



E-ISSN: 2278-4136  
P-ISSN: 2349-8234  
JPP 2018; 7(3): 3601-3602  
Received: 23-03-2018  
Accepted: 28-04-2018

**Jagdish Singh**  
M.Sc. (Ag) Agri. Extension  
Students Department of  
Agricultural Extension and  
Communication SHUATS  
Allahabad, Uttar Pradesh, India

**Dr. Syed H Mazhar**  
Associate Professor, Department  
of Agricultural Extension and  
Communication SHUATS  
Allahabad, Uttar Pradesh, India

**Dr. Jahanara**  
Professor and Head, Department  
of Agricultural Extension and  
Communication SHUATS  
Allahabad, Uttar Pradesh, India

## Impact of front-line demonstration on adoption behaviour of mustard growers in cd block Nandgaon of Mathura district of Uttar Pradesh

Jagdish Singh, Dr. Syed H Mazhar and Dr. Jahanara

### Abstract

Mustard has been a traditionally important oilseed crop in the India. It is a major Rabi crop. Cultivation of mustard is between October-November and February-March. the study was conducted in the CD block Nandgaon districts of Mathura Five villages where FLDs conducted by Mathura KVK as treated villages and five villages where no such demonstrations conducted by Mathura KVK as control villages were selected from purposively selected Nandgaon block of Mathura district for the purpose of this study. Two types of respondents were selected from these villages: (i) FLD beneficiary farmers and (ii) non-beneficiary farmers. From each group, 55 farmers were randomly selected. The total sample, therefore, consisted 110 respondents' farmers in both the group for collection of data. The data was collected through a well-structured and pre- tested interview schedule. Majority of the beneficiary respondents were found to have medium level of adoption while non-beneficiaries were found low level of adoption of improved production practices of Mustard.

**Keywords:** extent of adoption, FLD, mustard grower

### Introduction

Mustard [*Brassica juncea* L.] is predominantly cultivated in Rajasthan, Uttar Pradesh, Haryana, Madhya Pradesh and Gujarat. Uttar Pradesh accounts for 10.85% and 11.19% of area and production, respectively in the country with the average yield of 11.49 q/ha which is equivalent to the national average (11.17q/ha). Mustard has been a traditionally important oilseed crop in the India. It is a major Rabi crop. Cultivation of mustard is between October-November and February-March. Major growing areas are Rajasthan, Uttar Pradesh, and Haryana. Broadly seven varieties of mustard rapeseed are grown in India. Most popular varieties grown in Indian subcontinent are *Brassica juncea*, *Brassica campestris* and *Brassica napus* L.

*Brassica juncea* is a highly variable species which has been cultivated for centuries as a oil plant. Rajasthan and Uttar Pradesh are the major mustard producing States in the country. Together, they produce about 50% of the crop. Rapeseed mustard is a multiple use crop. Besides, its oil value, its seeds are also used as condiments in preparation of pickles and flavoring curries and vegetables. Oil and fat play a significant role in human dietary system as well as economy of the people. The oil is utilized for human consumption throughout India in cooking & frying. The leaves of young plants are used as green vegetable as they supply enough Sulphur minerals in the diet. The oil cakes are used as cattle feed & manures.

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Keeping above facts in view, the present study was under taken to study the impact of FLD on adoption behaviour of mustard growers in Nandgaon block of Mathura district of Uttar Pradesh

### Research methodology

The study was Conducted in the CD block Nandgaon districts of Mathura, five villages where FLDs conducted by Mathura KVK as treated villages and five villages where no such demonstrations conducted by Mathura KVK as control villages were selected purposively from Nandgaon block of Mathura district for this study. Two types of respondents were selected from these villages: (i) FLD farmers and (ii) non-FLD farmers. The FLD farmers were those on whose fields FLDs on mustard were conducted and non-FLD farmers were those on whose fields FLDs on mustard were not conducted. From each group, 55 farmers were randomly selected. The total sample, therefore, consisted 110 respondents' farmers in both the group for collection of data.

### Correspondence

**Jagdish Singh**  
M.Sc. (Ag) Agri. Extension  
Students Department of  
Agricultural Extension and  
Communication SHUATS  
Allahabad, Uttar Pradesh, India

The data was collected through a well-structured and pre-tested interview schedule. The collected data were statistically analyzed by using appropriate statistical tools, were used like

percentage, mean, correlation coefficient.

## Result and Discussion

**Table 1:** Socio-economic status of the beneficiaries and non-beneficiaries

S. No	Socio-economic status	Beneficiaries		Non-beneficiaries	
		Frequency	Percentage	Frequency	Percentage
1	Low (9-14)	13	23.64	23	41.81
2	Medium (15-20)	25	45.46	21	38.19
3	High (21-26)	17	30.90	11	20.00
	Total	55	100.00	55	100.00

The data in table shows that beneficiary respondents (45.46%) had medium socio-economic status followed by high (30.90%) and low (23.64%) of socio-economic status and in case of non-beneficiary respondents (41.81%) had low socio-

economic status followed by medium (38.19%) and only (20.00%) had high socio-economic status similar finding also reported by Raghavendra, K.M. (2010) [2].

**Table 2:** Level of adoption of beneficiaries and non-beneficiaries

S. No	Beneficiaries			Non-beneficiaries		
	Level of adoption	Frequency	Percentage	Level of adoption	Frequency	Percentage
1	Low (14-19)	11	20.00	Low (9-15)	26	47.20
2	Medium (20-25)	24	43.63	Medium (16-21)	20	36.40
3	High (26-31)	20	36.37	High (22-27)	09	16.40
	Total	55	100.0	Total	55	100.00

The table 2 shown that beneficiaries respondents had medium adoption behaviour followed by high and low level of adoption regarding mustard production practices and in case of non-beneficiaries had low adoption behaviour followed by

medium and high level of adoption regarding mustard production practices Similar finding also reported by Ranish *et al* (2001) [4].

**Table 3:** Relationship between socio-economic characteristics and adoption behaviour of mustard production practices of beneficiaries and non-beneficiaries about front-line demonstration

S. No	Characteristics	"r" value (beneficiaries)	"r" value (non-beneficiaries)
1.	Age	0.133*	0.163*
2.	Education	0.195*	0.295*
3.	Land holding	0.015NS	0.035NS
4.	Annul income	0.025NS	0.019NS
5.	Farm power machinery	0.254*	0.154*
6.	Economic motivation	0.421*	0.321*
7.	Innovativeness	0.264*	0.164*
8.	Information seeking behavior	0.022NS	0.012NS
9.	Mass media exposure	0.294*	0.194*
10.	Extension participation	0.332*	0.232*
11.	Knowledge	0.234*	0.134*

\* = Significant at  $p = 0.005$ , NS= Non-significant

It is evident from the table 3 that land holding, annual income and information seeking behaviour was non-significant both beneficiaries and non-beneficiaries whereas age, education farm power machinery, economic motivation, innovativeness, mass media exposure, extension participation and knowledge was positive both beneficiaries and non-beneficiaries regarding mustard production practices.

## Conclusion

It is concluded that FLD beneficiary had medium socio-economic status followed by high socio-economic status and in case of non-beneficiary majority of them were found low to medium level.

The adoption level of beneficiaries were medium to high while non-beneficiaries were found low level of adoption of improved production practices of mustard, proper training and extension strategies to be followed for maximum adoption of mustard crop in the research area.

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