

A CASE STUDY

Effect of front line demonstrations on productivity and profitability of urdbean [*Vigna mungo* (L.) Hepper] in mid-western plain zone of Uttar Pradesh

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SUMMARY

The 56 front line demonstrations were conducted in mid-western plain zone of Uttar Pradesh to evaluate the effect of front line demonstrations on productivity and profitability of urdbean during *Kharif* seasons of 2010 to 2012 at farmer's fields of different locations in Budaun district. Improved technology with ICM produced 27.27 per cent higher average grain yield as compared to prevailing farmers practice (791 kg/ha). The maximum technology gap (470 kg/ha) and index (32.41%) was observed in the year 2011 in comparison to the years of 2010 and 2012. The front line demonstrations recorded higher average gross returns (Rs. 35363/ha) and net return (Rs. 24240/ha) with higher cost: benefit ratio (3.15) compared to farmers practice. Further, data show that the average additional cost of cultivation (Rs.708/ha) under integrated crop management demonstrations yielded additional net returns of Rs. 6839 per hectare with incremental benefit cost ratio of 0.50. Majority of the respondent farmers expressed their high (48.57%) to the medium (34.64%) level of satisfaction for the improved ICM technology under real farm situations with very few (16.79%) of respondents expressed lower level of satisfaction.

Key Words : Benefit cost ratio (B: C), Client satisfaction index, Front line demonstration, Integrated crop management, Productivity, Profitability, Technology gap, Technology index, Urdbean

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