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Research Article

Ascertain the role of awardee farmers in diffusion of technology and identifying the factors contributing for the effective performance of awardee farmers

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SUMMARY : The present study was carried out in the twelve districts of North Karnataka State. The analysis of respondents revealed that, with respect to other farmers seeking advice from the awardee farmers about 25.00 per cent of them ensured that they shared their experience with 101-500 other farmers; about 75.83 per cent of them ensured that they shared their experience with up to 50 officers. Regarding cropping systems (34.17%) their information was through group meetings.Information through radio was given in form of radio talks by 60.00 per cent of them delivered 1-5 times talks. Cent per cent of the awardee farmers expressed that they had taken up the activity due to their self-interest followed by need for the survival (98.33%).

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BACKGROUND AND OBJECTIVES

Diffusion of innovations takes a radically different approach to most other theories of change. Instead of focusing on persuading individuals to change, it sees change as being primarily about the evolution or reinvention of products and behaviours so they become better fits for the needs of individuals and groups. In diffusion of innovations, it is not people who change, but the innovations themselves. Why do certain innovations spread more quickly than others? And why do others fail? Diffusion scholars recognize five qualities that determine the success of an innovation.

Relative advantage:

This is the degree to which an innovation is perceived as better than the idea it supersedes by a particular group of users, measured in terms that matter to those users, like economic advantage, social prestige, convenience, or satisfaction. The greater the perceived relative advantage of an innovation, the more rapid its rate of adoption is likely to be. There are no absolute rules for what constitutes 'relative advantage'. It depends on the particular perceptions and needs of the user group.

According to Everett Rogers, these five qualities determine between 49.00 to 87.00 per cent of the variation in the adoption of new products. These five qualities make a valuable checklist to frame focus group discussions or project evaluations. They can help identify weaknesses to be addressed when improving products or behaviors. Reinvention is a key principle in diffusion of innovations. The success of an innovation depends on how well it evolves to meet the needs of more and more demanding and risk-averse individuals in a population (the history of the mobile phone is a perfect example). A good way to achieve this is to make users into partners in a continuous process of redevelopment (Rogers, 2003).

Research findings developed in the laboratories and research fields are useful only when they are effectively communicated and diffused to farmers through the use of appropriate

communication technologies. It is reported that 80.00 per cent of the evolved technology do not find application in the farmer's field mainly due to ineffective communication.

Taking into account of all these factors, the study was focused on the following objectives to ascertain the role of awardee farmers in diffusion of technology and to identify the factors contributing for the effective performance of awardee farmers.

RESOURCES AND METHODS

The present study was conducted in 12 districts of North Karnataka under the erstwhile jurisdiction of University of Agricultural Sciences, Dharwad *viz.,* North Kanara, Haveri, Gadag, Dharwad, Belgaum, Bijapur, Bagalkot, Koppal, Bellary, Gulbarga, Raichur and Bidar.

A list of farmers who have been conferred the *ShreshtaKrishika* and *Shreshta Krishi Mahile*award was obtained from the concerned officials of the Directorate of Extension, University of Agricultural Sciences, Dharwad. All the farmers who have been given *Shreshta Krishika* and *Shreshta Krishi Mahile* award during the period from 2003 to 2012 constituted the population of the study. From 2003 to 2012 total numbers of awardees was 206, which included 105 men and 101 women farmers.From the total of the 206 awardee farmers, 120 farmers were selected using random number table.

Role of awardee farmers in diffusion of technology was quantified in terms of three different ways as detailed below.

- Other people seeking advice from the awardee farmers
- Advise through involvement in extension activities.
- Dissemination of information through mass media.

OBSERVATIONS AND ANALYSIS

The observations of the present study as well as relevant analysis have been summarized under the following heads:

The role of awardee farmers in diffusion of technology:

Other people seeking advice from the awardee farmers

It is evident from the results presented in Table 1 that with respect to other farmers seeking advice from the awardee farmers. About 25.00 per cent of them ensured that they shared their experience with 101-500 other farmers, followed by 21.67, 15.83 and 3.33 per cent of them sharing with up to 50,501 to 1000, 51 to 100 and >5000 other farmers, respectively.

About 48.33 per cent of them ensured that they shared their experience with up to 50 friends, followed by 41.67, 24.17and 2.50 per cent of themsharing with 101-500, 51-100 and 501-1000 friends, respectively.

About 70.83 per cent of them ensured that they shared their experience with up to 50 relatives, followed by 22.50 and 5.83 per cent of them shared with 51-100 and 101-500 relatives, respectively.

