International Journal of Farm Sciences **2(2)** :149-154, 2012

A study on personal traits of model farmers in technology dissemination

N KISHORE KUMAR and A SAILAJA

Acharya NG Ranga Agricultural University
College of Agriculture, Rajendranagar, Hyderabad
Email for correspondence: kishoreneelam85@gmail.com

ABSTRACT

During first five decades of independence, the focus of Indian agriculture remained on improving production and productivity of food grains to meet the growing demand of increasing population. The extension approaches and methodologies in all these years thus focused on supporting more production and on maintaining the required pace. Agriculture today is however seen as a profit oriented enterprise with farmer taking up many new cash crops of commercial value. Under changed situation the focus of agriculture extension has to be on developing capacities and capabilities of farmers to acquire and absorb new knowledge of improved practices. The changing economic scenario in India and the need for appropriate agricultural technologies and agricultural management practices to respond food and nutritional security, poverty alleviation, diversifying market demands, export opportunities and environmental concerns are posing new challenges to the technology dissemination system. An innovative model in technology disseminations has been introduced in state department of Agriculture in Andhra Pradesh based on Prof MS Swaminathan's report on national policy of farmers. With this background an attempt was made to study the personal traits of model farmers (Adarsha Rythus) in Mahaboobnagar district of Andhra Pradesh using ex-post facto research design. The profile analysis of Adarsha Rythus indicated that majority of them were young aged, had education up to SSC level , low farming experience, small farm size, high extension contact, medium level of social capital, mass media exposure, training received and low level of innovativeness and achievement motivation. The findings revealed that the strict guidelines need to be imposed in selection procedure of the model farmers besides providing them opportunity for experiential learning which eases the technology dissemination process. Thus extension system can be supported through establishing model farmers as successful extension approach.

Keywords: Adarsha Rythus; respondents; technology dissemination; farmers

INTRODUCTION

India is predominantly an agricultural country. More than 70.00 per cent of the Indian population is directly dependant on agriculture for its livelihood. The performance of the agriculture sector influences the growth of Indian economy.

But its contribution towards national Gross Domestic Product (GDP) was only 17.8 per cent in 2007-08 as compared to 21.7 per cent in 2003-04.The fact is that the share of agriculture sector in GDP is declining over the years.

It is felt that this low contribution to the GDP by the agricultural sector is due to uneconomic returns resulting in increased cost of cultivation. This led to realization of unremunerative prices by the farming community. This situation needs to be corrected by sensitizing the farmers on the above aspects and advise them appropriate measures which would help to increase the yields both qualitatively and quantitatively with less cost of production as per the market requirements.

In this context The government of Andhra Pradesh took an important decision to appoint about 50,000 Adarsha Rythus (model farmers) referred to as Farm Science Managers in Prof Swaminathan's report on the National Policy for Farmers.

The main objective behind the identification of Adarsha Rythus is to introduce a nodal functionary between the farmers and the extension staff of agriculture and other line departments to help in bridging the gap between the research and extension.

Keeping these aspects in view, an attempt was made to study profile characteristics viz age, education, farming experience, farm size, extension contact, social capital, mass media exposure, training received, innovativeness and achievement motivation of Adarsha Rythus.

METHODOLOGY

Ex-post facto research design was adopted for study. The state of Andhra Pradesh was chosen for study as this is the only state in India where Adarsha Rythus have been in operation. Mahaboobnagar district which ranks first with highest number of Adarsha Rythus in Andhra Pradesh was purposively selected for study. Out of sixty four mandals in the district three mandals were selected randomly. From each mandal forty Adarsha Rythus were selected randomly thus one hundred and twenty (120) respondents were selected for study.

The measurement of selected profile characteristics is mentioned. Age was measured as chronological age of the respondent. Traits like education, farming experience, farm size, and training received, mass media exposure and extension contact were measured using schedules developed for study. Social capital was measured with index developed while innovativeness and achievement motivation were measured using scale developed for study.

RESULTS AND DISCUSSION

Table 1. Distribution of respondents based on profile characteristics (n=120)

Profile characteristics	Frequency	Percentage
Age		
Young	55	45.83
Middle	42	35.01
Old	23	19.16
Education		
High	63	52.50
Intermediate	40	33.33
Upper graduation	17	14.17
Farming experience		
Low	58	48.33
Medium	38	31.66
High	24	20.01
Farm size		
Marginal	35	29.16
Small	45	37.51
Medium	25	20.81
Large	15	12.52
Extension contact		
Low	16	13.33
Medium	46	38.34
High	58	48.33
Social capital		
Low	19	15.83
Medium	53	44.16
High	48	40.01
Trainings received		
Only one training	42	35.01
Two trainings	61	50.83
Three trainings	17	14.16
Mass media exposure		
Low	21	17.50
Medium	54	45.00
High	45	37.50
Innovations		
Low	66	55.00
Medium	39	32.50
High	15	12.50
Achievement motivation		
Low	59	49.16
Medium	41	34.16
High	20	16.68

The results of Table 1 show that majority (45.83%) of the Adarsha Rythus were of young age. This clearly indicates that young and ambitious people with good communication ability would serve farmers better and hence they were selected.

These findings are in line with the results of Sharma (2001).

