

Impact of Climate Change on Modern Farming Systems and Food Security- OF VERIFY

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ABSTRACT: This study examines the role of media campaigns in promoting agricultural innovations aimed at combating food insecurity in Etsako West Local Government Area, Nigeria. Food insecurity persists in the region due to low adoption of improved farming techniques, including the use of improved seedlings and the Nigerian Agricultural and Nutritional Surveillance (NANS) technology. better training for extension agents, and enhanced government support to bridge the gap between awareness and practice. Recommendations include expanding media outreach via accessible channels and ensuring consistent follow-up to improve the uptake of agricultural innovations. This research contributes valuable insights toward harnessing media-driven agricultural extension to improve food security and sustainable farming in rural Nigerian communities.

Keywords: *Media Campaigns, Food Security, Improved Seedlings, NANS Technology*

Introduction

Creative writing is based more on manifestation rather than on expression. It does not inform, rather it reveals. So it bears no reference. The best creative writing is critical, and the best critical writing is creative. This article is an outcome of thinking about creative writing meant for a general readership. As such, I have

adopted a free style methodology so that everyone can enjoy the pleasure of reading. As you might know, Francis Bacon (1561-1626), the immortal essayist, wrote many essays namely 'Of Love', 'Of Friendship', 'Of Ambition', 'Of Studies', and so on. The multiple-minded genius correctly pointed out that all the words of the dictionary can be used as themes for essays. But little has been done since his death to continue or finish his monumental task. Bacon's unique individual style of presentation ignited my imagination and encouraged me to write creative essays as a method of relieving a wide range of emotions through catharsis.

Creative writing is based more on manifestation rather than on expression. It does not inform, rather it reveals. So it bears no reference. The best creative writing is critical, and the best critical writing is creative. This article is an outcome of thinking about

creative Any verification report by an honest person is always accepted without any doubt. In contrast if the verifier is dishonest then his report is not accepted at all. Rather it is re-verified by another genuine person. It involves wastage of time and money. As such the character or track record of any verifier should be beyond question. Only a genuine person should be engaged with the assignment of such important task.

In casual matters verification is not done at all but in serious matter it is done meticulously judging the matter from all corners to avoid danger or future complications.

In case of financial transaction verification is a must. Here both the giver and taker do not mind, because money matters. In case of big transaction it is done carefully.

In any transaction be it love or finance belief is the main factor. Belief is the fuel of transaction. Where there is no belief there is no transaction. Disbelief and dishonesty ruin the transaction thereby relation premature and permanently as well.

Verification implies investigation. In scientific investigation it is very important. A researcher may assume anything. Initially it is called hypothesis. Through verification if it is proved it becomes theory and the researcher is laurelled accordingly. Sometimes present knowledge may not verify the assumption of the hypothesis. In such case the researcher tries to advance the knowledge and in course of time the hypothesis is proved and it becomes theory.

In love verification of love involves life and death. If the lovers are genuine in their intention there lies no problem. Ultimately they marry. Further, if both are willing to live together or both have mutual intention to desert each other after enjoyment there also lies no problem. In contrast if either of the two has evil tendency and leaves the genuine partner secretly then the partner suffers much and long. Sometimes the lover marries never or commits suicide even.

Table 1: What challenges do the respondents' face in accessing agricultural information through media? (Open-ended)

Themes	Description	Key Points from Responses
Media Platforms and Usage	Media channels most commonly used to reach farmers	WhatsApp, Facebook, television, and radio are popular platforms for communication and information sharing. Challenge includes poor network and infrastructure
Impact of Media Campaigns	Noticed effects of media campaigns on farmers' practices	Positive influence via videos and voice messages on WhatsApp; challenges include weak follow-up and input access.
Farmers Feedback on Campaigns	Ways farmers provide feedback on media campaigns	Informal feedback mostly through WhatsApp groups and personal visits; some critical feedback on unmet promises.
Suggestion for Media Improvement	Recommendations to enhance effectiveness of media in agricultural campaigns	Create local-language content, train extension workers better, increase government support due to financial constraints, expand rural reach

Verification of rape is done by medical test. If there are many accused then the actual rapist is identified by DNA test. This test identifies the real culprit and other suspected persons get relief from the offence and declared clean chit.

