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Attributes of sugarcane technologies as perceived by the farmers of quasi-government and private extension services

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ABSTRACT

Sugarcane is one of the important commercial crops in India and it plays a vital role in the socio-economic transformation of the country. To increase the sugarcane production and productivity, there is an urgent need to transfer the recommended technologies to the sugarcane farmers. Extension agencies of both co-operative and private sugar factories were effectively involved in the transfer of improved sugarcane technologies to the farmers. Perception of farmers towards attributes of sugarcane technologies are considered as the vital factors influencing effective transfer of technologies. Keeping this in view, a study was conducted in Cuddalore district of coastal Tamil Nadu. To measure the attributes of sugarcane technologies, five major attributes *viz*., relative advantage, compatibility, complexity, observability and trialability have been included in this study. The findings on the overall attributes of technologies revealed that majority of the respondents of quasi-government extension service expressed the attributes as less favourable for adoption of sugarcane technologies, whereas majority of the farmers of private extension service expressed the attributes as more favouarble for adoption of sugarcane technologies.

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INTRODUCTION

Agriculture is the life line of indian economy. Agriculture continues to be the occupation and way of life for more than half of the indian population. Among the major commercial crops, sugarcane occupies a very important position in indian agriculture and its economy. It is one of the most important non-food grain crops as it contributes about seven per cent of gross value of agriculture output. Sugar industry is the second biggest industry after cotton textiles in agriculture sector. There are about 365 sugar factories and nearly 25 million farmers are engaged in the cultivation of sugarcane in the country.

Improved technology can lead to higher production by means of effectively transferring the technology and its adoption by the farmers. Further, improved technologies can reduce the cost of cultivation and increase the agricultural productivity. It gives a positive effect on national economy. So, effective technology transfer in agriculture acts as an important factor not only in agriculture economy but also in national economy.

Extension plays a major role in harvesting the full benefits of farm science research. In the process of transfer of technology, the extension approaches are being refreshed from time to time based on relevant needs and objectives. The advancement of government policies and effectiveness of the extension methods play a major role in redesigning the process of extension approach to be followed in the transfer of technology.

Co-operative sector agencies especially extension wing of co-operative sugar factories transfer the improved sugarcane technologies to the farmers. The co-operative sugar factories by them selves are not enough to handle the multifarious demands of the sugarcane farmers and is being supplemented by the private extension agencies of private sugar factories.

The pattern of technology transfer is not only important factor for effective TOT, but perceived attributes of technology are also the important factors affecting transfer of technologies. Attributes are qualities, characteristics (or) traits possessed by a technology. Each and every technology has some qualities or characteristics. It is not the