the problems faced by the farmers in utilization of farm information, the farmers were asked to mention the problems that hinder the utilization of the farm information from UISC and were also requested to mention the means to solve these problems through open ended questions. The problems and suggestions were ranked on the basis of number of citations.

RESULTS AND DISCUSSION

Selected characteristics of the farmers: Ten selected characteristics of the farmers were considered as independent variables of this study. These are classified into suitable categories for descriptions and interpretations which are presented in Table 1.

Table 1. Salient features of the selected characteristics of the farmers (n=104).

Characteristics	Scoring method	Range Observed (Possible)	Categories	Respondents		Mean	SD
				No.	Percent		
Age	No. of year	23-58 (Unknown)	Young aged (≤35)	25	24.0	42.07	8.67
			Middle aged (36-50)	57	54.8		
			Old aged (>50)	22	21.2		
Educational qualification	Year of schooling	0.5-17 (Unknown)	Can sign only (0.5)	2	1.9	8.76	2.94
			Primary level (1-5)	12	11.5		
			Secondary level (6-10)	71	68.3		
			Above secondary level (>10)	19	18.3		
Family size	No. of members	2-9 (Unknown)	Small (≤ 3)	34	32.7	5.65	1.95
			Medium (4-6)	47	45.2		
			Large (>6)	23	22.1		
Farm size	Hectare	0.66-12.25 (Unknown)	Small (0.21-1.0)	22	21.2	2.71	2.75
			Medium (1.01-3.0)	56	53.8		
			Large (>3.0)	26	25.0		
Family income	('000' Tk.)	73.5-980 (Unknown)	Low income (≤55)	36	34.6	291.86	236.73
			Medium income (55.01-530)	52	50.0		
			High income (>530)	16	15.4		
Innovativeness	Score	5-19 (0-30)	low (≤7)	13	12.5	10.91	3.14
			Medium (8-14)	75	72.1		
			High (>14)	16	15.4		
Extension media contact	Score	14-34 (0-42)	Low (≤20)	22	21.2	25.54	4.87
			Medium (21-30)	61	58.7		
			High (>30)	21	20.2		
Organizational participation	Score	6-20 (0-24)	Low (≤8)	23	22.1	11.80	2.67
			Medium (9-14)	47	45.2		
			High (>14)	34	32.7		
Marketing orientation	Score	11-25 (6-30)	Low (≤15)	17	16.3	19.96	3.83
			Medium (16-24)	81	77.9		
			High (>24)	6	5.8		
Aspiration	Score	12-25 (6-30)	Low (≤14)	26	25.0	18.67	3.89
			Medium (15-22)	47	45.2		
			High (>22)	31	29.5		

Data presented in Table 1 shows that majority of the farmers were middle aged, having secondary education, had small to medium family size and medium farm size. It was also found that majority of the farmers had medium income, innovativeness and extension media contact. They also had medium to high organizational participation, medium marketing orientation and medium to high aspiration.

Effectiveness of Union Information and Service Center (UISC): The effectiveness of (UISC) in utilization of farm information by the farmer’s on 10 selected areas of farm information was the prime concern of this study.

Dimension wise as well as overall effectiveness of the UISC are presented in the following sections.

Dimension 1: Information receive: The 10 selected farm information received by the farmers was varying in different degrees.

The frequency distribution of the farmers according to these degrees was converted to percentage for easy comparison. The receive index (RI) of information on effectiveness of UISC ranged from 40.86 to 75.72 against the possible range of 0 to 100. The ranked order of the information was made on the basis of RI values are given in Table 2.

Table 2. Distribution of the farmers according to their information receive.

Sr. No.	Farm information	Percentage of farmers					RI	Rank order
		Very high	High	Moderate	low	None		
1.	Seed production and preservation technology of rice	30.76	43.26	24.03	1.95	0	75.72	1
2.	Modern cultivation technology of potato	13.46	53.84	25.96	4.80	1.94	68.02	2
3.	Seed production technology of wheat	13.46	28.84	44.23	10.57	2.90	59.85	5
4.	Vegetable production technology	25	30.76	20.19	22.11	1.94	63.70	4
5.	Compost preparation	15.38	12.5	43.26	17.30	11.56	50.72	7
6.	Alternate wetting and drying irrigation	1.92	26.92	27.88	19.23	24.05	40.86	10
7.	Biological pest control methods	8.65	20.19	36.53	14.42	20.21	45.67	8
8.	Fruit production and garden management	3.84	17.30	46.15	18.26	14.45	44.47	9
9.	Seasonal fruits processing techniques	13.46	28.84	41.34	7.69	8.67	57.69	6
10.	Tree plantation for environmental protection	23.07	25	43.26	3.84	4.83	64.42	3

