

## **Role of Education in Technology Adoption: Evidence from Paddy Growers in Odisha**

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*This paper examines the impact of farmer education on adoption intensity of modern paddy varieties (MVs) in irrigated as well as rain-fed farm environments of Odisha. Using tobit model, it is observed that there is a significant threshold effect of education on adoption intensity in the irrigated environment. Again, the pooled sample regression analysis after incorporating an interaction variable in-between farmer education and farm environment dummy has further strengthened the argument that both farmer education and conducive farm environment are complementary to each other. Therefore, the study suggests the development of irrigation and rigorous implementation of Farmer Field School (FFS) programme. The latter brings out all the information about modern farm technology, its usage and crop management practices to the farmers. At the same time, development of irrigation facility creates a favourable environment for the adoption of modern technology.*

### **I Introduction**

A well-educated farmer is more likely to adopt modern agricultural technologies than the one who is less educated or illiterate. He understands the possible beneficial effects of modern agricultural technologies such as improved crop varieties better than the illiterate one. Education creates a favourable attitude towards new practices (Waller, *et. al.* 1998). Many studies like those of Lin (1991), Panda (2002), Alene and Manyong (2007), Rao, *et. al.* (2008), Akudugu, *et. al.* (2012), Abdulai and Huffman (2014), etc., show significant positive influence of education on adoption behaviour. Rogers (1983), and Ehler and Bottrell (2000) have argued that technology complexity has a negative effect on adoption. But, this could only be dealt with through farmers' education. Educated farmers are found to be early innovators and quick learners. Education encourages them to adopt new technology and thereby enhances agricultural productivity and efficiency of farmers (Alene and Manyong 2007). A complete diffusion of innovations is observed in those areas where investment on

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Insightful comments and suggestions from Madhurjya P. Bezbaruah, Phanindra Goyari, Pratap Singh Birthal, Sarthak Gaurav and an anonymous reviewer of this Journal on an earlier draft of the paper were helpful. Special thanks are also in place for those farmers who participated in the survey. However, the usual caveat applies.