

## Chapter-2

# Review of Literature: The Perception and Research

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This chapter reviews the research work done in the fields related to the objectives of the study. There are a hardly comprehensive studies made available on socialization of rubber enterprise. But the socialization on technology of various different crops as well studies on small holding enterprise related of factors are. Therefore, in this chapter reviews relevant to the present study and even for the other agricultural crops are presented. For the sake of convenience, the reviews are presented under the following sub-headings.

2.1 Socialization: The most comprehensive process in the journey of technology in social-ecology.

2.2 Adoption: The most projected consequences.

2.3 Factors related to Small holding enterprise.

2.4 Constraints relating to farming.

2.5 Adoption, Discontinuance and rejection as a whole Technology Socialization.

**2.1 Review on socialization**

<b>Sl. No.</b>	<b>Source</b>	<b>Year</b>	<b>Title</b>	<b>Author's</b>	<b>Key contents</b>
1.	<i>Ecological-Economics</i> . <b>68</b> (10): 2721-2728.	2009	Estimating the social cost of pesticide use: an assessment from acute poisoning in Brazil.	Soares and Porto	Found the "invisible" or social, environmental and health costs which end up being socialized with the farmer, in general, having no incentives to recognize and internalize them.
2	<i>Agrarforschung</i> . <b>16</b> (6): 186-191.	2009	Rural innovation networks: from knowledge to development.	Hartwich	The social connectivity between the farmers and also with various in the agro-industry and in research and development is an important parameter in determining the innovative behaviour of farmers. The rule is: he who networks is more innovative.
3.	<i>Population,- Space and Place</i> . <b>15</b> (3): 253-266.	2009	Whose socialisation? Exploring the social interaction between migrants and communities-of place in rural areas.	Vergunst	Found that the people belonging to the communities-of-place in the Dutch study do not hold rigidly to some elements of their institutions while they hold on more rigidly to others. The Scottish study showed that farmer-employers even prefer the work ethic of migrants and at the same time there has been some evidence that the work ethic of domestic workers evolves in the direction of that of migrants.

4.	<i>Revue-d'-Etudese n-Agriculture-et-Environnement.</i> <b>88</b> :71-94.	2008	Women starting up in Agriculture: from gender socialization to training.	Rieu and Dahache	Found that the agricultural profession has gradually opened up to women, the reproduction strategies of families through socialization, male favouritism in inheritance practices, etc., represent considerable barriers to their professional choice.
5.	<i>Journal of Extension Systems.</i> <b>24</b> (1):1-16.	2008	Producers in Turkey Use of Social Network Analysis (SNA) to Identify Opinion Leaders: A Case of Organic Hazelnut.	Demiryurek	Social network analysis (SNA) is one of the powerful methods which can be identify opinion leaders who can play a critical role to influence other people, rate or disrupt diffusion of innovations in rural communities.
6.	<i>Revue-Suisse-d'-Agriculture.</i> <b>40</b> (3):120-122.	2008	Farm succession: Interest and motivation of the coming generation.	Rossi er.	Found that, this is partially the result of a gender oriented and farm heir specific socialization.
7.	<i>Psychological Medicine.</i> <b>37</b> (5):615-626.	2007	Genetic influences on measures of the environment a systematic review.	Kendler and Baker	Genetic studies have shown that a person's environment (Socialization) interacts with their genotype to influence behavioural outcomes.

8.	<i>Technology in Society.</i> <b>28</b> : 393-406.	2006	The importance of social context influences on new farm technology sustainability: community and sub-community characteristics in Jamaica.	Moxley and Lang	In a study of Jamaican farmers, results suggest that the farmer's community and social context are more important than the farm and personal characteristics in influencing the long term sustainability of a farming innovation.
9.	<i>Tourism - Recreation- Research.</i> <b>24</b> (1): 82-85.	1999	Senior women's perception of leisure in India.	Prakash	Influenced by their early socialization, present health and economic status, they structure their time in and around their household.
10.	<i>Berita- Pusat- Penelitian- Perkebunan- Gula- Indonesia</i> (20):1-2.	1997	Socialization of palm sugar for domestic use.	Sutjahja	Found that sugar consumption in Indonesia has increased in parallel with population growth rate at 4.86 per cent whereas the production rate has increased at 3.5 per cent. Palm sugar could therefore, be cultivated for domestic consumption in order to reduce cane sugar consumption.
11.	<i>Medicine-et- Nutrition.</i> <b>30</b> (4): 171-177.	1994	Psychology and nutrition: study of the process of food socialization.	Watiez	Found that the, it is a process by which children develop taste, knowledge, opinions and food related behaviour so as to adapt to the eating habits of the socio cultural group to which they belong.