It is evident from Table 2 that the highest proportion of farmers receive information on ‘seed production and preservation technology of rice’ (RI=75.72) from UISC followed by ‘modern cultivation technology of potato’ (RI=68.02), ‘tree plantation for environmental protection’ (RI=64.42) ‘vegetable production technology’ (RI=63.70), and so on. Lowest receive of information was observed on ‘alternate wetting and drying Irrigation’ (RI=40.86) among selected farm information.

Category wise distribution of overall information received: The information received scores of the farmers ranged from 11 to 35 against the possible range of 0 to 40. The mean and standard deviation were 22.75 and 7.17, respectively. The farmers were classified into three categories such as ‘low receive’ (≤ 15), ‘medium

receive’ (16 to 29) and ‘high receive’ (above 29) on the basis of their information received scores on the selected farm information (Figure 1).

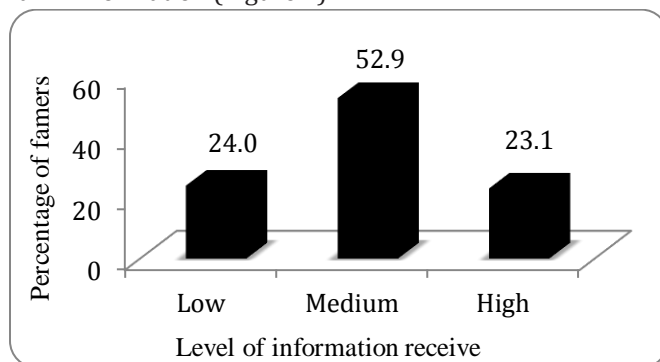


Figure 1. Distribution of the farmers according to their overall information received scores.

Figure 1 indicates that the highest proportion (52.9%) of the farmer had medium reception of farm information, while 24.0% had low and 23.1% had high reception. Thus 76.0% of the farmers had medium to high reception of information from training on the selected farm information.

Dimension 2: Understanding of the received information: Ten selected farm information

Table 3. Distribution of the farmers according to their understanding of received information.

Sr. No.	Farm information	Percentage of farmers					UI	Rank order
		Very high	High	Moderate	low	None		
1.	Seed production and preservation technology of rice	16.34	46.15	33.65	1.92	1.94	68.26	1
2.	Modern cultivation technology of potato	4.8	45.19	38.46	8.65	2.9	60.09	2
3.	Seed production technology of wheat	8.65	30.77	36.54	16.35	7.69	54.07	4
4.	Vegetable production technology	13.46	18.27	42.31	23.08	2.88	54.08	3
5.	Compost preparation	0.96	12.5	31.73	34.62	20.19	34.85	7
6.	Alternate wetting and drying Irrigation	2.88	12.5	22.11	28.84	33.67	30.52	10
7.	Biological pest control methods	0.96	14.43	25.96	33.65	25	33.21	8
8.	Fruit production and garden management	0.96	14.44	29.8	42.3	12.5	37.25	6
9.	Seasonal fruits processing techniques	0	8.65	26.92	52.88	11.55	33.17	9
10.	Tree plantation for environmental protection	6.73	23.07	41.34	23.07	5.79	50.48	5

The findings of Table 3 shows that the highest proportion of farmers understand information were 'seed production and preservation technology of rice' (UI=68.26) followed by 'modern cultivation technology of potato' (UI=60.09), 'vegetable production technology' (UI=54.08), 'seed production technology of wheat' (UI=54.07) and so forth. Lowest understanding among the received information was observed for 'alternate wetting and drying irrigation' (UI=30.52).

Category wise distribution of overall understanding of the received information: The information understanding scores of the farmers ranged from 8 to 29 against the possible range of 0 to 40. The mean and standard deviation were 18.29 and 6.11, respectively. The farmers were classified into three categories namely 'low understanding' (≤ 12), 'medium understanding' (13 to 24) and 'high understanding' (> 24) on the basis of their information understanding scores (Figure 2).

understanding by the farmers varied in different degrees. The frequency distribution of the farmers according to these degrees was converted to percentage for easy comparison. The understanding index (UI) of information on effectiveness of UISC ranged from 30.52 to 68.26 against the possible range of 0 to 100. The ranked order of the information understanding was made on the basis of UI values are presented in Table 3.

