

## **PREPARATION OF THE LEAFLET, PAMPHLET, BULLETIN AND THE CIRCULAR LETTER**

Printed materials are essential methods of extension teaching and communication. They play pivotal roles in presenting technological thoughts, ideas, and information to the farmers. Extension agents or the specialized section of the extension service are responsible for the preparation and publication of the materials. Many kinds of printed materials are prepared and used in the extension service, such as leaflet, folder, bulletin, circular letter, pamphlet, poster, etc. They can be used singly or in combination with other teaching methods. During preparation, pictures and diagrams can be combined with words.

The following are some of the common advantages of printed materials:

1. They can be used as long as the readers wish,
2. They can be referred again and again,
3. They are treated as permanent reminders of extension messages.

However, according to Ray (1996), “even the illiterate farmers can make use of them with the help of literate members of their family.”

William (1983) suggested some instructions for the preparation of printed materials, which can be equally applied to the circular letter, leaflet, bulletin, pamphlet, etc. The instructions are as follows:

1. Write clearly, briefly and accurately: Have a single purpose and give complete information.
2. Know your readers: Keep your readers’ image before you as you write.
3. Have a plan: Make an outline and follow it so that your reader can also follow it.
4. Make a rough draft: Get your ideas noted down at first, leave it for polishing at a later period.
5. Choose words carefully: Use simple and familiar words.
6. Be considerate of your readers’ understanding: Make sure what you understand your readers must also understand it.
7. Don’t waste your readers’ time: Think that your readers are too busy.
8. Punctuate for clarity: Make your points clear with periods, colon, semi-colon, etc. in the right places.
9. Be your own editor: Edit yourself ruthlessly.
10. Finally, ask your colleague to review your write-up.

It has been mentioned earlier that the printed materials which are commonly used in extension include leaflets, circular letter, pamphlet or bulletin, newspapers, and magazine. A more detailed discussion on some of these materials is presented below so that the extension

worker can prepare and use them and refer it to different learning situations whenever they need it.

### **CIRCULAR LETTER**

Circular letters are specially prepared intimate letters, containing some farming information directed to the people in substantial numbers occasionally or periodically or on some special occasions. According to Hassanullah (1985), “circular letter is written on specific issues and sent to the particular audiences.” Suppose there is a probability of Rice Hispa infestation in Transplanted Aman fields in a locality, and the extension agents of the concerned area want to make aware of farmers about it. In this case, they can write and send circular letters.

The total influence of circular letters is not so much, but considering the low cost, it is often utilized for extension teaching (Gallup and Wilson, 1969).

#### **Objectives of Circular Letter:**

1. To publicizes local extension activities like meetings, result demonstrations, agricultural fairs, etc.
2. To give timely information on local farm problems.
3. To maintain continuous contact with farmers.
4. To create awareness and stimulate farmers to seek detailed information.
5. To remind farmers what to do during a crop season.
6. To provide support to other extension teaching methods.

#### **Steps of preparation of Circular Letter:**

##### **Step-I: Planning**

1. Select an important subject matter.
2. Identify the audience or clients.
3. Estimate the number of letters to be printed.
4. Determine an approximate date of preparation, printing, and distribution.
5. Decide on how the letters will reach the selected audience.
6. Make funds available as and when necessary.

##### **Step II: Writing the Letter and Multiplication**

1. Gather relevant information.
2. Arrange your thoughts in a logical order.
3. Write a rough draft using short, simple, and familiar words.
4. Use short sentences (one sentence should contain on an average 17 words)
5. Use a short paragraph with 3 to 5 sentences.
6. Edit your rough draft yourself. Eliminate foggy words.
7. Write again and ask your colleague to review it.
8. Make your letter attractive by using a good grade of paper and good typing.