It is evident from the Table 1 that majority (52.50%) of Adarsha Rythus had high school education. The reason might be non-pursuance of higher education due to financial problems, absence of higher educational facilities in villages and lack of awareness about importance of higher education.

These findings are in conformity with the results of Latha (2002) and Dhulipalla (2004).

Majority (48.33%) of Adarsha Rythus had low farming experience as the majority of respondents belonged to young age.

Majority (37.51%) of Adarsha Rythus had small farm size. This trend might be due to the regular fragmentation of land holdings from generation to generation that turned most of the big farmers into small and marginal farmers.

These findings are in line with the findings of Bhat (1994) and Gopinath (2005).

Majority (48.33%) of Adarsha Rythus had high extension contact. The probable reason for the above trend might be due to the fact that majority of respondents had high school education besides high socio-political participation which indicates their frequent contact with different extension functionaries working in public, private and voluntary organizations to share information and to get the advice on technical matters.

Adarsha Rythus (44.16%) had medium social capital. This may be due to the fact that Adarsha Rythus possessed low level of trust and solidarity and medium level of extent of trust of other farmers.

Half (50.83%) of the Adarsha Rythus received medium level of training. It indicates that there is more scope to conduct training programmes by state department of agriculture on various crop related aspects so as to enrich and update their knowledge.

This finding is in tune with the results of Navasakthi (2005) and Madhushekar (2009)

Majority (45.00%) of respondents had medium mass media exposure. The possible reason for this is that Adarsha Rythus were of young age, more inquisitive in information acquisition and tapped the mass media sources to the maximum possible extent.

More than half (55.00%) of Adarsha Rythus possessed low innovativeness as they were mainly small and marginal farmers with low farming experience.

Nearly half (49.16%) of Adarsha Rythus possessed low achievement motivation. The findings indicate that the Adarsha Rythus with small farm size, low farming experience and medium social capital were unable to excel over other farmers in farming in their village.

The result is in tune with the findings of Praveen (1997).

CONCLUSION

Enhancing the socio-economic standards of rural farmers by upgrading their knowledge and skills is the main objective of transfer of technology. For this the available technologies should be brought in line with the production process. This can be achieved by planning and organization of specific and effective programmes to the farmers. The success of the important intervention of the government lies upon the development of mindset of the Adarsha Rythus as well as the extension staff by recognizing each other as a part of the extension system through regular process of sharing information and knowledge.

As majority of respondents were found to be non-practicing farmers with low farming experience and low achievement motivation state department of agriculture needs to strictly adhere to guidelines in selection procedure of Adarsha Rythus. Therefore it is proposed to select farmers who had at least a minimum of 5 years of farming experience to serve as model farmers in transfer of technology.

As a part of screening in selection procedure achievement tests need to be conducted to select best performers as adarsha rythus.

As majority of Adarsha Rythus had less farm size due to which they were unable to practice the technologies in their own situation it is proposed to consider large farming size as one of the criterian for selection of Adarsha Rythus as it helps in testing the technology feasibility before dissemination.

As majority of farmers had low innovativeness conducting field trips to successful farmer fields stimulates in them interest and desire to learn besides getting convinced about applicability of technology in practical field situation. Thus the improved levels of their personal traits in turn help in improving their performance resulting in efficiency of various developmental programmes.

As there was poor attendance of Adarsha Rythus to the training programmes conducted it is proposed that the training

institute needs to educate the Adarsha Rythus through creation of awareness campaigns about utility and benefits of trainings before organizing it to evoke good response.

REFERENCES

Bhat PL 1994. A study to identify the determinants of yield gaps and constraints in paddy cultivation of Jammu and Kashmir State. MSc (Agric) thesis, APAU, Rajendranagar, Hyderabad.

Dhulipalla RP 2004. Participation of partners in agricultural research extension and farmers linkage mechanisms in Krishna-Godavari Zone of Andhra Pradesh. PhD thesis, Acharya NG Ranga Agricultural University, Hyderabad.

Gopinath M 2005. Knowledge and adoption of bengalgram farmers in Kurnool district of Andhra Pradesh. MSc (Agric) thesis, Acharya NG Ranga Agricultural University, Hyderabad.

Latha SM 2002. A study on knowledge and adoption of integrated pest management practices in cotton by farmers in Kurnool district of Andhra Pradesh. MSc (Agric) thesis, Acharya NG Ranga Agricultural University, Hyderabad.

Madhusekhar BR 2009. A study on marketing behavior of chilli growers in Guntur district of Andhra Pradesh. MSc (Agric) thesis, Acharya NG Ranga Agricultural University, Hyderabad.

Navasakthi 2005. Managerial abilities and farming performance of coconut cultivatiors in Andaman district. MSc (Agric) thesis, Acharya NG Ranga Agricultural University, Hyderabad.

Praveen D 1997. A study on role perception and role performance of mitra kisans in transfer of watershed technology in Ranga Reddy district of Andhra Pradesh. MSc (Agric) thesis, Acharya NG Ranga Agricultural University, Hyderabad.

Sharma N 2001. Participation of adult illiterates in total literacy campaign. Maharashtra Journal of Extension Education **14:** 69-72.

Received : 14.9.2011 *Accepted : 7.12.2011*