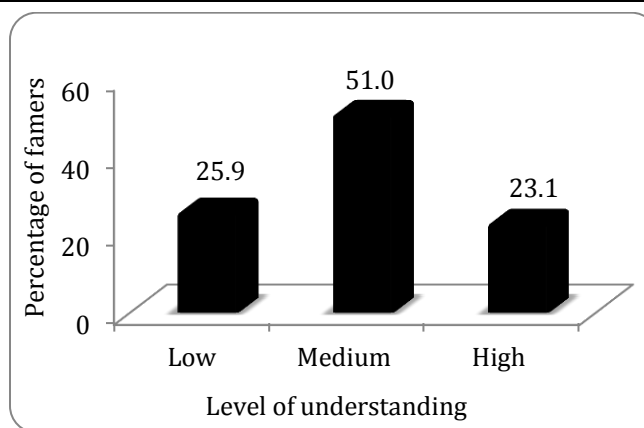


Figure 2. Distribution of the farmers according to their information understanding scores.

The findings indicated that the highest proportion (51 %) of the farmers had medium understanding of information, while about 25.9 d.f. had low understanding and 23.1% had high understanding. The findings also implies that about three-fourths (74.1%) of the farmers had medium to high understanding of farm information.

Dimension 3: Application of received information:

The 10 selected farm information applications by the farmers varied in different degrees. The frequency distribution of the farmers according to these degrees was converted to percentage for easy comparison. The

application index (AI) of information on effectiveness of ranged from 17.78 to 57.45 against the possible range 0 to 100. The ranked order of the information application was made on the basis of AI values is presented in Table 4.

Table 4. Distribution of the farmers according to their application of received information.

Sr. No.	Farm information	Percentage of farmers					AI	Rank order
		Very high	High	Moderate	low	None		
1.	Seed production and preservation technology of rice	4.80	33.65	51.92	5.76	3.87	57.45	1
2.	Modern cultivation technology of potato	3.85	29.8	31.73	25.00	9.62	48.31	3
3.	Seed production technology of wheat	2.88	11.54	40.38	34.61	10.59	40.38	5
4.	Vegetable production technology	9.61	23.07	24.03	29.8	13.49	46.39	4
5.	Compost preparation	0	3.85	20.19	39.42	36.54	22.83	9
6.	Alternate wetting and drying irrigation	0	6.73	10.58	29.8	52.89	17.78	10
7.	Biological pest control methods	0	5.77	23.07	29.8	41.36	23.31	8
8.	Fruit production and garden management	0	4.8	24.03	43.26	27.91	26.44	7
9.	Seasonal fruits processing techniques	0.96	6.73	20.19	41.34	30.78	26.47	6
10.	Tree plantation for environmental protection	0	33.65	40.38	22.11	3.86	50.96	2

Data obtained from Table 4 presents that the highest proportion of the farmers applied information on ‘seed production and preservation technology of rice’ (AI=57.45) followed by ‘tree plantation for environmental protection’ (AI=50.96), ‘modern cultivation technology of potato’ (AI=48.31) and so on. Lowest application of information was observed on ‘alternate wetting and drying irrigation’ (AI=17.78) among selected farm information.

Category wise distribution of overall application of received information: The information application scores of the farmers ranged from 7 to 27 against a possible range of 0 to 40, the average being 14.36 and standard deviation 4.96. The farmers were classified into three categories namely ‘low application’ (≤ 10), ‘medium application’ (11 to 18) and ‘high application’ (> 18) on the basis of their information application scores (Figure 3).

The finding indicates that half (50%) of the farmers had medium application of information, while about 26.9% had low application and 23.1% had high application.

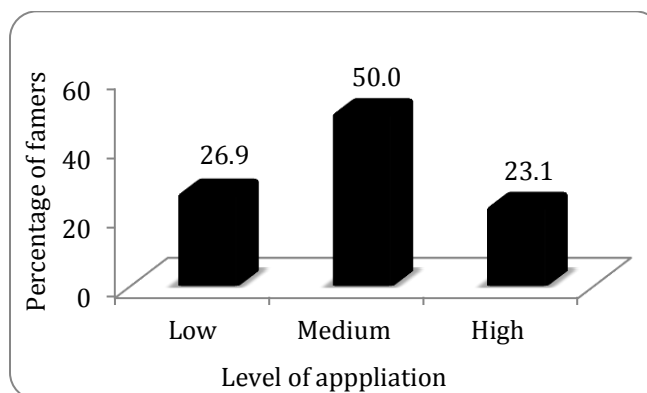


Figure 3. Distribution of the farmers according to their information application scores.

