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Shailendra Kumar Verma
M.Sc. (Ag.) Extension,
Department of Agricultural
Extension and Communication,
Sam, Higginbottom University
of Agriculture Technology and
Sciences Allahabad, Uttar
Pradesh, India

Avdhesh kumar
M.Sc. (Ag.) Extension,
Department of Agricultural
Extension and Communication,
Sam Higginbottom University of
Agriculture Technology and
Sciences Allahabad, Uttar
Pradesh, India

Dr. EPK Das
Professor, Department of
Agricultural Extension and
Communication, Sam
Higginbottom University of
Agriculture Technology and
Sciences Allahabad, Uttar
Pradesh, India

Correspondence

Shailendra Kumar Verma
M.Sc.(Ag.) Extension,
Department of Agricultural
Extension and Communication,
Sam, Higginbottom University
of Agriculture Technology and
Sciences Allahabad, Uttar
Pradesh, India

Adoption behaviour of cauliflower growers in Mohammadi block of Lakhimpur Kheri district of Uttar Pradesh

Shailendra Kumar Verma, Avdhesh Kumar and Dr. EPK Das

Abstract

The study was conducted purposively in selected Mohammadi block of Lakhimpur Kheri district, Uttar Pradesh where six villages, were selected randomly 20 respondents were selected randomly from each of the selected village for constituting a total sample size of 120 respondents. Data were collected by using personal interview method. The collected data were tabulated, analyzed and interpreted with the help of appropriate statistical tools. Majority of farmer were found to have medium level of knowledge and adoption of cauliflower. The study also revealed that socio-economic variables like, age, education, participation in extension activity, knowledge were found to have significant correlation with adoption level in influencing adoption behaviour of the cauliflower growers.

Keywords: adoption behavior cauliflower growers

Introduction

Agriculture is the largest private enterprise in the India and will continue to be the life line of the Indian economy least in foreseeable future. In sector alone agriculture contribute about 250 thousand crore rupee annually and also private direct employment to about 234 million people. India has favorable climate and soil for growing large number of horticulture crops, which include vegetables, fruit ornamental plants, medicinal plants, aromatic plant etc. Cauliflower (Brassica Oleracea) family of cruciferous originated over 2,000 years ago in the Mediterranean and Asia Minor region. It was consumed throughout Western Europe around 16th century. China and India are the top producers of cauliflower and broccoli.

Cauliflower was introduced to France and then from there to other areas of Europe. Its name from Latin word "caulis" and "flower" means "cauliflower". Typically only the head (the white curd) of aborted floral meristems is eaten. Cauliflower is low in fat, low in carbs but high in dietary fiber, folate, water, and vitamin C, possessing high nutritional density. A high intake of cauliflower has been associated with reduced risk of aggressive prostate cancer.

Cauliflower is one of the most important winter vegetables of India. India produces 4.694 M mt of Cauliflower per year from 0.256 M ha area with an average productivity of about 18.3 mt/ha. In West Bengal, the area under cauliflower is 57,000 ha with total production of 1.670 M mt and average productivity of 29.3 mt/ha. The major cauliflower producing states are Bihar, Uttar Pradesh, Orissa, West Bengal, Assam, Haryana and Maharashtra. Advance technology for cauliflowers cultivation is use of Hybrid seeds and drip irrigation. Adequate knowledge of farmers is a prerequisite for better implementation and success to get the maximum yield per unit area. Further, is it an established fact that the technology recommended for an area with respect to any crop calls for efficient and intensive use of the various factors of production like land, labour, seed, manures and fertilizers, plant protection measures *etc.* and an understanding to this effect. It would go a long way in increasing the production of cauliflower cultivation. Again increase yield means increased profits as a result of adoption of more number of recommended practices.

The present was conducted to determine the extent of adoption of cauliflower cultivation practices by the respondents in Mohammadi Block of Lakhimpur Kheri District of Uttar Pradesh.

Methodology

The present study was purposively undertaken in the Mohammadi block of Lakhimpur Kheri district, Uttar Pradesh. Six villages were randomly selected from the selected block. From each selected villages, 20 respondents were selected randomly by making a sample of 120. Pre-tested

interview schedule was used for the collection of data. Appropriate tools were used to interpret the data. The present study was confined to descriptive research design. The independent variable were measured by using suitable scale and procedure adopted by various researcher in past with due modification. The dependent variables taken in this study

were extent of adoption of cauliflower production practices which is measured by developed structured schedule.

Results and discussion

Socio - economic characteristics of the respondents:

The Socio - Economic, characteristics of the respondents were studied and the data have been given in Table 1.

