

Communication System of The Agricultural Cooperatives of The New Valley Governorate

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Abstract

This study aimed to depict the communication system of the Agricultural Cooperative (AC), identify the main obstacles that hinder effective communication, and make suggestions to overcome them from the respondents' point of view. The Dewett and Jones (2001) model was employed to assess the effective use of means of communication. The field study covered (18) ACs, representing six agricultural cooperative administrations in the New Valley Governorate. Data were collected using a personal interview questionnaire from 88 respondents during January 2023. Descriptive methods (frequencies, percentages, and relative weight) were utilized to present the results.

The main findings:

- The respondents didn't attend any training in communication skills.
- The ACs endure poor human and financial resources.
- There's high coordination between the AC and the veterinary unit, the Egyptian Agricultural Bank, and Mosques.
- The results indicate a high degree of ICT efficiency and synchronization.
- The mobile phone was the most important means of communication, while social media came in a late order.

- The main obstacles confronting the AC were listed as follows: poor financial resources, the AC function under the authority of the central agricultural cooperative particularly financial and administrative issues, and the weak signals of mobile networks.

Keywords: agricultural cooperatives, communication structure, communication efficiency, New Valley Governorate