

Thesis no: 3212 - NEHA GARG - SOCIOLOGY

Abstract: TECHNOLOGICAL AWARENESS AMONG FARMERS IN A WESTERN U.P VILLAGE: A SOCIOLOGICAL STUDY

Technology is a broad concept that deals with a species of usage and knowledge, in human society it is a consequence of science and engineering, although several technological advances predate the two concepts.

Technologies are not usually exclusively products of science, because they have to satisfy requirements such as utility, usability and safety.

The choice of technologies available to the farmers is largely determined by the need for increase production, profits and productivity. The main constraints to the adoption of technology are the availability of capital, knowledge of the knowhow of the use of the technology and the associated market risks. Risks of some country's policies are shielded by the governmental. In past, "good policy practices" were straight forward and related primarily to increasing output and the aim of the agricultural policies was to aid in increased productivity in agriculture. Agricultural research and extension services should concentrate on improving the productivity of the farms. Agricultural activities have to fulfil diverse objectives, such as it needs to become internationally competitive, produce agricultural products of high quality and meet sustainability goals.


Farmers are faced with many constraints and more opportunities. In addition to being profitable, they have to meet environmental standards and regulations and deal with the direct and indirect. The adoption process embraces an interrelated series of personal, cultural, social and institutional factors. This includes the five stages of: awareness, further information and knowledge, evaluation, trial, and adoption. Characteristics of a technology are simplicity, visibility of suits, usefulness towards fulfilling an existing requirement and a low initial investment to promote its quick adoption and considered important while transferring any technology.

Quality is a major concern of farmers, but due to the vast array of technologies bundled with the uncertainty about the effects, the

Neelam

Neha Garg





government policy and market forces. The opportunity of an investment on profitable technology by a fellow producer with similar facilities and resources often helps in decision making and may guide the changes for ultimate adoption. Farmers are far more conservative may wait for many years before adopting new technologies.

Participatory research should be encouraged by the government and research institutions. The participant farmers who often are at the extreme end of the targeted population, should be placed to work with scientists. The field days or public lectures are often well received by farmers and they have a good day listening and talking. But only about 1% will change their practice. In a farmer school the dedicated groups with professional educators work better as participants may use their own farm as a model during the training.

The schemes like Soil Health Card (SHC) should be made more behavioural and it is ineffective due failure of communication between scientists and farmers. Even when the test is done well, they translate test results into recommendations in ways that do not align with farmers' interests. The test results and the recommendations are printed in the SHC just like they have been presented in a journal articles. It does not relate to the basic economics of farmer.

Subsidies are the government's favoured policy tool to promote agricultural technology in India. Almost every technology from quality seeds to new machines are is backed by high subsidies. Subsidies can certainly accelerate technology adoption and create incentives for innovation if designed well. Our public subsidies are often highly complicated and have misleading unnecessary regulations that limit farmers' choices. Such a high subsidy encourages companies to add unnecessary bells and whistles to a product instead of developing cheaper versions of it. Spreading digital literacy among farmers, by teaching farmers how to choose and use different agricultural activity related applications (apps) which are to be developed in regional languages.

Y. S. S.

Phagang

