



The Used of Communication and Mobilization by Lake Chad Research Institute Maiduguri, Borno State, Nigeria

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Abstract: *This study is to examined the used of communication and mobilization by Lake Chad Research Institute Maiduguri, Borno State. However, in order to set a stage for such examination there are an indispensable need to look at concepts related to communication. The study subdivided into: abstract, introduction, literature review, methodology, findings, conclusion and recommendations. Survey method was adopted some people were interview. The findings show that the organisation prepared to use radio, newsletter, famers help centre, extension guide, famer's field day, training, Demonstration Farm, magazine communicate to the famers effectively. The study conclude that the organisation ensured the communication between institute and the farmers and other stakeholders is concise, precise and without any form of distortion if their objectives are to be realized. The study recommend that All communication whether verbal or written should be clear, precise and without ambiguity.*

Keywords: *communication; mobilization; famers; lake chad*

I. Introduction

Information dissemination is a critical tool for promoting national development. In view of this the Federal Government of Nigeria designed several institutions and programmes to implement geared towards efficient and effective information dissemination in the country (Adekunle et al, 2002). Among such are the Agricultural Extension, Research and Liaison Services (AERLS), the extension services of the Agricultural Development Projects (ADPs), Ministries of Agriculture at both State and Federal levels, Media Forum for Agriculture, Cooperative Extension Centres (CEC) of Universities and the public enlightenment units of the Agricultural Research Institutes and lake chad research institute, to ensure that farmers become aware and adopt agricultural innovations relevant to their situations (Ozowa, 1995). Over the years, deliberate though ineffective efforts have been made by these institutions to bring about agricultural development without much to show for it (Ozowa, 1995). The failure can be attributed to the transformation approach to agricultural information dissemination. A major constraint to agricultural information dissemination is the inadequacy of existing programmes- some of these programmes are conceived without well thought out plans and are prepared in a hurry without the farmers whose attitudes are to be changed making any inputs (Ozowa, 1995).

No organization can succeed without communication. Communication is an essential component of managing an organization. For any organization to succeed, the management of such an organization must communicate their objectives to all her workers and people concern without ambiguity. Therefore, communication in an organization is meant to influence the entire work force to accomplish set goals and objectives. Communication then, can be said to be the transmission of messages from the sender (the boss) to the receiver (the subordinates), and vice versa. Communication is the process of transmitting information and common understanding from one person to another (Keyton, 2011).

Cole (2004:220) defines communication as “the process of creating, transmitting and interpreting ideas, opinions and feeling”.

A number of definitions are used in the communication for development field to describe the three basic components of communication: advocacy, social mobilization and behaviour change (or behaviour development) communication.

Although listed separately, “effective communication relies on the synergistic use of three strategic components”. (UNICEF, 1999).

1.1 Advocacy

Advocacy informs and motivates leadership to create a supportive environment to achieve programme objectives and development goals.

1.2 Social Mobilization

Social mobilization engages and supports participation of institutions, community networks, social/civic and religious groups to raise demand for or sustain progress toward a development objective.

1.3 Behaviour Change Communication

Behaviour change communication involves face-to-face dialogue with individuals or groups to inform, motivate, problem-solve or plan, with the objective to promote and sustain behaviour change. Only an effective communication can make people productive.

According to Drucker, (1970:59) communication plays a major role in determining how effectively people work to achieve organizational objectives. Drucker added that, there is direct relationship between, communication and productivity, and that, employees work more effectively with greater satisfaction when their group and the total organization objectives and not only their work objectives are met.

In the light of the above therefore, this paper intends to examine how communication is use to bring about productivity in Nigerian Agricultural Institutes using the Lake Chad Basin Research Institute as a case study.

