



Research Article

## Relationship of extent of adoption and socio-personal and psychological variables of IVLP beneficiaries

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**SUMMARY :** The present study was conducted to analyze the performance and adoption of selected technological interventions of IVLP programme by the farmers in District Srinagar, Kashmir (J&K). It was observed that the independent variables taken for the study contributed 71 per cent in adoption of the IVLP interventions. The technological interventions of IVLP programme adopted in the selected villages made significant impact among the participating farmers. The present study by and large reflected the higher levels of adoption and explained the major role of socio-personal and psychological variables on adoption of IVLP interventions.

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**KEY WORDS:**

Relationship,  
Adoption, Socio-  
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### BACKGROUND AND OBJECTIVES

Since IVLP programmes were mostly implemented in the areas of small production systems with limited resources. Problems being faced in rural areas call for scientific experimentation with active involvement of the people. The professional knowledge does not match with the indigenous knowledge of natural diversities and farmers experience. A major challenge is to accommodate the farmer's perception into the programming of extension and research services in an effective manner (Karomm and White, 1991).

For greater adoption of innovations, the scientists and farmers have to develop a systematic interaction on a symbolic basis. Such a system may ensure more meaningful research which could have direct bearings on farmer's economy. Accepting the fact that the reliability and appropriateness of research depends upon the extent of interaction between adoption of innovations and socio-personal and psychological characteristics of farmers (Manisegaran, 2004) Their active involvement would help the scientists in diagnosis of problems faced by the farmers.

Reorganization of institutional processes to

make it more flexible and responsive for encouraging adoption of innovations by the farming community. Since the professional knowledge does not match with the indigenous knowledge of natural diversities and farmer's experiences. Therefore, a major challenge is to accommodate the farmer's perceptions in to the programming of extension and research services in an effective manner (Huffman and Evenson, 2001). The idea is to make the system increasingly demand driven and appropriate by the farmers. Hence, the professionals must be fully acquainted and familiar with the various parameters at the micro-level while extending the technologies to the ultimate users.

### RESOURCES AND METHODS

The present study was conducted in villages Tailbal, Burzahama and Chaterhama of district Srinagar, J&K where IVLP programme was implemented through Directorate of Extension Education Shere-e-Kashmir University of Agricultural Sciences and Technology Shalimar, Srinagar (J&K). The Villages were selected purposively. Fifty IVLP beneficiaries from each village were selected randomly. Data were

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collected by personally interviewing the respondents by the researcher.

Adoption behaviour of respondents was studied in terms of extent and level of adoption of various IVLP technological interventions. Extent of adoption was measured in terms of percentage of beneficiaries adopting particular technology. Overall extent of adoption was calculated by allotting scores for adoption of technological interventions to know the correlation between socio-personal and psychological characteristics with the extent of adoption, Karl Pearson's coefficient of correlation was carried out besides correlation coefficient, multiple regression analysis of socio-personal and psychological characteristics was worked out. By adopting multiple regression analysis technique, the regression coefficient, standard error and t - value was calculated while analyzing the relationship between extent of adoption and socio-personal and psychological characteristics.

## OBSERVATIONS AND ANALYSIS

Data presented in Table 1 clearly indicate that out of twelve (12) independent variables nine (9) variables significantly related with adoption of IVLP interventions. These were age, family size, farm size, knowledge, social participation, mass media exposure, scientific orientation, economic motivation and risk orientation. Out of these nine significantly correlated variables namely family type, knowledge, social participation and mass media exposure were positively correlated with the adoption of IVLP interventions whereas the variables age, risk orientation and economic motivation negatively were correlated with the adoption of IVLP interventions. This means younger farmers with lower socio-economic constraints are more prone to adoption of IVLP intervention but it is strange that economic motivation has yielded negative correlation coefficient.

**Table 1 : Correlation between extent of adoption and socio-personal and psychological characteristics (variable) of respondents**

Sr. No.	Name of the variable	Correlation coefficients
1.	Age	(-) 0.47
2.	Educational Status	0.02 NS
3.	Family Size	0.06 NS
4.	Family type	0.40*
5.	Farm size	0.78 **
6.	Knowledge	0.78 **
7.	Extension contact	0.01 NS
8.	Social participation	0.79 **
9.	Mass media exposure	0.62 **
10.	Scientific Orientation	0.07 NS
11.	Economic motivation	(-) 0.62 **
12.	Risk orientation	(-) 0.40 *

NS=Non-significant

The data in the Table 2 were subjected to regression analysis, the results obtained clearly showed that all the twelve independent variables could explain 71 per cent of variability in adoption behavior. However, there was only one variable i.e. knowledge which on its own made a significant contribution in adoption behavior of beneficiaries.

## Conclusion:

Majority of the farmers showed medium level of overall adoption of IVLP intervention. The technological interventions of IVLP programme adopted in the selected villages created a greater impact among the participating as well as non-participating farmers. After putting the data into regression analysis, it was observed that the twelve independent variables taken for the study could explain 71 per cent of variability in adoption of IVLP technological interventions.

**Table 2 : Multiple regression analysis of socio-personal and psychological variables**

(n=150)

Sr. No.	Variable	Regression coefficient	Standard error	't' value
1.	Age	0.1173	0.1710	1.9197 NS
2.	Educational Status	0.1243	0.0742	1.6746 NS
3.	Family Size	0.2160	0.2081	1.0311 NS
4.	Family type	0.1232	0.2480	1.02081 NS
5.	Farm size	0.0502	0.2312	0.2081 NS
6.	Knowledge	0.3421	0.0850	4.1410 NS
7.	Extension contact	0.3274	0.2028	1.7198 NS
8.	Social participation	0.0504	0.2321	0.2080 NS
9.	Mass media exposure	0.2262	0.2028	1.1648 NS
10.	Scientific Orientation	0.1120	0.0742	1.3096 NS
11.	Economic motivation	0.0674	0.0727	0.9241 NS
12.	Risk orientation	0.0043	0.1066	0.0399 NS

R<sub>2</sub> 71, \*\* indicates significance of value at P=0.01

NS=Non-significant

The present study by and large reflected the higher levels of adoption.

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