

## BIBLIOGRAPHY

- Anonymous (1964). "Factors Affecting Fertiliser Consumption". National Council of Applied Economic Research, New Delhi.
- Anonymous (1967). A study of High Yielding Varieties Programme with special reference to credit in Cuttack District. Agro-economic Research Centre, Vishwabharati, Mimeographed, Shantiniketan.
- Anonymous (1967). Evaluation of High Yielding Varieties Programme in West Godavari District of Andhra Pradesh. Agro-economic Research Centre, University of Madras, Madras. Mimeographed.
- Anonymous (1967). Evaluation of High Yielding Varieties Programme, Rabi 1966-67 in U.P. Lucknow. Directorate of Evaluation, U.P. Mimeographed.
- Anonymous (1968). A Study of High Yielding Varieties Programme with Special Reference to Credit in Cuttack District. Agro-economic Research Centre, Vishwabharati, Shantiniketan. Mimeographed.
- Anonymous (1968). A Study of High Yielding Varieties Programme, Rabi 1967-68 wheat in Tikaram District - M.P. Agro-economic Research Centre, Jabalpur. Mimeographed.
- Anonymous (1968). Agro Flew at Village Level. Report of the Survey of Communication Sources in the Adoption Process of High Yielding Varieties of Crops. Indian Institute of Mass Communication, New Delhi.
- Anonymous (1968). Evaluation Study of the High Yielding Varieties Programme. Programme Evaluation Organisation, Planning Commission, Govt. of India : Mimeographed.
- Anonymous (1969). Evaluation Study of the High Yielding Varieties Programmes. Programme Evaluation Organisation, Planning Commission, Govt. of India. Mimeographed.

- Anonymous (1969).** Report on Study of High Yielding Varieties Programme Kharif 1968-69. Agro-economic Research Centre, Andhra University. Mimeographed, Waltair.
- Anonymous (1969).** All India Rural Credit Review Committee Report. Bombay Reserve Bank of India Publication.
- Anonymous (1969).** Report on the Study of High Yielding Varieties Programme Kharif 1968-69. Agro-economic Research Centre, Andhra University. Mimeographed, Waltair.
- Anonymous (1969).** A Study of Hybrid Bajra Programme Kharif 1968-69 in Ahmedabad District. Agro-economic Research Centre, Sardar Patel University. Mimeographed, Gujrat.
- Anonymous (1969).** High Yielding Varieties Programme in Faisabad District for Rabi 1967-68. Agro-economic Research Centre, Allahabad. Adhoc Study No. 5 Publication No. 10. Mimeographed.
- Anonymous (1969).** High Yielding Varieties Programme in Faisabad District for Rabi 1968-69. Agro-economic Research Centre, Allahabad. Adhoc Study No. 6, Publication No. 12. Mimeographed.
- Anonymous (1969).** Report on High Yielding Varieties Programme, Kharif 1967-68. Directorate of Economics and Statistics. Ministry of Food and Agriculture C.D. and Cooperation. Govt. of India, New Delhi - Mimeographed.
- Anonymous (1970).** Survey of Fertiliser and Improved Practices. Himachal Agricultural Newsletter 2 (6-7) : 6.
- Anonymous (1974).** Optimising Agricultural Production Under Limited Availability of Fertilisers. FAI-FAO Seminar, Proceedings FAI, New Delhi.
- Anonymous (1974).** Fertiliser Use on Selected Crops in India. Jointly published by National Council of Applied Economic Research and Fertiliser Association of India, New Delhi.

- Anonymous (1975). Review of Fertiliser Marketing Situation. Fertiliser Marketing News. 6(6) : 1-5.
- Anonymous (1976). Agricultural Prices Commission Report on Price Policy for Wheat. Govt. of India, Ministry of Agriculture (Deptt. of Agriculture) New Delhi.
- Aribisala, T.S.B. (1974). Seminar on Optimising Agricultural Production Under Limited Availability of Fertilisers (FAO-FAI), Proceedings of the Seminar, New Delhi.
- ✓ Beal, G.M. (1958). Information Sources in the Decision Making Process. Stages of Adoption Analysed by Adoption Categories. Paper Read at Seminar of the Foundation for Research on Human Behaviour on Adoption of New Products. The Influence of Individuals and Groups.
- Beal, G.M. and Sibely, D.N. (1967). Adoption of Agricultural Technology by the Indians of Guatemala. Ames, Iowa State University, Department of Sociology and Anthropology. Rural Sociology Report 62.
- Bhasin, H.S. (1966). An Investigation into Some Factors Influencing Low Adoption of Selected Farm Practices in Samana Block, Patiala in Summaries of Extension Research, Punjab Agril. University, Ludhiana : Mimeographed.
- Blalock, R.M. (1960). Social Statistics. New York, McGraw-Hill book Company.
- \*Bloom, B.S., Engelhardt, M. Furst, E. Hill, W. and D.R. Krathwhol (1958). Taxonomy of educational objectives - The Cognitive Domain. New York : Logmans, Green.
- ✓ Bose, S.P. (1961). Characteristics of Farmers who Adopt Agricultural Practices in Indian Villages. Rural Sociology 26 : 138-45.
- Bose, S.P. (1965). Socio-Cultural Factors in Farm Efficiency. Indian J. Ext. Edu. 1 (3) : 192-199.

