Madras agric. J. 62 (10—12) 864—865, Oct—Dec., 1975.

Influence of Farm Practice Attributes on Acceptance and Rejection of Practices

It is a common experience that some innovation diffuse from first introduction to widespread adoption quickly. Certain practices are accepted and adopted without much effort while others are not taken up inspite of greater quantom of efforts and extension drive. The decision to adopt a new practice is governed by several factors of which the farm practice attributes are very important. Kelkar and Sohani (1965) reported that a practice involving major changes in the practice already in vogue, was simple to work-with and was associable with some past experience of the adopters. Subramanyam (1968) found that farmers adopted the various practices on grounds of six attributes *viz.*, profitability, efficiency, compatibility, cost. feasibility and communicability.

This study was conducted in Pattukkottai community development block of Thanjavur district in Tamil Nadu. One hundred farmers were interviewed in five randomly selected villages. A multi-stage stratified random sampling procedure was adopted to select the respondents from the sample villages. Both interview schedule and observational technique were employed to gather neccssary data. The interview was conducted during the month of October - November, 1972. The attributes studied were: cost, profitability, compatibility, communicability, efficiency, feasibility, complexity and divisibility.

It is possible that 'profit motive' alone may not necessarily be the only incentive to motivate adoption of practices by farmers. The farm situation, the farmer's resources, the nature and content of innovation may also be responsible to speed up or retard their adoption considerably. Out of six practices studied, using zinc phosphide shows negative association with the attribute, cost. Thus this study reveals that higher cost of an improved practice over the old one need not be a barrier for adoption, provided adequate credit and inputs are made available to the farmers (Table 1).

Among the six practices, raising IR 8 in samba lands, application of nitrogenous fertilizers for rice and adoption of multiple cropping are found to be infuenced by the attribute profitability. Profit motive is not much pronouuced with three other practices. Compatibility is found to exert considerable pressure on the acceptance of all the six practices. It has been noticed that an idea which is felt by peasants as consistant with their past experience and values is taken up more readily than others. Communicability is significantly and positively associated with all the practices except the use of Burmese setturn for puddling the soil. A practice which could be described and diffused to others easily is accepted by the majority of cultivators.

Adoption of all the six practices is found to be dependent on efficiency

Table 1. Extent of influence of farm practice attributes on adoption (Correlation 'r' values)

Practice	Cost	Profit-ability	Compati-bility	Communi-cability	Effici-ency	Feasi-bility	Com-plexity	Divisibi-lity
Raising IR. 8 rice in samba lands	0.153	0.403**	0.350**	0.380**	0.277**	0.772**	-0.259**	0.075
Application of nitrogenous fertilizers (urea and ammonium sul phate for rice crop)	0.032	0·426**	0.570**	0.837**	0.293**	0.261**	0.135	0.058
Using zinc phosphide for the control of field rats	-0.204*	0.191	0.513**	0.969**	0.416**	0.606**	0.117	0.039
Adoption of multiple cropping (3 crops in sequence in a year)	0.187	0.694**	0.628**	0.637**	0.636**	0.954**	-0.201*	0.453**
Use of Burmese setturn for pudd-ling the soil	0.156	0.000	0.437**	0.122	0.738**	0.857**	0.101	0.536**
Use of power sprayer for spraying and dusting	0.090	0.000	0.798**	0.809**	0.738**	0 847**	0.066	0.207*

* Significant at 5 per cent level ** Significant at 1 per cent level

considerably. If the farmers perceive a practice to be more efficient in saving time, labour and money, they accept it without resistance. Feasibility is found to have bearing on the adoption of all the six practices investigated. A praciice which is perceived to be suitable to the kind of soil, type of bullocks and irrigation potentialities, is found to register a wide spread adoption.

Of the six practices. raising IR 8 rice and adoption or multiple cropping had a significant negative association with, complexity. Divisibility seems to be a less significant characteristic in this study. The three agricultural practices *viz.*, adoption of multiple cropping, use of Burmese setturn for pudding the soil and use of power sprayer are dependent on this factor.

The senior author is thankful to the Tamil Nadu Agricultural University for according permission to publish this article which forms a part of the his M. Sc. (Ag.) dissertation.

K. CHANDRAKANDAN
V. S. SUBRAMANYAN

Department of Agricultural Extension,
Tamil Nadu Agricultural University
Coimbatore-641003.

REFERENCES

KELKAR, M. G. and A. W. SOHANI. 1965. 'Role of Farm Practice-Attributes in Adoption of improved Agricultural practices. *Ind J. Extn Edn* 1.

SUBRAMANYAN, V. S. 1968. 'Causes for the success or failure of recommended package of practices for rice in Madras' *Unpub. M. Sc. (Ag)* Thesis, Madras University.