

A Note on the Characteristics of Innovators

A few cultivators willingly take up new practices at first instance while others take fairly a longer time. A probe on the characteristics associated with such instant adopters may throw light in this area. An investigation was taken up in Thondamuthur block of Coimbatore district.

Table 1. Socio-economic conditions of innovators
(n=30)

Character	Percentage
Age:	
Young (upto 30 years)	26
Middle (31-45 years)	64
Old (above 45 years)	10
Education:	
Illiterate	30
Primary	50
Secondary	20
Extend of land:	
Low (upto 5 acres)	17
Medium (5 to 10 acres)	36
High (10 acres)	47
Income:	
Low (upto 5000 rupees)	23
Medium (5000 to 1000 rupees)	33
High (10,000 and above)	44
Membership in Social Organisation:	
Only one	77
Two	13
More than two	10

The selection of respondents was purposive. A list of innovators was prepared in consultation with the extension staff of the block. They were fixed on the basis of adoption of any three or more of five new practices viz., sun-flower cultivation, use of weedicide, cultivation of MCU 5 or Hybrid Maize or HB 3 cumbu or CO 18 cholam, urea spray and use of power sprayers.

The innovators are mostly middle aged (64 per cent) followed by young (26 per cent). There are adequate theoretical grounds for expecting the younger members of a social system to be more innovative. Majority of the innovative farmers are literate (75

Table 2. Credibility of information sources
(n=30)

Source credibilites	First preference	
	Number	Percentage
Government	13	45
Literature	14	47
Radio	—	—
Other sources	3	8
	30	

per cent) and this might be a pre-requisite for progressiveness. More than 80 per cent of the ryots interviewed are either medium or large size farm holders and nearly same proportion is with medium or high income. All the farmers are members of one or more of the social institutions.

The innovators are mostly originators who directly take up from research stations through Government

Extension agency or through reliable literatures. They do not depend on radio as the broadcasts come only after their adoption and experiences.

The innovators are in general more cosmopolite and hence have more contact with outside their social system. They also perceive themselves to be more opinion leaders. Most of the inferences are in concurrence with Rogers (1962).

Table 3. Cosmopolitaness and opinion leadership

Rate	Number	Percentage
(i) Cosmopolitaness		
Less	—	—
Average	10	33
High	20	67
(ii) Opinion leadership		
Good	20	67
Average	10	33
Poor	—	—

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REFERENCE

- ROGERS, E. M. 1962 '*Diffusion of Innovation*' Seventh Ed. New York. Free Press 367. p.