- Choudhary, B.N. (1978). A Study of Some Selected Factors Associated with the Adoption of Chemical Fertilisers. M.Sc. thesis, Indian Agricultural Research Institute, New Delhi.
- ✓ Choudhary, B.N. (1973). A Study of Factors Related to the Effectiveness of Communication in Fertiliser Promotion. Ph.D. thesis, Indian Agricultural Research Institute, New Delhi.
- Choudhary, B.K. and G. Ojha (1969). A Study of High Yielding Varieties Programme with Reference to Hybrid Maize in Saran District of Bihar. Agro-economic Research Centre, Vishwabharati, Mimeographed, Shantiniketan.
- Coleman, A.L. (1951). Differential contact with Extension Work in New York Rural Community, Rural Sociology 16 : 207-216.
- Coombs, C.H. (1950). The Concepts of Reliability and Homogeneity. Education Psychology. Measurement, 10 : 43-56.
- Copp, J.H. (1956). Personal and Social Factors Associated with Adoption of Recommended Farm Practices Among Cattlemen. Manhattan, Kansas Agril. Research Experiment Station Bulletin 83.
- Coughenour, C.M. (1960). Personal Communication. Lexington University of Kentucky.
- Dahiphale, M.V. and Kapse, S.M. (1974). Role of Extension in the overall Development of Agriculture. Fertiliser Digest 12(5) : 7-9.
- Dean, A., Aurbach, H.A. and Marsh, P.E. (1958). Some Factors Related to Rationality in Decision Making Among Farm Operators. Rural Sociology 23 : 121-135.
- Desai, G.M., Chary, P.N. and S.C. Bandopadhyay (1973). Dynamics of Growth in Fertiliser Use at Micro Level. Centre for Management in Agriculture, Indian Institute of Management Ahmedabad. Mimeographed.

- v
- Desai, D.K. and Narayanan, A.V.S. (1967). Planning and Implementation in Agriculture, Studies on High Yielding Varieties Programme, Vol. III, Faculty for Management in Agriculture and Cooperatives, Indian Institute of Management, Ahmedabad. Mimeographed.
- Deshpande, W.R. (1962). Some Socio-economic Aspects of Introducing Cowdung Gas Plants. Unpublished M.Sc. thesis, Indian Agricultural Research Institute, New Delhi.
- Downie, N.M. and R.W. Heath (1959). Basic Statistical Methods. New York Harper and Row.
- Dube, S.K. (1961). Factors Influencing the Adoption of Improved Farm Practices in Barala Block of Madhya Pradesh. Unpublished M.Sc. thesis. Govt. College of Agriculture, Jabalpur.
- Edwards, A.L. (1957). Techniques of Attitude Scale Construction. Vakils, Peffer and Simons Pvt. Ltd., Bombay.
- ✓ Ernest, R.S. (1973). A Study of Communication Utilisation Behaviour of Small and Big Farmers and its Implications to Communication Strategy. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Garret, H.E. (1965). Statistics in Psychology and Education. Vakils, Peffer and Simons Pvt. Ltd., Bombay.
- Graven, R. (1963). The Family Role in Decision Making. Journal of Cooperative Extension, 1(1) : 23-31.
- Gupta, D.P. (1967). A Study on the High Yielding Varieties Programme 1966-67 in Aligarh District of Uttar Pradesh. Agro-economic Research Centre, Delhi University. Mimeographed.
- Gupta, D.P. (1968). Evaluation of High Yielding Varieties Programme for Rabi 1967-68 in Saharanpur District of U.P. Agro-economic Research Centre, Delhi University, Delhi. Mimeographed.

