
**Study on: Adoption Level of Paddy Growers and its Relationship with their selected
Socio personal Characteristics in Navsari District of Gujarat State**

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ABSTRACT

Present study was conducted in the year of 2009-11 to know adoption level of paddy growers about improved paddy cultivation practices in selected 08 villages of Jalalpore taluka, Navsari district of Gujarat state. The study concluded that, majority (46.25 per cent) of paddy growers had medium level of adoption on improved paddy cultivation practices. All selected independents variables (i.e. education, land holding, family size, social participation and extension contact) for the study were positively and significantly associated with level of adoption except age. Knowledge level of paddy growers on improved paddy cultivation practices which helps to increase interest and adoption level of paddy growers.

Key words- Adoption level, improved cultivation practices, Paddy growers, Relationship

INTRODUCTION

Rice (*Oryza sativa*, L.) belongs to family Poaceae. It is the most important food crop of the world, next to wheat for human consumption. Rice is a most important staple food for 60.00 per cent of world's population. It is grown in 152 millions hectares in the world with the production of 586 millions tones (Anon., 2004). Asian countries in the world cover more than 90.00 per cent area of rice cultivation. Asia accounts about 92.00 per cent of world's rice production and 90.00 per cent of global rice consumption. The most important rice producing countries are China, India, Indonesia, Bangladesh, Thailand, Japan, Pakistan, Burma and Brazil. Jalalpore taluka of Navsari district (Gujarat state) is one of the major paddy growing taluka having with total area of 10,200 ha and production 3500 kg/ha (Kharif, 2008-2009, DOA, Gandhinagar, Gujarat). Keeping this in view, the present study was conducted with following specific objectives,

- 1) To study the relationship between personal characteristics of paddy growers with their adoption level.

METHODOLOGY

Present study was carried out in 8 villages of Jalapore taluka, Navsari district of Gujarat state in the year 2009-10. Paddy is the major crop in Jalapore taluka of Navsari district. Total 80 paddy growers were selected by simple random sampling techniques from the 8 selected villages. Ex-post facto research design was used to conduct this study. The lists of paddy growers were obtained from Talathi-cum-muntri. A well structured interview schedule was used to collect the data from the selected paddy growers. The collected data were analyzed and tabulated by using the statistical methods viz., frequency, ranking, percentage, standard deviation (S.D.) and coefficient of correlation (r-value).

RESULTS AND DISCUSSION

Adoption of paddy growers on improved paddy cultivation practices:

It could be concluded from Table-1 that, majority (46.23 per cent) of paddy growers were found to medium level of adoption on improved paddy cultivation practices followed by higher level (31.25 per cent) and lower level, (22.50 per cent) respectively. The present study concluded that, majority of paddy growers were medium level of adoption on improved paddy cultivation practices. This might be due to the fact the paddy growers had medium

knowledge level and might be convinced by the extension workers and the desires to increase the production of paddy by adopting improved paddy cultivation practices.

This finding is supported by Bhagat and Gohad (2003), Chaudhari and Punjabi (2005), Chinchmalapure and Temkar (2007) and Dalwi (2008).

Table-1: Adoption level of paddy growers about improved paddy cultivation practices (N=80)

S.N.	Adoption level	Frequency	Per cent
1.	Lower (Up to 21 score)	18	22.50
2.	Medium (Bet 21 to 25 score)	37	46.25
3.	Higher (Above 25 score)	25	31.25
	Total	80	100.00

Relationship between personal characteristics of paddy growers with their adoption level:

The result presented in Table-2, concluded that out of six independent variables, only one i.e. age was found to non- significant with adoption of improved paddy cultivation practices of paddy.

Table- 2: Relationship between the independent variables and the Adoption level (N=80)

S.N.	Independent variables	Correlation Coefficient (r-value)
1.	Age	0.0990 NS
2.	Education	0.3189*
3.	Land holding	0.2482*
4.	Family size	0.2326*
5.	Social participation	0.2939*
6.	Extension contact	0.2540*

*Significant at 0.01 per cent of level

NS=Non-significant

Whereas, remained five independent variables namely, education, land holding, family size and social participation, were found significant and positively correlated with the adoption of improved paddy cultivation practices. Extension contact had positive and significant relationship with adoption level. This might be due to the fact that the paddy growers, who had good contact with extension agency or extension personnel, would have gained much awareness or more knowledge on recommended improved paddy cultivation practices and this would have resulted in higher adoption.

This finding is supported by Chinchmalpure and Temkar (2007) and Dalvi (2008).

CONCLUSION

This study concluded that, majority of the paddy growers had medium level of adoption on improved paddy cultivation practices. All the independent variables selected study was positive and significant relation with adoption of improved paddy cultivation practices except age. The finding of this study indicated that knowledge of improved paddy cultivation practices of paddy growers helps to improve the adoption level. Hence, by organizing motivational tour programmes, method and result demonstration as well as by providing training programmes, paddy growers should be properly motivated to adopt the improved paddy cultivation practices.

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