INTRODUCTION

Information has always been very helpful to strengthen and to develop the sector. But it is necessary to be understood and implemented. For begin easy, it should be in proper format. The improper link with research scientists and institutions causes to provide misleading farm practices in some cases. Lack of awareness of technology and lack of require resources make farmers unable to access available information. For this study people had contributed valuable agricultural information in this information system. This study has been conducted at Main Cotton Research Station, Viramgam and scientists have contributed their precious time for this study. Moreover At last I would like to thank so many people who shared valuable information that helped me in the successful completion of the project. The information is being very important phenomenon of agriculture sector. But information should be,

- Formatted
- Accurate
- Helpful
- Easy to understand
- Available at 24x7 for every body
- Language specific and culture specific

Especially in agriculture sector the information must be valid and fruitful for farmers. Moreover, the form of the information can be considered as a major factor as it creates the better understanding. But now a day the agriculture information technologies are lack of advanced multimedia techniques. That is why to create better mutual understanding among the farmers by multimedia technology is necessary. The lack of virtual farm demonstration techniques causes more utilization of resources as it create requirement of more farm demonstration programme for various region.

Most of the emerging issues in Indian agriculture are lack of infrastructure, lack of mechanization, poor productivity, lack of awareness and lack in skills required for farm management practices, sustainability and less technology has been utilized. Usually, in Indian agriculture the information is broadcasted through leaflets, pamphlets, magazines or through FLDs (Front Line Demonstration). As per census 2015, the India’s rural population is 54.06% of its whole population. As per the latest report of UNESCO 2015, there are 287 million illiterates adults in INDIA and as per census 2015, the 32% of India’s rural population is illiterate and 30% of illiteracy of whole Gujarat’s rural population causes to make unable farmer to understand the available of information.
About the existing system and newly proposed system

<table>
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<th>Type &amp; Approach</th>
<th>Media used:</th>
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<th>Available information:</th>
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| Traditional Approach  | Print based                                | Require few resources  | I. Improper format of information but easy to access.  
II. Fewer farmers have been approached.                                           |
| Current Approach      | Print based, on farm demonstration         | Require more resources | I. Very less information available in proper format and difficult to access  
II. Few farmers have been approached.                                               |
| Multimedia Approach   | Electronic media, CD, Website              | Require fewer resources| I. Maximum information has been covered in proper format and easy to access  
II. Maximum numbers of farmers have been approached efficiently.                    |

The multimedia platform offers the virtualization concept that can be helpful to demonstrate the on farm practices as they were being on the actual farm. Moreover, the content can be accessed very easily and doesn’t require any special skills to get used to it. By using the multimedia technology the resources can be conserved in efficient way and the time constrain for transformation cannot be bother further.

METHODOLOGY

Graphic impact of your multimedia presentation is very important in influencing the students. It is the graphics that would create the first impression of your multimedia project. These tools are, therefore, very useful in giving you the desired capability in terms of drawing and painting. Painting and drawing tools generally come with a graphical user interface with pull down menus for quick selection. You can create almost all kinds of possible shapes and resize them. These tools have the capability to colour with paint and clip arts. One can use brushes of different sizes and shapes according to the need. One can use layers to give different treatment to each element. Most of these tools come with built-in plug-ins for performing different tasks. Once you are done with the drawing it can be imported or exported in many image formats like .gif, .tiff, .jpg, .bmp, etc. We will give a brief description of a good drawing software known as with, you can create illustrations from scratch. It has wide-ranging features to handle text and to create drawing with precision. It can be used to improve clip art, pictures and photos. It is an ideal tool for any design project like technical drawings, advertisements, logos, etc. It can be used in creating full-colour Illustrations for multifarious drawings and graphics for any designing project. It has lot of clip arts and high-quality drawings, which can be inserted into your multimedia project. One can also generate drawing for an animation sequence by using Corel Draw.

Sound editing tools let you hear sound as well as visualize it. You can cut/copy and paste sound and edit it with great accuracy. You can integrate sound into your multimedia project very easily by using sound editing tools. One such software is can be used to record your own music, voice, or any other audio. It makes you a professional as far as handling of sound is concerned. You can edit, mix the sound with any other audio and add effects to it. can record from a CD, keyboard, or any other sound played through your sound card. One good feature of this software is that it can read and write MP3, which is the hot sound format in the present times. Once you are done with your sound file, it can help you in converting the file to any desired format. In other words, there is a similarity in these editing tools--what Photoshop can do to images; can do for sound.

Adobe Photoshosp is a raster graphics editor developed and published by Adobe Systems for mac OS and Windows. Photoshop CC 2015 was released on 15 June 2015. Adobe added various creative features including Adobe Stock, which is a library of custom stock images. It also includes and have the ability to have more than one layer style. For example, in the older versions of Photoshop, only one shadow could be used for a layer but in CC 2015, up to ten are available. Other minor features like Export As, which is a form of the Save for Web in CC 2014, were also added. The updated UI as of 30 November 2015 delivers a clean and consistent look throughout Photoshop, and you can quickly perform common tasks using a new set of gestures on touch-enabled devices like Microsoft Surface Pro. CC 2015 also
Extension Strategies for Doubling the Farmers’ Income for Livelyhood Security

marks the 25th anniversary of Photoshop.

RESULTS AND DISCUSSION

As a result of the developing system it will generate the results in form of like soil and preparation of soil, characteristics of cotton types and seed selection, seed rate and treatment of seeds, time of sowing and intercropping, type of sowing and distance of seeds, irrigation and leveling of land, crop protection, nutritional management, weed management and technologies for weeds, plucking of cotton, financial aspects of cotton and market management of cotton and main research station information will be given to the farmers without human intervention and in a lucrative manner. All the aspects are presented by following screen shots and with suitable audio visual information.
CONCLUSION

In the end, to minimize the resource utilization and provide a better approach to extension in agriculture sector, harness of multimedia skills and techniques are required. The multimedia techniques develop virtual farm demonstration that is low cost technology as well as can be accessed easily. Therefore, the agriculture extension approach can be maximized to region or state farmer. The farmer can easily understand as it is language specific and culture specific interactive media that leads to good farm practices. To disseminate Cotton Crop information to farming community using multimedia. This project will be used by only the regional farmer to gain and implement the knowledge better farm practices. The system provides reliable information for only one crop’s package of practices. The updated information in the media should be re-built and should transform through new media storage. The approach to farmer can been maximize by developing technology which require less operating skills. The agriculture sector can be strengthening more by proper flow and format of information as it creates better understanding of farm practices. The Product has better navigation among the contents, so one can easily access the contents. The product does not expect the user to possess any technical background. Any person who knows to use the mouse and the keyboard and gave basic knowledge of computer can successfully use this product.

REFERENCES