- Hansel, H. (1975). Fertiliser Input Recommendation - The Case of Micro Evaluation. Fert. Abst. 8(4).
- Havens, A. E. (1962). A Review of the Factors Related to Innovativeness. Agricultural Experiment Station Bulletin - 329 (mimeographed). Columbus, Ohio State University.
- Hay, D.G. (1951). Social Participation of Individuals in Four Rural Communities of North-East Rural Sociology 16 : 127-37.
- Hussian, S. (1964). A Critical Analysis of Demonstration as Communication Media in Adoption of Improved Technology of Farming in Community Development Block, Anitmal District, Etawah. Unpublished M.Sc. Thesis, Agra University.
- \*Inkless, Alex (1967). Becoming Modern, Paper presented at Michigan State University. In 'Modernization Among Peasants : The Impact of Communication'. E.M. Rogers and L. Svenning : 14.
- Jain, N.C. (1963). A Study of Relative Effectiveness of Extension Methods in Adoption of Improved Agricultural Practices in Development Blocks, Amrandha District, Kanpur. Unpublished M.Sc. Thesis. Agra University.
- Jaiswal, N.K. (1965). A Study of Factors Associated with Low Level of Adoption of Improved Agricultural Practices. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Jati, P.K. and Tripathi, A. (1972). Extent of Adeption of Fertilisers in Package District - Sambalpur (Orissa) Fertiliser News 17(5) : 59-67.
- Jati, P.K. and Tripathy, A. (1973). Extent of Chemical Fertilisers in Relation to Personal Sources of Influence in Three Community Development Blocks of Orissa. Farm Journal, 14(9) : 9-10.
- Jha, U.C. (1974). Communication Behaviour of Small Farmers and its Influence on Knowledge, Symbolic Adoption and Use Adoption. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.

- Joshi, A.B. (1974). *Fertiliser and Agriculture in India*, Dhira Morarji Memorial Lecture, Mimeographed.
- Julian, W. (1964). *Decision Making in Middle Sweden's Farming : A Special Behavioural Analysis*. *World Agricultural Economics and Rural Sociology Abstract*, 6 : 808.
- Kahlon, A. S. and Sankhayan, P.L. (1974). *Economics of Fertiliser Use in India*. FAI-FAO Seminar on *Optimising Agriculture Production Under Limited Availability of Fertilisers*, pp. 421-486.
- Kerlinger, F.H. (1964). *Foundation of Behavioural Research* Half, Rinehart and Winstonine, New York.
- Kolte, N.V. (1967). *A Study of Differential Characteristics of Farmers Having Mechanised and Non-mechanised Farm and Problem and Factors Associated with Mechanization of Farms*. Unpublished M.Sc. Thesis, Indian Agricultural Research Institute, New Delhi.
- Krech, D. and Crutchfield, R.S. (1948). *Theory and Problems of Social Psychology*. New York, McGraw Hill Book Company, Inc.
- Lerner, D. (1958). *The Passing of Tradition Society Modernizing the Middle East*. New York Free Press : 89.
- Lienberger, H.F. and C.M. Coughenour (1957). *Social Structure and Diffusion of Farm Information* Columbia. Missouri Agriculture Experiment Station Research Bulletin 631.
- Madalgi, S.S. (1970). *Small Farmers in India and Their Problems*. *Industrial India Annual*, 1969, Bombay. United Asia Publication.
- Mehta, P. (1958). *Examiner's Manual for Group Intelligence test*. Delhi Manasayan.
- Mishra, D.P. and Singh, D. (1975). *Distribution and Combination pattern of Fertilisers and Their Effects on Selected Crop*. Unpublished M.Sc. Thesis, Chandra Sekhar Asad University of Agriculture and Technology, Kanpur.

- Moulik, T.K. (1965). A Study of the Predictive Values of Some Factors of Adoption of Nitrogenous Fertilisers and the Influence of Sources of Information on Adoption Behaviour. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Mujumdar, A.R. and Mujumdar, P.K. (1967). Adoption and Some Psychological Characteristics of Farmers. Indian Journal of Extension Education 5(3): 138-142.
- Hair, G.T. (1969). A Multivariate Study on Adoption of High Yielding Paddy Varieties by the Farmers of Kerala State. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Norman, E. Berlang (1971). The Green Revolution, Peace and Humanity. World Science News 8(3).
- Norris, T.L. (1953). Decision Making Activity Sequence in a Hacienda Community - Human Organization 12(3): 26-30.
- Onions, C.T. (1947). The shorter Oxford English Dictionary On Historical Principles. Third edition Oxford at the Clarendon Press, pp. 378.
- Panse, V.G. (1966). The new Strategy in Agriculture. Economic Time 1-6.
- Parsons, T. and Shils, E.A. (1965). Towards a General Theory of Action. Cambridge, Massachusetts Harvard University - Press.
- Patel, P.M. (1967). Differential Characteristics of Adopters and Non-adopters of Farm Planning and Factors Associated with Adoption. Unpublished M.Sc. Thesis, Indian Agricultural Research Institute, New Delhi.
- Patel, I.C. (1972). Communication Patterns and Procedures Associated with Village Level Workers' 'Effectiveness'. Indian J. Ext. Edu, 8(3 & 4) : 1-10.
- \*Perry, N.C. and Michael, W.E. (1951). The estimation of a Phi-coefficient for an Entire Criterion Group from a Phi-coefficient Calculated from the Use of the Extreme Tails of a Normal Distribution of Criterion Scores. Education Psychology, Measurement 11 : 629-638.