### **Step III: Dispatch**

1. Envelop the letters.
2. Write the correct name and address on it.
3. Send them by post or by reliable messenger.

### **Step IV: Follow up and Evaluation**

1. Be sure that farmers received your letters.
2. Notice that whether farmers act according to the instruction given in the letter.
3. Visit farms and homes and discuss the letter.
4. Keep a record of the letters with the date of publication and distribution.

### **Advantages:**

1. Reach a large number of farmers quickly, including those who usually do not participate in extension activities.
2. Farmers receive the right information at the right time.
3. It can be preserved for future use.
4. Farmers can read it at leisure time.
5. Supplements other extension methods.

### **Limitations:**

1. Circular letters are suitable only for literate farmers.
2. Illiterate farmers have to take the help of literate farmers for decoding the letter.
3. For practical use, farmers' conditions should be monitored by extension agents.

### **LEAFLET**

The leaflet is a single sheet of printed paper containing useful farm information relating to the burning problems of the farmers. It is prepared based on urgent field problems and distributed among the farmers free of cost. It is a summary of a talk or demonstration related information which cannot be remembered simply by hearing, such as fertilizer application rates or names of modern seed varieties. It can be used as and when necessary. It is distributed in connection with office calls, farm and home visits, and extension meetings. It may be used as a reminder of difficult courses of action, for example, when to plant crops or what chemicals to be used to control different insects.

### **Objectives:**

1. To provide a large number of farmers with scientific farm information in a simple language.
2. To serve the immediate need of the farmers like control of pests, the campaign against rats, tree plantation, etc.
3. To stimulate and motive farmers to adopt improved practices.
4. To supplement other publications or printed materials.
5. To keep a record for future reference.

## **Steps of Preparation of Leaflet:**

### **Step-I: Planning:**

1. Select a subject matter relating to urgent farm problems.
2. Identify the audience/clientele groups.
3. Estimate the number of leaflets to be printed.
4. Decide approximate dates of preparation, printing, and distribution.
5. Prepare a budget.
6. Make funds available.

### **Step-II Writing the leaflet and Multiplication:**

1. Collect relevant information on the selected topic.
2. Consult with the subject-matter specialists.
3. Get down the main points logically.
4. Prepare a draft, keeping in view the main points.
5. Use short, simple, and familiar words, containing less number of syllables (100-130 syllables per 100 words).
6. Use short sentences and short paragraphs (one sentence will contain on an average 17 words, and one paragraph will contain 3-5 sentences).
7. Edit the write-up and rewrite it.
8. Request a specialist to review the leaflet.
9. Make a final draft after the necessary correction.
10. Make the leaflet attractive by using colored pictures and drawings.

### **Step-III Dispatch/Distribution:**

1. It keeps a record of printed leaflets stating the name of the topics.
2. Distribute them during meetings, office calls, farm and home visits, and in the market place.
3. During distribution, ask farmers to follow the instruction contained therein.

### **Step-IV Follow up and Evaluation:**

1. Notice the reaction and response of the farmers after the distribution of leaflets.
2. Record their reactions and responses.
3. Consider their reaction during the next publication of the leaflets.
4. Explain any technical points when you visit farms and homes, or anywhere you meet them.
5. Preserve the surplus leaflet for future use.

### **Advantages:**

1. Leaflets are suitable for literate farmers.
2. A broader topic can be segmented to write a leaflet.
3. Its cost of production is comparatively low.
4. It helps farmers in adopting improved agricultural practices.

5. It provides accurate and timely information.
6. It provides information on specific problems.
7. It has a literature value.

#### **Limitations:**

1. Illiterate farmers cannot use it directly.
2. Printing mistakes can damage their significance.
3. It needs periodic revision to keep it updated.

