



RESEARCH PAPER

Knowledge and adoption of recommended practices of brinjal

G. T. ZORE, A. N. DESHMUKH*, S. U. MOKHALE AND S. S. PINGALE

Department of Extension Education, Shri Shivaji Agriculture College, AMRAVATI (M.S.) INDIA

Abstract : The present study on knowledge and adoption of recommended practices of brinjal was conducted in the year 2015–16 in Amravati district. For this study 80 brinjal growers were purposively selected from one tehsil of district with the help of random sampling method. The data were collected with the help of structured interview schedule. Collected data was carefully examined, classified quantified and tabulated. Frequencies, mean, standard deviation, correlation of co-efficient analysis were employed for interpreting the results. Results obtained after analysis have been summarized as below. Findings revealed that majority of the respondents 43.75 per cent were found in the middle age group 31 to 50 years. Majority of the respondents 47.50 per cent were educated upto college level. Nearly 31.25 per cent respondents belonged to semi medium land holding between 2.01 to 4 ha. Maximum percentages of the respondents had their annual income in between Rs. 50,001 to 1,00,000/- and above. Majority of the respondents 70.00 per cent were having upto 3.00 ha area under irrigation. Majority of the respondents 50.00 per cent possessed 0.20 to 0.40 ha area under brinjal crop. Majority of the respondents 58.75 per cent had low level of social participation. Nearly 40.00 per cent of respondents in medium category of extension contact. Majority of the respondents 42.50 per cent found to be in the medium level of market orientation. Majority of the respondents 60.00 and 61.25 per cent belonged to medium category of knowledge and adoption level, respectively. Findings of relational analysis revealed that the characteristics such age, education, land holding, annual income, area under irrigation, area under brinjal crop, extension contact, market orientation were positively and significantly correlated with knowledge about recommended practices of brinjal. Whereas, social participation was not associated with knowledge about recommended practices of brinjal. Among the characteristics of respondents viz., education, land holding, annual income, extension contact, market orientation were positively and significantly correlated with adoption at 0.01 level of probability while age, area under irrigation, area under brinjal crop were positively and significantly correlated with adoption at 0.05 level of probability had positive and significant relationship with adoption of recommended practices of brinjal. However, social participation, did not show significant relationship with adoption of recommended practices of brinjal. Lower down of water table of irrigation sources, high cost of insecticides and pesticides, high cost of fertilizer, sale of brinjal crop does not fetch remunerative price in the market, irregular power supply, high wages of labour, transporting of brinjal produce by jeep or tractor is expensive, non-availability of Agril. loans at proper time were the important constraints.

Key Words : Knowledge, Adoption, Brinjal growers, Practices, Constraints

View Point Article : Zore, G.T., Deshmukh, A.N., Mokhale, S.U. and Pingale, S.S. (2017). Knowledge and adoption of recommended practices of brinjal. *Internat. J. agric. Sci.*, **13** (1) : 34-37, DOI:10.15740/HAS/IJAS/13.1/34-37.

Article History : Received : 23.06.2016; Revised : 30.10.2016; Accepted : 06.12.2016

* Author for correspondence: