APPENDIX - 2.1

Additional production of 11.76 lakh tonnes of foodgrains at the end of Seventh Plan over the likely level of achievement at the end of the Sixth Plan was sought to be achieved as under:

<table>
<thead>
<tr>
<th>Programme</th>
<th>Additional production of foodgrains (lakh tonnes)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>By fertiliser use</td>
<td>7.94</td>
<td>67.52</td>
</tr>
<tr>
<td>Under HYV programme</td>
<td>1.07</td>
<td>9.10</td>
</tr>
<tr>
<td>By irrigation use</td>
<td>0.75</td>
<td>6.38</td>
</tr>
<tr>
<td>By land improvement</td>
<td>0.24</td>
<td>2.04</td>
</tr>
<tr>
<td>Other cultural practices</td>
<td>1.76</td>
<td>14.96</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100.00</td>
</tr>
</tbody>
</table>

APPENDIX - 3.1

Factors affecting Agricultural Adoption

1. Personal characteristics
   - Age
   - Literacy (can read newspaper)
   - Education of children
   - Other employment (none - some)
   - Family size
   - Family structure (nuclear - extended)
   - Religion
   - Caste (ritual status)

2. Socio-economic status
   - Taxes paid last year
   - Material possessions index
   - Housing index
   - Level of living index (some of possession and housing)
   - Proportion of level owned

3. Social participation
   A. Formal participation
      - Membership in some organisation
      - Holding office in some organisation
      - Membership and holding office combined
   B. Visiting non-relatives
      - Farm operator
      - Spouse

4. Extra-village contacts
   - Have lived in another village, town or city
   - Urban contact (visit to town or city)

5. Communication channel
   - Interpersonal (friends, use neighbours, relatives or other cultivators)

6. Mass Media
   - Level of living
   - Off-farm employment
   - Level of commercialisation
   - Contact with agricultural agency
   - Number of commercial films seen
   - Urban contact
   - Political knowledgeability
   - Empathy can take role of other
7. Variables studied

- Secular orientation
- Achievement motivation
- Social participation
- Tenure status
- Number of acres cultivated
- Credit orientation
- Planning orientation
- Self-reliance
- Deferred gratification
- Secular orientation
- Income aspiration
- Achievement motivation
- Educational aspiration for children
- Empathy
- Political knowledge
- Urban pull

### APPENDIX 3.2
(Figure)

#### I. SITUATIONAL
- Farm Size
- Irrigation
- Fragmentation
- Geographical Location
- Supply Availability of Inputs
- Credit Facility

#### II. PERSONAL
**A. Social**
- Education
- Social Participation
- Age
- Socio-Economic Status
- Caste

**B. Psychological**
- Attitude
- Knowledge
- Value Orientation
- Level of Aspiration
- Change Proneness
- Economic Motivation
- Market Perception
- Achievement Motivation

#### III. INNOVATIONAL
- Simplicity-Complexity
- Cost Profitability
- Physical Compatibility
- Social Compatibility
- Divisibility
- Communicability
- Time and Labour Saving

#### IV. COMMUNICATIONAL
- Personal Localite
- Personal Cosmopolite
- Mass Media Use

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**Fig. 1**: Adoption behaviour of farmers - A conceptual model.