



## RESEARCH PAPER

# Adoption gap in orange cultivation

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**Abstract :** The study on adoption gap in orange cultivation was conducted in Amravati district Morshi and Warud talukas with a sample of 120 farmers using exploratory design and personal interviews. most respondents were middle-aged, higher secondary educated, semi-medium land holders, and had annual income above Rs. 2,00,000. Majority had area under orange up to 2 ha, wells/ tube wells for irrigation, and medium levels of farming experience, sources of information, social participation, innovativeness, risk orientation, and knowledge. Overall, 67.50% had a medium adoption gap in recommended cultivation practices and 53.33% a medium yield gap. Correlation analysis revealed that age, farming experience, innovativeness, and yield gap were positively and significantly associated with adoption gap, whereas education, landholding, orchard area, sources of information, social participation, risk orientation, and knowledge showed negative significant relationships. Sources of irrigation was negatively non-significant.

**Key Words :** Adoption gap, Orange cultivation, Cultivators, Yield gap, Recommended cultivation practices

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