Overall effectiveness of UISC: Effectiveness of UISC was determined by computing effectiveness of union information and service center index (EUISCI). EUISCI was computed by the summation of receive index (RI), understanding index (UI) and application index (AI). The EUISCI value of each of the selected farm information ranged from 89.16 to 201.45 against the possible range 0 to 300 (Table 5).

Table 5. Distribution of index values of ten farm information.

Sr. No.	Farm information	Dimensions index value			EUISCI	Rank order
		RI	UI	AI		
1.	Seed production and preservation technology of rice	75.72	68.26	57.45	201.43	1
2.	Modern cultivation technology of potato	68.02	60.09	48.31	176.42	2
3.	Seed production technology of wheat	59.85	54.08	40.38	154.31	5
4.	Vegetable production technology	63.70	54.07	46.39	164.16	4
5.	Compost preparation	50.72	34.85	22.83	108.4	8
6.	Alternate wetting and drying irrigation	40.86	30.52	17.78	89.16	10
7.	Biological pest control methods	45.67	33.21	23.31	102.19	9
8.	Fruit production and garden management	44.47	37.25	26.44	108.16	7
9.	Seasonal fruits processing techniques	57.69	33.17	26.47	117.33	6
10.	Tree plantation for environmental protection	64.42	50.48	50.96	165.86	3

Data from Table 5 indicates that the highest effective information was 'seed production and preservation technology of rice' (EUISCI=201.43) followed by 'modern cultivation technology of potato' (EUISCI=176.42), vegetable production technology (EUISCI=164.16), 'tree plantation for environmental protection' (165.86) and so on. The lowest effective information was 'alternate wetting and drying irrigation' (EUISCI=89.16). This may lead to conclude that the farmers receive mostly that information which has more importance in their farming level.

Category wise distribution of overall effectiveness of UISC: The observed effectiveness scores of the farmers ranged from 29 to 88 against the possible score of 0 to 120. The mean and standard deviation were 55.39 and 17.14, respectively.

The respondents were classified into three categories namely 'low effectiveness' (≤ 38), 'medium effectiveness' (39 to 72) and 'high effectiveness' (above 72) on the basis of their effectiveness scores (Figure 4). Figure 4 shows that the highest proportion (52.9%) of the farmers had

medium effectiveness of UISC in receiving farm information compared to 22.1% had high effectiveness and 25% had low effectiveness. The findings also reveal that about four-fifths (77.9%) of the farmers had medium to high effectiveness of UISC in receiving farm information. Hence, the UISCs play a significant role in utilization of farm information by the farmers.

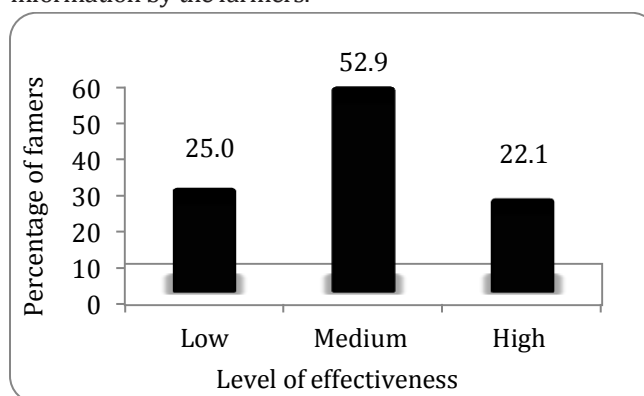


Figure 4. Distribution of the farmers according to overall effectiveness of UISC.

Table 6. Relationships between the dependent and independent variables.