12	<i>Economic-Research-Beijing</i> ; (1): 48-52.	1992	Realize agricultural socialization based on domestic management.	Ding	Found solutions to the conflict between household management of agriculture and further development of agricultural production in China. The paper considers agricultural socialization, which still retains the advantages of family management, as the solution to the conflict.
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## 2.2 Review on adoption

S L N o.	Source	Year	Title	Author's	Key contents
1.	<i>Indian Res. J. Ext. Edu.</i> <b>11</b> (1):3-5.	2011	Farmers' Attitude and Adoption of Improved Maize Varieties and Chemical Fertilizers in Mozambique.	Cavane	The study confirmed that the adoption of improved maize technology is influenced by agro ecology conditions, attitude toward production traits and marketability of improved maize, how-to-knowledge to apply the technology, and the role of extension in dissemination of improved technology.

2.	<i>Indian Res. J. Ext. Edu.</i> <b>10</b> (3):2-4.	2010	Adoption of Zero Tillage in Rice Based Cropping System in Manipur State.	Prakash and Singh	Found that Zero tillage technology is very conducive in increasing the rapeseed production and net income, its popularity would increase day by day among the farming community in Manipur state. The adoption analysis of this study shows that government assistance has high significant impact on adoption.
3.	<i>Indian-Coconut - Journal.</i> <b>51</b> (12): 14-17	2009	Adoption gap in coconut cultivation.	Mahadik <i>et al.</i>	Found that the main reasons attributed by the coconut growers for this phenomenon were lack of knowledge, shortage of labourers as well as high cost and unavailability of inputs. The adoption of recommended coconut cultivation practices in Konkan region Maharashtra was low, especially in the areas of fertilizer application and crop protection.

4.	<i>Agriculture-Update.</i> <b>4(1/2):</b> 100-102.	2009	Identification and adoption of indigenous agricultural practices followed by tribals in Melghat area.	Patil <i>et al.</i>	Found the variables of age, farming experience, land holding, annual income, social participation and knowledge have a highly significant positive correlation to the adoption of indigenous agricultural practices. The variables of education, occupation and extension contacts have a highly significant negative correlation to the adoption of the practices.
5.	<i>Journal-of-Science-and-Technology-of-Agriculture-and-Natural-Resources.</i> <b>10(1):</b> 107-120.	2006	Determining social economical and farming characteristics of wheat farmers regarding adoption of low input sustainable agriculture (LISA) (in Khuzestan Province).	Ommani, and Chizari	Results showed that education level, farm size, land ownership, income, social participation, social status, social norms, technical knowledge, and LISA knowledge were positively and significantly correlated with adoption of LISA practices. On the other hand, the correlation of age, experience in agriculture, and distance between farm and service centres were negatively and significantly correlated with adoption of LISA practices

6.	<i>Journal of Rural Development and Administration.</i> Vol. xxv (3): 111 – 113.	1993	Farmers characteristics affecting adoption of agricultural innovations.	Abdul <i>et al.</i>	Reported a significant relationship between landholdings (farm size) and adoption, and did not establish any relationship between education and adoption. Education, size of holdings and accounted for significant variation in communication behaviour of farmers.
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### 2.3 Review on small holding enterprise

SL No .	Source	Year	Title	Author's	Key contents
1.	<i>Indian-Cooperative-Review.</i> 47(1): 55-62.	2009	Role of rubber producers' cooperatives in imparting technical know-how among the small rubber farmers in Kerala.	Santhakumari and Pillai	Found that the member of rubber producers' societies (RPSs) growers fared well in all these variables compared to non-members. It is clear that RPSs have a significant positive impact in imparting technical know-how on the small rubber growers and that the provision of technical know-how by the RPSs is effective in improving the productivity and reducing the cost of production of smallholder rubber growers.



