

## Impact of Agricultural Articles on the Adoption of Package of Practices of Rice in Thanjavur District

By

J. OLIVER<sup>1</sup>, K. N. DURAISWAMY<sup>2</sup> and K. RADHAKRISHNA MENON<sup>3</sup>

### ABSTRACT

The Intensive Agricultural District Programme (I. A. D. P) personnel were releasing agricultural news articles in news paper "Dinamani" regularly. The present study aims at finding out its influence on adoption of selected practices of rice. The study revealed that there is influence of agricultural articles mostly at awareness and interest stages for new rice varieties whereas in the case of old rice varieties the influence was in the adoption stage, that too in the form of reinforcement of knowledge or correction of practices. Thus there is influence on adoption by reading agricultural articles.

### INTRODUCTION

The news articles by extension workers of I. A. D. P are periodically published in the news paper "Dinamani" which is in wide circulation in Thanjavur district. The present study was taken up to study the influence of articles prepared by I. A. D. P personnel and published through newspaper in various stages of adoption of improved practices

highest circulation of this daily was selected. Similarly in each division one block was selected. The farmers were selected at random from the list given by the agents of the daily. Sixty respondents were selected at random from each area. The respondents were proportionately selected from all the villages according to number of farmer readers.

### RESULTS AND DISCUSSION

Of the total respondents (120) selected, 76.7 per cent of them read agricultural news articles published in "Dinamani". According to Kidd (1960), learning results in certain kinds of changes, the most common being the committing to memory of facts, the acquiring or improvement of a skill or process, the development of a changed attitude. The farmers who read agricultural news articles are ranked accor-

### MATERIALS AND METHODS

The study was taken up at I.A.D.P district of Thanjavur. "Dinamani" the daily which publishes the agricultural news articles is taken up for selecting the respondents. The farmer readers of the Dinamani were taken as the universe. The district was divided into two zones i.e., old delta and new delta areas. The division in which there was

1. Assistant Professor of Agricultural Extension Education,
2. Former Director of Extension Education and
3. Associate Professor of Agricultural Extension Education, Tamil Nadu Agricultural University, Coimbatore-641003.



ding to the remembrance of articles. In general 57.6 per cent of the respondents remembered the agricultural articles they have read. Of them 28.3 per cent remembered three articles, 22.6 per cent remembered two articles, 17 per cent remembered five articles and 11.3 per cent remembered four articles.

#### **Influence of agricultural news articles in the various stages of adoption of new varieties of rice**

The rice varieties IR 8, IR 5, CO 33 CO 32 which are cultivated within a period of two years were termed as 'New varieties' and ADT 27 and CO 25 were considered as "Old varieties" for the study.

These agricultural news articles influenced more number of farmers (17.8 per cent) at awareness stage in the case of all the three selected agricultural practices followed by 'interest stage' (10.9 per cent) (Table 1). These articles had practically no influence at 'evaluation stage'. But at adoption stage, the articles influenced 6.6 per cent of farmers, while their influence at 'trial

stage' was only 3.3 per cent. Thus it reveals that there is more influence at 'awareness' and 'interest stages' than at 'trial and adoption stages'. Rogers and Beal (1958), Lionberger (1960), Ranga Rao and Patel (1966) and Reddy and Kivlin (1968) found that mass media is important at awareness stage. Hatch (1966) also reported that in the adoption of new ideas, mass media (including newspaper) ranks number one at the 'awareness' and 'interest' stage. More number of farmers *viz.*, 20.8 per cent got interest in the new varieties (seeds) and 18.5 per cent in fertilizer recommendations while only 14.1 per cent in plant protection measures of the new varieties at awareness stage.

This shows that the farmers were more interested in the new varieties and their fertilizer recommendations than in the plant protection measures for them, whereas at 'interest' stage, the farmers were more interested to know more about seeds (14.1 per cent) followed by plant protection measures (16.3 per cent) and fertilizer recommendation (13.00 per cent). This may be due to the fact that the farmers who were interested in adopting these new varieties wanted to get more information on the varieties and the plant protection measures to be taken up for them.

There is practically no influence at 'evaluation' stage. In the later two stages of adoption, actual adoption ranked higher percentage (6.6 per cent) as compared to trial stage. These farmers had followed the three agricultural practices in both the stages as recommended by these agricultural news articles by preserving them for reference.

