Agriculture Update | February & May 2010 | Vol. 5 | Issue 1 & 2| 185-187 | RESEARCH ARTICLE

Psychological understanding of adoptional pattern of innovative technology in rural society

N.L. MISHRA

Correspondence to :
N.L. MISHRA
Faculty of Rural Development and Business Management, Mahatma Gandhi Chitrikoot Gramyodaya Vishwa Vidyalaya, CHITRAKOOT (U.P.) INDIA

ABSTRACT

Sustainable development is the motto of the present developing society. But, at international level, it is assumed that sustainability can be achieved only through globalization, privatization and open market. Economic turmoil in the developed countries today, confirms the suspicion of this model of development. The Government of India is also making efforts to increase the growth rate in the rural sector. A number of technologies have been introduced for rural development. But the obtained results of this study clearly indicate that although achievement motivation, education and change proneness, are important for adoption and the positive impact of technology, the relationship between psychological variables and technology related variables can not be considered as linear, probably because after attaining a certain level of development, the relevance of psychological variables changes. This finding supports the research that the strategies for rural development must be need based.

Key words : Adoptional pattern, Attitude, Belief, Perception, Perceived value, Achievement motivation, Change proneness

Accepted :
January, 2010

INTRODUCTION

Present scientific and technological development has greatly influenced the socio-economic lives of the people. In the rural areas, application of new techniques and use of machinery have initiated transformation in the traditional pattern of agricultural production and other fields. The use of new technology would depend upon the attitudes, beliefs, and perception of adopters. These psychological factors take some time to construct and image about the merits and demerits of the used techniques and tools.

Modern technology has its roots in western tradition and, to a larger extent, the third world depends on western countries to avail the same. It has now been observed that the use of modern technology, particularly in developing countries, has created serious problems of social structure, quality of output and also adverse impact on health. The present piece of research, therefore, was concerned with the use of technology in the field of agriculture and village life in Indian conditions. Theoretically, it is assumed that the use of new technology adopted by the peasants would induce social and economic changes depending upon the extent of its use. But past experiences in the last two decades, demand rethinking on its appropriateness and usage, specially in the Indian context.

The scarcity of studies which could have taken primary cognizance of the social effects of modern agricultural technology and the ultimate impact of farm innovation and on social institutions made it imperative with relation to its social implications.

Naika and Setu Rao (1988), in their study of adoption programme of selected farm practices between adopted and non-adopted villages, observed that the farmers from adopted village had higher mean adoption score than non-adopted village respondents. In his comprehensive study, KivIin (1971) has reported that among several factors, farm size emerged as a dominant factor affecting adoption. Sinha (1984) has reported a lack of difference in the pattern of motivation and aspiration among the villagers from developed and undeveloped villages. Muthayya (1980) advocated that the respondents of bigger land size obtained higher scores on modernization than those in the smaller land size indicating the prevalence of attitudes towards certain socio-psychological variables to a greater extent.

Therefore, it is clear that even technological innovation is a very essential asset in the improvement of village life, though its impact demands reconsideration due to its outcome. Agricultural growth rate, after some initial enthusiasm shows negative trend. Farmers are prone to suicide even after a good production.