



Extent of adoption level of medicinal and aromatic plants growers in Karnataka

BASVARAJ PAWAR, SYED. SADAQATH AND J.S. BINKADAKATTI

See end of the article for authors' affiliations

Correspondence to :

BASVARAJ PAWAR

Department of
Agricultural Extension
Education, University
of Agricultural Sciences,
DHARWAD
(KARNATAKA)
INDIA
Email : basuextn@
gmail.com

ABSTRACT

The present study was conducted during 2007-08 in Dharwad, Belgaum and Gadag districts of Karnataka the ex-post facto research design was used for the study. A total sample comprising of 140 medicinal and aromatic plants contract farmers were randomly selected. 45.71 per cent of the farmers belonged to medium level category have adopted the aswagandha cultivation practices. (54.28%) of the farmers belonged to medium level of adoption about cultivation practices patchouli crop. (45.71%) of the farmers belonged to medium level category have adopted cultivation practices citronella. majority (51.44%) of the farmers belonged to medium level of adoption about cultivation practices.

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INTRODUCTION

Contract farming is defined as a system of production and supply of agricultural and horticultural produce by farmers under forward contracts. Such arrangements are being a commitment to provide agricultural and horticultural produce of a type, at a specified price and in a specified quantity to a known buyer. Contract farming can be described as a half way house between independent farm production and corporate farming.

Medicinal and aromatic plant flowers and plantation crops received due attention only during unplan period for the planned investment. The investment on horticulture during the decade has been highly rewarding in terms of increased production and productivity. To achieve the growth rate of 4 per cent in agriculture, the horticulture sector is expected to grow at the rate of 6-7 per cent annually.

Thus, the potentiality which exists in the country has to be honoured in a systematic manner where in medicinal and aromatic plants have to play a very significant role in contract

farming.

Adoption is a decision to make full use of innovation on the best course of action available (Rogers, 1983) in the present study adoption referred to actual use recommended cultivation of medicinal and aromatic plants.

METHODOLOGY

The present study was conducted in Dharwad, Belgaum and Gadag districts of Karnataka the ex-post facto research design was used for the study. A total sample comprising of 140 medicinal and aromatic plants contract farmers were purposively selected randomly from selected taluks like Kalgatgi, Hubli, and Dharwad, taluks from Dharwad district. Savdati, Hukeri, Gokak, Chikodi, and, Belgaum taluks from Belgaum district, Ron and Gadag taluks from Gadag district were selected respectively.

The dependent variable included for the study was Knowledge and Adoption Percentage and frequency were used to measure Knowledge and Adoption of contract

Key words :

Adoption,
Ashwagandha,
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