Dependent variable	Independent variables	Computed values of 'r' with	Tabulated value of 'r'	
		102 df.	0.05 level	0.01 level
Effectiveness of Union Information and Service Center (EUISCI)	Age	-0.018	± 0.198	±0.262
	Educational qualification	0.226*		
	Family size	0.127		
	Farm size	0.453**		
	Family income	0.470**		
	Innovativeness	0.368**		
	Extension media contact	0.620**		
	Organizational participation	0.202*		
	Marketing orientation	0.433**		
Aspiration	0.306**			

*' indicates significant at 5% level of significance,

***' indicates significant at 1% level of significance

Relationships between the selected characteristics of the farmers and effectiveness of UISC:

Relationships of the ten independent variables with the effectiveness of UISC as found by correlation test are presented in Table 6. Table 6 presents that among the 10 selected characteristics of the farmers, educational qualification, farm size, family income, innovativeness, Table 7. Ranked order of problems faced by the farmers in receiving farm information from UISC.

extension media contact, organizational participation, marketing orientation and aspiration showed positive relationships with the effectiveness of UISC; while their age and family size had no significant relationships.

Problems faced by the farmers in receiving farm information from UISC: Various problems mentioned by the farmers in receiving farm information from UISC.

Sr. No.	Problems	No. of citation	Percent	Ranked order
1.	Lack of long term training program from UISC regarding crop production	75	72.11	1
2.	Irregular communication with SAAOs by the farmers	71	68.26	2
3.	Non-availability of SAAOs in a particular place due to their other activity	68	65.38	3
4.	Duration between two training program is very high	65	62.50	4
5.	Lack of proper internet facility in Union Parishad	64	61.53	5
6.	Lack of efficiency of the personnel working in UISC	52	50.00	6
7.	Insufficient field visit and result demonstration field by the SAAOs'	48	46.15	7
8.	Lack of proper knowledge on modern farm information by the officers	46	44.23	8
9.	Insufficient employee in Union Information and Service Center	45	43.26	9
10.	Lack of regular publication on farm information from UISC	30	28.84	10

Table 7 presents that 'lack of long term training program from UISC regarding crop production' (72.11%) is the most important problem expressed by the farmers, followed by 'irregular communication with SAAOs by the farmers' (68.26%), 'non-availability of SAAOs in a

particular place due to his other activity' (65.38 %) and so on. Suggestions offered by the farmers to overcome the problems. Many suggestions were offered by the farmers to overcome the problems in receiving farm information from UISC. These are presented in Table 8.

Table 8. Ranked order of suggestions offered by the farmers to overcome the problems in receiving farm information from UISC.

Sr. No.	Suggestions	No. of citation	Percent	Ranked order
1.	Organizing more training program for the farmers	72	69.23	1
2.	Enhancing smooth communication with the SAAOs regarding any farm information	67	64.42	2
3.	Distributing fertilizers in open market by dealers to reduce working pressure of SAAOs	64	61.53	3
4.	Internet facility should be strengthen in Union Parishad	60	57.69	4
5.	Taking initiative to organize training to the officers working in UISC	51	49.03	5
6.	Increasing field visit and result demonstration by the SAAOs'	46	44.23	6
7.	Number of employee should be increased in UISC	35	33.65	7
8.	Increasing number of Common Interest Groups (CIGs) as all farmers involve in UISC	31	29.80	8
9.	Increasing sincerity of SAAOs through providing incentives to dedicated officers	29	27.88	9
10.	Enhancing publication related to farm information, solution of common farm problems	27	25.96	10

Data contained in Table 8 shows that the suggestions cited by the foremost farmers (69.23 %) was 'organizing more training programs for the farmers' followed by 'enhancing smooth communication with the SAAOs regarding any farm information' (64.42 %) and so on.

CONCLUSION AND RECOMMENDATIONS

The findings revealed that the highest effective information was 'seed production and preservation technology of rice' (EUISCI=201.43) followed by 'modern

cultivation technology of potato' (EUISCI=176.42) and vegetable production technology (EUISCI=164.16). The lowest effective information was 'alternate wetting and drying irrigation' (EUISCI=89.16) utilized by the farmers from UISC. Therefore it could be concluded that the farmers try to utilize those information which are cheap, easily available and important in their farm activities. Among the 10 selected characteristics of the farmers namely educational qualification, farm size, family

income, innovativeness, extension media contact, organizational participation, marketing orientation and aspiration had positive relationship with the effectiveness of UISC. It may, therefore be concluded that the above characteristics of the farmers significantly contribute to increase the effectiveness of UISC in utilization of farm information.

The farmers mentioned 10 problems and also cited 10 suggestions to overcome the problems in receiving farm information from UISC. Therefore, it may be concluded that farmers were conscious about their farming problems as well as their way to overcome those problems.

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