

countries demonstrates that acceptance by the people occurs only when the objectives are closely related to the immediate self-interest of the cultivators. To enlist and retain the support of the farmers in shifting from subsistence level agriculture to intensive cultivation, several factors are important.

A supply service for fertilizers, seeds, pesticides, and farm implements must be developed which meets its commitments on schedule. This is essential from the start of each project. Exhortations to use better seeds and to fertilize in advance of the next irrigation are damaging if the seeds or the fertilizers are not available when needed. A breakdown in this type of service may be even more serious than the immediate loss in production; such a failure may cause farmers to resist any later attempt to introduce changes. The dependency among multiple innovative steps requires that farmer's expectations be met at each step.

An analogous problem relates to the size of the change that is introduced at one time. The minimum increment should produce a visible benefit. The maximum increment should not present such a discrepancy from conventional practice that it appears to be improbable or unlikely to succeed. In a program of innovation, the size of the increment can increase with experience and demonstrated success. But the initial changes should be familiar, modest, and reasonably certain. The objective is to develop quickly a sense of the art of the possible among a high percentage of the farmers. Larger changes can then be accomplished as the program of intensification develops.

A reward system is useful in communicating a sense of desire for change to a group of people. The aims of the plan are simple and broad - to increase agricultural productivity per worker and per acre - thereby improving the lot of the farmers and the nation. But for the individual farmer, other explicit rewards over and above an increase of productivity per acre are needed. Medals, prizes, trips, national recognition by the President of Pakistan, could all play their part. Competitions could be organized within the administrative units of each project area - from the smallest sub-unit to the whole project. Prizes could be established for different classes of participants, such as those having different types or sizes of holding, and for different crops. Winners should receive the kinds of prizes that will provide newsworthy and gossip-worthy events.

The implementation of the developmental program should be coordinated with the efforts for organization of rural society to strengthen the democratic base. By providing immediate opportunity for self-improvement and full participation in development, new vigor can be created in the voluntary political groups of the Basic Democracies program.