Verification is omnipresent. A judicious person verifies always. "Look before you leap" is a wise saying. It is a caution to human life. If something is done without prior thinking

and if the outcome is adverse then the person suffers for wrong decision. Similarly, an archer has nothing to do if the arrow is thrown from the bow. The archer can hit the target but cannot make it return back in spite of his immense expertise.

A suspicious person always verifies. He is always anxious. It is his mania. It disturbs his normal life. He becomes abnormal. His verification is negative in nature. In contrast verification of an honest person is quite different. It is done to do the work smoothly. It is done for beneficial purpose not to disturb or defame others.

There are two kinds of verification viz., pre verification and post verification.

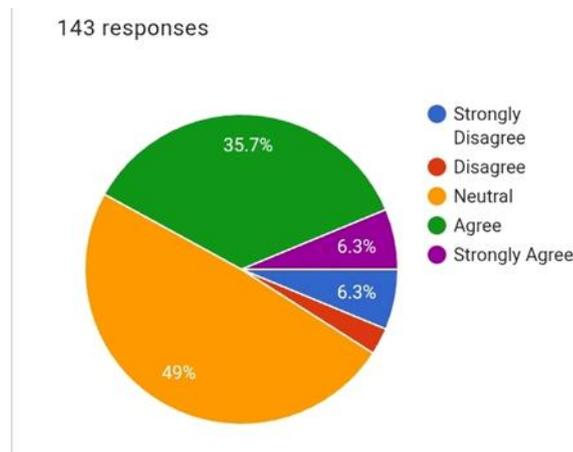


Table 2: Respondents' if they believe that media campaigns help them understand new farming techniques better?

Table 2 presents data illustrating whether respondents believe that media campaigns help them better understand new farming techniques. The majority of respondents (49%) expressed a neutral stance, followed by 35.7% who agreed. Additionally, 6.3% strongly agreed, while another 6.3% strongly disagreed. Only 2.8% of respondents disagreed. These findings suggest that while there is some recognition of the potential value of media campaigns, a large proportion of respondents remain uncertain. This may indicate a need for more engaging and accessible media content, as many farmers appear to be on the fence and may not fully grasp the implications or potential benefits of such campaigns.

Pre verification is better than post verification. In case of pre the applicant becomes sure that he is eligible to apply. In such case the applicant is not harassed and saves time. In

case of post the applicant applies with all requisite papers along with application fee. It causes severe mental set back if the application is rejected even on genuine ground.

Appointment letter for assignment is very uncertain. The applicant cannot be sure fully to get it facing tough competition. As such an intelligent person verifies the rules and regulations carefully before submission of application. He asks the employer for any clarification. If he becomes sure regarding his eligibility and well prepared for the examination he applies for the assignment. As such self verification is the best among all. In course of time he will also be an employer. This preparation will definitely help him to select the applicant judiciously. It is also his pre training.

Doubt renders someone restless. There are two types of persons.

The first category wants to know the truth immediate. He immediately, leaving all pre-assigned assignments, is engaged to solve the problem. He is so extremely emotional. Such a person is difficult to handle. He becomes furious if he is obstructed. Such unruly behavior disturbs his daily life. Everybody avoids such an abnormal character.

The second category is judicious. He is calm by nature. He knows that life is a combination of ups and downs events. Favourable time is not forever. Similarly, unfavourable time also is not forever. Nothing lasts long. Nothing is permanent. As such one should not react abnormally facing anything good or bad. He must verify the doubt after completing the present works in hand. It has two outcomes. He completes his duty timely. He has no dues in duty. Then he can engage himself to verify the doubt with cool brain.

Obviously, there is priority. Forgetting is a disease. Everybody becomes its prey more or less. If someone forgets any important task and he remembers it in the mid-way of another work in running condition then priority fixes the decision. It has two decisions. Either he stops the present work in hand and does the previous job or he may finish the present work in hand and then does the forgotten job. Here verification of future consequence determines the priority.