Table 1 : Other people seeking advice from the awardee farmers (During last one year) (n=120)

Sr. No.	Persons contacted	Range	Frequency	Percentage
1.	Other farmers	Up to 50	26	21.67
		51-100	19	15.83
		101-500	30	25.00
		501-1000	26	21.67
		1001-5000	19	15.83
		>5000	4	3.33
2.	Friends	Up to 50	58	48.33
		51-100	29	24.17
		101-500	50	41.67
		501-1000	3	2.50
		1001-5000	0	0.00
		>5000	0	0.00
3.	Relatives	Up to 50	85	70.83
		51-100	27	22.50
		101-500	7	5.83
		501-1000	0	0.00
		1001-5000	0	0.00
		>5000	0	0
4.	Agril. students	Up to 50	46	38.33
		51-100	14	11.67
		101-500	13	10.83
		501-1000	5	4.17
		1001-5000	1	0.83
		>5000	1	0.83
5.	Agril. Scientists	Up to 50	106	88.33
		51-100	7	5.83
		101-500	1	0.83
		501-1000	0	0.00
		1001-5000	0	0.00
		>5000	0	0.00
6.	Officers	Up to 50	91	75.83
		51-100	4	3.33
		101-500	2	1.67
		501-1000	1	0.83
		1001-5000	0	0.00
		>5000	0	0.00

About 38.33 per cent of them ensured that they shared their experience with up to 50 agril. students, followed by 11.67, 10.83 and 4.17 per cent, of them sharing with 51-100, 101-500 and 501-1000 agril. students, respectively.

About 88.33 per cent of them ensured that they shared their experience with up to 50 agril. scientists, followed by 5.83 and 0.83 per cent,of them sharing with 51-100 and 101-500 agril scientists, respectively.

About 75.83 per cent of them ensured that they shared

their experience with up to 50 officers, followed by 3.33 and 1.67 per cent,of them shared with 51-100 and 101-500 officers, respectively.

Awardee farmers shared their experience with fellow farmers, friends, relatives, agriculture students, officials and scientists of agricultural university on various occasions and in various range. Awardee farmers are influential leaders and had high respect from the members of society for their achievements, social responsibility, knowledge and experience, they motivated and influenced other farmers to analyses and tackle problems on a scientific but friendly view. Further it is natural to find curiosity among the neighbors to know reason for success and also emulate same under the situation. The programme also expected that each awardee farmer should serve as sources of information for the fellow farmers. The findings generally support the above proposition.This finding is supported by the findings of Manjula (2003) and Rishikesh (2009),

Table 2 : Advised through involvement extension activities **(n=120)**

Sr. No.	Subject	Range	Group meetings		Training programs		Field days/field visits		KrishiMela		Demonstration	
			F	%	F	%	F	%	F	%	F	%
1.	Soil and water conservation	1-10	15	12.50	9	7.50	1	0.83	11	9.17	6	5.00
		11-20	11	9.17	6	5.00	0	0.00	0	0.00	1	0.83
		21-50	3	2.50	1	0.83	0	0.00	0	0.00	0	0.00
		>50	11	9.17	0	0.00	0	0.00	0	0.00	0	0.00
2.	Cropping systems	1-10	41	34.17	21	17.50	8	6.67	21	17.50	12	10.00
		11-20	34	28.33	5	4.17	1	0.83	0	0.00	0	0.00
		21-50	11	9.17	2	1.67	1	0.83	0	0.00	0	0.00
		>50	9	7.50	2	1.67	0	0.00	0	0.00	0	0.00
3.	Agril. Systems	1-10	40	33.33	26	21.67	7	5.83	20	16.67	14	11.67
		11-20	34	28.33	3	2.50	2	1.67	0	0.00	1	0.83
		21-50	12	10.00	1	0.83	0	0.00	0	0.00	0	0.00
		>50	10	8.33	0	0.00	0	0.00	0	0.00	0	0.00
4.	Soil fertility and production management activities	1-10	12	10.00	6	5.00	0	0.00	6	5.00	4	3.33
		11-20	7	5.83	0	0.00	0	0.00	0	0.00	0	0.00
		21-50	2	1.67	2	1.67	0	0.00	0	0.00	0	0.00
		>50	6	5.00	0	0.00	0	0.00	0	0.00	0	0.00
5.	Bio fertilizers	1-10	8	6.67	7	5.83	0	0.00	4	3.33	1	0.83
		11-20	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
		21-50	1	0.83	0	0.00	0	0.00	0	0.00	0	0.00
		>50	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
6.	Bio- pesticides	1-10	3	2.50	6	5.00	1	0.83	4	3.33	1	0.83
		11-20	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
		21-50	1	0.83	0	0.00	0	0.00	0	0.00	0	0.00
		>50	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
7.	Agril machineries	1-10	4	3.33	5	4.17	1	0.83	5	4.17	1	0.83
		11-20	1	0.83	0	0.00	0	0.00	0	0.00	0	0.00
		21-50	1	0.83	0	0.00	0	0.00	0	0.00	1	0.83
		>50	1	0.83	0	0.00	0	0.00	0	0.00	0	0.00
8.	Post harvest technology	1-10	4	3.33	2	1.67	1	0.83	3	2.50	1	0.83
		11-20	3	2.50	2	1.67	0	0.00	0	0.00	0	0.00
		21-50	3	2.50	0	0.00	0	0.00	0	0.00	1	0.83
		>50	3	2.50	1	0.83	1	0.83	0	0.00	0	0.00
9.	Mass media utilization	1-10	3	2.50	4	3.33	0	0.00	3	2.50	0	0.00
		11-20	0	0.00	1	0.83	0	0.00	0	0.00	0	0.00
		21-50	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
		>50	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00

Advise through involvement in extension activity:

It is evident from the results presented in Table 2 that with respect to other farmers seeking advice from the awardee farmers, regarding advice on soil and water conservation practices, the awardee farmers shared (12.50%) their information throughgroup meetings followed by Krishi Mela (9.17%) and training programmes(7.50%), demonstrations (5%) and field days (0.83%).. They further expressed that they have discussed this topic on at least 10 occasions over last year.

