

Abstract

The communication for non chemical agriculture

In present, communication of chemical substance business have effect to farmer about using it. The result in the past show that it can change behavior of farmer in the past that never used chemical in every household. In addition to chemical substance agriculture is developed to essential thing in process of agriculture . Nowadays Phichit have problem about using chemical substance at fifth of Thailand in 1998. Communication process of chemical business can separate to every household. To work promote non chemical substance.

Roum Patthana Phichit Foundation is the non government organization that set up and work at Phichit Province role to promote farmer to decrease and give up using chemical substance. Tambon Tay Num Amphur Potale is one of area that this Foundation work in 2000 . This area is off season paddy field and used a lot of chemical substance . After the promote find that farmer can't decrease used chemical substance it mean this project is fail. This result make the Foundation learnt about role to communication promote non chemical substance in the past and in the future that will role as external support if it fail etc. Tambon Tay Num will go on?

Operation Research is the way to solve this problem by used idea to operate from communication process in the past and analyse problem, situation of agriculture compare with using chemical substance and non using chemical substance and bring the learning to put potential communication of farmer in the community that objective is

1. Conclude the result from communication of Foundation about improve quality of life of farmer since 1998-2003
2. Study communication process of agriculture to decrease and give up using chemical substance of farmer at Tambon Tay Num

3. Empower about communication to expand non using chemical substance in farmer.

The research show that this Foundation work 2 periods one period work to scatter that communication process is central from province and another is work by network and scatter by decentral to network organization stress communication at localize that make the information flow very well.

This experience of Roum Patthana Phichit Foundation is must to work balanced of thinking and operating and will change behavior using chemical substance and activity must be appropriate with farmer.

Strategies that different about business to used chemical substance and non using it in district area.

The result at Tambon Tay Num Amphur Potale Phichit Province show that the communication have 2 stage .First is introduction how to used and how to be continued.The communication of chemical substance business is coverage and effective but the communication of non chemical substance is stress introduction more than process to be continued and information is not enough for change behavior of farmer.

The method to increase communication process to expand the agriculture not used chemical substance by develop knowledge and process o create and develop group, make trusty to person who will communicate in district. Strategies and channel to communication is to build structure fundamental of communication channel is clearly and decentral communication to another person indistrict by using participate in every process.