

Chapter-7

Strategy and Intervention

Our Social Ecology is undergoing a faster and mellifluent transformation with both metals and rigmarole. The extension science, by becoming a science of social system structure and social system function and having continuous queries for the pattern and elements of interacting relationship between social space and technological knowledge trying and envisages to find out the results of confrontation between exotic knowledge and indigenous social system and between indigenous knowledge and exotic system and consequent to their interactions.

The present study has gone deeper into the interactive relationship, consisting of repercussions and reconciliation between innovation and farming populace, and ultimately has revealed the empirical consequences in the form of rejection, discontinuance, disagreement, conflict, reinvention, dissonance, confusion and finally social entropy in farming system. Most of these consequences are not hither to research into and found room in research of agriculture extension. The findings of the research thus have led to generate following recommendation.

- I. Recasting of Agricultural Extension research to explore and estimate 'Negentropies' so that a new training and education policy formulated for proper socialization of agricultural technology.
- II. For the dissemination *vis a vis* socialization of innovation technologies, a 'motivation auditing' should be an essential part for any social system, being targeted for the transfer of proposed technology.
- III. Agricultural extension system and the experts should audit on the existing social entropy and strive to get quantifiable entropy so that one can decide on what amount of 'social space' needs to be organically dovetailed with the existing one to temperate the brunt of social entropy. Before adding new capacity or order, existing disorder or entropy in a social system must be taken care of.
- IV. Government and policy maker should take a serious endeavour to create a database or knowledge base on the reasons, and factors of increasing resentment, frustration, disillusionment, confusion, and entropy so that future plan on agriculture and rural development can be structured on the foundation of peoples support and operational sustainability.

- V. Every KVK in India, which is fast outnumbering 630 should have a detailed and analyzed data on quanta and reasons of technology rejection in a catalogued manner covering resource wise, gender wise, season wise, location wise and community wise, technology rejection profile and logic embedded therewith.
- VI. Every organization public, private or both in character should develop a quality database on the reasons, nature and amount of 'negentropy' so that management can take up remedial and intervention measures to successfully tackled, organizational disorder, chaos and ultimately organizational entropy. Henceforth, no social phenomenon such as discontinuance, rejection, disagreement, dissonance, conflict, reinvention and confusion should be taken up from its extreme disposition rather, this should be conceived as a socio-psychological capsule that encapsulates all these psychological products and held together to be coined as reoption process (Acharya, S K; Pradhan, K 2008). The complex process wherein no one is adopter or rejecter either; everyone is basically a contemplator over any proposed idea or technology.
- VII. The research suggests that human character here in these cases the behavioural character of farmers should be conceived as a complex mentor of various thought process to be branded as polymorphic human entity.
- VIII. New experiment design in the domain of adoption researches should include 'Social Chemistry' and 'Social Osmosis' as to be the methodological approaches to innovatively conceived the farms and farming system as 'Social laboratory'.
- IX. New agricultural reform policy should take up the new adopters or the refuters of 'Expert Recommendation' as to be the starting point for initiating any micro level policy for towards mainstreaming the people as well as community knowledge into the core agricultural research program not just are ingredient but as a determinant to the socialization process simply because technologies are socially created, socially transmitted and socially maintained. If the existing policy goes on satisfying than who are already satisfied by keeping aside the dissatisfied Diaspora, agricultural sector has to face more disorder and brunt of resentment and if not so, a serious social chaos might be a disastrous consequences.