- Radhey Sham (1965). A Study of Socio-economic Factors Affecting the Adoption and Retention of Improved Agricultural Practices in C.D. Block, Khairabad, District-Sitapur, U.P. Unpublished M.Sc. (Agri.) Thesis, Govt. Agriculture College, Kanpur.
- ✓ Rahin, S.A. (1961). Diffusion and Adoption of Agricultural Practices. A Study in a Village in East Pakistan. Comilla, Pakistan Academy of Village Development.
- ✓ Rahudkar, W.B. (1962). Communication of Farm Information in an Indian Community. Indian Journal of Social Work 23 : 99-103.
- ✓ Rahudkar, W.B. (1967). Communication Pattern in Acceptance of Agricultural Practices. In Choudhari, P.S. (Ed) Selected Readings in Community Development. Hyderabad, National Institute of Community Development.
- ✓ Ramachandran, P.K. (1974). A Multivariate Study on Information Source Utilization of Big, Medium and Small Farmers. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Ramecy, C. E., Polson, R.A. and Spencer, C.E. (1954). Values and Adoption of Practices. Rural Sociology 24 : 35-47.
- Rati Ram (1964). Study of Factors Affecting the Adoption of Fertilisers in Development Block, Rampur Maniharan, Saharanpur District. Unpublished M.Sc. (Agri.) Thesis, Govt. Agricultural College, Kanpur.
- Rao, T.R. (1968). Economic Aspect of High Yielding Varieties Programme in West Godavari District - A Study of IR-8 Paddy in Kharif 1967-68. Indian Journal of Agricultural Economics 23.
- Rao, A.P. (1969). Report of High Yielding Varieties Programme in Saharanpur District of U.P. with Reference to IR-8 Paddy Kharif 1968. Agro-economic Research Centre, Delhi University, Delhi.
- Ray, G.L. (1967). A Study of Some Agricultural and Sociological Factors Relation to High and Low Levels of Urbanisation of Farmers. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.

- Raychoudhary, S.P. (1975).** Problems of Fertiliser Use in Crop Production. Economics and Scientific Research Foundation, New Delhi.
- Reddy, M.S.K. (1962).** A Study of Adoption of Improved Agricultural Practices as a Function of Some Socio-economic Factors and Sources of Information. Unpublished M.Sc. Thesis, Indian Agricultural Research Institute, New Delhi.
- Reddy, M.S.K. and Kivlin, J.E. (1968).** Adoption of High Yielding Varieties in three Indian Villages. Hyderabad, National Institute of Community Development.
- Reissman, D. (1952).** Faces in the Crowd : Individual Studies in Character and Politics. New Haven Conn : Yale University Press.
- Reiss, F. (1952).** Individual Differences in Entrepreneurial and Management Ability Among Illinois Farm Operators. Unpublished Ph.D. Thesis. Illinois, Department of Agricultural Economics, University of Illinois.
- Rogers, E.M. and Havens, A.E. (1961).** The Impact of Demonstration on Farmers' Attitudes Towards Fertilizer. Wooster, Ohio Agricultural Experiment Station. Research Bulletin 896.
- Rogers, E.M. (1962).** Diffusion of Innovations. New York, The Free Press of Glencoe.
- ✓ **Rogers, E.M. and Shoemaker, F.F. (1971).** Communication of Innovation - New York, The Free Press of Glencoe.
- ✓ **Sachidananda (1972).** Social Dimension of Agricultural Development, Delhi, National Publishing House.
- Sandhu, A.S. (1970).** Characteristics, Listening Behaviour and Programme Preferences of Radio Owning Farmers in Punjab. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Savale, H.S. (1968).** Economics of Cultivation of Hybrid Bajra Crop in Dhulia District of Maharashtra, Indian Journal of Agricultural Economics 23 : 124-135.

