Indian Journal of Natural Rubber Research, 5 (1&2) : 188-194, 1992

DIFFUSION AND ADOPTION OF INNOVATIONS IN RUBBER SMALLHOLDINGS

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Rajasekharan, P. and Haridasan, V. (1992). Diffusion and adoption of innovations in rubber smallholdings. *Indian Journal of Natural Rubber Research*, 5 (1&2) : 188-194.

The study, conducted during 1990 covering 480 smallgrowers in Kottayam district, revealed that 97 per cent of the sample growers planted the clone RRII 105. Among them, 26 per cent did not spray fungicides for the control of abnormal leaf fall disease. Fortysix per cent of the growers were found to adopt daily tapping of trees. The percentage of growers who depended on other growers for various technical knowledge ranged from 22 to 35. The promotion of technological dualism and a resource based classification of growers were suggested for the effective transfer of technology.

Key words : Natural rubber, Profitability, Technology transfer.

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INTRODUCTION

The generation and adoption of new technology is necessary for increasing productivity of crops with the given resources. However, adoption of a technology must be preceeded by technology diffusion. Systematic studies are essential to assess the extent of adoption of new technologies by the growers. The objectives of the study were:

i. To assess the extent of awareness and adoption of scientific aspects of rubber cultivation and processing by the smallgrowers; and

ii. To study the media preference of the growers for technical knowledge.

METHODOLOGY

The areas selected for the study were Vaikom, Meenachil, Kanjirappally, Kottayam and Changanacherry taluks of Kottayam district (Kerala, India). The study was confined to the smallholdings only. By simple random sampling technique 480 smallgrowers were selected and interviewed using a well structured and pretested proforma during 1990.

To study the actual stand per ha and spacing adopted in samllholdings, three villages (Mundakayam, Erumely South and Erumely North) growing rubber traditionally were selected. Data pertaining to all the three hundred and seventy subsidy files of these villages for 1988-'89 and 1989-'90 planting season, were collected.

The time series data regarding the extent of adoption of high yielding clones were gathered from the Regional Office, Palai and Erattupetta covering the

Presented in the International Natural Rubber Conference, 5-8 February 1992, Bangalore, India.