

Qualitative Approach to Measure the Public Understanding of Agricultural Practices and Technologies

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Agriculture, still, is the mainstay and source of livelihood for the majority of the working population in India. Any national agenda that neglects this section of our society is likely to serve only a limited purpose. A programme for the popularisation of scientific and technological information cannot ignore the needs of those that live in the rural areas and obtain their livelihood from agriculture. India faces a number of serious statistical gaps in the current science and technology statistics with the consolidation of a New World economic order. The widespread dissemination of science and technology indicators on a continuous basis is the need of the hour.

To fulfill the long awaited demand by national and international research agencies, NCAER has been entrusted to bring out **FIRST INDIA SCIENCE REPORT** by the end of 2004 on line with the other International level publications such as Science & Engineering Indicators (NSF), European Commission, World Development Report, World Science Report, etc. The first phase, termed as 'feasibility study', has been completed and the nationally representative definite study (an offshoot of the feasibility study) is in progress.

The definite study currently undertaken by the NCAER involves a national level household survey (covering about 450,000 households across the country) and five case studies to fill the data gaps. One of the major focuses of national survey is to collect the primary data related to agricultural practices and technologies particularly covering three major aspects – awareness, usage and major advantages/disadvantages to develop agricultural indicators to measure the public understanding/perception. These indicators will be evaluated in relation to data collected on socio-economic and other demographic profile of households.