#### **PAMPHLET OR BULLETIN**

A pamphlet or bulletin is a printed, bound booklet with several pages containing complete information to a particular topic. It is a brief publication generally having a paper cover. It is distributed free of cost, or a small price may be fixed on some import bulletins (Ray, 1996). Dahama (1989) said that a bulletin is generally on a subject that requires detailed treatment. Suppose, if an extension agent wants to write about the cultivation of rice, he has to collect research results and all available information. Then he can write a bulletin. In DAE, a monthly bulletin is published from each district, containing different aspects of the extension programmed. The significance of a bulletin or pamphlet is that it provides complete information and a desirable answer to a topic. The influence of pamphlets or bulletins compared to other teaching methods was found higher among the farmers and home makers in the USA. A study indicated that in the USA 7 out of 8 persons received bulletins and 3 persons out of 5 persons made some use of the information conveyed through them (Gallup and Wilson, 1969).

#### **Objectives:**

1. To provide farmers complete information about an agricultural subject.
2. To reinforce other teaching methods.
3. To provide scientific evidence.
4. To arouse interest among the different readers-men, women, boys, and girls.
5. To serve as references.

#### **Steps of Preparation of Bulletin/ Pamphlet:**

##### **Step-I: Planning:**

1. Select a topic that can give detailed information to the farmers, for example, cultivation of rice, poultry rearing, etc.
2. Identify your audiences/clients.
3. Decide the quantity of bulletin or pamphlets to be produced.
4. Approximate the time required for writing, printing, and dispatching.

##### **Step-II: Writing bulletin/ pamphlet:**

1. Collect relevant information on the selected topic.
2. Consult with books, journals, and previously prepared bulletins/pamphlets.

3. Consult with the specialists.
4. Get down the main points in an orderly manner.
5. Write a rough draft, using main points.
6. Insert all the information so far you have collected from books, journals, and specialists in your writings.
7. Use attractive pictures, drawings, and cartoons wherever necessary.
8. Use short, simple, and easy reading words (100-130 syllabuses per 100 words).
9. Use short sentences (17 words) and short paragraphs (3-5 sentences) in a paragraph.
10. Edit your rough draft yourself. Eliminate 'foggy' words.
11. Write again and request a specialist to review it.
12. Write again, according to the specialist's suggestion.
13. Contact a good press for good printing.
14. Use the most attractive cover page.

### **Step-III: Dispatch or Disposal:**

1. Inform your audience to collect bulletin/pamphlet.
2. Send them to the sister organizations.
3. Send bulletin/pamphlets to the selected audience by post.
4. Send them to different libraries.
5. Arrange for sale.

### **Step-IV: Follow up:**

1. Ask comments from the audience and specialists.
2. Record the responses and reactions of the audience.
3. Explain the technical points if and when you meet your audience.
4. Consider any suggestions you receive from the audience for a future edition.

### **Advantages:**

1. In general, people have more confidence in bulletins/pamphlets.
2. It is considered as reliable and unbiased.
3. It can be read in leisure time and can be used as and when necessary.
4. Supplements other teaching methods.
5. Information is definite, well organized, and understandable.
6. It influences the adoption of practices at a relatively low cost.

### **Limitations:**

1. Not suitable for farmers with limited education.
2. Frequent revisions are needed.
3. Some terms that the audience may not be familiar with.

### **Some Features of Leaflet, Pamphlet, and Bulletin as regards to their size and content:**

**Leaflet:** Leaflet generally contains a single page. However, in particular circumstances, it may exceed up to a maximum of 4-12 pages, stitched, or stapled at the centre.

**Pamphlet:** Pamphlets and bulletin are almost the same in nature. But pamphlet contains minimum pages (say 12 to 24 pages).

**Bulletin:** Bulletin is the bulkier size with 24 to 48 or more pages. It is usually on a subject that requires detailed treatment. When you want to write about a crop on which a large number of research results are available, and you want to give all the details, it is better to write a bulletin on it.

**Note:** If you want to write only about one important aspect, e.g., control of pest or disease, it is better to choose a leaflet. Remember, a leaflet is an instruction-oriented publication for giving a 'how to do' information or progress of doing something. The pamphlet is an amplification of the leaflet and gives the necessary details of a process along with amplifications.