

AN ASSESSMENT OF COMMUNICATION STRATEGIES FOR THE PRESIDENTIAL INITIATIVE ON CASSAVA PRODUCTION (PICP) IN ODEDA LOCAL GOVERNMENT AREA OF OGUN STATE

By

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ABSTRACT

This study was carried out to investigate the extent the Presidential Initiative on Cassava Production (PICP) has been brought to the awareness of the farmers in six villages of Odeda Local Government Area of Ogun State. 120 respondents were randomly selected and interviewed. The four objectives of the study were to; (1) describe the socio-economic characteristics of the farmers in the study area; (2) determine the level of awareness of farmers about the Presidential Initiative on Cassava Production; (3) identify the types of media (means of communication) through which the farmers get information on the initiative; and (4) assess the effect of the awareness on the involvement of farmers in the cassava initiative. Findings revealed that 43.3% of the respondents fell within the age range of 31 - 40 years; results from this study also revealed that 61.6% of the respondents are partially aware, 20% are not aware and 18.4% are fully aware of the PICP. Furthermore, most of the respondents (58.3%) got their information from the radio; 25% got information through interpersonal communication (village heads, religious leaders, friends and students); 10% got information through extension agents; 6.7% from NGOs or Institution based. None of the respondents got the information on PICP via television because they did not have access to TV. which shows that more attention needs to be given to this media. Finally, findings shows that only 23.3% of the respondents are getting involved in the PICP in terms of expansion of their farm size to accommodate more cassava planting while a 76.7% are not involved in the PICP.