A similar trend was observed with respect to soil fertility and production management activities, bio fertilizers, bio pesticides, agricultural machines, post-harvest technologies and mass media exposure.

Regarding cropping systems and agricultural systems (34.17%) their information through group meetings followed by equal per cent of them shared (17.50%) training programmes and Krishi Mela, demonstrations (10.00%) and field days (6.67%). They further expressed that they have discussed this topic on at least 10 occasions over last year.

Extension activities aim at educating the farmers regarding improved cultivation practices and enhancing the adoption process. Extension personnel follow a variety of techniques to make the education process more effective. One such method followed was using services of the progressive or awardee farmers as role models for other farmers, who are easily approachable and have experience in concerned subject matter.This finding is supported by the findings of Manjula (2003).

Dissemination of information through mass media:

It is evident from Table 3 that advice in the form of guest column, articles or success stories was expressed through newspapers by 59.17 per cent of the respondents who shared their experience 1-5 times followed by 21.67, 7.50 and 5.83 per cent of them sharing 6-10, >20, and 11-20 times, respectively.

With regards to magazines, 66.67 per cent of the respondents shared their experience 1-5 times, followed by 5.83 and 2.50 per cent of them sharing 6-10 and 11-20 times, respectively.

Information through radio was given in form of radio talks by 60.00, 5.00, 0.83, and 0.83 per cent of them delivered 1-5, 6-10, >20and 11-20 talks, respectively.

With regards to participation in agricultural television programs, 64.17 per cent of the respondents shared their experience 1-5 times, followed by 5.83, 0.83 per cent of them shared6-10 and 11-20 time, respectively.

Success stories and achievements of awardee farmers in form of book was reported by 15.00 per cent of the respondents 1-5 times, followed by 0.83 per cent of them sharing 6-10 times.

Success stories and achievements of awardee farmers in form of bulletins/leaflets/folderswere reported by 4.17 per cent of the respondents 1-5 times.

Farmers generally believe in what their fellow farmers do and achieve then what is being done in research stations. Coverage of achievements of successful farmers through mass media will have reaching impact on large number of farmers simultaneously. In this background, the awardee farmers where involved in various mass media to reveal their achievements and also secret of success.This finding is supported by the findings of Manjula (2003).

Table 3 : Dissemination of information through mass media

(n=120)

Sr. No.	Mass media	Range	Number of times	
			Frequency	Percentage
1.	News papers	1-5	71	59.17
		6-10	26	21.67
		11-20	7	5.83
		>20	9	7.50
2.	Magazines	1-5	80	66.67
		6-10	7	5.83
		11-20	3	2.50
		>20	0	0.00
3.	Radio	1-5	72	60.00
		6-10	6	5.00
		11-20	1	0.83
		>20	1	0.83
4.	Television	1-5	77	64.17
		6-10	7	5.83
		11-20	1	0.83
		>20	0	0.00
5.	Books	1-5	18	15.00
		6-10	1	0.83
		11-20	0	0.00
		>20	0	0.00
6.	Bulletins	1-5	5	4.17
	/Leaflets/Folders	6-10	0	0.00
		11-20	0	0.00
		>20	0	0.00

Table 4 : Factors contributing to the effective performance of awardee farmers

(n=120)

Sr. No.	Factors	Response	
		Frequency	Percentage
1.	Interest	120	100.00
2.	Need	118	98.33
3.	Self-satisfaction	104	86.67
4.	Recognition	101	84.17
5.	Income	76	63.33
6.	Awards	26	21.67
7.	Promote	20	16.67

The factors contributing to the effective performance of awardee farmers:

It can be inferred from Table 4 that a cent per cent of the awardee farmers expressed that they had taken up the activity due to their self-interest followed by need for the survival (98.33%), self-satisfaction (86.67%), recognition (84.17%), income (63.33%), award (21.67%) and promote or to help people (16.67%) as other influencing factors in contributing to the effective performance.

It is a general desire for a human being to get recognition and appreciation from people of his community. He feels proud of himself in telling about his achievements and the activities he had performed part from key factors of his success in attaining excellence. The awardee farmers being a resourceful person as a result of his high extension contact and exposure to mass media would like to advise his neighboring farmers regarding these aspects. They feel satisfied and feel proud in advising others.This finding is supported by the findings of Manjula (2003).

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