List of Tables

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1A</td>
<td>Study sample by age</td>
<td>90</td>
</tr>
<tr>
<td>1B</td>
<td>Study sample by age</td>
<td>91</td>
</tr>
<tr>
<td>2A</td>
<td>Sample distribution by sex</td>
<td>92</td>
</tr>
<tr>
<td>2B</td>
<td>Sample distribution by sex</td>
<td>93</td>
</tr>
<tr>
<td>3A</td>
<td>Study sample by educational levels</td>
<td>94</td>
</tr>
<tr>
<td>3B</td>
<td>Study sample by educational levels</td>
<td>95</td>
</tr>
<tr>
<td>4A</td>
<td>Study sample by type of farmers</td>
<td>96</td>
</tr>
<tr>
<td>4B</td>
<td>Study sample by type of farmers</td>
<td>97</td>
</tr>
<tr>
<td>5A</td>
<td>Formal level -1 (Urban based contact - direct personal contact)</td>
<td>98</td>
</tr>
<tr>
<td>5B</td>
<td>Formal level -1 (Urban based contact - direct personal contact)</td>
<td>99</td>
</tr>
<tr>
<td>6A</td>
<td>Formal level II (Media contact - indirect impersonal contact)</td>
<td>100</td>
</tr>
<tr>
<td>6B</td>
<td>Formal level II (Media contact - indirect impersonal contact)</td>
<td>tot</td>
</tr>
<tr>
<td>7A</td>
<td>Informal level -1 (Within the village community)</td>
<td>102</td>
</tr>
<tr>
<td>7B</td>
<td>Informal level -1 (Within the village community)</td>
<td>103</td>
</tr>
</tbody>
</table>
8A Informal level - II
(outside the village - within (the larger rural environment)

8B Informal level - II
(outside the village - within the larger rural environment)

9A New strategies adopted - seed rate
- paddy

9B New strategies adopted - sett rate
- sugarcane

10A New strategies adopted - seed treatment method
- paddy

10B New strategies adopted - sett treatment method
- sugarcane

I IA Trained - untrained farmers interaction
- paddy

I IB Trained - untrained farmers interaction
- sugarcane

I 2A Time elapse between knowledge and practice
(the case of seed rate)
- paddy

1 2B Time elapse between knowledge and practice
(the case of sett rate)
- sugarcane

13A Time elapse between knowledge and practice
(lwsal dressing technique)
- paddy

13B Time elapse between knowledge and practice
(basal dressing technique)
- sugarcane

I4A Training vis-a-vis projected confidence of farmers
- paddy
14B Training vis-a-vis projected confidence of farmers - sugarcane 119

15A Between knowledge and practice by trained farmers - paddy 120

15B Between knowledge and practice by trained farmers - sugarcane 122

16A Between knowledge and practice by untrained farmers - paddy 124

16B Between knowledge and practice by untrained farmers - sugarcane 126

17A Inputs visualised by the trained farmers for promoting agricultural modernisation - paddy 128

17B Input visualised by the trained farmers for promoting agricultural modernisation - sugarcane 131
List of Diagrams

1. Sources of information overall bird's eye-view (PIK) D1
2. Sources of information overall bird's eye-view (PUT) D2
3. Sources of information overall bird's eye-view (SIK) D3
4. Sources of information overall bird's eye-view ((SUA) D4
5. Paddy cultivators in the study village (PIK) D5
6. Paddy cultivators in the study village (PUT) D6
7. Sugarcane cultivators in the study village (SIK) D7
8. Sugarcane cultivators in the study village (SUA) D8
List of photographs

1A. Trained women can do better nursery, Naturally!  P1

1B. Transplantation - Are the rural women cut out for the job by creation?  P1

2A. Spacing - the trained ones ring in well  P2

2B. Spacing - the untrained ones often ring out  P2

3A. Weedicide Demonstration - Do we catch them young or do the younger ones catch better?  P3

3B. Adoptive Research Trial - Researcher and a farmer in a tete-a-tete on the latter's farm  P3

4A. Top dressing for Paddy - the trained farmer knew he was preparing for a good harvest  P4

4B. An untrained farmer in the middle of his transplanted paddy field - does it portend a poor harvest?  P4

5A. Plant protection - the trained farmer ensures a good harvest  P5
5B. "Manual' weeding - "women' labour work out a lot cheaper than weedicides, the farmers feel

6A. A trained farmer poses his bumper harvest. . . . . . . . . . . P6

6B. . . . . . . and proudly explains the "'tricks'
to an untrained farmer (left) P6

7A. Sugarcane Nursery - "Setting' it right P7

7B. Bumper Sugarcane harvest - can anything else be sweeter? P7

8A. Transporting sugarcane - the untrained (unregistered?) sugarcane grower's ready option: bullock-cart P8

8B. Tractor - trailer for transporting sugarcane - the trained (richer?) farmer's luxury! P8