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Study on the Relationship of Socio-economic Characteristics on Adoption of Improved Agricultural Pratctices through Broadcast in Madurai District

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ABSTRACT

A study was conducted to find out the relationship of certain socio-economic characteristics like age, education, farm size, ownership of radio and farm broadcast listening habit with the adoption of improved agricultural practices influenced by farm broadcast. The results revealed that 4.00 to 22.00 per cent of old aged respondents have adopted improved paractices compared to others. More respondents who were able to read only adopted improved agricultural practices than other farmers. (7.0 to 22.0 per cent). Similarly medium sized land owners (21.22 per cent) adopted improved agricultural practices as influenced by farm broadcast.

INTRODUCTION

In Tamil Nadu, rural radio forum was implemented in the year 1962 and informations are broadcast from All India Radio, Tiruchi with the new farm and home unit of All India Radio at Coimbatore. Every Tuesday and Friday of the week are the forum days and on these days special programmes are broadcast from 7.30 to 8.00 p. m. On other days subject matter on agriculture, animal husbandry are broadcasted in the from of radio talk, interview with specialists, interview with farmers, and question and answers. At village level farmers form a group called farmers discussion group, where they listen to farm broadcast and discuss and address All India Radio, Tiruchi and Coimbatore.

The impact of farm broadcast in making the farmers to adopt improved agricultural practices is still an area untouched by social scientists. The problems encountered by farmers and their suggestions to improve are essential for making the farm broadcast more effective. These things can be assessed only by a scientifically conducted and empirically tested study. Therefore a study was undertaken with the specific objective of finding out the impact of farm broadcast in adoption of improved agricultural practices among the farmers of different socio-economic characteristics.

MATERIALS AND METHODS

The study was conducted in three purposively selected blocks *viz.*, Madurai

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East, Madurai West and Melur. There were 18 villages with farmers' discussion groups in all the three blocks, put together with 20 members in each group. The list of members of the farmers' discussion group was prepared and out of 360 farmers, 180 were selected at random at the rate of 10 farmers per village. Four agricultural practices *viz.*, improved seed, improved implements, fertilisers and plant protection measures were taken for study. The data were gathered using a pretested, structured schedule. The details regarding socio-economic characteristics were gathered. The farmers were asked to indicate by which method, they were influenced in adoption of improved agricultural practices and the farmers who indicated radio as the extension method, were considered as those who adopted improved practices by the influence of farm broadcast. The data were tabulated and percentage analysis was done.

RESULTS AND DISCUSSION

Influence of age on adoption of improved agricultural practices through farm broadcast are given in Table 1.

TABLE 1. Age Vs adoption through from broadcast

Age	Improved practices							
	Improved seed		Improved implements		Fertilizer application		Plant protection measures	
	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent
Young (below 25 years)	4.35	95.65	8.69	91.31	13.04	86.96	13.04	86.96
Middle (26 years to 45 years)	1.54	98.46	1.54	98.46	13.84	86.16	13.84	86.16
Old (46 years and above)	3.70	96.30	0.00	100.00	22.20	77.80	22.20	77.80

Among the practices, more number of farmers (13.04 to 22. 20 per cent) have adopted fertiliser application and plant protection measures. This may be due to constant broadcast on timely fertiliser application and plant protection measures.

Those who can read have been influenced to a greater extent (7.14 to 22. 14 per cent) in adoption of improved

TABLE 2. Education Vs adoption of improved practices

Educational level	Improved practices							
	Improved seed		Improved implements		Fertilizer application		Plant protection measures	
	Adopter per cent	Not aware per cent	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent
Illiterate	5.55	94.45	—	100.00	11.10	88.90	11.10	88.90
Can read only	7.14	92.86	7.14	92.86	22.14	77.86	22.14	77.86
Can read and write	—	100.00	2.27	97.73	20.45	79.55	15.90	84.10
Primary school	4.34	95.65	1.44	98.56	14.44	85.56	13.04	86.96
High school	—	100.00	—	100.00	7.40	92.60	7.40	92.60
College	—	100.00	12.50	87.50	12.50	87.50	12.50	87.50

agricultural practices followed by those who can read and write (2.27 to 20.45 per cent) and college educated (12.50 per cent). Among the selected practices a higher percentage of the respondents (7.40 to 22.14 per cent) have been influenced to adopt fertiliser application (Table 2).

Among the respondents 21.21 per cent of medium sized land owners have adopted improved agricultural practices followed by large sized land owners (4.0 to 24.0 per cent). Among the different practices fertilizers and plant protection chemical application have been adopted by more percentage of respondents (9.83 to 24 per cent). It is clear from Table 3 that size of farm has no influence on adoption of improved practices through radio. This is in

TABLE 3. Farm size Vs adoption of improved practices

Farm size	Improved agricultural practices							
	Improved seed		Improved implements		Fertilisers		Plant protection measures	
	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent	Adoopter per cent	Non-adopetr per cent	Adopter per cent	Non-adopter per cent
Small (upto 5.00 ac)	3.28	96.72	2.46	97.54	9.83	90.17	9.83	90.17
Medium (5.1 to 10 acres)	—	100.00	—	100.00	21.21	78.79	21.21	78.79
Large (10.1 acres and above	4.00	96.00	4.00	96.00	24.00	76.00	20.00	80.00

confirmity with the findings of Alamgeer (1970). Lionberger (1960) reported that size of holding had insignificant influence on adoption of improved practice through farm broadcast due to cumulative influence of personal and situational factors.

There is not much difference between farmers possessing radio and those who did not have radio. In fact non-owners have been influenced more by farm broadcast than radio owners. This may due to the fact that nonowers of radio listen to farmbroad cast in public places like panchayat office where there is a possibility of discussion leading to adoption. Alamgeer (1970) reported that influence of ownership of radio was not significant in adopting improved practices through farm broadcast.

TABLE 4. Radio ownership Vs adoption through farm broadcast

Ownership	Improved agricultural practice							
	Improved seed		Improved implements		Fertiliser application		Plant protection measures	
	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent
Owner	2.85	97.15	2.85	97.15	10.47	89.53	10.47	89.53
Non-owner	1.33	98.63	1.33	98.67	15.99	84.01	14.66	85.34

TABLE 5. Farm broadcast listening habit Vs adoption

Listening habit	Improved practices							
	Improved seed		Improved implements		Fertiliser application		Plant protection measures	
	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent	Adopter per cent	Non-adopter per cent
Regularly every day	2.64	97.36	2.64	97.36	6.57	93.43	6.57	93.43
Once or twice a week	—	100.00	—	100.00	—	100.00	—	100.00
Occasionally	5.50	94.50	5.50	94.50	5.50	94.50	5.50	94.50
Casually	3.84	96.16	2.56	97.44	5.12	94.88	5.12	94.88

There is not much difference between different categories of listeners in the adoption of improved agricultural practices. Hence it is concluded that listening of farm broadcast whether regularly or casually had no effect on adoption of improved practices.

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