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Sociological analysis on the paddy crop yield competition of Tamil Nadu

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Abstract : Crop yeild competition scheme was implemeted by the state department of Agriculture at state and district level. This is as Ex-post facto study conducted in eight district of Tamilnadu. The state level respondents numbering eight and district level respondents numbering 22 was selected purposively. The motivating factor behind the participation in the crop yield competition scheme was adequate water supply and favorable farm production circumstance. Two thirds of the prize winners disseminated the technology adopted by them to their friends and neighbours they also exhibited opinion leadership quality in areas such as, crop production and crop protection. *(Key words : Paddy, Crop Yield Competition, Motivating factor, and Opinion leadership)*

Government policies and schemes play a vital role in the technology transfer that will result in overall agricultural development of the nation. Thus, overall agricultural development of the nation is ensured through success in agriculture by the individual farmers.

Crop Yield Competition was launched in Tamil Nadu state during 1950-51 the response from the farmers to this strategy has been overwhelmingly increasing this scheme initially confired to paddy crop only, but it was later extended to other major food crops like bajra, sorghum, fingermillet and commercial crops like bajra, sorghum, fingermillet and commercial crops like groundnut, sugarcane and pulse.

Case prizes of Rs. 10,000 and 5,000 are awarded for the first and second prize winners respectively, at the district level and Rs. 1, 00,000 and Rs. 50,000 for the first and second prize winners respectively at the state level under CYC scheme in paddy.

Diffusion of improved technologies through effective means to other farmers will create interest among them to try that experience, the development of opinion leadership among these prize winners would would help to diffuse the technologies among other fellow farmers in the social system.

The present study was taken up with the objective (1) To study the motivating factors responsible for the farmer to enter into CYC and (2) Pattern of diffusion and opinion leadership expressed by respondent.

Materials and Methods

The objective of the study warranted the selection of these places in Tamil Nadu where the state level and district level prize winners of paddy CYC were located. The entire list of farmers who received first and second prize in the paddy CYC both at the state level, the CYC was not conducting during the year 1990-91 and hence the remaining four years was considered and a sample of eight farmers were included for the study. So altogether, a sample size of eight farmers has been chosen among the state level winners and 22 farmers were chosen among the district level winners thus making the sample size of 30 respondents for the study.

In the present study the self-designating technical given by Rogers (1962) was used to evaluate the opinion leadership of the respondent.

Result and discussion

From the table (1) it could be observed that many farmers in CYC. motivational factors had influenced the participation of the farmers in CYC.

An analysis on the factor that might have given farmers an inducement towards participation has been made and the observations in the table1.

As stated by 100.00 per cent of the farmer's possession of adequate water supply was the motivating factor for participation in CYC. Favourable farm production circumstances have made 86.66 per cent of the paddy growers to get motivated for participation. Prize amount had remained as a motivator for 83.30 per cent of respondents.

Possession of adequate finance was able to kind the interest of 76.66 per cent of the respondents while 70.00 per cent of them referred to interest in the scheme as an inducing force as evident from Table 1. Thus it can be inferred from the above table that more than one motivational factor might have induced the prize winners towards participation.

Paddy being a water loving crop, farmers felt at a first requisite for motivation the factors of farm production circumstance namely climate, rainfall, season, variety and soil act on the foundations for success, hence it was opted by majority. The nature of prize amount being huge and attractive also play a vital role in motivation. This finding is us agreement with the finding or Diraviam (1972)

Opinion leadership was operationalised as the phenomena by which the ability to influence the decision of other persons before and after participating in the CYC on certain identified dimension.

Table 1. Motivational factors influencing participation of the respondents in CYC

(N=30)

SI.No.	Motivational	No	Percentage*
1	Adequate water supply	30	100.00
2	Favorable farm production circumstances (Soil, climate etc.)	26	86.66
3	Huge and attractive prize amount	25	83.30
4	Adequate availability of financial resources	23	76.66
5	Interest in the scheme	21	70.00
6	Willingness to gain recognition as a best farmer in his locality	18	60.00
7	Aim to became a model farmer in his village	17	56.66
8	Advice of family member to participate	9	30.00
9	Future of the country depends on more production.	9	30.00
10	To lead a happy and secured life	5	16.66
11	To get admission inagricultural college for his children	4	13.33

(*Multiple response and hence may exceed 100)

The results regarding this are presented in Table. 2

Table 2. Development of opinion leadership among the respondents

S.No	Dimension	No	Percentage*
1	Crop production	18	60.00
2	Crop protection	21	70.00
3	Marketing of produce	7	23.33
4	Credit facility	9	30
5	Work in government	12	40.00
6	Medicine	4	13.00
7	Children education	15	50.00
8	Family problems	11	36.67

(* Multiple responses and hence may exceed 100)

From the Table 2, it could be observed that the CYC prize winners developed opinion leadership because of their participation in various activities,

Among the CYC winners, 33.33 per cent of the respondents acted as an opinion leader in the crop production dimension, even before participating in CYC. But after entering into CYC 26.66 per cent of the respondents developed the opinion leadership quality on this dimension thus making the total to 60.00 percent.

In contrary to this, in crop production dimension only 23.33 per cent of the respondents acted as opinion leader before their participation in CYC, but after participating in CYC 46.66 per cent of the respondents developed this quality.

Thus it could be inferred from this Table 2, that beacause of the participation of the paddy growers in the CYC scheme, the prize winners developed opinion leadership quality on the dimension such as crop production, crop production, work in Government offices and children eduction. among these four dimensions the development of opinion leadership in the crop protection seems to be high. Muthaiah (1981) reported that the opinion leaders had helped to secure government help and propagate new skills and technologies. Narayanamoorthy (1990) also supported these findings.

Conclusions

From the study it can be concluded that majority of the paddy growers, disseminated the technologies adopted for prize winning to friends and neighbors. Development of opinion leadership was observed on the following dimension such as crop production, crop protection work in government office and children education

Among the various motivational factors, adequate water supply and favourable farm production circumstances had influenced majority for participation in CYC scheme.

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