

Farmers' Characteristics in Relation to Adoption of Improved Agricultural Practices through National Demonstration

The main objective of the study was to find out the association between the adoption of demonstrated practices and the personal characteristics of farmers like education, economic status, social participation, media participation, age and caste.

The study was conducted in four villages, namely, Bhimavaram, Undur, Samalkot and Vallur of Samalkot Samithi, East Godavari district, Andhra Pradesh. Out of these four villages, in the first two villages national demonstrations on IR 8 paddy were conducted during the *Khariff*, 1969 and the other two villages were adjacent villages to the first two villages. The demonstrated practices such as seed rate, seed treatment, spacing, fertilizer dose (NPK) and plant protection measures were the practices selected for the study. The extent of adoption of demonstrated practices was calculated as adoption quotient, using the scale developed by Chattopadhyay (1963). The respondents were categorised as low, medium and high adopters based on their adoption quotient indices.

The sample consisted of 100 IR 8 growers and they were selected adopting probable proportionate sampling technique. Since only 52 farmers had visited the various stages of the crop under national demonstration plots, their characteristics were measured and results presented in Table 1.

Education of the farmers was found not associated with the adoption of practices demonstrated in the national demonstration plots. It is observed from the data that farmers with medium economic status were medium adopters (54 per cent). However the chi square value indicated no association between the adoption and economic status of farmers who attended the demonstration. The data reveal that farmers with medium social participation were medium adopters (59 per cent) and farmers with high social participation were low adopters (67 per cent) and the remaining were medium adopters (33 per cent). Therefore, the social participation did not influence the farmers to adopt the demonstrated practices. With regard to media participation, of the 42 farmers with low media participation, 59 per cent was medium adopters. More farmers with medium media participation were low adopters (40 per cent). However there was no association between the media participation and adoption. Eleven per cent was high adopters among the young and middle aged farmers whereas 43 per cent of the old farmers were found to be either medium or high adopters but the age of the farmer was not associated with adoption. Among the three caste groups, high adopters were more (29 per cent) in the third group (others) followed by the first group (chowdary) and medium adopters were more in Kapu caste group.

Table 1. Personal characteristics in relation to adoption

Adoption Characteristics	Low		Medium		High		Total	Chi square value
	No.	%	No.	%	No.	%		
1. Education :								
Low	4	40	5	50	1	10	10	1.79 NS
Medium	7	28	15	60	3	12	25	
High	5	29	8	47	4	24	17	
Total	16	31	28	54	8	15	57	
2. Economic status :								
Low	7	37	11	58	1	5	19	3.38 NS
Medium	7	27	14	54	5	19	26	
High	2	29	3	42	2	29	7	
Total	16	31	28	54	8	15	52	
3. Social participation :								
Low	7	41	8	47	2	12	17	4.39 NS
Medium	7	22	19	59	6	19	32	
High	2	67	1	33	-	-	3	
Total	16	31	28	54	8	18	52	
4. Media participation :								
Low	12	29	25	59	5	12	42	3.37 NS
Medium	4	40	3	30	3	30	10	
Total	16	31	28	54	8	15	52	
5. Age :								
Young	2	22	6	67	1	11	9	5.57 NS
Middle	13	36	19	53	4	11	36	
Old	1	14	3	43	3	43	7	
Total	16	31	28	54	8	15	52	
6. Caste :								
Chowdary	5	25	11	55	4	20	20	2.85 NS
Kapu	8	32	15	60	2	3	25	
Others	3	42	2	29	2	29	7	
Total	16	31	28	54	8	15	52	

NS : Not significant at 5 per cent level

(60 per cent) followed by Chowdary group. The caste was, however, not associated with the adoption of demonstrated practices.

Thus there was no association between the farmers' personal characteristics such as education, economic status, social participation, media participation, age and caste and the adoption of demonstrated practices. The farmers irrespective of their personal characters are likely to adopt improved practices provided they can

learn them by seeing, hearing and doing them in actual situations.

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