2.	<i>Natural-Rubber-Research.</i> <b>21(1/2):</b> 32-37.	200 8	Factors influencing demand for credit among rubber small holders in Edo state, Nigeria.	Mesike and Okoh	The probit model was used to determine the factors influencing the probability that a farmer would demand for credit in the study area. The model revealed that the influence of factors such as farmers' experience, level of education and amount spent on farming inputs were highly significant.
3.	<i>Agricultural-Systems.</i> <b>87(3):</b> 296-312.	200 6	A logistic analysis of the factors determining the decision of smallholder farmers to intercrop: a case study involving rubber-tea intercropping in Sri Lanka.	Iqbal <i>at el.</i>	Among a number of factors shown to significantly influence the decision to intercrop tea with rubber, three were shown to operate independently, namely level of income, source of income (i.e. solely from own farm or from farm plus additional off-farm enterprises), and availability of land considered suitable for tea cultivation.

4.	<i>Agro-Sur</i> ; <b>30</b> (1): 1-11.	2002	Factors provoking friction and internal breakdown in rural agricultural enterprises.	Barra <i>et al</i>	Found that conflict and internal breakdown in rural agricultural enterprises in Chile are caused by: lack of communication between executives and workers; uncontrolled socialization of problems; dissatisfaction within the group with regard to perceived achievements; and the perception that directorship efforts are not rewarded.
5.	<i>Nigerian Journal-of-Tree-Crop-Research</i> . <b>3</b> (1): 46-59.	1999	Productive capacity utilization in agro-industrial establishments: the case of a rubber processing enterprise in Ogun State Nigeria.	Aihonsu and Otubule	Results indicate that the highest capacity utilization was about 59 per cent and the lowest was 32 per cent. Latex-mix, a major ingredient in rubber processing and amount of available labour, jointly explained about 92 per cent of the variation in capacity utilization.
6.	<i>Acta Academiae-Agriculturae-Technicae-Olstenensis,-Oeconomica</i> ; (21): 57-63.	1989	Attitudes towards society among the young workers of state farm enterprises.	Mydlak	The overall conclusion was that the low opinions as to work and life on state farms lead to a lack of community spirit among workers and little enthusiasm for social participation and working for the good of society, the state and the nation.

## 2.4 Review on farming constraints

SL No.	Source	Year	Title	Author's	Key contents
1.	<i>Indian Res. J. Ext. Edu.</i> <b>11</b> (3): 41-44.	2011	Adoption Behaviour and Constraints in Wheat and Paddy Production Technologies.	Kumbhara and Singh	Found that 53.75 per cent respondents had adopted wheat production technology at higher level followed by 31.25 per cent and 15.00 per cent at medium and low level. Also in paddy, 60.00 per cent respondents had adopted the production technology at higher level followed by 21.25 per cent and 18.75 per cent at medium and low level. The major constraints perceived by farmers in paddy were non-availability of rubber milling facility in their locality for rice processing, breakage of grain during milling/ processing, lack of transportation facilities, low cooking quality due to breakage of grains, lack of irrigation facility and lack of market facility.

2.	<i>Agricultural-Science-Digest.</i> <b>29</b> (2): 27-29.	2009	Constraints faced by the farmers' in the use of photovoltaic water pumping system in Haryana.	Kumar <i>et al.</i>	Found that the "high cost of PWPS" was found to be the most serious financial constraint as observed by both adopter and non adopter respondents. "Lack of extension literature" and "Lack of package of practices for PWPS irrigation farming system" were considered to be the major extension constraints among the adopter respondents.
3.	<i>Indian Res. J. Ext. Edu.</i> <b>8</b> (1) : 57-59.	2008	Farming System Based Constraints Faced by Farmers.	Sharma <i>et al.</i>	Found that the most important constraint expressed by the respondents were non availability of communication facility, financial crisis in the family, very low support price fixed by the Govt., higher input cost and inadequate and untimely rainfall.