1.4 Brief Historical Background

The Lake Chad Research Institute, Maiduguri, was established in 1975, during General Yakubu Gowon’s administration by Decree No. 35 (Research Institutes Establishment, etc. Order 1975), but did not start operation until 1976. The pioneer Director of the institute was late Mr. P. Chinuwuba. He was director of the institute between 15th June, 1976 and 10th April, 1979. The physical existence began with the location of its headquarters at Maiduguri in 1976, 5km along Gamboru/Ngala Road, Maiduguri, Borno State. The institute has the following research departments, these are; Cereals research, Farming systems research and Agricultural Economics and Extension, with the following programme of activities. These are wheat, barley, millet, farming systems research, agro-forestry and agricultural economics and extension programmes. Lake Chad Research Institute has collaboration and linkages with both local and international organizations.

The primary responsibility of Lake Chad Research Institute (LCRI) like other research institutes in the country is the development of improved technologies in their mandate areas and crops to solve the major production constraints faced by farmers [10]. The LCRI located in Maiduguri, the Borno State Capital in the North – East Geological zone of Nigeria. The institutes mandate includes genetic improvement of millet, wheat, barley, and sorghum; identifying problem of all agricultural extension services. LCRI actively collaborates with the Faculty of Agriculture, University of Maiduguri and Institute of Agricultural Research (IAR) Ahmadu Bello University (ABU) Zaria in executing its mandate.

However, since the establishment of the adopted village's scheme in Borno State, there has not been any empirical study into the effectiveness of the "Adopted Village Scheme" in dissemination of improved farm technologies among the beneficiaries. This study was therefore designed to provide empirical information on the perceived effectiveness of the Adopted Villages Scheme in dissemination of improved farm technologies among beneficiaries in Borno State.

1.5 Statement of the Problem

The Lake Chad Basin institute is known for research in wheat and other cereals. It is a well-known fact that the research institute has produced large quantity of wheat in recent years. However, a lot of the wheat was lost due to poor communication among workers. Also communication among the researchers, field workers and the local farmers is sometimes difficult, especially where there are no Extension Agent or interpreters to translate English into local dialect (Kanuri) and vice versa.

The aim of this paper is to achieve the following objectives:

1. To identify the types of communication used by of Lake Chad Basin Research institute to the farmers.
2. To find out the pattern of communication preferred most by the Lake Chad Basin Research Institute to the farmers.
3. To find out the most effective channels of communication used by Lake Chad Basin Research Institute.
4. To find out the types of information communication use by Lake Basin Research Institute to farmers through the channels.
5. To identify the barrier to communication by Lake Chad Basin Research Institute
6. Whether these barriers to communication can be minimized by Lake Chad Basin Research Institute.

II. Review of Literature

2.1 Status of Information and Communication for Agricultural Development in Nigeria

A National Mass Communication Policy was formulated in 1987 with specific philosophy and objectives related to the print and electronic media. Issues bordering on ownership, news coverage, support services and implementation strategy were delineated in the policy. The National Broadcasting Commission regulates the broadcasting industry and also oversees the implementation of the communications policy.

Similarly in 1998, a National Policy on Telecommunications was approved. This policy covered matters related to objectives, structure and competition policy. Others are restructuring and privatization, economic regulation, Internet and satellite communications, universal access, manpower development and research. The Ministry of Communications monitors the implementation of the policy while the Nigerian Communications Commission is the regulatory agency.

A third policy, National Policy for Information Technology (IT) was also formulated in 2001 with the National Information Technology Development Agency (NITDA) as the regulatory body.

As regards agricultural libraries and documentation centres, the Agricultural Sciences Department of the Federal Ministry of Agriculture and Rural Development (FMARD) is, among other functions, charged with the responsibility of generating and disseminating improved agricultural technologies through the Research, Extension and Training activities of 18 National Agricultural Research Institutes (NARIs). The Federal Ministry of Agriculture and Rural Development (2005) states that to achieve this there shall be a maximum of 5

operational technical departments and 4 service departments which may include Administration, Finance and Supplies, Security, Planning and Services and an Information and Documentation (Library) Departments. It also adds that each research institute shall maintain a well-equipped and functional library under the Information and Documentation Department.

