

## Note on Socio-personal Factors of Farmers in Relation to Adoption

The object of this study was to determine the influence of a few socio-personal factors on the adoption of improved farm practices. The study was conducted in Pattukkottai community development block of Thanjavur district in Tamil Nadu. Data were collected by personal interview with 100 farmers selected randomly from five villages.

### Variables :

#### (a) Socio-personal factors :

In this study, only six socio-personal factors like age, education, size of land holding, farm income, social participation and media participation were selected for assessing their impact on the adoption of practices. Non-membership or membership in only one organisation was described as low social participation. Membership in more than one was treated as medium social participation. More than this participation as other office bearers was named as high social participation. Farmers exposed to 2 information media were placed under low media participation. Farmers exposed to 3-5 information media were categorised under medium level of participation and above 5 media were

placed under high media participation. The categories of the remaining four socio-personal characteristics were as found in the table.

(b) Adoption index : The study was confined to the six recommended farm practices for paddy. The extent of adoption of the selected practices was assessed by means of 'adoption index'. For every year of adoption of each practice, an adoption index of one score was given. On limiting the number of years of adoption to 3, the total adoption index score for each farmer may range from 0-18. Based on the total adoption score the farmers were then categorised as low adopters (0-6 scores), medium adopters (7-12 scores) and high adopters (13-18 scores).

Of the six socio-personal factors of farmers studied, except age, all the remaining five factors *viz.*, education, income, farm size, social participation and media participation had shown significant positive association with adoption. Among the farmers with low education, majority (50.0 per cent) were low adopters. Contrastingly in the high level educational

Table 1. Socio-personal factors of farmers in relation to the extent of adoption of farm practices

Socio-personal characteristics and their categories	Low adopters %	Medium adopters %	High adopters %	Statistical value
<b>Age:</b>				
Young (upto 30 years)	28.57	42.86	28.57	X <sup>2</sup> value
Middle (31-45 years)	91.95	51.22	26.83	2.80
Old (above 45 years)	34.62	50.00	15.38	Non-significant
<b>Education:</b>				
Low (Illiterates)	50.00	39.47	10.53	X <sup>2</sup> value
Medium (Primary)	13.89	66.67	19.44	17.9
High (above primary)	19.23	42.31	38.46	Significant at 1 per cent level
<b>Income:</b>				
Low (upto Rs. 2500)	40.98	54.98	4.04	X <sup>2</sup> value
Medium (Rs. 2501-5000)	16.00	56.00	28.00	27.53
High (above Rs. 5000)	—	21.43	78.57	Significant at 1 per cent level
<b>Farm size:</b>				
Small (upto 5 acres)	45.09	45.09	9.82	X <sup>2</sup> value
Medium (5—7.50 ac)	16.22	56.76	27.02	18.31
Large (above 7.50 ac)	—	50.00	50.00	Significant at 1 per cent level
<b>Social participation:</b>				
Low	33.33	53.33	13.34	X <sup>2</sup> value
Medium	26.67	46.66	26.67	11.01
High	—	30.00	70.00	Significant at 1 per cent level
<b>Media participation:</b>				
Low	65.00	35.00	—	X <sup>2</sup> value
Medium	41.38	31.72	6.90	21.52
High	7.84	54.90	37.26	Significant at 1 per cent level

group, only one-fifth (19.23 per cent) were with low adoption while the medium and high adopters were almost double each. It can, therefore, be inferred that the adoption level increases with the raise in educational level. Among those with high income 79 per cent were high adopters while the rest belonged to medium level of adoption. On the other hand, among those with low income, 41 per cent were low adopters and the high adopters accounted for a negligible percentage. Therefore, it can be concluded that the economic factor such as income is of great importance in determining adoption.

There were no large size farm holders with low level of adoption. In contrast, of the small farm holders 45 per cent were low adopters while the high adopters accounted for 10 per cent only. Farmers tend to become high adopters if the farm size is large. Among the farmers with high social participation nearly three-fourths (70 per cent) were high adopters while the rest happened to be mediocre. There were no low adopters with high social participation. Reverse was the case in the low social participation group. The

significant result of chi-square test also strengthened the existence of positive relationship.

In the case of farmers with low media participation, nearly two thirds (65 per cent) were low adopters and all the others were medium and no representation under high adopter category. But among farmers with high media participation, more than one third (37 per cent) were all high adopters and low adopters were relatively less. Therefore, it is confirmed that more media participation, higher the adoption level and vice versa.

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