Verification is a tool to ascertain the genuineness of anyone or anything. An honest person never is afraid of verification. But a dishonest person is afraid to face it. In some protected

areas there are several barriers a person has to face. It is done to be cent percent sure regarding the identity and motive of the visitor. Also the security officer has to be sure that the visitor does not carry any inflammable things.

To enter the protected area everybody has to face checking. The strategy is Respect, Suspect and Inspect. Here people from all walks of life are equal and at par. As such captain to carpenter faces equal test and treatment. It is done for the sake of security. In any production unit the policy is ‘no compromise with quality’. Similarly, no compromise with post or person is the strategy for full proof. Here lies the importance of verification.

When two persons meet each other regularly and speak frankly then verification is not required regarding their intimate relation. They say out of sight, out of mind. After long time back one must verify whether he has demand still now. It is very important in case of love. If two lovers are separated and if there is no regular communication then either one of them or both have engaged elsewhere or not interested to renew their relation.

If a student did not read any lesson for long then from verification he can realize that he has forgotten it either partly or fully. As such regular revision of books is a must to make it alive in memory. Similarly, a machine, if not used for long, gathers rust and becomes defunct and ultimately goes out of order. Such machine should not electrify direct to run. Before using, it should be verified carefully so that it works well and will not be inoperative in the midway.

This trend was corroborated by the focus group discussion. Several participants highlighted the growing popularity of WhatsApp groups and Facebook for sharing updates, training materials, and voice notes in local dialects. As one respondent (R1) noted:

"WhatsApp groups have become the go-to for sharing updates, training materials, and voice notes in local dialects." Another participant (R2) added that television remains an important channel due to its visual advantages, while others (R5, R4) acknowledged that radio continues to serve an essential role, especially for older farmers and those in more remote areas.

In bank, to withdraw money signature in cheque is very important. A pen if not used for long then the ink becomes dry and it is not useable further. It is very risky to sign a cheque by such defective pen. If the signature becomes incomplete then over writing is liable to cancel the cheque and the cheque bearer does not get money. If the cheque book is finished and if the bank does not or cannot issue a new cheque book, on that day, then the person cannot withdraw money. It invites serious financialcrisis. As such before signing in any cheque or in any contract document one must verify regarding usability of the pen which is equally important like other relevant papers.

Focus Group

A focus group discussion was held with a total of five participants, consisting of two agricultural extension officers and three representatives from the local media. For confidentiality and clarity, the agricultural officers are identified as Participants R1 and R2, while the media personnel are referred to as R3, R4, and R5.

1. Can you describe your role in agricultural communication or technology promotion in Etsako West?

R1: As an agricultural extension worker in Etsako West, my main role is to serve as a link between government agricultural programs and the local farmers. I visit farming communities, educate them about modern farming techniques, and assist them in applying those practices on their farms. I also help with follow-up support and collect feedback from farmers to inform future interventions.

R2: I work directly with farmers, sharing information on better farming methods and linking them to useful programs or innovations.

R3: I work in the media sector here in Etsako West, and part of my responsibility involves sharing relevant agricultural information with local farmers. I use my media platform to educate them about recent developments and innovations in farming.

R4: I have a report on agricultural technology communication where Etsako West people are given education on the recent farming technology . This comes out in our news the last Saturday in every quarter with an expert in the studio to discuss.

Conclusion

The critic says an enemy whatever insignificant may be should not ignore. It may multiply its strength in the twinkle of an eye and can create trouble unexpectedly. Similar is the ailment. The cause of ill health should be verified timely to avoid future complicacy. Both enemy and ailment are detrimental to any person and may cause premature or untimely death even.

This study has highlighted the crucial role media campaigns play in promoting improved seedlings and NANS technology among farmers in Etsako West Local Government Area. The findings reveal that while awareness levels are growing, challenges such as language barriers, limited access to inputs, and inadequate media reach continue to hinder full adoption of these innovations. Engaging farmers through local languages, strengthening the capacity of extension workers, and ensuring consistent government support are essential steps toward bridging these gaps. Ultimately, improving the design and delivery of media campaigns can significantly enhance farmers' knowledge and practices, contributing to greater food security in the region. Continued efforts are needed to create more inclusive and accessible communication strategies that resonate with rural farming communities.

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