Apart from the FMARD guideline, the other policies were not formulated specifically for agriculture and rural development. However, they provide institutional and regulatory framework within which agriculture and rural development efforts and interventions operate and are indeed given media coverage in Nigeria. The major strength of these policies is that the stakeholders and their varied functions have been clearly articulated. However, constraints such as erratic power supply, inadequate training of personnel, insufficient number of qualified staff, “unsellable” nature of agricultural information and low literacy level have punctuated the availability of agricultural information and communication channels (NCC, 2007).

2.2 Description of Agricultural Information and Services

The main actors in information and communication in agriculture and rural development vary across the selected institutions. The institutional arrangement of the actors in the organizations vary from a simple configuration involving specific persons designated to perform the information and communication activities to a more complex configuration of departments/units or specialized units being responsible for those activities. In the simple configuration, specific persons not units are responsible for information and communication activities. The designated persons may be the secretary/president as in Farmers Associations (All Farmers Association), managers of non-governmental organizations as in Idea Builders and secretary to the Chief Executive as in non-governmental organizations (Community Development Foundation). In the more complex arrangement, Administration is generally involved in one form or the other in information and communication activities of the organisation. In addition, departments/units and specialized units are responsible for information and communication. They include Planning, Monitoring and Evaluation Programmes in the Agricultural Development Programmes, Finance and ICT Directorate in Bank/Credit Institutions and Editorial Department and Computer/Internet Department in Publishing/Newspaper Organizations. Others are Information and Documentation Department in Research Institutes and Management and Information Systems in the Universities. Finally, there is a mix of both arrangements whereby the designated person’s activities are complemented by those heads of units. This arrangement is found in a non-governmental organization (Community Development Foundation).

2.3 Information and Communication Management Capacity in Agricultural Research Institute in Nigeria

Generally, staffing of information and communication in agriculture and rural development is inadequate both in number and qualification. Such staff members have degrees in disciplines that are not relevant to information and communication management but have been on the job for 5 to 15 years. However, some staffers have qualifications in Library Science/Studies and Mass Communication. There is therefore a need to employ individuals with appropriate qualifications in the social sciences with emphasis on Mass Communication, Communication, Management and Information System, Information and Documentation Science, Library and Archival Studies. On-the-job training in ICM will also go a long way in equipping them with necessary knowledge and skills in information and communication management (ICM).

All the actors in information and communication in agricultural development have email addresses. Hopefully, this opens up communication with several stakeholders located in spatially diverse environments. Also, most of the actors have Internet connectivity though a few of such connectivity is restricted to the office of the chief executive. About half of the actors, mostly in the universities and research institutes, have institutional VSATs for their Internet connectivity. They currently experience serious financial burden meeting their monthly/quarterly subscription dues. Alternative routes of Internet connectivity therefore need to be explored.

The actors are equipped with inadequate number of computer systems, printers, scanners and a few other accessories. Generally, their soft wares are also inappropriate for ICM while some of the computer systems are dated and need upgrading. As regards budgeting, no organization in agriculture and rural development in Nigeria currently has a budget specific for ICM. It is therefore not surprising that its staffing and equipment status indicates that much more needs to be done. Budgeting for ICM in agricultural and rural development must therefore become a mainstream issue in future development programmes.

2.4 Interventions Supporting Information and Communication for Agricultural Development in Nigeria

Main intervention programmes supporting information and communication for agricultural and rural development in Nigeria include:

a. ICS-Nigeria

The Information and Communication Support for Agricultural Growth in Nigeria (ICS-Nigeria) programme aimed to strengthen the capacity of farmer assistance organizations in Nigeria by packaging and disseminating information to farmers in appropriate formats and thereby enhance information flow. It was envisaged that by facilitating farmers' access to information, their use of agricultural technologies will be increased and this in turn will increase their productive capacity. One of the strategies of the project was to establish farmers' resource centres. This project which was funded by USAID was implemented jointly by IITA, CFC, PCU and NAERLS.

b. Digital Bridge Institute (DBI)