4.	<i>Journal-of-Cotton-Research-and-Development.</i> <b>21</b> (2): 230-234.	2007	IPM in cotton adoption and constraints.	Yadav <i>et al.</i>	Found positive and significant correlation related to IPM adoption namely, land holding, socio-economic status, land under cotton crop, information seeking behaviour, extension participation, risk orientation, economic motivation, management orientation and innovativeness.
5.	<i>Research and Development Reporter.</i> 6:1, 190-194;3 ref.	1989	Constraints leading to non-adoption and partial adoption of weedicides for rice crop in Jammu & Kashmir.	Ahmed and Gill	From the survey carried out in Baramulla, Jammu & Kashmir, the major constraints to use of herbicides in rice farming were lack of finance, labour and technical help and high cost of herbicides.

**2.5 Review on Adoption, Discontinuance and rejection as a whole Technology Socialization.**

SL No	Source	Year	Title	Author's	Key contents
1.	<i>Indian Res. J. Ext. Edu.</i> 9 (2):39-45.	2009	A Logit Analysis of Bt Cotton Adoption and Assessment of Farmers' Training Need.	Padaria <i>et al.</i>	Found significant influence of size of holding, capital base, extension contact, innovativeness, achievement motivation, and perception about Bt cotton on adoption decision of the farmers for Bt cotton, whereas in contrary to a priori expectation, information source pluralism, mass media exposure, social participation and education were not found to have a significant influence.
2.	<i>Indian Res. J. Ext. Edu.</i> 9 (1):54-57.	2009	Communication Pattern in Dry lands of Uttar Pradesh.	Pal <i>et al.</i>	Found that the access of different cosmopolite sources was low as compared to interpersonal localite sources. Possession of land holdings and use of information sources are positively and significantly correlated, except in case of radio. It was found that educational level increases, the use of information sources.

3.	<i>Indian Res. J Ext. Edu.</i> <b>9</b> (2):80-84.	2009	Adoption of Improved Dairy Cattle Management Practices under Vidarbha Development Programme Package.	Khode <i>et al.</i>	Found that the education and socioeconomic status were found highly significant. Whereas social participation, utilization of communication sources, knowledge level, attitude towards dairy farming, economic motivation and training on dairy farming were significantly correlated with adoption of improved dairy cattle management practices.
4.	<i>World Applied Science Journal</i> . <b>6</b> (5): 644-651.	2009	Analysis of Factors Affecting Adoption of Sustainable Soil Conservation Practices among Wheat Growers.	Rezvanfar <i>et al.</i>	The results of regression analysis shows that level of knowledge could explain 83.5 per cent of the variation in the adoption level of sustainable soil conservation practices.
5.	<i>The Journal of Agricultural Education and Extension</i> . <b>15</b> (3): 235 – 244.	2009	Farmers' Attitude towards a Participatory Research Method Used to Evaluate Weed Management Strategies in Bananas	Ganpat <i>et al.</i>	A Likert-type scale, used to assess farmers' attitude, showed that overall, farmers were generally favourable towards the process. Differences in responses to attitudinal statements were based mainly on farmers' differing education levels.

6.	<i>Journal of Agriculture-Technology and Education.</i> 4(2): 12-19b.	1999	Extension potentials of turkey production among small scale farmers in Nsukka urban of Enugu State, Nigeria.	Onwubuya and Umeh	Their major sources of information were fellow turkey farmers, neighbours, friends and veterinarians. The major problems hindering adoption were high cost of feed and lack of funds for establishment.
7.	<i>Journal of research ANGRA U</i> 24 (1-2): 21 – 25.	1996	Adoption of rice production technology by tribal farmers.	Rao and Rao	Found a positive and significant association between age, farming experience, training received, socio-economic status, cropping Found a positive and significant association between age, farming experience, training received, socio-economic status, cropping