

Knowledge and its relationship with personal, socio-economic and psychological characteristics of sunflower growers of Bijapur district

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ABSTRACT

Among important different oilseed crops grown in India, sunflower occupies an important position next only to the groundnut. In Karnataka, Bijapur district stands first in area and production. The extension agencies like state Department of Agriculture, state Agriculture Universities, input agencies and NGO's were constantly making efforts to increase productivity by conducting training demonstrations, field days and other extension activities. Knowledge of the sunflower production technology is important for increasing the production levels. Hence, this study was conducted to know the knowledge level and its relationship with socio-economic and psychological characteristics of sunflower growers. The study revealed that majority of the farmers belonged to medium knowledge category having the detailed knowledge about important sunflower cultivation practices and there was positive and significant relationship with personal socio-economic and psychological characteristics of sunflower growers.

INTRODUCTION

Sunflower is the second most important oilseed crop of the world. Its introduction for commercial cultivation in India was in the year 1972-73. It is now one of the most important oilseed crops in the country after groundnut and rapeseed mustard. Important sunflower growing states are Karnataka, Maharashtra, Andhra Pradesh, Punjab, Haryana and Uttar Pradesh. The appreciable increase in the area and production of sunflower crop is due to the wide adoptability to wide ranging agro-climatic conditions and soil types, short duration availability of promising varieties and hybrids having high yield potential and remunerative market prizes. In spite of high genetic potentiality of the crop and availability of latest technology, the productivity of the crop remained around 500 kg ha⁻¹ against the world average productivity of 1257 kg ha⁻¹. Since the knowledge of sunflower production technology is important for increasing the productivity levels, the study was conducted with the objectives : to study the knowledge level of respondents about recommended sunflower cultivation practices and to study the relationship with personal, socio-economic and physiological characteristics to the knowledge of respondents.

METHODOLOGY

The study was conducted during the year 2009 in Bijapur district of Karnataka as Bijapur district ranks Ist in area and production among sunflower growing districts of Karnataka state. Muddebihal and Basavan Bagewadi Talukas were purposively selected as these Taluka rank I and II in area and production of sunflower. Six villages from each Taluka were randomly selected and ten farmers growing sunflower from each village selected for the study. Twelve villages from each Taluka were randomly selected. Ten farmers grown sunflower from each village were selected for the study by random sampling method thus total sample constituting 240 sample size.

The dependent variable knowledge was operationalised as the ability to reproduce the recommended production technology of sunflower cultivation. For measuring the variables, a knowledge schedule was developed for the study which consisted of 30 items, the possible score of the respondent could be 0 to 30 based on the scores on knowledge item, the respondents were grouped into three categories viz., low, medium and high by using mean and standard deviation. The independent variables age, education, land holding, annual income, mass media participation, extension contact, cosmopolitaness, risk orientation, economic

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