The Federal Government of Nigeria established the Digital Bridge Institute in Abuja to train world-class telecommunications professionals that handle various positions in the ICT sector. The institute is to develop competencies and provide opportunities for participants at its training to gain insights into how the ICT sector is administered. It runs courses in Telecommunications Engineering, Telecommunication Technology and Telecommunications Policy, Regulation and Law. This institute should be able to provide the much-needed training in areas that staff lack competencies in telecommunications and related issues.

c. National Rural Telephony Programme (NRTP)

The National Rural Telephony Programme is to provide lines in the local government areas of Nigeria. This project should be able to address the issue of accessibility to rural areas to telephone lines and hopefully cut down the cost of connectivity.

d. Wire Nigeria (WIN)

Project essentially, this project intends to create awareness on the need to have transmission infrastructure in various parts of the country. To this end, Nigeria will be mapped with a view to making it more attractive for operating companies to install telecommunications infrastructure. It is a private-sector driven initiative.

e. Computer for All Nigerians Initiative (CANI)

This initiative aims at making all Nigerians have access to computers through reduced cost of computer and accessories and financial assistance by banking institutions.

2.5 Institutional Needs

Generally, organizations are aware of the types of information they require for effective performance of institutional mandates. The informational needs vary along their functional mandates. Organizations with broad mandates such as universities and agricultural development programmes require a broad spectrum of information needs that embrace the four categories. Others such as farmers' organizations and newspaper organizations are concerned about narrower needs of value-addition of crops and utility of indigenous crops. However, meeting these varied needs require extension agents and other stakeholders having improved communication skills, reporting capabilities and knowledge of participative methodologies. Unfortunately, lack of materials that are suitable for mass distribution and appropriate journals to the stakeholders have not helped matters. Multi-organizational partnerships offer genuine opportunities for correcting the situation.

In Government Departments, represented by the Agricultural Development Programmes, their major needs are farm problems. However, needs pertaining to communication skills, training for radio programme production, training the-trainers skills, marketing information, information management and entrepreneurial skills deserve special attention.

In Farmers Organizations, value-addition especially in cassava, oil palm, maize, fruits, piggery and poultry as well as training in the use of ICTs are the information needs that should be addressed. While value addition can increase and improve the income base of the farmers, their efficient and competent use of ICTs can complement the efforts of extension agents in the dissemination of improved practices.

Publishing/newspaper organizations point out the need to provide information on some neglected but valuable crops and trees such as *Moringa oleifera*, *Gliricidia sepium* and *Leucaena leucocephala* that are beneficial to farmers and the general farming audience. In Nigeria where fertilizer supply and cost can be inhibitory in agricultural production, promoting the wide use of crops and practices that can increase soil fertility will go a long way in ameliorating farmers' production practices.

Radio Stations' information needs include networking information and information processing (Cisco and MCSE) along with training on ICTs and editing of reports. Editing reports is one need that cuts across several organizations. This is understandable as every organization prepares one form of report or the other. These reports provide insights into organizational performance and other vital information essential for their sustainability. The ability to prepare simple reports that convey appropriate and adequate messages can therefore not be over emphasised. Indeed, this study further highlights this need.

Research Institutes point out the need for crop production statistics, water management information, export prices, data analysis training and website development and management. Participative methodologies are also required in these institutions. Similar to editing of reports, participative methodologies is another information need that is common to several organizations. Researchers, journalists and other development partners require this skill in order to generate quick and reliable data on the field. Empowering them therefore with this skill will further enhance their performance on-the-job.

Nongovernmental organizations desire to have information on training modules development, training on installation and maintenance of servers and Internet facilities. Other areas of need are localizing of computer programmes, writing of computer programmes for microfinance and having information on websites devoted to microfinance.

Generally, the organizations have found it difficult to acquire a variety of information formats. The common formats found difficult to obtain by these organizations include materials suitable for mass distribution, visual information, materials produced in appropriate indigenous languages and journals. A majority of the organizations comprising the Agricultural Development Programmes, Farmers Organizations, Private Enterprises, Newspapers, Finance Organizations, Non-governmental Organizations and Radio Stations have difficulty in obtaining materials suitable for mass distribution. On the other hand, Research Institutes and Universities have difficulty in obtaining Journals. This pattern may not be unrelated to the characteristics of the target audience. Their level of education and literacy rates are important considerations in this regard.