Table 1: Distribution of respondents according to their socio - economic status (n=120)

Sl. No.	Category	Frequency	Percentage
1.	Age		
	Young (20 - 35 years)	25	20.83
	Middle (36-50 years)	72	60.00
	Old (51 years & Above)	23	19.17
2.	Education		
	Illiterate	37	30.83
	Literate(can read only)	15	12.50
	Primary school	17	14.17
	Middle school	23	19.17
	High School	13	10.83
	Intermediate	10	08.33
	Graduate and above	05	04.17
3.	Land Holding		
	Marginal farmer (less than 1 hac.)	70	58.33
	Small farmer (1-3hac.)	35	29.17
	Big farmer (3-5 hac.)	15	12.50
4.	Annual Income		
	Low (Up to Rs.30,000 – 60,000)	60	50.00
	Medium (Rs.61,000- 90,000)	45	37.50
	High (Above Rs.91,000)	15	12.50
5.	Participation in Extension Activity		
	Low (Less than 2)	22	18.33
	Medium (3 to 5)	83	69.17
	High (above 6)	15	12.50
6.	Social Participation		
	Low (less than 0.76)	11	9.16
	Medium (1 to 4)	95	79.17
	High (above 5)	14	11.67
7.	Overall socio – economic status		
	Low (less than 10)	21	17.50
	Medium (11 to 16)	81	67.50
	High (above 17)	18	15.00

Adoption of the respondents about cauliflower production practices

Table 2: Distribution of respondents according to their adoption towards cauliflower production practices. (n=120)

1.	Adoption Level		
Low	(less than 16)	25	20.84
Medium	(17 to 22)	76	63.33
High	(above 23)	19	15.83

Socio - economic characteristics of the respondents

It was evident that majority 60.00 per cent of the respondents were from the middle age group followed by 20.83 and 19.17 per cent in the young and old group, respectively.

Majority 30.83 per cent of the respondents were illiterate followed by middle school 19.17 percent. 19.17 per cent were educated up to Primary school, 12.50 per cent were Literate(can read only), 10.83 per cent up to High School, 08.33percent were educated up to Intermediate and 04.17 per cent respondents were graduate and above respectively.

More than 58.33 per cent respondents were Marginal farmer having(less than 1 hac.) of land holding, followed by 29.17

and 12.50 per cent of respondents having small and big size of land holding, respectively.

Majority 50.00 per cent of respondents had low level of annual income, followed by 37.50 per cent and 12.50 per cent of respondents having medium and high level of annual income respectively.

The majority of the respondents 69.17 per cent utilized medium Extension activities followed by 18.33 per cent and 12.50 per cent who utilized high and low Extension activities respectively.

Most of the respondents 79.17 per cent had medium level of social participation, followed by 9.16 per cent and 11.67 per cent having low and high level of social participation respectively.

The majority 67.50 per cent of respondents had medium level of socio - economic status, followed by 17.50 per cent and 15.00 per cent of respondents with low and high level of socio - economic status, respectively.

Adoption of the respondents about cauliflower production practices

Majority 63.33 per cent of respondents had medium level of adoption about cauliflower production practices. While 20.84

and 15.83 per cent respondents had low and high level of adoption of cauliflower production practices respectively.

Relationship between socio-economic Characteristics and adoption behaviour of cauliflower growers

Table 3: Relationship between socio-economic Characteristics and knowledge with adoption behaviour of cauliflower production practices

Sl. No.	Characteristics	“r” value
1.	Age	0.163*
2.	Education	0.295*
3.	Land holding	0.035NS
4.	Annul income	0.062NS
5.	Participation in Extension activities	0.321*
6.	Social Participation	0.012NS
7.	Knowledge	0.232*

* = Significant at $p = 0.005$

NS= Non Significant

Table 3 the result of correlation analysis in revealed that characteristics namely Age Education, participation in extension activities, level of knowledge were positively and significantly correlation with extent of adoption of the cauliflower production practices.

The socio economic characteristics namely land holding, annual income and social participation were found to be positively but non-significantly related with extent of adoption of cauliflower production practices respectively.

Conclusion

It May be concluded that majority of the respondents belonged to middle age group, having illiterate and middle school in education. These respondents were marginal farmers having (less than 1 ha of land). Maximum number of respondents 79.17 per cent had medium level of social participation.

The variables age, education, participation in extension activities, level of knowledge, of the respondents were having positive and significant relationship with adoption of cauliflower production practices.

Regarding the major constraints faced by the respondents were lack of technical knowledge, lack of credit facility in time, lack of hybrid seed etc. and the major suggestions given by the respondents are vocational education and training intervention should be provided, hybrid seed be made available in time. In order to develop desired adoption behaviour of cauliflower growers.

Implication

The present study was under taken to investigation the extent of adoption of the cauliflower production practices by the farmers in Lakhimpur Kheri district of Uttar Pradesh. The study under the report would be of great importance to extension agencies in strengthening their percentages of effort in dissemination of scientific technology. Some important implications drawn from the study are as under. Result of the study indicated that most of the cauliflower growers had medium level of knowledge and extent of adoption of the cauliflower production practices, Horticulture department and extension expert should concentrate their effort on transfer of technology to cauliflower growers regarding recommended practices and the essential guidance, input, credit and training facilities should be created for higher production of cauliflower.

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