



RESEARCH PAPER

Extension needs of vegetable growers

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Abstract : The present study on “Extension Needs of Vegetable Growers” was conducted in the year 2021-2021 in Akola district of Maharashtra state. The exploratory research design of social research was used. In all, 120 respondents were selected by random sampling method. The data were collected by personally interviewing the respondents with the help of structured interview schedule. The data collected were carefully examined, classified, quantified and tabulated. Frequencies, mean, standard deviation, spearman rank correlation and multiple linear regression were employed for interpreting the results. The findings of the present study revealed that, nearly half of the respondents 55.83 per cent belonged to middle age group, *i.e.* between 36 to 54 years. High proportion of the respondents 46.66 per cent were educated upto secondary school category (10th standard). Nearly half 42.50 per cent of the respondents had medium family size category (5-6 members). Most of the respondents 52.50 per cent had annual income between Rs. 1,00,000/- to 2,00,000/-. High proportion of the respondents 40.83 per cent possessed small category of land holding (1.01 to 2.00 ha). Nearly half 74.16 per cent of the respondents had 0.40 to 1.60 ha area under vegetables. Nearly three fourth 63.33 per cent of the respondents had 11 to 27 years of experience in vegetable cultivation. nearly half of the respondents 50.00 per cent belonged to medium category of social participation. Majority 54.16 per cent of the respondents had medium source of information. Over half 57.50 per cent of the respondents had medium level of innovativeness. Nearly three fourth 80.00 per cent of the respondents had medium category of risk orientation. In case of extension needs of respondents, majority of the respondents 66.67 per cent most needed information about export facilities provided by government and 62.50 per cent information about phyto sanitary measures. High proportion of the respondent 30.83 per cent had daily contact with Gram Sevak among formal agencies, followed by 40.00 per cent progressive farmers among informal agencies, whereas 60.83 per cent of respondents had daily contact with television among mass media. The majority of respondents 60.00 per cent prefer farm as suitable place of contact. Higher number 41.66 per cent of the respondents prefer farm and home visit as best extension method. The 40.83 per cent of the respondents believed that, gender of extension agent doesn't matter. Majority of the respondents 70.00 per cent had medium extension needs *i.e.* between 33.34 to 66.66 per cent. Important constraints faced by the respondents were price fluctuation 80.00 per cent followed by 70.00 per cent had problem about electricity, whereas 66.66 per cent 64.16 per cent and 60.83 per cent of respondents faced problems regarding fertigation, exploitation by middle men and lack of market knowledge, respectively and these were ranked as I, II, III, IV and V, respectively.

Key Words : Vegetable growers, Extension need, Profile, Constraints

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