2.6 The Need of Capacity-Building (Policies & Strategies, Sensitisation, Networking, Skills, Training, Media, Ict, Equipment)

Capacity building needs of institutions focus on staffing, equipment and funding requirements for meeting the information and communication activities of the institutions involved in agriculture and rural development. Staff members responsible for handling information and communication activities in most of the organizations do not have the basic educational qualifications. There is therefore a need to retrain them on-the-job. In some cases, there is a need to engage Information and Communication Management (ICM) specialists.

Retraining programmes should cover topics such as: computer appreciation and use, use and maintenance of Internet facilities, use and maintenance of ICTs, data collection and processing and management, website development and use, networking and VSAT technology, application of banking application software and train-the-trainers on ICM and ICTs. Apart from the employees, management of organizations also need some training. Some members of management do not appreciate the importance of information and communication management in their organizations. Consequently, budgetary allocations are never made for these activities. Special sensitization workshops should therefore be organized and targeted specifically at management in agriculture and development organizations.

Institutes need to generally update their computer software in line with current developments of computer systems. However, for this to be attained there is a need to review the current license fee charged for software in developing countries and Nigeria in particular. Currently, there is no trade-in policy for computer systems in the country. Formulating such a policy will enable organizations to more easily upgrade their computer systems at a reduced cost.

Informal communication takes place between people in an organization whose relationship to one another is not dependent on lines of authority and job functions. Informal communication may either be lateral or diagonal (Ilesanmi, 1997).

Edler & Elmhurst (2005) opined that “upward communication is especially important for women. According to Edler & Elmhurst, “Females who engage in more interacts with the supervisors advance in the organizational hierarchy faster than those who do not spend as much time communicating upward. A probable explanation for this fact is that women have fewer informal connections with powerful decision makers in some organization.” Scott, (1997) defines communication as “a system of coordinated activities of a group of people working cooperatively towards a common goal under authority and leadership.” Krizan, Merrier & Jones, (2002:12) remarked that “there are two types of communication: verbal and non-verbal. Verbal communication uses words; non-verbal communication does not. Verbal communication is commonly subdivided into two categories- written and oral.” Krizan, Merrier & Jones, further said, “All communications travel from sender to their receiver (s) through channels. Written message channels include memos, letters, e-mail, notes, reports, telegrams, newsletters, and news releases. These items may include diagrams, drawings,

charts, and tables. Oral message channel takes many forms including face-to-face conversions, telephone conversations, voice mail, in-person conferences, video conferences, and speeches.”

Lucker and Kaczmarek, (2004:6) say “oral, non - verbal and written- goes to both internal and external audiences. Internal audiences are other people in the same organization: subordinates, superiors, peers. External audiences are people outside the organization; customers, suppliers, unions, shareholders, potential employees, government agencies, the press, and the general public.”

Giles, (1991:84) describes communication ...takes place in variety of ways: meetings, memos, conversations in the hallway, one-on-one discussions at the city desk, telephone calls, bulletin-board postings, talking shop lunch or after work- are all part of the communication mix in the newsroom.” Daft, (2005:658) also defines communication as “the process by which information is exchanged and understood by two or more people, usually with the intent to motivate or influence behaviour. According to Daft, communication is not just sending information. Management communication is a two-way street that includes listening and other forms of feedback.”

Bratton & Gold, (2004:307) explained that, “the exchange of information and the transmission of meaning is the very essence of work organizations. Information about the organization-its production, its products and services, its external environment and its people- is essential to management and employees.”

Mullins, (2005:527) reported that a “lack of direction and clear information flow within the formal structure can give rise to uncertainty and suspicious. In the absence of specific knowledge, the grapevine takes on an important role, rumours start and the informal part of the organization is highlighted, often with negative results.”