- Sawhney, M.M. (1961). Diffusion and Acceptance of Innovation in Agriculture with Special Reference to the Rural Leaders and Rural Youth. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Shah, C.H. (1958). Problems of Small Farmers - An Inquiry with the Problems of Low Income Farmers in Kodina Taluka. Esplanade Mansion, Mahatma Gandhi Road, Bombay-1 Indian Society of Agricultural Economics Ref-87.
- Shankariah, Ch. (1969). A Study of Differential Communication Patterns in a Progressive and a Non-progressive Village. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Sharma, G.K. and Nair, G.T. (1974). A Multivariable Study of Adoption of High Yielding Varieties of Paddy Indian J. Ext. Edu. 10(1 and 2) : 30-35.
- Sharma, R.K. (1969). Evaluation of High Yielding Varieties Programme Kharif 1968 - A Study of IR-8 Paddy in Karnal District. Agro-economic Research Centre, Delhi University, Delhi. Mimeographed.
- Shinde, A.P. (1974). FAI-FAO Seminar on Optimising Agricultural Production under Limited Availability of Fertiliser. Key-Note Address.
- Sinha, M.K. (1963). The Adoption Process as Related to Some Socio-Personal Factors. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Sinha, M.P. (1966). A Study of Village Level Workers Understanding of the Concept, Purpose and Process of Farm Planning and Response of Participating Farmers to Farm Planning. Effort in IADP. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Singh, B.M. and Jha, P.N. (1965). Utilization of Sources of Information in Relation to Adoption of Improved Agricultural Practices. Indian J. Ext. Edu. 1(1) : 34-42.

- Singh, R. and Sohal, T.S. (1967). Size of Holding as Related to Acceptance of Crop Plans. Indian J. Ext. Edu. 3 (1 and 2) : 42-48.
- Singh, R.N. (1969). Characteristics of Farm Innovations Associated with the Rate of Adoption. Indian Journal of Agricultural Economics 21(1) : 71-78.
- Singh, S.N. (1969). A Study of Adoption of High Yielding Varieties and Investment Pattern of Additional Income by the Farmers of Delhi Territory. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Singh, B.K. (1971). A Study of Low Level of Agricultural Progressiveness of Small Farmers and Their Socio-economic Behaviour. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Singh, K.N. (1975). Communicating with Rural Masses. Fert. News 20(5) : 3-6.
- Sirohi, A.S. and Sharma, B.M. (1976). Maximization of Returns through Farm Planning Under Fertiliser Constraint in Alipur Block of the Union Territory of Delhi. Division of Agricultural Economics, Indian Agricultural Research Institute, New Delhi. Mimeograph.
- Sisodia, J.S. (1968). Some Economic Aspects of High Yielding Varieties Programme in Indore District. Indian Journal of Agricultural Economics 23 : 105-113.
- Sivaraman, B. (1972). Fertiliser and Economic Development. Fertilizer News 17(5) : 39-41.
- \*Sizer, L.M. and Porter, W.F. (1960). Relation of Knowledge to Adoption of Recommended Practices. Morgantown : West Virginia Agriculture Experiment Station Research Bulletin 446.
- Supe, S.V. (1969). Factors Related to Different Degrees of Rationality in Decision Making Among Farmers. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.
- Thornton, D.S. (1962). The Study of Decision Making and its Relevance to the Study of Farm Management. The Farm Economist 10(2) : 40-56.
- Trivedi, G. (1963). Measurement and Analysis of Socio-economic Status of Rural Farmers. Unpublished Ph.D. Thesis, Indian Agricultural Research Institute, New Delhi.

- Venkatappiah, B. (1969). Small Farmers Development Agency - Outline of a Programme of Action. Valtair 29th Annual Conference of Indian Society of Agril. Economics.
- Vyas, V.S., Tyagi, D.S. and Mishra, V.N. (1969). Significance of New Strategy of Agricultural Development for Small Farmers - A Cross Sectional Study of Two Areas of Gujrat. Vallabh Vidyanagar, Agro-economic Research Centre, Sardar Patel University.
- Weber, M. (1947). The Theory of Social and Economic Organization. Translated by Parsons, T. New York, The Crowell Collier Publishing Company.
- Wilkening, E.A. (1958). Communication and Technological Changes in Rural Society in Alvin A. Bertrand (Ed) Rural Sociology - Analysis of Contemporary Rural Life New York : McGraw Hill.
- William, M.S. (1958). Farmers decision in the use of fertilizers. Journal of Farm Economics 40 : 1407-1417.
- Ziaul Karim and Mahboob (1974). Relationships of Selected Characteristics of Transplanted Aman Rice Growers with Their Adoption of Fertilizers in a Rural Area in Bangladesh. Indian J. Ext. Edu. 10 (1 and 2) : 16-72.