Table 1. Influence of agricultural news articles in the various stages of adoption of new varieties of rice

Name of practices	Total respondents	Awareness	Interest	Evaluation	Trial	Adoption
Seeds	92	19	13	—	3	6
Fertilizer recommendations	92	17	12	—	3	6
Plant protection measures	92	13	15	—	3	9



### Variety wise influence of agricultural news articles on different stages of adoption

**Seeds:** Of the total respondents, only 20.7 per cent have been influenced at awareness stage (Table 2). A high-

Table 2. Variety wise influence of agricultural news articles on different stages of adoption

S. No.	Name of variety	Total respondents	Awareness	Interest	Trial	Adoption
<b>1. SEEDS</b>						
	Karuna rice	92	9	6	2	2
	IR 8 rice	92	5	3	—	1
	CO 32 rice	92	2	1	—	2
	IR 5 rice	92	3	3	1	1
	Total		19	13	3	6
<b>2. FERTILIZER RECOMMENDATIONS</b>						
	Karuna rice	92	8	5	2	2
	IR 8 rice	92	4	3	—	1
	CO 32 rice	92	2	1	—	2
	IR 5 rice	92	3	3	1	1
	Total		17	12	3	6
<b>3. PLANT PROTECTION MEASURES</b>						
	Karuna rice	92	6	5	2	2
	IR 8 rice	92	3	4	—	1
	CO 32 rice	92	2	2	—	2
	IR 5 rice	92	2	4	1	1
	Total		13	15	3	6

er degree of influence had been reported by the farmers about Karuna variety (47.4 per cent) at 'awareness' stage.

This was followed by the IR 8 rice (26.3 per cent) IR 5 rice (15.8 per cent) and Co 32 (10.5 per cent). The same pattern of variety wise influence was noticed at 'interest' stage also. At 'trial' stage, there was influence by the agricultural news articles on the cultivation of Karuna rice (66.6 per cent) and IR 5 rice (33.4 per cent) only.

### Fertilizer recommendation

Of the total respondents, 18.5 per cent gained information about fertilizer recommendation at 'awareness' stage through reading agricultural articles, 13 per cent at 'interest' stage and 6.6 per cent at 'adoption' stage and 3.3 per cent at 'trial' stage. The influence of agricultural news articles published through "Dinamani" have increased to a greater extent at first two stages of adoption i.e., awareness and interest stages and to a lesser degree at trial and adoption stages. The earlier studies of Lionberger (1960), support the findings of the study. The influence of these agricultural news articles on adoption of fertilizer recommendations of different varieties were similar to that of seeds.

### Plant protection measures

There was influence at awareness and interest stages in respect of the practice, plant protection measures to a greater extent as compared to 'trial', and 'adoption' stages. Regarding the variety wise influence of agricultural news articles, the influence was similar to that of seeds and fertilizer recommendations.



### Influence of agricultural news articles on different stages of adoption of practices of old varieties

The findings indicate that there was practically no influence at awareness, interest, evaluation and trial stages. The influence at 'adoption' stage was more of reinforcement of knowledge and modification of skill. Since they were cultivating these varieties for sometime, the agricultural news articles had influenced for corrective action. Forty per cent of the total farmers have been influenced in adoption of seeds (Table 3).

Table 3. Influence of agricultural news articles on different stages of adoption of practices of old varieties

Name of practices	Respondents	Awareness	Interest	Evaluation	Trial	Adoption
Seeds	92	—	—	—	—	36
Fertilizer recommendation	92	—	—	—	—	43
Plant protection measures	92	—	—	—	—	34

The agricultural news articles have reinforced their previous knowledge of doing work in the correct way. They have learnt the correct seed rate, time of transplanting and undertaking other improved practices in the correct way.

Of the farmers, 46.5 per cent have been influenced in adoption of fertilizer recommendation of old varieties. Farmers were applying the fertilizers based

on the stand of the crop and that too by personal experience. The agricultural articles helped them to apply the fertilizers at the right time the correct dosage.

Thirty seven per cent of the farmers have been influenced on the adoption of plant protection measures for old varieties. Further the farmers had given first importance to fertilizer recommendation, followed by seeds and plant protection measures (Table 3).

As stated by Klapper (1961), the news articles have influenced the farmers at the adoption stages by reinforcement of the knowledge about the practices already they are adopting. It also helped them to correct the practices they were following as recommended in the agricultural news articles.

Thus the agricultural news articles have acted as supporting devices in the adoption of improved practices. This was confirmed by the studies of Sharma (1966).

### Feed Back :

For any communication, there must be feed back or response of the farmers. News paper is one of the media which ranks the lowest in the audience participation as stated by Cantrill and Allport (1935). As news paper permits only least participation of the audience, they might have clarified their doubts with the available extension personnel as these personnel form part and parcel of the I. A. D. P personnel.



Of the total respondents 60.9 per cent of the farmers had contacted the extension personnel soon after reading the agricultural news articles. Out of 56 respondents, 53.4 per cent had contacted the village level workers to gather additional information and 46.4 per cent to clarify doubts. As news paper provided least participation, this has made the farmers to contact the extension personnel to clarify doubts and gather further information.

Thus the study revealed that there is impact on adoption of package of rice through agricultural articles published in news paper.

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