Ivens, (1963:95) says, “the way to approach industrial communication is not to see it as a simple matter of imprinting a message on the tabula Rosa of the worker’s mind, nor should it be a form of propaganda or hidden persuasion. If it is to have practical results in terms of production and human satisfaction, it must be seen as a sharing and participating in the situations, problems and policies of the organization.” Payne, (2001:22) sees communication as “ongoing because it is a process. According to Payne, even when we stop talking, we are communicating with our silence. For human beings, the process of communication never stops. Glueck (1980) was of the opinion that “almost every aspect of management involves communication. Glueck said further that, planning and controlling which are the two principal responsibilities of management are essentially information processing activities. The two processes can only work through the use of communication.

Nelson (2009:261) said, a review of the research on manager-employee communication identified five communication skills that distinguish “good” from bad superiors. According to Nelson, these skills include being expressive speakers, emphatic listeners, persuasive leaders, sensitive people and information managers. Griffin (2008:393) observed that, effective communication is the process of sending a message in such a way that the message received is as close in meaning as possible to the message intended. Robbins & Coulter (2005:266) stressed that, communication within an organization is often described as formal or informal. Formal communication refers to communication that follows the official chain of command or is part of the communication required to do one’s job. For example, when a manager asks an employee to complete a desk, he or she is communicating formally. So is the employee who brings a problem to the attention of his or her manager. Any communication that takes place within prescribed organizational work arrangements would be classified as formal.

Nwankwo & Lulseged (1985:12) also stressed that modern management depends on effective communication. While Brown (1973:53) says an organizational survival depends on the effectiveness of the communication in use among its members.

Daft & Marcic (2001:443) opine that, communication is not only to convey information, but to persuade and influence people. According to Daft & Marcic, managers use communication to sell employees on the vision for the organization and influence them to behave in such a way as to accomplish the vision. Hambagda (1996) states that lack of clarity and precision in the encoded message can constitute an obstacle to effective communication.

III. Research Methods

This study was directed to carry out practical on the use of communication and mobilization by Lack Chad Research Institute (LCRI) Maiduguri, Borno State. It is pertinent for the study to indicate the steps taken in carrying out the investigation.

3.1 Area of The Study

According to Onodugo et al (2010) area of study is simply interested in the geographical area coverage of the research effort. Based on this study, the studied will cover the lack chad research institute (LCRI) Maiduguri.

3.2 Sources of Data Collection

Onodugo et al (2010:67) opined that the major pillar of a research work is data. They defined data as facts and figures used in a research work. It is this data that differentiates research work from guess work. The data for the study was be based on both the primary data and secondary data.

3.3 Primary Data

Primary data will be sourced through the use of interviews.

3.4 Secondary Data

This involves data from the related works of others already in existence which were carried out without having the present research study in mind. The secondary data for this study involves textbooks, diaries, journals, internet materials, access to website is very indispensable in obtaining the data.

3.5 Method of Data Collection

In collecting data for this study, the primary data would be sourced through personal Interview. The following questions were asked during the interview:

1. What are the modes of communication used by the Lack Chad Research Institute Maiduguri to reach out the farmers?
2. What among the pattern of communication do prepared most by the institute?
3. How effective are the communication channels?
4. What kind of information do communicate through the channels?
5. What are the kind of barriers or challenges faces during communication process?
6. How do you overcome such challenges or minimized to a bearer level?

IV. Discussion

The data were collected through consulting some documents and interview some staffs at the Information and Documentation Department and Agricultural Extension Department of the Lack Chad Research Institute Maiduguri.

The first respondent from the department of information and documentation department of the lack chad research institute Maiduguri was asked that: What are the modes of communication used by the Lack Chad Research Institute Maiduguri to reach out the farmers?

Answer from the first respondent: the following are the modes of communication use by the institute:

1. Radio
2. Television
3. Shows and Exhibition
4. Extension Guides
5. Training
6. Demonstration Farm
7. Agricultural Development Programmes (ADPs)
8. Newsletter
9. Magazine
10. Farmers Field Day
11. Farmers Helpline Centre

The second question also were asked the first respondent that, what modes of communication do the institute prepared most?

The answer from the respondent was that: the institution prepared the following modes to communicate to farmers:

1. **Radio and Television Programmes:** this programmes are usually use to enlighten the farmers on planting crops and other farming activities, in order to get large produced.
2. **Farmers Field Day:** this mode is use by the organisation to invite farmers and other stakeholders to see and how to make use the some new techniques for farming activities.
3. **Exhibition:** this is an in-house programme. The institute use this mode to organised yearly programme which used to review all programmes conducted by the institute during the year and communicated to the farmers and the stakeholders.
4. **Agricultural Development Programmes (ADPs):** Such programmes are used to past information to farmers through the Agric Extension Worker.
5. **Farmers Helpline Centre:** This is hotline used by the institute to communicate with farmers directly. It is use to give immediate response between the institute and the farmers.

The third question goes to the second respondent from the Agric and extension department was asked that: how effective are the communication channels?

The answer from the respondent stated that, the communication channels they used in Lake Chad Basin Research Institute were very effective. Effective communication used to establish mutual relationship between the organisation and farmers and also show the good performance of the organisation. This supported the position of Drucker (1973) that there is a relationship between effective communication and productivity.

The fourth question also go to the second respondent where he was asked that: what are the barriers or challenges face by the Lack Chad Research Institute Maiduguri during communication process?

Answer from the respondent stated that, the following are the barriers face by the institute when communicating to the farmers:

1. Lack of special radio station to reach the farmers whenever need arise.
2. Shortage of manpower especially extension agent: whenever the institute went to the field for mobilization without the extension agent, they may find it very difficult to deliver the intended message to the farmers successful. The institute has limited extension agents. This agree with Akinsola (2001) and Hambagda (1996) that, one

cannot appreciate the role of the professional without first and foremost appreciating the menace of a quacks.

3. Lack of Funding: most of the radio and television programmes carry by the institute are not for free, they are paid for. And sometimes the money budgeted to such activities are not enough.
4. Network failure sometime contribute to the lack immediate response between the farmers and the institute. And the centre is not yet fully working as expected.
5. Lack of liaison offices within the state. Because the liaison offices will ease the farmers to reach the institute when needed.
6. Online site of the institute is not functioning presently.

The fifth question asked the first respondent that: how can these barriers can be minimize?

He said that the institute make some move to start building the liaison offices around the country, now started with Abuja. The institute expand it radio and television programmes in order to overcome the gaps between the institute and the farmers. This agrees with Daft & Macic (2001) who said communication helps the receiver to ask questions to clarify unclear statement, thus making feedback easier for the sender.

V. Conclusion

Communication is a key component of modern management. The survival or success of any organization therefore hinges on how effective the managers are able to communicate the organizational goals and objectives to their people. In conclusion therefore, the management of Lake Chad Basin Research Institute must ensure that communication between institute and the farmers and other stakeholders is concise, precise and without any form of distortion if their objectives are to be realized.

Recommendation

The use of meetings between the institute and the farmers should be encouraged in Lake Chad Research Institute. This will promote understanding among them.

Communication audit should be carried out on a regular basis. This way problems associated with communication in the institute would be detected and dealt with promptly.

Training and retraining of staff should be organized on a regularly basis to help increase communication skills among the staffs.

Lake Chad research institute in collaboration with the non - Government should organize sensitization workshops for management of agricultural and rural development organizations in Nigeria on the importance of Information and Communication Management in Organizations. This is to address the current lack of interest that management places on information and communication management.

The proposed newspaper, radio/television beneficiary organizations should publish feature articles and broadcast programmes focused on these information needs respectively.

In addition, the Federal Government of Nigeria needs to increase Nigerians' awareness of its Computer for All Nigerians Initiative (CANI) to enhance their acquisition of computers and other accessories.

Organizations that are currently not connected to the Internet should be encouraged and assisted by CTA in getting their institutions connected to the Internet. Those whose connectivity are restricted to their chief executives should broaden their access to most members of the organization through networking.

All communication whether verbal or written should be clear, precise and without ambiguity.

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